

## EUROPEAN CANCER PATIENT COALITION

### Nutrition and Physical Activity Awareness Month

*Social Media Plan – March 2018*

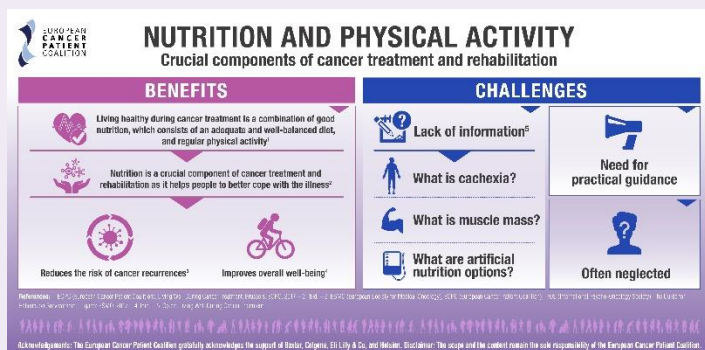
Tweets and Facebook messages to be sent out from the ECPC Account

Time: 12h00 – 15h00 on the designated days

#### 1 March

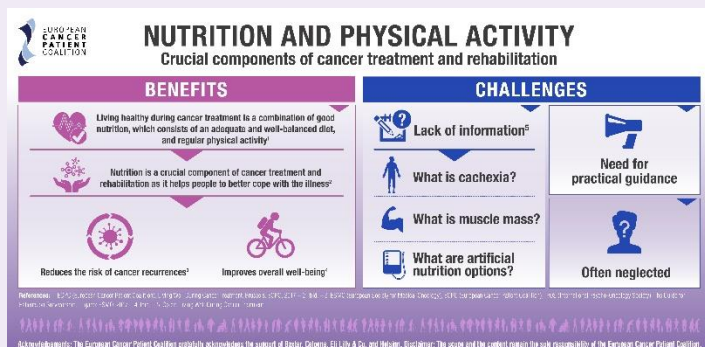
TW: Nutrition and physical activity – crucial components of cancer treatment and rehabilitation. ECPC is proud to be part of the March awareness campaign on Nutrition and Physical Activity. Join us! Learn more - <http://www.ecpc.org/#RecipeAgainstCancer>

Picture:



FB: Nutrition and physical activity – crucial components of cancer treatment and rehabilitation. ECPC is proud to be part of the March awareness campaign on Nutrition and Physical Activity. Join us! Learn more - <http://www.ecpc.org/##RecipeAgainstCancer>

Picture:



#### 5 March

TW: Nutrition and Physical Activity Awareness Month has started! Join us and support the patient messages through our Thunderclap campaign! Let's make a splash! – [link to the Thunderclap campaign](#) #RecipeAgainstCancer

Picture:



FB: Nutrition and physical activities are more important than you think for people with cancer! Support us through our Twibbon and Thunderclap campaigns! – link to the campaigns [#RecipeAgainstCancer](#)

Picture:



## 6 March

TW: Healthy lifestyles is related to stress management. When in doubt, always consult your cancer care team as early as possible! This is the key to sustaining treatment & minimizing side effects. [#RecipeAgainstCancer](#)

Picture:



FB: Did you know what cancer anorexia-cachexia was? Ask your doctor more information specifically on malnutrition and cancer anorexia-cachexia, which occurs during cancer care! [#RecipeAgainstCancer](#)

Picture:

### CANCER ANOREXIA-CACHEXIA

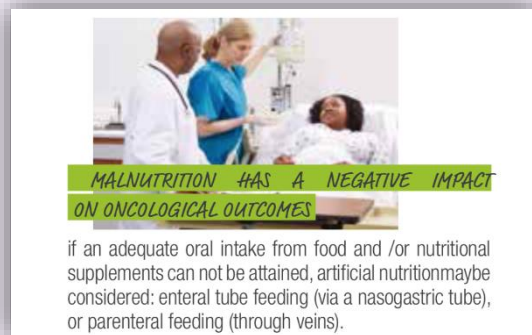
is a multifactorial syndrome in which altered metabolism and reduced food intake contribute to loss of muscle mass and reduction in body weight, resulting in impaired physical function, tolerance to treatments, and reduced survival rates.

## 7 March

TW: Early nutritional screening can predict the probability of better or worse outcomes! Those outcomes however can vary according to circumstances – e.g. age or type of illness

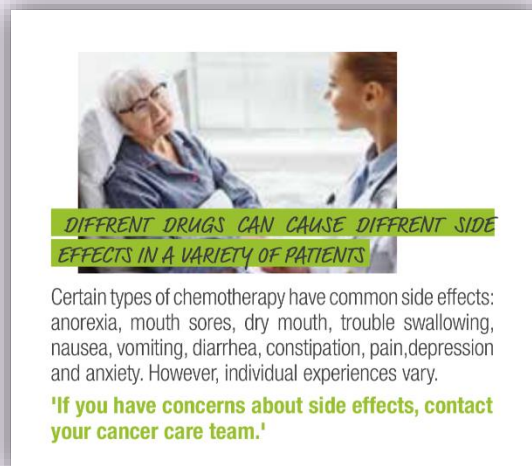
#RecipeAgainstCancer

Picture:



F: Early nutritional screening should be mandatory and regularly performed as part of medical care! Speak with your cancer care team! #RecipeAgainstCancer. According to studies - Chemotherapy will have a negative influence on weight, muscle mass, body composition, and physical performance, which will further contribute to the deterioration of nutritional status which will in turn be responsible for toxicity and reduced chemotherapy.

