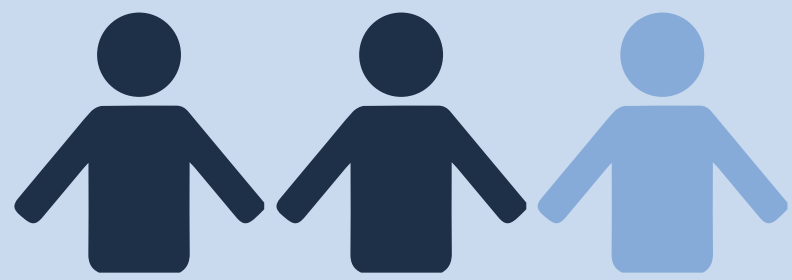
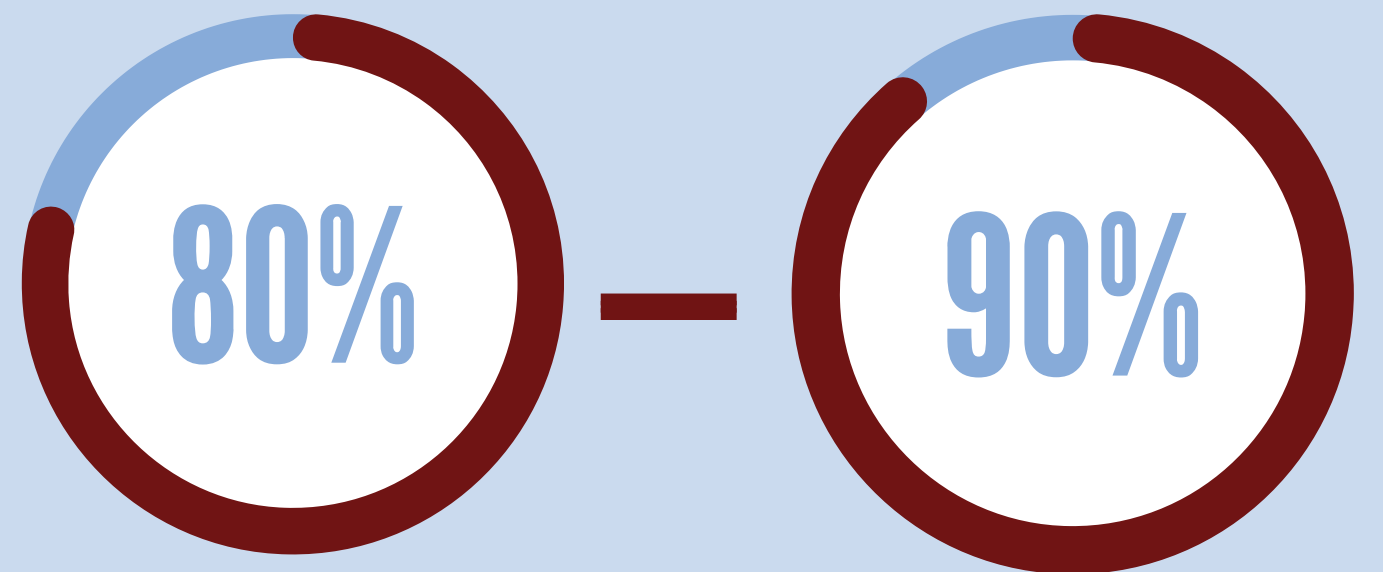


# MAKESENSECAMPAIGN

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



Currently 2 in 3 of all head & neck cancers are diagnosed at the advanced stage



is the survival rate of patients treated in early stages of disease

Approximately  
**686 000**  
people are  
diagnosed globally  
each year

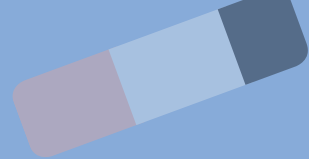


Men are 2 to 3 times more likely to develop head and neck cancer

## What are the risk factors?

### SMOKING

A smoker will be 15 times more likely to develop head and neck cancer than a non-smoker



### ALCOHOL

Men who consume more than 3 units, and women who consume more than 2 units, of alcohol per day are at a significantly higher risk.



### HPV

The incidence of throat cancer is rising due to certain sub-types of the HPV virus.

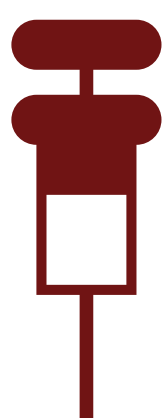


**376 000**

people die  
every year

## #headandneckcancer

is a curable disease, yet it kills over half of all sufferers



**TIME MATTERS!  
HELP US NOW!**



European Cancer  
Patient Coalition



European Head & Neck Society

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[www.ehns.org](http://www.ehns.org) / [secretariat@makesensecampaign.eu](mailto:secretariat@makesensecampaign.eu)