

COMMISSION OF THE EUROPEAN COMMUNITIES

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EUROPE AGAINST CANCER PROGRAMME STATE OF PROGRESS IN DECEMBER 1988

(Communication from the Commission to the Council)

**EUROPE AGAINST CANCER PROGRAMME
STATE OF PROGRESS IN DECEMBER 1988**

The 1987-89 action plan of the programme 'Europe Against Cancer' has been launched with success during the past year. The four subject areas covered are prevention and early detection, training, information and health education, and research.

1. PREVENTION AND EARLY DETECTION

1.A. Normative domain

- a) Draft directive "labelling of tobacco products": the Economic and Social Committee gave its opinion on 7 July 1988; the European Parliament should issue its opinion on 14 December; the Council should be able to adopt a common position from 15 December.
- b) Draft directive "maximum tar content of cigarettes": the Economic and Social Committee gave its opinion on 7 July 1988. The European Parliament and the Council should establish their positions during the first half of 1989.
- c) The Commission is about ^{of recommendation of the Council} to adopt and transmit to the Council a new proposal concerning the prohibition of smoking in public places (COM (88) 674 final).
- d) The other proposals anticipated in the 1987-89 action plan will be transmitted to the Council in the first half of 1989.
- e) The directive to prohibit the production and use of four substances responsible for bladder cancer was adopted by the Council on 9 June 1988.
- f) Directive for protection against benzine in the work place: the Council adopted its common position on 9 June 1988 but this was rejected by the European Parliament on 12 October 1988. This dossier will be examined at the Council of 16 December.
- g) Directive protecting against carcinogens in the work place: the Economic and Social Committee gave its opinion on 2 June 1988; the European Parliament should give its opinion on 13 December, which will allow the Council to adopt its common position in its session of 16 December.

1.B. Studies and actions

- a) The European Commission, together with the WHO and the Spanish Government, organised the first European conference on anti-tobacco policy at Madrid 7-11 November 1988. Many other studies and actions to discourage smoking have also been successfully undertaken.

Other initiatives in the field of prevention have been launched: financial support has been awarded to around 40 studies, in particular on the theme of nutrition and cancer.

- b) Concerning systematic screening a number of studies have been launched and a network for systematic screening for breast cancer by mammography grouping 6 pilot experiments has been established. This novel experiment, which to start with concerns Belgium, Greece, Spain, France, Ireland and Portugal, will allow the collection of data permitting practical conclusions to be drawn on systematic screening in realistic conditions. It is hoped that the results will match those obtained in recent years from a number of studies undertaken in ideal conditions.

II. TRAINING OF HEALTH PERSONNEL

II.A. Normative actions

The three Consultative Committees for training of doctors, dentists and nurses have given their opinions on the content concerning cancer for the relevant university courses.

II.B. Studies and actions

50 grants for training in oncology can henceforward be allocated each year to doctors or nurses who wish to participate in the seminars of the European School of Oncology in Italy.

Similarly health personnel involved in the pilot network for screening for breast cancer will benefit from training sessions in the Netherlands, which is one of the more advanced countries on this subject.

The first European basic manual for general practitioners (on lung cancer) has been submitted to a sample of GPs for evaluation. The second manual on breast cancer is under preparation by the foremost European specialists in this subject.

III. INFORMATION AND HEALTH EDUCATION

A "European week" was organised successfully from the 1st to the 9th of May 1988 (see evaluation annexed). Since then the emphasis has been put on the preparation of "The European Year Of Information On Cancer" in 1989. In this context many meetings have been held with the Organisations Against Cancer and the Senior Officials responsible for Health Education.

The outlines for the national programmes for 1989 have thus been established along with a programme of European events. Among these latter may be noted:

- the publication of the results of three surveys on the awareness and application of the "European Code" against cancer by the general public, GPs and teachers, in three press conferences to be held in January, March and September 1989.

- the production of several European television programmes which will be broadcast from May 1989, by a number of channels throughout Europe, on the following themes: skin cancers, occupational cancers, breast cancers, discouraging smoking among young people, treatments of cancers, and living with cancer.

