

CAMPAIGNING (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)	Nat. Krebspräventionswoche , Alkohol, kenn dein limit , Nutze Deine Chance , yeswecan , Krebs verbindet , Menschen mit Krebs , Be Smart - Don't Start , Rauchfrei
Programme Period	Not applicable
Contact	Not applicable

Objectives

Among the most prominent cancer risk factors for life are cigarette smoking and alcohol consumption. Accordingly, preventing these addictions is in the focus for decades now. Herein, a non-exhaustive list of some smoke- and alcohol-free campaigns, competitions or initiatives are summarised to show the broad spectrum of campaigning elements to raise awareness. This encloses starting with prevention in school classes and using for instance celebrity endorsement to promote the advertisement of an initiative.

Another campaign offers incentives to quit smoking by providing a calculator to estimate what could be afforded for the family without smoking.

The listed websites can be used to generate ideas how campaigning works (like pointed campaign names, the web presentation, basic ideas to address the target audience, let survivors and those affected share their stories, etc.) and can be explored for relevance for Roadmap purposes.

Keywords	Prevention, Education, Support
RoC Pillar	Raising Awareness
Participants	Not applicable
Further info	Not applicable
Reference funding	Not applicable