

## Code Against Cancer Youth Ambassadors Workshop

**30 May 2015**  
**13:00 to 17:00**

**Hosted by MEP Pavel Poc, Vice President, MEPs Against Cancer**  
Best Western Premier Hotel International,  
Husova 16, 659 21, Brno, Czech Republic

Updated 26.05.15

12:00 *Registrations and Lunch*

13:00 **Pavel Poc, Member of European Parliament and Host**  
**League against Cancer Prague**, Dr Iva Kurcová, Vice President  
**Association of European Cancer Leagues (ECL)**, Dr Wendy Yared, Director

13:30 **Moderator:** David Ritchie, incoming ECL Senior Cancer Control Officer

**Participant Profiles** – Julie Perain, ECL

13:50 **National Dissemination Ideas and Examples**

**Czech Republic** – Dr Iva Kurcová, League Against Cancer Prague

**Poland** - Ms Kinga Janik-Koncewicz, Department of Epidemiology, Cancer Center  
and Institute of Oncology

14:20 **Targeting Age Groups**

**European Code Against Cancer: overview** - Carolina Espina Garcia, International  
Agency for Research on Cancer (IARC) – (*Remote video connection*)

**How to best reach the immigrant population to communicate cancer prevention** -  
Deependra Singh, Youth Ambassador, Finland/Nepal

**How to reach children** (under 12) - Wienke Voß, Youth Ambassador, Germany

**How to reach adolescents** (age 12+), and young adults (17+) - Karina Kopriva, Youth  
Ambassador, Romania

15:10 Q&A

15:20 *Break*



15:35

### **Physical Activity**

**Physical activity among children and peer-based incentives: results of a European Commission project** - Eugenia Polizzi di Sorrentino, Joint Research Center, European Commission

**How does physical activity reduces the risk of developing cancer?** - Helena Vučković, Youth Ambassador, Croatia

**How to increase physical activities in people everyday life** - Mari Heikkinen, Youth Ambassador, Finland

16:15

### **Pros and Cons of Communication Channels**

**Social Media and EU Joint Actions on Cancer** - Tina Lipušček, CanCon Joint Action, National Institute of Public Health, Slovenia

**The pros and cons of communication channels in health promotion** - Jelena Proskurina, Youth Ambassador, Latvia

**YouCan organisation and communciation strategies** - Lyndsey Connolly, Caoimhe O'Neill Forde, Youth Ambassadors, Ireland

16:55

### **Conclusions and Next Steps**