

# MAKE SENSE CAMPAIGN

## 2021 RESULTS REPORT



The *Make Sense* campaign's ninth year proved to be another resounding success with lots to recognise and celebrate!

2021 saw yet another fantastic Awareness Week for the Campaign, with participants from all over Europe coming together to deliver a variety of activities to raise awareness of head and neck cancer with the aim of improving outcomes for patients with the disease. This year, **the Campaign took place in 20 countries** – one of our best turnouts of all time!



## 2021 CAMPAIGN SUMMARY

This year, the Campaign theme and motto continued to ask our audience to 'Stay Head and Neck Cancer Aware', while acknowledging the ongoing COVID-19 pandemic which affects each of our lives and has very specific implications on the head and neck cancer population.



## STAY HEAD & NECK CANCER AWARE:

don't ignore the warning signs in COVID times.



## 9TH AWARENESS WEEK, 20-24 SEPTEMBER 2021:



### MONDAY

Survivor Survey results launched, in partnership with European Cancer Patient Coalition (ECPC)



### THURSDAY

Social media push on risk factors (including smoking, alcohol and HPV) and prevention education



### TUESDAY

Take Action on HNC Pledge letter sent to EU Commission



### FRIDAY

HCP education focus and promotion of *Impact of COVID-19 on HNC Treatment & Management* HCP webinar



### WEDNESDAY

Early diagnosis day clinics held across Europe



“As ever, we rely on strong ongoing relationships with our committed partners to maximise the success of the Campaign. To those on both European and national levels, thank you for your support!”

- Professor René Leemans,  
Make Sense Steering Committee Chair



## Our Partners



## SURVIVOR SURVEY

The launch of our Survivor Survey results demonstrated that survivors face a range of physical, social and professional challenges as a result of the disease. In many cases these have been worsened by COVID-19, and a vital need for improved support services was uncovered. The launch was accompanied by a factsheet and an impactful series of #StayHNCAware social media campaign posts.

**229** SURVIVORS RESPONDED

FROM

**12** EUROPEAN COUNTRIES



## SECRETARIAT ACTIVITIES IN 2021

In addition to 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!



### FEBRUARY

EU Cancer Plan response letter sent to EU Commission



### JUNE

Engaging Local Policy Makers toolkit launched



### OCTOBER

Impact of COVID-19 on HNC webinar for HCPs held in collaboration with AO CMF

### MAY

Country Engagement toolkit launched



### AUGUST

Take Action on HNC Pledge launched



# KEY RESULTS

# SOCIAL MEDIA

 **20**  
countries participated

 **223**  
screening clinics

 **1 new country**  
participated

 **>5,800**  
patients screened

 **92**  
attended HCP educational webinar

 **652**  
patients referred

 **>6,140,000**  
people reached on Facebook\*

 **>1,030,000**  
impressions on Twitter\*

 **>8,840,000**  
social media reach across all platforms

\*Includes organic and promoted content shared by both the *Make Sense* campaign and local country teams

# EU POLICY

 **Beating Cancer Plan**  
letter media coverage in Brussels Times

 **43 Take Action**  
on HNC Pledge signatories

 **1 meeting secured with**  
EU Commission's Beating Cancer Plan Task Force

# TRADITIONAL MEDIA

 **>1,730**  
pieces of original media coverage

 **>100,000,000**  
estimated potential media reach\*

\*Reach based on total media outlet audience figures. May not reflect exact number of readers, viewers and listeners

# THE CAMPAIGN'S GROWING REACH



**+266%**  
increase in social media reach since 2020

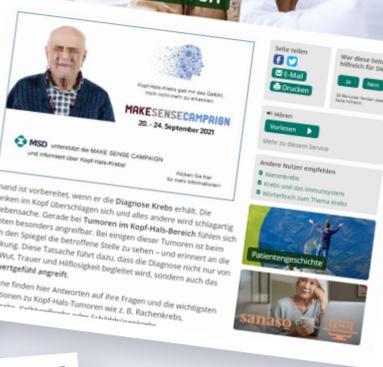
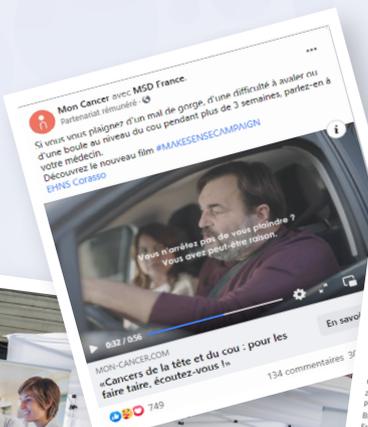
**+33%**  
increase in original media pieces generated since 2020



## Country Activity Highlights

Once again, participation and interest in the Campaign from our local country stakeholders, old and new alike, was remarkable. We also saw an incredible amount of involvement and support from our sponsors, both on a European and country level, with a fantastic array of creative and impactful activities and events.

These ranged from virtual and in-person early diagnosis clinics, symposiums and webinars, national conferences, multimedia campaigns, social media influencer engagement, patient surveys, and much more. Check out some wonderful examples here!



## Looking Ahead To 2022

We would like to say a huge thank you to everyone that participated in the *Make Sense* campaign in 2021. Your efforts have contributed to another successful year for the Campaign, and certainly aided in raising awareness of head and neck cancer across Europe.

Next year will be a very special one for the Campaign, as we celebrate our 10th Awareness Week! We are sure to have some fantastic activities, materials and updates in store, including the launch of dedicated European Head and Neck Cancer Survivorship Guidelines which are currently in progress, and the outcome of our meeting with EU Beating Cancer Task Force. We sincerely hope you will join us again next year for this milestone, and very much look forward to working with you all!

## CONTACT US



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The *Make Sense* campaign is run by:



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

