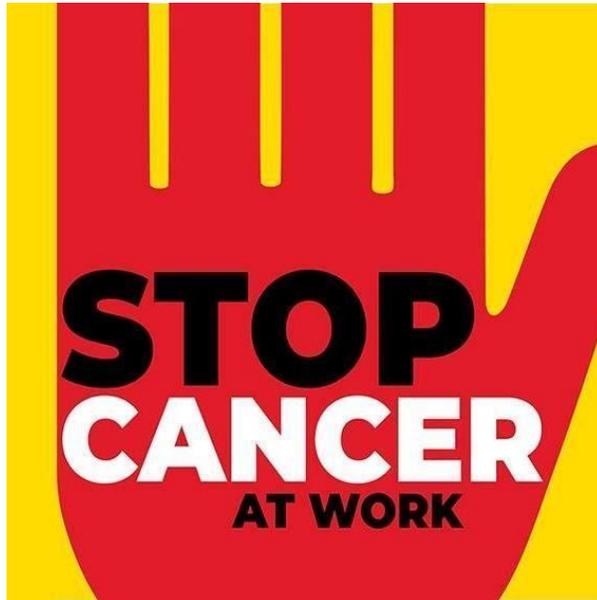


Communications Toolkit for the launch Stop Cancer at Work Campaign



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1. What is the Stop Cancer at Work campaign?

The Stop Cancer at Work campaign is raising awareness about the prevalence of work-related cancer and building support amongst the public - as well as policymakers, professionals, workers and patient organisations - to ensure that the European Commission takes action in 2020/21 to stop workers and patients from contracting cancer, and other health problems, at work, and in particular to prevent occupational exposure to hazardous drugs (HMPs) and reprotoxins across the EU.

The campaign works as a coalition with the following members:

- European Trade Union Confederation ([ETUC](#))
- European Trade Union Institute ([ETUI](#))
- European Public Services Union ([EPSU](#))
- European Biosafety Network ([EBN](#))
- European Federation of Nurses Associations ([EFN](#))
- Standing Committee of European Doctors ([CPME](#))
- European Cancer Patient Coalition ([ECPC](#))
- European Specialist Nurses Organisation ([ESNO](#))
- European Association Pharmacy Technicians ([EAPT](#))

Further supporters of the campaign's objectives but who are not formally part of the working coalition include: European Oncology Nursing Society (EONS), European Cancer Leagues (ECL), European Hospital and Healthcare Federation (HOPE) and the International Society of Oncology Pharmacy Practitioners (ISOPP).

The campaign is building widespread, pan-European support for legislation to stop cancer at work through the distribution of an [online petition](#) available on the [campaign's website](#). This petition will be presented to the European Commission, Parliament and Council for immediate action as part of the fourth revision of the Carcinogens and Mutagens Directive, which started formally on 22 September 2020.

For further information on the objectives of the campaign and the scope of our work please visit our [website](#).

The Stop Cancer at Work campaign will publicly launch on Tuesday 13th October 2020 and further announcements will follow regularly.

The following document will provide any members, supporters or advocates of the campaign with the necessary resources and messages for promoting the campaign, and the relevant contact details of the people taking the lead on the campaign's communications strategy.

2. Messaging & social media

a. Videos and images [To be populated]

I.) Video

European Parliament on Carcinogens and Mutagens - <https://youtu.be/XhTFGHSRZ1A>

Chrysogonos Juri - Workplace Cancer: <https://www.youtube.com/watch?v=0YsZ2xjjQvA>

II.) Images [Examples]



DID YOU KNOW?

Every year more than 12.7 million healthcare workers in Europe, including 7.3 million nurses, are potentially exposed to hazardous, cancer causing substances in the work place.



