



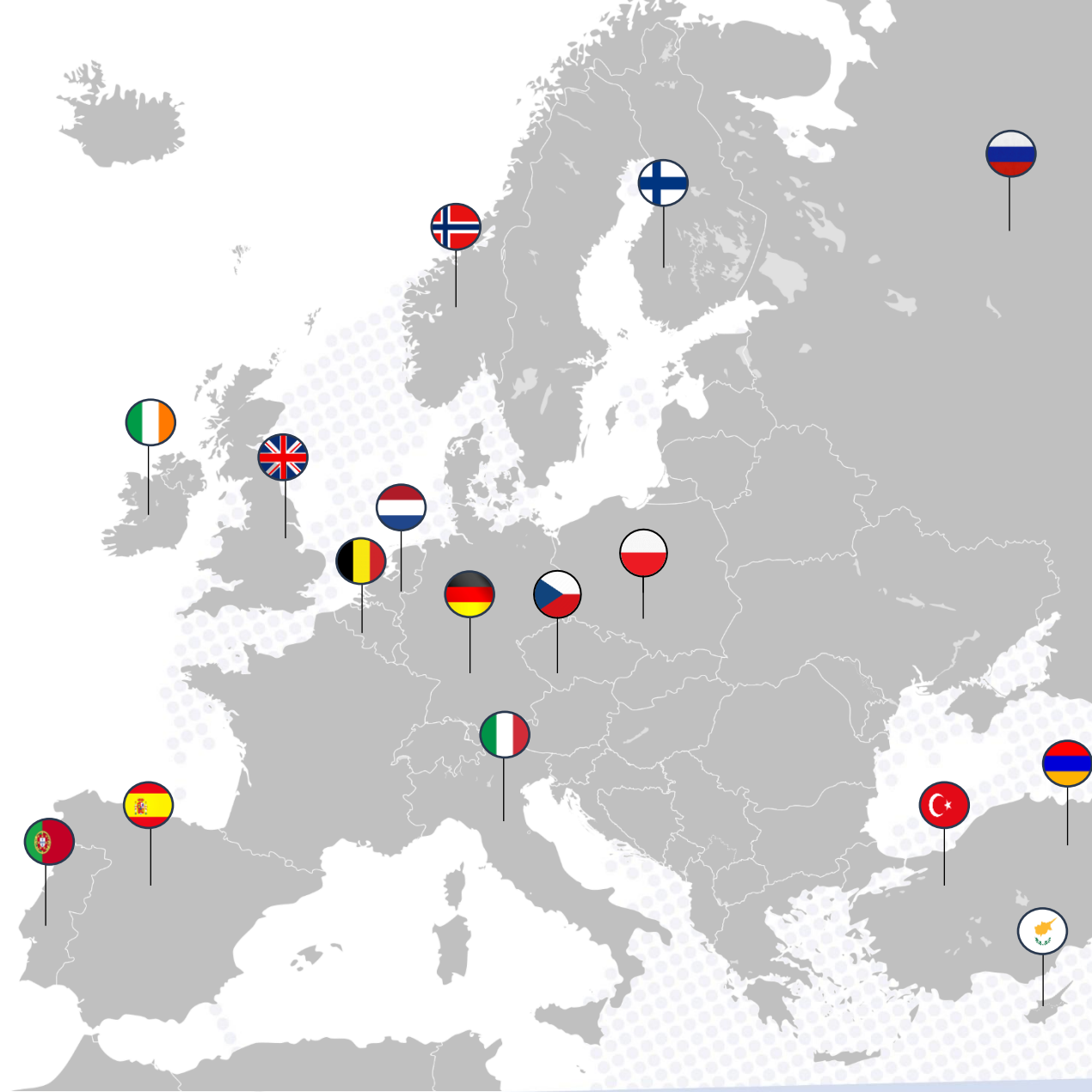
**MAKE
SENSE
CAMPAIGN**

2025 RESULTS REPORT

Our 13th *Make Sense* Awareness Week proved to be another success!

2025 saw yet another fantastic Awareness Week for the Campaign, with participants from all over Europe (and beyond) coming together to raise awareness of head and neck cancer, with a fantastic total of **16 countries** taking part.