Picture:



## 12 March

TW: Let's raise awareness on the importance of nutrition and physical activity for people with cancer. Sign-up for the campaign and help us in achieving our goal! #RecipeAgainstCancer + links to the campaign



FB: Let's raise awareness on the importance of nutrition and physical activity for people with cancer. Sign-up for the campaign and help us in achieving our goal! #RecipeAgainstCancer + links to the campaign



TW: Malnutrition has a negative impact on oncological outcomes. In case your nutritional intake is insufficient, your doctor could prescribe vitamins and in more complex cases – enteral/parenteral nutrition intervention might be crucial, preventing weight loss! #RecipeAgainstCancer

Picture:



**MALNUTRITION HAS A NEGATIVE IMPACT  
ON ONCOLOGICAL OUTCOMES**

if an adequate oral intake from food and /or nutritional supplements can not be attained, artificial nutrition may be considered: enteral tube feeding (via a nasogastric tube), or parenteral feeding (through veins).

## 13 March

TW: If an adequate oral intake from foods and/or nutritional supplements cannot be attained, artificial nutrition may be considered: enteral tube feeding (via a nasogastric tube), or parenteral feeding (through veins). #RecipeAgainstCancer

Picture:

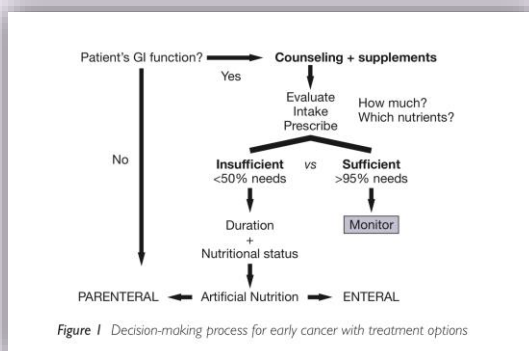
**Artificial nutrition:** A medical intervention when oral intake of food and liquids is not possible or does not adequately provide nutrients necessary for the body's daily activities. It could be oral nutritional supplements (ONS), enteral nutrition (EN) or parenteral nutrition (PN).<sup>16</sup>

FB: Consuming large doses of vitamins or antioxidant supplements is not recommended! Always consult your medical team before taking vitamins or antioxidants during treatment! #RecipeAgainstCancer

Picture:

*What are my options if my normal daily nutritional intake is insufficient?*

In case your nutritional intake is insufficient, your doctor could prescribe you vitamins, while in more complex and severe cases enteral / parenteral nutrition intervention might be crucial.



## 14 March

TW: For people with cancer dietary counselling and adaption of nutritional plans are crucial! Aim to eat several meals per day, try cold foods and keep high-calorie and protein snacks handy!

#RecipeAgainstCancer



F: It is important to know your current weight and compare it to your weight during and after treatment! #RecipeAgainstCancer



TW: Join us in the celebration of the March awareness month on Nutrition and Physical Activity! Let's raise awareness together! Sign-up to our campaign! – links #RecipeAgainstCancer

Picture:





## 19 March

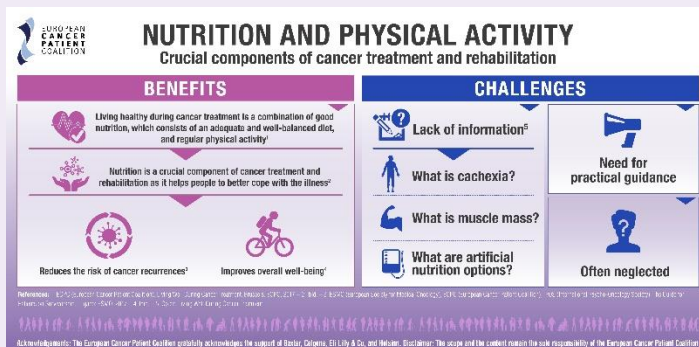
TW: Stay physically active! Cancer and its treatment are often associated with physical and psychosocial side effects – reduced muscle mass and strength, increased fat mass and fatigue! #RecipeAgainstCancer



## 20 March

TW: Nutrition and Physical Activity are crucial components of cancer treatment and rehabilitation! Always ask your cancer care team more information! #RecipeAgainstCancer

Picture:



