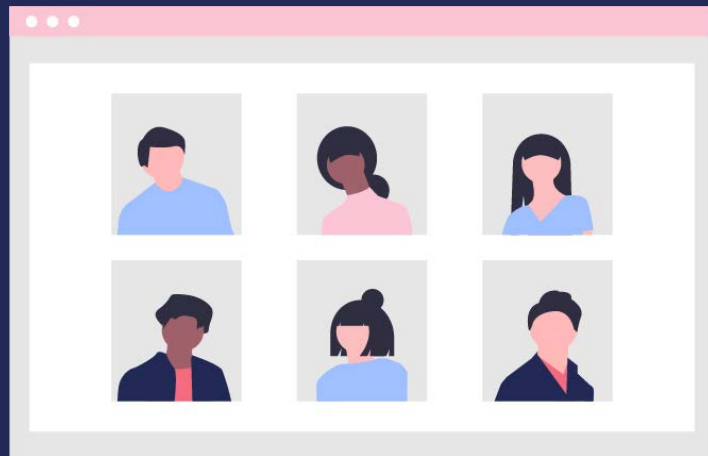


Non-Melanoma Skin Cancer ECPC Awareness Campaign

COMMUNITY BUILDING TOOLKIT



Non-Melanoma Skin Cancer (NMSC) accounts for approximately 90 percent of all skin cancers, with an estimated 2-3 million cases recorded in the world every year, and the number of diagnosed cases increasing by 3-8 percent annually. Last year, ECPC launched the **first ever Global NMSC Awareness Day marked on June 13th**. We want to again bring attention to NMSC as an occupational disease as it is still not widely recognised as such. NMSC in particular affects outdoor workers, for instance in agriculture and construction, who are at an increased risk due to exposure to high UV radiation levels during most of their working hours.

This year, we continue working on NMSC awareness by launching **the first NMSC community-building toolkit**. What many do not realise is that most patients living with advanced NMSC experience a heavy emotional toll as a result of the disease. Having access to a community may help patients and their families cope better with the different challenges they face. This is why putting our toolkit to use is key in supporting patients, their families and care providers.

How our toolkit helps

Our toolkit provides guidance on **building online communities** for patients, their families and care providers. The toolkit content also **promotes awareness of importance of prevention and early diagnosis** of NMSC, as well as the particular difficulties patients with advanced NMSC face, intended to reach a wider audience. While a majority of NMSC cases are not life-threatening, nearly 80% involve surgical removal of the tumour.

The quality of life for the patients is affected by physical scarring, cosmetic concerns, and psychosocial challenges, with patients experiencing anxiety and depression following diagnosis and treatment. Visual disfigurement as a result of cancer and the treatment, can have a far-reaching impact, including reduced self-confidence, low self-esteem, difficulty with social interactions, and social withdrawal.

Online cancer support groups and **communities have been proven to help** members in multiple ways: increased optimism, reduced stress, depression, psychological trauma, and reduced cancer concerns. Building a network of online communities around the world may help in alleviating the disease burden of NMSC that patients very often face completely alone.

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Toolkit content

Template content and Communications content

Awareness video

Video featuring a patient, physicians, and patient advocacy groups' spokespersons, focused on NMSC and the importance of community support. Subtitles are provided in English, French, Spanish, German and Italian.

[Open](#)

Press Release Template

Template communication announcing launch of online communities

[Open](#)

Social Media Content

Suggested social media posts and images, focused on launch of online communities, raising awareness and organic building of communities.

[Posts](#)

[Images](#)

Q&A Document

Document providing answers to most important questions on NMSC and importance of communities.

[Open](#)

Infographic

Infographic providing key data on NMSC, risk, prevention, economic burden, and importance of community support for patients.

[Open](#)

Tools for building Online Communities

Guidance on setting-up a Facebook community

A how-to guide featuring examples for building patient-focused online communities

[Open](#)

Guidance on community management

A how-to guide providing practical advice and examples for successful patient-focused online communities.

[Open](#)

Guidance on generating content and sustaining engagement

A how-to guide featuring examples for building patient-focused online communities

[Open](#)

Guidance to hosting Facebook Live events

A how-to guide on hosting Facebook live events as a tool for community engagement.

[Open](#)

Guidance on live streaming and tweeting at an event

A how-to guide on live streaming and tweeting as a tool for community engagement.

[Open](#)

Guidance on offline community engagement

A list of suggestions for expanding community engagement beyond online interaction.

[Open](#)

Report: "NMSC as an occupational disease"

Fact sheets for the general public and policy makers.

[Open](#)

Infographic

Infographic providing key policy-focused data on NMSC

[Open](#)

Additional content

[Download all](#)



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