

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

10
years of
Make Sense

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



TUES

Beating Cancer Plan progress and policy focus



WED

Early diagnosis day clinics held across Europe



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 Cancer Patient Coalition



European Dental Students' Association



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



FURTHER SECRETARIAT ACTIVITIES IN 2022

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!



JUNE

Steering Committee congress presence and presentation at IAEO World Congress



AUGUST

New 1for3 and HPV educational materials developed



SEPTEMBER

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



NOVEMBER

Poster presentation at European Cancer Summit 2022

Steering Committee congress presence and presentation at CEORL-HNS



THROUGHOUT THE YEAR

Engagement with Beating Cancer Plan

KEY RESULTS

 **21**
countries participated

 **235**
screening clinics

 **5,648**
patients screened


~1,000
people attended
educational events
across Europe


1,066
patients referred

SOCIAL MEDIA


5,974,608
reach on
Facebook*


1,757,248
impressions
on Twitter*


7,769,065
social media reach
across all platforms*


100+
new followers and 6,450
impressions on newly
launched Instagram channel

*Figures based on submitted results from 15 countries. Includes organic and promoted content shared by both the *Make Sense* campaign and local country teams

EU POLICY



Survivorship recommendations
media coverage in Hospital
Pharmacy Europe

1 interview, 1 article
and liaison with Beating
Cancer Plan taskforce
on the survivorship
recommendations



TRADITIONAL MEDIA



1,783
pieces of original
media coverage



37,453,126
estimated potential
media reach*

THE 10-YEAR IMPACT OF THE CAMPAIGN



>30 country members
participated to date



>30
meetings with EU patient
organisations and policy makers



>113,660
people screened across
>1,790 clinics



>521,780
pieces of coverage generated
(broadcast, radio, online and print)



>365,000 educational resources distributed

