



# MAKESENSECAMPAIGN 2020 RESULTS REPORT



## 2020 saw yet another successful *Make Sense* Awareness Week!

Celebrating its eighth year, the **Make Sense** campaign led yet another successful Awareness Week with participants from all over Europe coming together to raise awareness for head and neck cancer. Despite the global COVID-19 pandemic, there were a whole range of superb and creative activities taking place across the **16 participating countries**.

## Awareness Week 21–25 September, 2020



### MONDAY

Stay Head and Neck Cancer Aware survey launched, in partnership with European Cancer Patient Coalition (ECPC)



### TUESDAY

White Paper launch via tweet chat, with endorsement from Cristian Buşoi, MEP, EEP Group



### WEDNESDAY

Virtual early diagnosis day clinics held throughout Europe



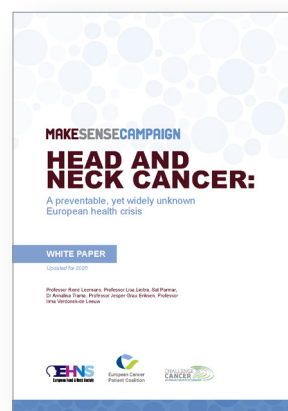
### THURSDAY

Social media push on risk factors, including smoking, alcohol and HPV



### FRIDAY

Importance of Multidisciplinary Treatment of Head and Neck Cancer Webinar, held in collaboration with AO CMF and EHNS

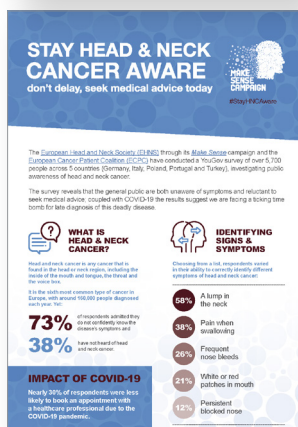


This year, the Campaign rolled out a new theme to combat delays in diagnosis, exacerbated by COVID-19. Together, we reminded Europe to 'stay head and neck cancer aware: don't delay, seek medical advice today', as early diagnosis and referral saves lives.

In support of this theme, the Stay Head and Neck Aware survey was conducted in Germany, Italy, Poland, Portugal and Turkey and launched to media with an accompanying factsheet. Additionally, an impactful #StayHNCAware social media campaign was executed.

## STAY HEAD & NECK CANCER AWARE:

don't delay, seek medical advice today



## KEY RESULTS



16

countries participated



103

screening clinics



>2,400

patients screened



440

patients referred



>1,850,000

people reached on Facebook\*



>405,000

impressions on Twitter\*



>2,360,000

social media reach across all platforms



>1,300

pieces of original media coverage



White Paper launched with expert author and prominent MEP endorsement



346

attendees to HCP educational webinar

\*includes organic and promoted content shared by both the Make Sense campaign and local country teams



"The success of the Campaign is reliant on our ongoing partnerships with committed stakeholders, partners and supporters, both on national and European stages. We couldn't do it without you!"

— René Leemans, Make Sense Steering Committee Chair

## Our Partners



European Cancer Patient Coalition



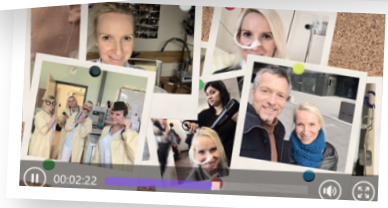
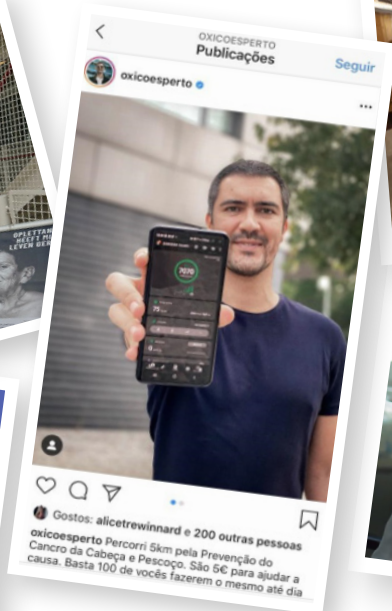
European Dental Students' Association





## Country Activity Highlights

As ever, participation and interest in the Campaign from our local country stakeholders was fantastic! Activities ranged from early diagnosis clinics, to online symposiums, to varied social media campaigns, to patient organisation meetings and much more. Despite the difficulties driven by the COVID-19 pandemic, we saw a whole host of innovative activities and events, which have brought us another step closer to achieving our goal of improving patient outcomes in Europe.



## Ongoing Projects and Looking Ahead

While the awareness week may be behind us, our activities and plans for 2020 and beyond continue! We are in the early stages of developing dedicated European Head and Neck Cancer Survivorship Guidelines with ECPC and an expert group of HCPs involved in treatment and survivorship care of head and neck cancer. Stay tuned for more information!

Finally, we would once again like to extend a huge thank you to everyone that has contributed to another successful Campaign this year. We appreciate your tireless efforts and undeniable impact in raising awareness for head and neck cancer and look forward to working with you all again next year!

## CONTACT US



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The Make Sense campaign is run by:



European support for the Make Sense campaign is provided by:

