

MAKESENSECAMPAIGN

2023 RESULTS REPORT



Our 11th *Make Sense* Awareness Week proved to be another success!

As ever, participants from all over Europe (and beyond) joined in the awareness raising activities, with a fantastic total of **18 countries** taking part. We were delighted to see a range of unique and impactful activities taking place, with one common goal in mind; improving outcomes from patients with head and neck cancer.



2023 CAMPAIGN SUMMARY

The 2023 *Make Sense* Campaign focused on the three stages of prevention of head and neck cancer, underpinned by the foundational 1 for 3 rule and the 2023 motto—*3 weeks for 1 life: knowing the signs and symptoms of head and neck cancer could be lifesaving.*

The three stages of prevention are known as primary, secondary and tertiary. The primary stage involves preventing the cancer from developing through implementing activities to change high-risk behaviours and human papillomaviruses (HPV) vaccinations. The secondary stage focuses on early detection and intervening before symptoms worsen. Finally, the tertiary stage focuses on reducing the severity of head and neck cancer and associated side effects.

3 weeks FOR 1 life

Knowing the signs and symptoms of head and neck cancer could be lifesaving

11TH AWARENESS WEEK 18–23 SEPTEMBER 2023



MONDAY

3 weeks for 1 life Awareness Campaign launch



TUESDAY

Policy focus, including joining the European Cancer Organisation's (ECO) "Prevention, Early Detection and Screening" and "HPV Action" Focused Topic Networks



WEDNESDAY

Early diagnosis day clinics held across Europe



THURSDAY

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



FRIDAY

HCP education focus



SATURDAY

New *Make Sense* Run activity held across Europe



“Once again, it’s wonderful to see the results of the extraordinary amount of work that goes into the Campaign. On behalf of the EHNS Make Sense Steering Committee, I would like to thank all those who participated—our country teams, partner organisations and sponsors—for making the 2023 edition a success. Your support is invaluable in our goal to raise awareness of head and neck cancer and improve outcomes for patients. We hope to see you again next year!”

– Professor René Leemans, *Make Sense* Steering Committee Chair

EHNS FEEDBACK TO THE EUROPEAN COMMISSION’S ACTION TO PROMOTE VACCINATION AGAINST CANCER CAUSING VIRUSES

In February, the EHNS received an open consultation request from the European Commission to provide feedback on the actions proposed as part of its Beating Cancer Plan to increase the uptake of vaccination against the Hepatitis B virus and HPV. Due to the link between certain types of HPV and head and neck cancers, the EHNS (via its *Make Sense* Campaign) provided a response to state their support for the initiative but also highlight the vital steps required to address the unmet needs in this area in relation to head and neck cancer. Read an excerpt of the feedback shared with the European Commission on the right.



Our Feedback:

Due to the continued lack of awareness and education around the link between HPV and head and neck cancers, we encourage communications surrounding gender-neutral HPV vaccinations. We believe that highlighting a cancer that affects both females and males will help communicate that HPV-related cancers are not necessarily gender-specific and further show the advantages to vaccination.

As public awareness of head and neck cancer remains low, awareness campaigns are a key and effective tool towards the education of the disease. We encouraged the European Commission to support independent, public campaigns as they are invaluable for communicating to the at-risk populations.

At EHNS, through our *Make Sense* Campaign, we welcome the initiative to extend routine vaccination but believe in order for it to be truly effective at reducing the incidence of head and neck cancers, the vaccination programme must be adopted amongst boys as well.

FURTHER SECRETARIAT ACTIVITIES IN 2023

In addition to our Awareness Week and input to the European Commission’s HPV vaccination initiative, the Secretariat delivered a range of activities throughout the year, engaging with stakeholders, HCPs and more.

FEBRUARY

World Cancer Day activities conducted in collaboration with The European Pharmaceutical Students’ Association (EPSA) including a webinar and survey to educate and understand the level of knowledge pharmacy students have surrounding head and neck cancer (HNC).

JULY

Presentation on the *Make Sense* Campaign as part of a roundtable session on “The value of awareness campaigns in the HNC setting” at the American Head and Neck Society Annual Meeting in Montreal.

OCTOBER

The *Make Sense* Secretariat delivered a presentation at the “HPV Action” Focused Topic Meeting hosted by ECO for network members on the importance of HNC in HPV and cancer. There were a total of 50 attendees including representatives from WHO, European Patients Forum, European Public Health Alliance and Vaccines Europe.

KEY RESULTS

3,511 attended educational events across Europe

18 countries participated

279 screening centers and clinics

25,214 patients screened

1,040 patients referred

SOCIAL MEDIA



3,560,655

social media reach across all platforms*



3,277,923

reach on Facebook*



146,487

views on LinkedIn*



24,471

impressions on X*

TRADITIONAL MEDIA



1,166,675

estimated media coverage reach*



2,006

pieces of original media coverage

*Figures based on submitted results from 16 countries. Includes organic and promoted content shared by both the *Make Sense* campaign and local country teams.