- a second "European Week Against Cancer" from the 9th to the 15th October 1989: a Eurovision broadcast is planned .

So far as the national actions in the European context are concerned, they will essentially concentrate on disseminating the "European Code" against cancer by many and varied means.

IV. RESEARCH

The implementation of the 4th programme of coordination of medical research has continued.

The Cancer research training scheme became fully operational in 1988. Fifty fellowships were allocated to young scientists wanting to spend up to two years in another Member State, or Switzerland (a country participating in the cancer target).

It was agreed to make use of the Nuclear Reactor at Petten, (Joint Research Centre, Netherlands), to establish a European centre for treatment of malignant brain tumours by Boron Neutron Capture Therapy.

The European Commission organised an international workshop in November 1988 on the potential value of Light Ion Beam Therapy for Cancer. Results of this workshop are as follows:

Light ion beam treatment allows a more accurate irradiation of the tumours thereby preserving the surrounding healthy tissue. The clinical trials performed so far indicate that there is a clear value for this type of treatment for certain tumours;

The experts are in favour of a feasibility study to investigate the possibility of installing a light ion medical accelerator in Europe (one such centre already exists in the USA and another is under construction in Japan).

Support of the European organization for Research and Treatment of Cancer has been reinforced; moreover the improvement of the informatics network, which facilitates direct communication between oncologists and their participation in the EORTC's clinical trials, has been achieved by installing peripheral nodes in Britain, France and the Netherlands.

In 1988 a project entitled " Cancer Treatment by Drug Targeting with Neocarzinostatin" was started. It is the intention to develop a series of monoclonal antibody - neocarzinostatin conjugates to be tested for their tumour specificity both in vitro and in vivo.

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Annexe 1: Summary report of the "European Week
 Against Cancer" (1 - 8 May 1988).

OVERALL ASSESSMENT OF THE "EUROPEAN WEEK AGAINST CANCER"
(1-8 May 1988)

(Working document of the services of the European
Commission)

European Commission
"Europe against Cancer"

**OVERALL ASSESSMENT OF THE "EUROPEAN WEEK AGAINST CANCER"
(1-8 May 1988)**

The European Week against Cancer took place from 1-8 May 1988 in the twelve Member States of the European Community with the support of the European Commission and the active participation of numerous national actors: associations and leagues, GPs, producers of medical TV programmes, ministries. The main aim of the Week was to increase public awareness as regards cancer prevention and to serve as a test-run in the preparation of the European Year of Information on Cancer in 1989.

The campagne was based on the distribution of the "European Code against Cancer". These ten commandments, which were drawn up by the Committee of Cancer Experts of the European Community, set out recommendations based on the results of the most recent epidemiological cancer research in Europe in terms easily understood by the general public. According to the Committee, the application of these ten commandments could reduce the number of deaths from cancer by 15% by the year 2000.

1. Many and varied actions

A. Distribution of posters and brochures

More than 300.000 posters illustrating the European Code were displayed throughout the European Community, both in public places (railway and metro stations, etc.) and in pharmacies, doctors' waiting rooms, schools, etc. In addition, 13.000.000 brochures on the European Code were distributed. A breakdown of figures by country can be found annexed.

B. Television programmes on health education

Three European television programmes illustrating the European Code against Cancer were produced at the request of the European Commission and broadcast during the Week:

"Lifestyles and Cancer in Europe". This 40-minute programme was filmed in countries across Europe by the BBC. Of high scientific content, but aimed at a wide public audience, it explains the main points of the European commandments on the prevention of cancer and was broadcast in nine countries of the European Community.

"Man and Cancer". This 30-minute programme was recorded by the TV channels taking part in the studios of the BBC. With the aid of models of cells it shows how cancer can start and how it can be avoided. The programme was shown in five countries.

"Eurojim versus Crab-Cancer". This cartoon, which was produced by the company AAA (France), explains to children aged between 7 and 14 the five European commandments concerned with lifestyles (tobacco, alcohol, sun, obesity, fruit and vegetables). It was shown in six countries.

Evaluation surveys carried out after the broadcast of these programmes show very high audience and interest ratings (cf. annex).

