

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 10th 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

10TH AWARENESS WEEK, 19–23 SEPTEMBER 2022



MON Launch of the 10th anniversary press release and materials

((.	((· (·))

Beating Cancer Plan progress and policy focus

WED Early diagnosis day clinics held across Europe

	86
--	----

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

ELSEVIER		ncology wie: com/locate/onloceology		
European Head and cancer survivorship		ndations for head and neck		
Sefik Hosal ^b , Susanne Sir Ann Varges Gomes ¹ , Cha	ger ¹ , Dominic P. Laverty ¹ , Wo is Girvalaki ¹⁰ , Christian Simo	Licitra ^{(*} , Jesper Grau Eriksen ^{(*}), jejech Golusinski ^{(*}), Piotr Macheryzski ^{(*}), n ^(*) , C. René Leemans ^{(*),*} (Nok Juger): b Indian 1172, America de Neterinde		
¹ Annicelar Public Paulity, Meesh Meesh ² Speech and Language Thiospile Dypologic ² Speech and Language Thiospile Dypologic ² Speech and Nick Concer Medical disordings ² Speech and Construction, Speech and ² Speech and Construction, Speech and ² Speech and Speech and Speech and Speech and ³ Speech and Speech and Speech and Speech and ³ Speech and Speech and Speech and Speech and ³ Speech Construction and Speech and Speech and ³ Speech and Speech and Speech and Speech and Speech and ³ Speech Construction and Speech and Speech and Speech and ³ Speech and Speech and Speech and Speech and Speech and ³ Speech and Sp	Ansambar, de Felterinism and Alered Arwey Disweits (Bangula Breningh Die est Band A. Noch Ensamt Program et duri and and Alered Arwey (Ensamt Program) die Alerenzo (Elsen V. 1998), der Alerenzo (Elsen V. 1998), der Bangula J. Mith Paul Weit, Breninghen E. 2000, 1998 Bangula J. Mith Paul Weit, Breninghen E. 2000, 1999 Alerenzo (Else et al. Alerenzo (Elsenzo)), der Alerenzo (Else et al. Alerenzo (Elsenzo)), der ander et durigen erstehen Alerenzo (Elser et durigen verbach heitet (EMPA (1998), 1998), des allerenzo (Elsenzo), delayer (Elsenzo), deplane et al. Alerenzo (Elsen	nen Mainen Fanner (h. Märk, hul) Andannen Balannen (Balanne) Andannen (Balannen (Balanne) er Gahnderg Tudevelt) Mätte, Germany Gahnderg Tudevelt) Mätte, Germany Gahn (Germer Come, 13 Gerberg R., 42 666 Pomen, Polest Galige Demig		
A B T I C L E I N F O Equestic Bard and sock career Sarrivenhip Sappositor eare	ments even after the cancer is and emotional impacts of the review provides recommends	A B S T B A C T subtracts of band and such ensure cass regulators togators remorpances of the cases and subsequent trans- neuron over and two serves has reselved. Isomatigity risksions are stores of the social, psychological, flatancial, and remotived improve of these concerns, is addition to the species required in the depited requires. The server serves and the charges of these concerns, the standard property required in strategies of the end over the time the charges of these concerns of the standard property of the instrument of that and server serves in the chargest methods are stored as a strategies. The		
Introduction Common environment of the second secon		periodicity is the load and next next next large [1]. Person we are a set of the set of the set of the set of the set subscription of periodicity and the set of the set period of periodicity in the set of the set of the set set of the set of		
Joperijoneningyandi (J.G. Erliser amp.edu.pl (M. Golozinski), pie	 wfiklosaki/genell.com (S. HosaD, singer canebrzynski/gweo.pl (P. Macbrzynski) e.ch (G. Simon), et.loemanni/municedamous av 2022.196647 	mills descend slover (C. Dorsek), bit Liebengleichenstenset als B. Lieben, open annale & S. Sapat, means closers (Brithers) (Dr. Leren), system , andeforminglytheren: (K. Vages Gener), elseinglytabilitysprog of ICR, Lerenze).		

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

10th years of *Make* Sense press release and factsheet launched

		Ĺ
	S	Г
- 4	<u> </u>	L
C		

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

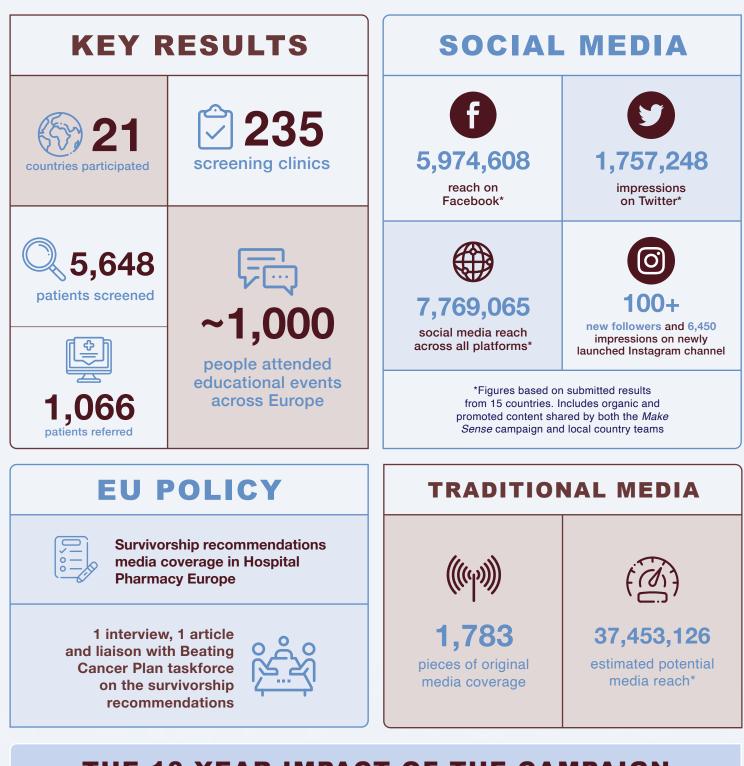
activities and materials throughout the year, engaging with

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!

> www.makesensecampaign.eu

> > secretariat@makesensecampaign.eu

CONTACT US

makesensecmpn 0)

The Make Sense campaign is run by:



European support for the Make Sense campaign is provided by:

WEBINAR

🖑 Bristol Myers Squibb 🐩 MORCK 📀 MSD

Make Sense Campaign

@MakeSenseCmpn