OUR INAUGURAL MAKE SENSE RUN

Thank you to everyone who participated in our new Campaign activity by running or walking 5km to raise awareness of head and neck cancer!

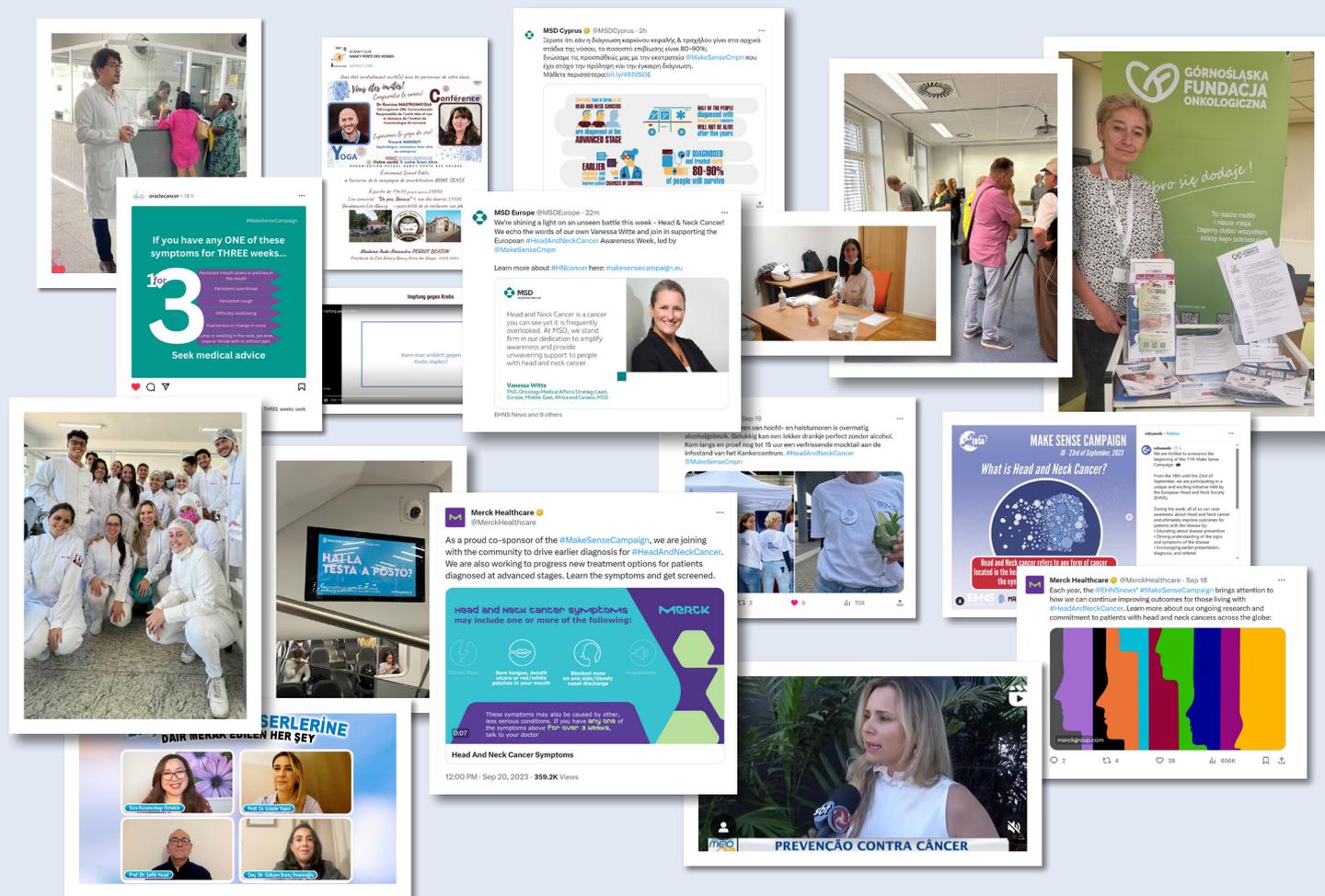


5 countries participated



280+ runners attended





COUNTRY ACTIVITY HIGHLIGHTS

Once again, we were delighted with the remarkable level of participation in the Campaign from our local country stakeholders! Without your commitment and support, working toward our shared goal to improve outcomes for patients and survivors would not be possible. In addition, we would like to highlight the involvement of our European and local level sponsors and partner organisations – your support is greatly appreciated.

A brilliant range of creative and impactful activities were held in 2023, including in-person early diagnosis clinics, the *Make Sense* Run, educational lectures, and even a *Make Sense* Mocktail Bar!

LOOKING AHEAD TO 2024

Finally, we would like to express our heartfelt appreciation to everyone who participated and made this year's *Make Sense* Campaign such a success. It would not be possible without you.

We're looking forward to sharing our plans for the 2024 Campaign with you all soon. We hope that you will join us once again, and cannot wait to work with you all next year!

OUR PARTNERS:



The *Make Sense* Campaign is run by:



European support for the *Make Sense* Campaign is provided by:



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