HEAR GEORGINA'S STORY

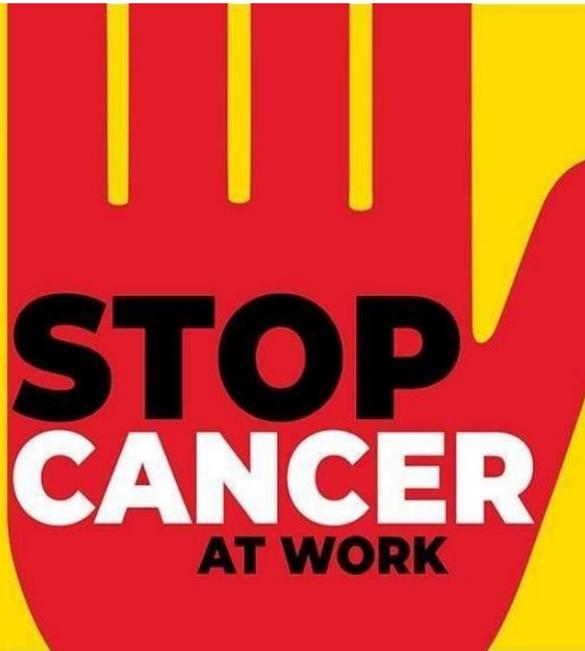
Georgina Augusto Zambrano began her career as urology nurse in 1967.

By the year 2000, Georgina was diagnosed with bladder cancer.

For the next five years she fought to prove that her illness had been caused by the handling of cytostatic drugs during her career as a nurse.



Hospital workers who handle cytotoxic drugs are **THREE TIMES** more likely to develop cancer



**STOP
CANCER
AT WORK**



DID YOU KNOW?

In Europe, 12.7 million healthcare workers are exposed to hazardous chemicals that can cause cancer...



**STOP
CANCER
AT WORK**

b. Messaging

Key messages (for statements, releases and social media).

A pan-European campaign has been launched to ensure that the European Commission takes urgent action to prevent healthcare workers and patients from contracting cancer and developing other health problems at work.

Small and controlled doses of cytotoxic drugs can treat cancer and other diseases, but daily exposure is dangerous. We have a responsibility to care for those who care for us.

Cancer causes more than 100,000 work-related deaths in the EU each year and 12.7 million healthcare workers are exposed to hazardous chemicals that can cause cancer. These are the hidden risks of healthcare work.

The Stop Cancer at Work Campaign is calling on the EU to protect healthcare workers from harmful chemicals.

The EU must protect healthcare workers by preventing exposure to harmful chemicals. The current proposal of the European Commission does not do this.

Every day, health care workers in Europe work with reprotoxic substances, which can cause fertility problems in both men and women, harm a baby's development during gestation and after birth.

The campaign calls on the European Commission to Protect, Prevent and Legislate and we urge everyone in EU states to sign our petition and demand an answer to workplace cancer

Example Tweets and posts for social media

This is a list of proposed social media messages. Please validate them in your organisation.

I.) Work-related cancer (general):

- Work-related cancer causes 100,000 deaths annually.
- Cancer is a leading cause of work-related deaths in the EU.
- Every tenth lung cancer death is closely related to risks in the workplace.
- We know that it is estimated that 23 per cent of workers in Europe are exposed to some kind of carcinogen.
- In 2015, work-related cancer accounted for 53% of all work-related deaths in the EU and other developed countries.
- In total almost 1.2 (0.8 - 1.6) million years of life were lost due to premature death caused by past exposure to carcinogenic substances at work in the EU population.

II.) Healthcare workers

- Hospital workers who handle cytotoxic drugs are three times more likely to develop cancer.
- Healthcare workers who treat cancer are at risk of developing cancer!
- In Europe, 12.7 million healthcare workers are exposed to hazardous chemicals that can cause cancer.
- Cancer can take decades to emerge, so the cause remains hidden. Leukaemia diagnosed in a nurse today might be caused by workplace exposure in the 1970s/1980s.
- The hidden risks of healthcare work:
 - Nurses who treat cancer patients are exposed every day to:
 - Carcinogenic products □ can cause cancer
 - Mutagenic products □ change genetic material
 - Reprotoxic products □ affect reproductive health

III.) Reprotoxic health

- Nurses exposed to cytotoxic drugs are twice as likely to miscarry
- In Europe, 7.3 million nurses are exposed to hazardous chemicals that can affect reproductive health. This is especially dangerous for women, who make up around 90% of nurses in the EU.
- Exposure to some cancer treatments causes tens of thousands of miscarriages, fertility problems and congenital disabilities each year in healthcare workers

IV.) Banners

1. The hidden risks of treating cancer
2. EU protect our healthcare workers!
3. In Europe, 12.7 million healthcare workers handle chemicals that are toxic to cells

Stories of those affected

I.) Danish [case study](#): 'Children whose mothers work in greenhouses were monitored for a long period between 1997 and 2013. The study established that the greater part of exposure to pesticides occurs during the first 8 weeks of pregnancy because most women workers were entitled to be moved as a precautionary measure or to work at places not exposed to pesticides after that period.

