

MAKESENSECAMPAIGN

Transforming the face of head and neck cancer care in Europe: *It is time to take action!*

To change the face of head and neck cancer in Europe, Patrizia Toia (MEP), in partnership with the European Head and Neck Society (EHNS) and European Cancer Patient Coalition (ECPC), is calling on you to:

Make some noise!



Support us by promoting the messages about symptoms and risk factors of head and neck cancer **on social media**: see the **1for3 signs and symptoms definition**. Encourage politicians on a national level to do the same. Because early referral and early diagnosis save lives. Don't delay, this can be done anytime.



Get actively involved in our annual awareness week in September 2020 and share information about prevention and symptoms of head and neck cancer. Help us to **spread this information in your country**. Stay tuned for campaign tools and activities. #headandneckcancer

Become an advocate!



We need your help to work with stakeholders on a country-level:

- Reach out to country-level stakeholders to promote specialised treatment hubs.
- Going forward, encourage stakeholders to implement the 'Squamous cell carcinoma of the head and neck: EHNS-ESMO-ESTRO Clinical Practice Guideline'.
- Get ready for September 2020, when we will launch the Head and Neck Cancer Survivorship guidelines. We count on your help to spread out the new guidelines in your country.
- Highlight the need for funding further research on head and neck cancer to local government to ensure better prevention strategies, treatment options—and ultimately, outcomes—for all patients.



Would you like to learn more?
Please contact secretariat@makesensecampaign.eu
www.makesensecampaign.eu