Finally, various locally initiated programmes were shown in several countries: the ARC and FR3 in France, the ACC and TV Bruxelles in Belgium, ARD in the Federal Republic of Germany, ITN in the United Kingdom, etc.

C. Information days on cancer prevention

Almost 200 institutions in the 12 Member States of the European Community (hospitals and anti-cancer centres, counselling centres for patients and their families, cancer research centres, regional offices of the associations and leagues against cancer) held "open door" information days, most frequently on Saturday 7 May. These events attracted on average 270 visitors per day. This low attendance can be explained by the absence of publicity given to these events due to the lack of a suitable budget. It should however be noted that those members of the public who did attend were specialised groups (health personnel, teachers) and were highly interested.

On the other hand, the exhibition tents organised in the FRG (Bonn) and in Denmark (Copenhagen) enjoyed enormous popular success with 12,000 visitors in 3 days in the former case and 8,000 visitors in 2 days in the latter.

Throughout these events, the general public - and also teachers and GPs - were able to have discussions with cancer experts. The three European TV programmes mentioned above were shown or re-shown and discussed. A set of six European posters which illustrate by means of maps the number of deaths by cancer in Europe, the links between cancer and lifestyles, as well as the "European Code against Cancer", were widely exhibited. Also the information and health education material of the anti-cancer organisations for use by the public and by health personnel was exhibited and discussed.

D. Telephone services "Info-Cancer"

In five Member States of the European Community (Belgium, FRG, France, Netherlands, UK) special telephone cancer information services were made available free of charge, specifically to answer any questions on the "European Code against Cancer". In Greece during the European Week a

permanent telephone service was inaugurated.

E. Other actions of public awareness

Various other actions were also carried out during the Week, for example:

- the distribution by the associations and leagues against cancer and by the GPs associations in France, Belgium and Italy of a special edition magazine "Europe against Cancer";
- display of the "European Code against Cancer" in doctors' waiting rooms in most countries;
- distribution of a board game on cancer prevention and the European Code in Belgium;
- distribution of the "European Code against Cancer" by the mass media - newspapers, radio, television - in all countries of the Community;
- promotion of the commandments concerning diet and distribution of fresh fruit and vegetables in Copenhagen, Milan, Rome,.....;
- use of urban electronic display systems in Paris;
- implementation of pilot experiments on cancer prevention education in certain educational establishments, notably in France and Ireland;
- etc.

F. Mobilisation of the media

It must be stressed that media coverage of the European Week was very positive, and, by all accounts, exceptional. On 30 June 1988, the following results were compiled:

Written press: 1700 press cuttings

Radio: 138 subjects broadcast

Television: 115 showings, not to mention programmes produced for the European Commission and free information spots - for example, British and Irish television produced and scheduled 10 and 20 advertising spots respectively for the European Week.

2. Highly encouraging results and valuable lessons for the future

The following general conclusions may be drawn:

- a) The European Week stimulated and enabled the various actors who work in the field of cancer prevention to work together.
- b) The results obtained vary according to actors and countries. Although highly satisfying and even exceptional as regards the associations and leagues and

the media, they were more modest as regards the other actors (GPs, teachers), due to a lack of time or resources. By the same token, if the open days were a success in certain countries (France, Germany), in other countries they had little following due to the lack of advance publicity. On the whole, however, the European Code was widely distributed.

- c) Knowledge of the "Europe against Cancer" programme improved, as shown by the Eurobarometer survey of October 1988
- d) The lessons learned from this European Week will be put to good use for the European Year of Information on Cancer, which will take place in 1989 at the request of the Heads of State and Government of the twelve Member States of the European Community.

