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

13:50 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 communication strategies - Lyndsey Connolly, Caoimhe O’Neill Forde, Youth Ambassadors, Ireland

16:55

Conclusions and Next Steps