



Dear Madam/Sir,

we take the liberty of inviting you to the 3rd European Colorectal Cancer Days (ECCD) conference which will be held on 25–26 April 2014 in Brno, Czech Republic.

The ambitious aim of this year's conference is to continue in a recently established tradition of these spring international meetings focused on one of the biggest problems in European health care, the issue of colorectal cancer (CRC). Colorectal cancer remains to be the most commonly diagnosed cancer and the second most common cause of cancer deaths in Europe. Effective prevention, standardisation and scientifically driven promotion of the CRC screening were among the main topics of the previous two ECCD conferences held in 2012 and 2013. The highly constructive atmosphere, inspiring discussions and outcomes of the previous meeting challenged us to continue in this networking activity also in 2014. That is why we would like to announce the 3rd ECCDs event.

The past events were primarily focused on experience sharing and networking among European countries with respect to the standardisation of colorectal cancer screening. Apart from collaboration and networking, the most common keywords of lectures included standardisation as a necessary solution to the heterogeneity in quality assurance and quality control systems in rather different national CRC screening programmes. The most important executive outcome was in full accordance with the European guidelines for CRC screening, which were published in 2010 and recommended the transformation from an “opportunistic CRC screening” to a “population-based CRC screening”.

Therefore, the topic of CRC prevention and screening is not new. Nowadays, we have very powerful tools for an early detection of this disease, with a big potential to reduce both incidence and mortality rates. Organised cancer prevention has been repeatedly emphasised and declared as an obligatory component of modern health care systems and policies. Scientific evaluations have provided clear results as well; it has been widely published in clinical trials and official guidelines that CRC screening really does have the potential to prevent colorectal cancer and to save lives. The content of the upcoming 3rd ECCD event is therefore designed to contribute to an already shared knowledge in the following areas:

- **Effectiveness of prevention: value of CRC screening** – is it worth considering? Why are we still lacking a comprehensive and widespread information support on this monetary as well as ethical dimension of CRC prevention?
- **Harmonisation in reporting**: how to effectively communicate and share various designs of CRC prevention programmes and their outcomes in different countries?
- **Convincing promotion**: what is the best model to promote population-based CRC screening, including call-recall systems? How to utilise data for an effective communication and “image-making promotion” of the CRC prevention in order to attract the attention of target population?

We hope that the third meeting of stakeholders supported by representatives of medical societies and patients' organisations will again offer a functional platform and a stimulating atmosphere for fruitful discussions about all of these problems and many other related issues.

We believe that you find these issues interesting and that we will have the opportunity to welcome you among the ECCD 2014 participants. More information about this conference, including registration, is available at <http://www.crcprevention.eu>.

We are looking forward to meeting you in Brno, Czech Republic, on 25–26 April 2014.



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