Among young boys, several health problems affecting reproductive health were observed: cryptorchidism (the absence of one or both testes from the scrotum), smaller sized testicles and penises, and the disruption of the production of reproductive hormones.

Among girls, the risk of precocious breast development was multiplied by three. For all children, an increased risk of low birth weight and excess adipose tissue development was observed. Neuropsychological disorders concerning language and motor activity were also observed in girls.'

II.) Georgina Angusto Zambrano: Georgina's [story](#) is included on the campaign [website](#) as a stark reminder as to why the work this campaign does is so important. We hope to eventually develop video material, including an interview with Georgia, in the coming months. Telling the human stories behind work-related cancer will be crucial for raising awareness and building support for the campaign.

III.) (TBC if we can use this) Christian Cervantes: '...battled with two cancers at once: cancer of the mouth and cancer of the pharynx. Tragically, he lost the battle at the age of just 64. He had worked in the glass industry for over 30 years, where he had been exposed to several carcinogenic substances: asbestos, polycyclic aromatic hydrocarbons (PAHs), refractory ceramic fibres, solvents. He knew nothing about the risks of these exposures for his health. After a tough legal battle waged by his family, the causal link between his multiple exposure to these carcinogenic substances at work and the development of his cancers was finally recognised by a tribunal in Lyon (France).' - [Source](#)

Keeping up to date with other campaigns

Countless cancer charities and NGOs run campaigns and awareness movements throughout the year, many of which have sizable followings. Not all cancer related campaigns will be related to the work of the Stop Cancer at Work campaign, but for those that do ([see example](#)) supporters of the campaign should try and engage where possible. This could be as simple as using a hashtag or retweeting and replying to Tweets. The end goal is to boost the online presence of the campaign - and every little helps.

If you do come across a campaign that you think champions a similar cause to the Stop Cancer at Work campaign, please let us know!

Petition

Although our campaign aims to improve awareness about the prevalence of work-related cancer, our ultimate objective is to take action and lead change. We believe the best way to do this is to demonstrate widespread support for greater protections for workers across the EU, and the quickest and easiest way to commit support is through our online [petition](#). The petition can be easily distributed via email, messaging services such as Facebook Messenger and Whatsapp, or through sharing the link to the petition on social media. If members are interested, it is also possible to embed the petition into their websites.

We encourage anyone and everyone who is a resident of an EU member state to sign and distribute the petition as far and wide as possible.

c. Other

A selection of resources can also be found on our [website](#), including position papers published by members of the campaign.

3. Contacts and information

Below is a list of contacts and social media pages for members of the campaign and its supporters. The Stop Cancer at Work campaign is active primarily online and so it is essential that we maintain a presence on social media platforms. Many of our members have sizeable social media followings and so members and supporters should utilise this whenever possible by tagging and sharing content related to the campaign on their relative channels.

Organisation	Contact	Facebook	Twitter	LinkedIn
Stop Cancer at Work		Facebook: @stopcanceratwork	Twitter: @Stopcancer	
European Trade Union Institute (ETUI)	Laurent Vogel LVOGEL@ETUI.ORG Bianca Luna Fabris blfabris@etui.org Tony Musu musu@ETUI.ORG Mehmet Koksal mkoksal@etui.org (Comms)	Tag: @etuibrussels Link: https://www.facebook.com/etuibrussels/	Tag: @ETUI_org Link: https://twitter.com/ETUI_org	Link: https://www.linkedin.com/company/european-trade-union-institute/
European Trade Union Confederation (ETUC)	Nacho Doreste idoreste@etuc.org	Tag: @ETUCES Link: https://www.facebook.com/ETUCES/	Tag: @etuc_ces Link: https://twitter.com/etuc_ces	Link: https://www.linkedin.com/company/ces-etuc/
European Public Services Union (EPSU)	Luca Scarpiello scarpiello@epsu.org Pablo SANCHEZ CENTELLAS psanchez@epsu.org (Comms)	Tag: @EPSUnions Link: https://www.facebook.com/EPSUnions	Tag: @EPSUnions Link: https://twitter.com/EPSUnions	Link: https://www.linkedin.com/company/european-public-service-union-epsu/?originalSubdomain=be
European Federation of	efn@efn.be	Tag: @efnbrussels	Tag: @EFNBrussel	