**NUTRITION AND PHYSICAL ACTIVITY**  
Crucial components of cancer treatment and rehabilitation

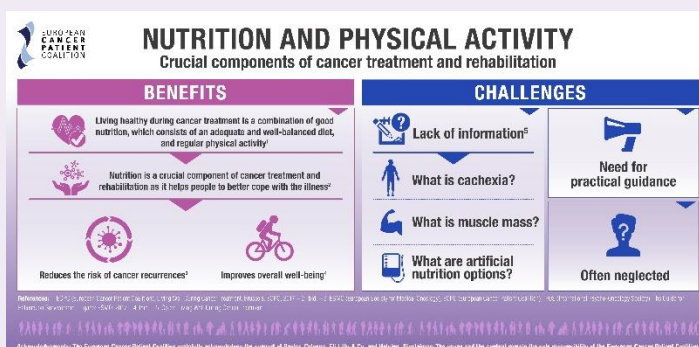
BENEFITS	CHALLENGES
<p>Living healthy during cancer treatment is a combination of good nutrition, which consists of an adequate and well-balanced diet, and regular physical activity<sup>1</sup></p> <p>Nutrition is a crucial component of cancer treatment and rehabilitation as it helps people to better cope with the illness<sup>2</sup></p> <p>Reduces the risk of cancer recurrences<sup>3</sup></p> <p>Improves overall well-being<sup>4</sup></p>	<p>Lack of information<sup>5</sup></p> <p>What is cachexia?</p> <p>What is muscle mass?</p> <p>What are artificial nutrition options?</p> <p>Need for practical guidance</p> <p>Often neglected</p>

References: 1. ESMO Guidelines Working Group. ESMO Guidelines for the management of cancer patients: a combination of good nutrition, which consists of an adequate and well-balanced diet, and regular physical activity. 2. ESMO Guidelines Working Group. ESMO Guidelines for the management of cancer patients: nutrition is a crucial component of cancer treatment and rehabilitation as it helps people to better cope with the illness. 3. ESMO Guidelines Working Group. ESMO Guidelines for the management of cancer patients: nutrition is a crucial component of cancer treatment and rehabilitation as it helps people to better cope with the illness. 4. ESMO Guidelines Working Group. ESMO Guidelines for the management of cancer patients: nutrition is a crucial component of cancer treatment and rehabilitation as it helps people to better cope with the illness. 5. ESMO Guidelines Working Group. ESMO Guidelines for the management of cancer patients: nutrition is a crucial component of cancer treatment and rehabilitation as it helps people to better cope with the illness.

Acknowledgments: The European Cancer Patient Coalition gratefully acknowledges the support of Roche, Celgene, EOL, and Helsinn. Disclaimer: The scope and the content remain the sole responsibility of the European Cancer Patient Coalition.

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**NUTRITION AND PHYSICAL ACTIVITY**  
Crucial components of cancer treatment and rehabilitation

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## 21 March

TW: Maintain physical activity! It is one of the cornerstones of a healthy lifestyle! Engage in at least 20 minutes of moderate intensity physical activity per day! #RecipeAgainstCancer



FB: Practicing a healthy lifestyle is a crucial step in reducing your risk of cancer recurrence and second primary cancers, as well as improving your overall well-being, including your physical and emotional health! #RecipeAgainstCancer

Picture:

*How can I maintain my physical activity during my treatment?*

Reasonable exercise has the ability to improve anxiety, fatigue, and self-esteem. It also benefits the heart, blood vessels, fitness and muscle strength.

## 26 March

TW: Patient-reported weight loss is critical in assessing cancer related malnutrition! Always keep track of your weight! #RecipeAgainstCancer

Picture:



**Table 1** Questions That Can Facilitate Discussion about Weight Loss and Eating Concerns

**Can you tell me about**

- The change in (patient's) weight?
- The change in the food that (patient) eats?

**Why do you think**

- (Patient) has lost weight?
- (Patient) is having difficulty eating?
- (Patient) is not interested in food?

**How concerned do you feel about**

- The change in (patient's) weight?
- (Patient) not eating certain foods?
- (Patient) eating small portions?

FB: Patient-reported weight loss is critical in assessing cancer related malnutrition! Always keep track of your weight! #RecipeAgainstCancer



## 27 March

TW: Know your weight and compare it before and after treatment! Cancer and cancer treatment can affect the way your body tolerates certain foods and nutrients, changing your appetite and/or your eating habits! #RecipeAgainstCancer



F: It is essential to individualise your nutritional plans during cancer treatment and rehabilitation – drink most of your liquids between meals and talk to your cancer care team about physical activity! #RecipeAgainstCancer



### 28 March

FB: Always ask your doctor more information! E.g. Sarcopenia – do you know what it is? Sarcopenia is a condition characterised by a loss of skeletal muscle mass and function (1). There are different degrees of sarcopenia from pre-sarcopenia to severe sarcopenia, evaluated by the loss of muscle, muscle strength or physical performance (2) and assessed by clinical and biologic tests and radiologic muscle measurements (3). #RecipeAgainstCancer

### 31 March

TW and FB messages closing the campaign with hyperlinks to a press release.