

AWARENESS RAISING TECHNIQUES (FOR ROC2.0 BASE ACTIVITIES)

Name of activity	Various different activities
Reference framework	Not applicable
Lead DG/Organisation	Not applicable
Link(s) to website(s)	Betriebliche Gesundheitsförderung , European Code Against Cancer , Food risk Lab , In-Form , IARC Web TV , Forum BGM Ostschweiz
Programme Period	Not applicable
Contact	Not applicable

Objectives

Mental and physical health are prerequisites not only for cancer prevention but also for a healthy society. Tackling obesity, for example, has a very central role in European health programmes and although targeting overweight is a different topic, prevention has a fundamental role as well. Therefore, learning from other initiatives will be helpful to better target our goal of preventing occupational cancer. Having convincing data at hand and sensitising the youngest already are two challenges within the RoCs pillar 1, but other initiatives support the awareness raising on a different scale and in different format (for example by using multimedia or searchable databases).

Learning from how 'Awareness Raising' is tackled in different areas will support the RoCs own Awareness Raising strategies and the use of techniques that are use

Keywords	Information, Simplification, Training, Nudging
RoC Pillar	Raising Awareness
Participants	Not applicable
Further info	Nudging techniques , Public Health Style Interventions , Healthy worksite cafeterias , Gesundheitsförderung , Beyond carrots and sticks
Reference funding	Not applicable