We have seen a broad spectrum of unique and impactful activities taking place, with one common goal in mind: improving outcomes from patients with head and neck cancer.



2025 CAMPAIGN SUMMARY

The theme for the [2025 Make Sense campaign](#) awareness week will focus on uniting Europe against head and neck cancer to ensure there is equal access to head and neck cancer care across Europe.

During the awareness week, *Make Sense* will utilise the findings from the research project, the existing *Make Sense* campaign infrastructure, and network to communicate the gaps in head and neck cancer care and support countries with communicating what action needs to be taken to improve care at a local-level.



13TH AWARENESS WEEK
15–20 SEPTEMBER 2025

MONDAY

Awareness Week Launch

TUESDAY

Focus on Policy: *Uniting Europe to advocate policy change*

WEDNESDAY

Signs & Symptoms: 1for3 Focus (Early diagnosis day clinics held across Europe)

THURSDAY

Educational events on risk factors and prevention including smoking, alcohol and HPV vaccination

FRIDAY

HCP education focused on spotlighting head and neck cancer care

SATURDAY

Make Sense Run event held across Europe

EQUAL ACCESS, EQUAL CARE RESEARCH



Equal Access, Equal Care:
Uniting Europe Against
Head and Neck Cancer

In 2024, to better understand the **landscape of head and neck cancer care** and where progress is needed, *Make Sense* conducted a **research project** to understand the standard of head and neck cancer care in four Eastern European countries.

The findings were **benchmarked** against the Netherlands and used to **generate data** on the current landscape in Eastern Europe to determine if there are disparities in the diagnosis and treatment of head and neck cancer.

The findings were shared as part of the 2025 *Make Sense* campaign at ECHNO 2025 and served as a focus point for key activities during the awareness week in September.



SOCIAL MEDIA

3,104,162

social media reach across all platforms*



2,930,174

reach on Facebook*



97,399

views on Instagram*



26,378

views on LinkedIn*

TRADITIONAL MEDIA



5,836,794

estimated media
coverage reach*



937

pieces of total
media coverage

KEY RESULTS

16

countries
participated



330

screening
centers and
clinics



13,146

patients
screened



3528

attended educational
events across Europe



1209

patients
referred



*Figures based on submitted results from country teams. Includes organic and promoted content shared by both the *Make Sense* campaign and local country teams.

COUNTRY ACTIVITY HIGHLIGHTS

As always, we were delighted by the outstanding level of engagement from our local country stakeholders during this year's Campaign.

Your unwavering dedication and support remain vital to our shared mission of improving outcomes for patients and survivors.

We would also like to extend our sincere thanks to our European and local sponsors and partner organisations, your continued backing is deeply appreciated.

The 2025 Campaign showcased an inspiring mix of creative and meaningful initiatives, including in-person early diagnosis clinics, the Make Sense Run, educational lectures and social media campaigns.



Make Sense 2025. ՌԻԿԱ մասնագետները՝ զկյի ջանքերի դեմ պայքարի միջազգային շարժման...



TÝDEN PREVEN
**RAKOVINY
DUTINY ÚSTNÍ**

PRO VEŘEJNOST: 15.-19. ZÁŘÍ 2025

TRÁPÍ VÁS PROBLÉM V ÚSTECH?
PUSETE PRAVIDELNĚ ALKOHOL?
KOUŘÍTE?

PŘIJĎTE NA
BEZPLATNÉ
A BEZBOLESTNÉ
VYŠETŘENÍ.

Stomatologická klinika FN Píseň
Příjem: 1. patro
15. září 2025
www.fngp.cz



umbria **24**

Make Sense, anche in Umbria campagna europea di educazione alla prevenzione dei tumori testa-collo

Fino al 20 settembre un appuntamento cruciale per sensibilizzare l'opinione pubblica su patologie spesso sottovalutate. Iniziativa sostenuta dall'Associazione Naso Sano

17 Settembre 2023





Události



OUR PARTNERS



The *Make Sense* Campaign is run by:



European support for the *Make Sense* Campaign is provided by:

MERCK

Merus

CONTACT US



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