SEMAINE EUROPEENE CONTRE LE CANCER / EUROPEAN WEEK AGAINST CANCER
(1 - 8 MAY 1988)

EVALUATION DES PROGRAMMES TV / EVALUATION OF THE TV PROGRAMMES

PAYS/COUNTRY	B	DK	DE	EL	SP	FR	IRL	IT	LUX	NL	PT	UK
<ul style="list-style-type: none"> "MODE DE VIE ET CANCER EN EUROPE" "LIFESTYLE AND CANCER IN EUROPE (40') Diffuseurs/broadcasters Date/Time 	<ul style="list-style-type: none"> RTBF 6/5/88 22:15 	<ul style="list-style-type: none"> DR-TV1 8/6/88 21:25 	<ul style="list-style-type: none"> ZDF a. 5/5/88 21:00 b. 6/5/88 12:10 	<ul style="list-style-type: none"> ET1 5/5/88 20:10 	<ul style="list-style-type: none"> TVE 4/5/88 	<ul style="list-style-type: none"> RTE 4/5/88 21:30 	<ul style="list-style-type: none"> RAI1 5/5/88 14:15 				<ul style="list-style-type: none"> RTP 	<ul style="list-style-type: none"> BBC2 4/5/88 20:10
<ul style="list-style-type: none"> Taux d'écoute/Audience ratings (%) Note d'appréciation/ Appreciation Index (C x 10) Télespectateurs/Viewers 	<ul style="list-style-type: none"> 7,8% 8,15 0,27M 		<ul style="list-style-type: none"> 18% 			<ul style="list-style-type: none"> 35% 7 	<ul style="list-style-type: none"> 20% 1,96M 			<ul style="list-style-type: none"> 30% 7% 8,2 3,4M 		
<ul style="list-style-type: none"> "L'HOMME ET LE CANCER" "MAN AND CANCER" (30') Diffuseurs/broadcasters Date/Time 	<ul style="list-style-type: none"> RTBF 5/5/88 20:15 			<ul style="list-style-type: none"> ET1 8/5 19:15 	<ul style="list-style-type: none"> TVE a. 6/5/88 b. 7/5/88 					<ul style="list-style-type: none"> MOS 2/5/88 20:30 		<ul style="list-style-type: none"> BBC1 5/5/88 20:00 14%
<ul style="list-style-type: none"> Taux d'écoute/Audience ratings (%) Note d'appréciation/ Appreciation Index (C x 10) Télespectateurs/Viewers 	<ul style="list-style-type: none"> 7,8 0,7M 									<ul style="list-style-type: none"> 7,0 		<ul style="list-style-type: none"> 8,2 7,3M
<ul style="list-style-type: none"> "EURO-JIM CONTRE CRABE CANCER" "EURO-JIM AGAINST CRAB-CANCER" (5 X 1'30") Diffuseurs/broadcasters Date/Time Audience (%) 	<ul style="list-style-type: none"> RTBF BRT RTL/TVI 2-6/5 30% 		<ul style="list-style-type: none"> RTL PLUS 2-6/5 	<ul style="list-style-type: none"> ET1 2-7/5 16:00 	<ul style="list-style-type: none"> TVE TF1 8/5/88 8:00 					<ul style="list-style-type: none"> RTP 		

DIFFUSION DU CODE EUROPEEN CONTRE LE CANCER

EVALUATION DE LA COUVERTURE MEDIA AU 30 JUIN 88

DIFFUSION OF THE EUROPEAN CODE AGAINST CANCER

EVALUATION OF MEDIA COVERAGE ON 30 JUNE 88

	Brochures / Leaflets	Affiches / Posters	Presse écrite Written Press	Radio	Television
Belgique et Luxembourg / Belgium and Luxembourg	250.000	20.000	112	16	18
Danemark / Denmark	NC	10.000	78	8	4
Espagne / Spain	3.000.000	100.000	217	100	8
France	3.200.000	50.000	154	7 *	10
Grèce / Greece	600.000	concours / competition	216	4 *	5
Irlande / Ireland	200.000	NC	98	4	2
Italie / Italy	2.000.000	10.000	138	6 *	9 *
Pays-Bas / Netherlands	1.500.000	20.000	70	5	2
Portugal	2.500.000	NC	150	NC	NC
RFA / Germany	3.500.000	8.000	170	19 *	24
Royaume-Uni / United Kingdom	1.500.000	NC	305	54	34
Commission Européenne European Commission	228.000	6 x 3070			

*: hors radios et télévisions locales
excluding radio and local televisions