

MAKE SENSE CAMPAIGN 2022 RESULTS REPORT

## THE 10TH MAKE SENSE CAMPAIGN PROVES TO BE ANOTHER TRIUMPH!

As 2022 marked a milestone 10 years of the *Make Sense* campaign, it's only fitting that we have seen one of the most incredible Awareness Weeks since its inception! Participants from all over Europe (and beyond) united to carry out a range of activities to raise awareness of head and neck cancer with the ultimate aim of improving outcomes for patients with the disease. **The Campaign took place in 21 countries**—one of our highest turnouts to date!



## **2022 CAMPAIGN SUMMARY**



This year, the *Make Sense* campaign celebrated its 10<sup>th</sup> annual Awareness Week. Our theme and motto for 2022—*make it make sense* —continued to remind our audience to learn and share the foundational, life-saving '1for3' rule. At the inception of the Campaign in 2013, the *'1for3'* rule was created to generate awareness of the disease and support improved prognosis by early detection. With head and neck cancer rates set to dramatically increase, this rule is as important as ever.

# make it make sense

Learn the life-saving 1for3 rule

### 10<sup>TH</sup> AWARENESS WEEK, 19–23 SEPTEMBER 2022



MON Launch of the 10<sup>th</sup> anniversary press release and materials

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Beating Cancer Plan progress and policy focus

WED Early diagnosis day clinics held across Europe

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THUR Social media push on risk factors including smoking, alcohol and HPV and prevention educational days

FRI HCP education focus and promotion of survivorship recommendations published in Oral Oncology



"I am incredibly proud of the hard work from our committed partners to make this year's milestone Campaign another resounding success.

Thank you to everyone who participated in the Campaign on both a European and national level; with your support we are increasing awareness of head and neck cancer in Europe and beyond."

- Professor René Leemans, Make Sense Steering Committee Chair

## **Our Partners**







## EUROPEAN HEAD AND NECK CANCER SURVIVORSHIP RECOMMENDATIONS

In August, the first ever head and neck cancer survivorship recommendations for a European setting were published in Oral Oncology as a result of a long-standing collaboration between European Cancer Patient Coalition (ECPC) and European Head & Neck Society (EHNS) and the *Make Sense* campaign.

#### These recommendations:

- Highlight the essential need for head and neck cancer survivorship care to follow a multidisciplinary approach
- Strengthen the call to consider the need for strong psychosocial support in line with the range of adverse effects and personal consequences that head and neck cancer survivors may be managing
- Encourage treatment that is individual to the survivor, reflecting the diverse consequences of head and neck cancer

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European Head and cancer survivorship		ndations for head and neck		
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## FURTHER SECRETARIAT ACTIVITIES IN 2022



JUNE

Steering Committee congress presence and presentation at IAOO World Congress

New 1for3 and HPV educational materials developed

AUGUST

#### SEPTEMBER

10<sup>th</sup> years of *Make* Sense press release and factsheet launched

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NOVEMBER

Poster presentation

at European Cancer

**Summit 2022** 

Steering Committee

congress presence

and presentation at CEORL-HNS

In addition to the survivorship recommendations and the Awareness Week, the Secretariat delivered a range of

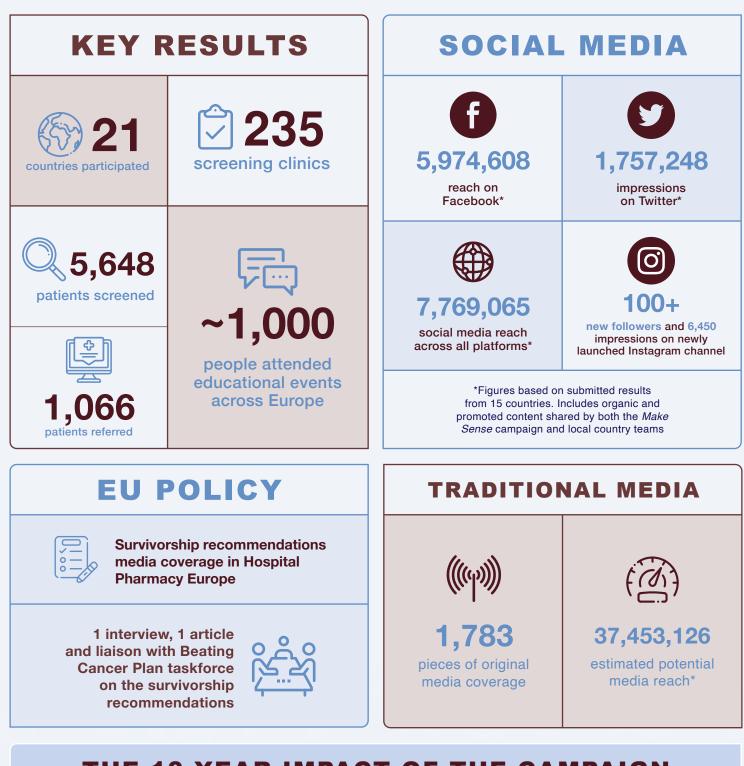
activities and materials throughout the year, engaging with

new and current stakeholders, policy makers, HCPs and more!



#### THROUGHOUT THE YEAR

Engagement with Beating Cancer Plan



## THE 10-YEAR IMPACT OF THE CAMPAIGN



country members participated to date



>30 meetings with EU patient organisations and policy makers







>521,780 pieces of coverage generated (broadcast, radio, online and print)





>365,000 educational resources distributed



## LOOKING AHEAD TO 2023

Finally, we would like to give a huge thank you to everyone that participated in the Make Sense campaign in 2022. Your invaluable efforts have contributed to another successful year and without your support, this Campaign wouldn't be possible.

Looking ahead to 2023, we are sure to have some fantastic activities throughout the year and during our 11th Awareness Week. Stay tuned for new materials, new partnerships, and much more. We truly hope you will join us again next year, and very much look forward to working with you all!

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CONTACT US

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The Make Sense campaign is run by:



European support for the Make Sense campaign is provided by:

WEBINAR

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Make Sense Campaign

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