Nurses Associations (EFN)	Paul De Raeve Juan José Fernandez Romero	Link: https://www.facebook.com/efnbrussels/	s Link: https://twitter.com/EFNBrussels	
Standing Committee of European Doctors (CPME)	Markus Kujawa markus.kujawa@cpme.eu Miriam Beatrice Vita D'Ambrosio miriam.dambrosio@cpme.eu (Comms)	Tag: @StandingCommitteeofEuropeanDoctors Link: https://www.facebook.com/StandingCommitteeofEuropeanDoctors/	Tag: @CPME_EUROPA Link: https://twitter.com/CPME_EUROPA	Link: https://www.linkedin.com/company/standing-committee-of-european-doctors---cpme/about/
European Cancer Patient Coalition (ECPC)	Charis Girvalaki charis.girvalaki@ecpc.org Antonella Cardone antonella.cardone@ecpc.org Paulina Gono paulina.gono@ecpc.org (Comms)	Tag: @ECPCfb Link: https://www.facebook.com/ECPCfb/	Tag: @cancereu Link: https://twitter.com/cancereu	Link: https://www.linkedin.com/company/european-cancer-patient-coalition/
European Specialist Nurses Organisation (ESNO)	Adriano Friganovic adriano.friganovic@esno.org Ber Oomen ber.oomen@live.nl	Tag: Link: https://www.facebook.com/ESNO-European-Specialist-Nurses-Organisations-709738035717264/	Tag: @esno_web Link: https://twitter.com/esno_web	Link: https://www.linkedin.com/company/esno/?originalSubdomain=be
European Association Pharmacy	Christina Durinck cd@farmakonom.dk Joao Jose Joaquim jjj@estescoimbra.pt	Tag: @EAPT2010 Link: https://www.facebook.com/EAPT2010	Tag: @eapt2010 Link: https://twitter.com/eapt2010	Link: https://www.linkedin.com/company/european-association-pharmacy

Technicians (EAPT)		com/EAPT2010/	om/eapt2010	of-pharmacy-technicians/
European Biosafety Network (EBN)	<p>Ian Lindsley ian.lindsley@europeanbiosafetynetwork.eu</p> <p>Seb Culliford (website) seb.culliford@europeanbiosafetynetwork.eu</p> <p>Mike Houghton mike.houghton@europeanbiosafetynetwork.eu</p>		<p>Tag: @EUBioNetwork</p> <p>Link: https://twitter.com/EUBioNetwork</p>	

Contact for supporters of the campaign

Organisation	Facebook	Twitter	LinkedIn
European Oncology Nursing Society (EONS)	<p>Tag: @cancernurseEU</p> <p>Link: https://www.facebook.com/cancernurseEU/</p>	<p>Tag: @cancernurseEU</p> <p>Link: https://twitter.com/cancernurseeu?lang=en</p>	<p>Link: https://www.linkedin.com/company/european-oncology-nursing-society-eons7/</p>
European Cancer Leagues (ECL)	<p>Tag: @CancerLeagues</p> <p>Link: https://www.facebook.com/CancerLeagues/</p>	<p>Tag: @CancerLeagues</p> <p>Link: https://twitter.com/CancerLeagues</p>	<p>Link: https://www.linkedin.com/in/eclcancer/?locale=en_US</p>
European Hospital and Healthcare Federation (HOPE)	<p>Link: https://m.facebook.com/profile.php?id=816489698378627</p>	<p>Tag: @euhospitals</p> <p>Link: https://twitter.com/euhospitals?lang=en</p>	<p>Link: https://www.linkedin.com/company/hope---european-hospital-and-healthcare-federation/</p>
International Society of Oncology Pharmacy	<p>Link: https://www.facebook.com/ISOPP-International-Society-</p>	<p>Tag: @ISOPPorg</p> <p>Link:</p>	<p>Link: https://www.linkedin.com/company/international-society-of-oncology-</p>

Practitioners (ISO PP)	of-Oncology-Pharmacy-Practitioners-225135194163335/	https://twitter.com/isopporg?lang=en	pharmacy-practitioners-isopp/?originalSubdomain=ca
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Stop Cancer at Work Campaign

Twitter: @Stopcancer_

Facebook: @stopcanceratwork

Political Bodies:

Body	Facebook	Twitter
European Commission	@EuropeanCommission	@EU_Commission
Council of the European Union	@eucouncil	@EUCouncil
European Parliament	@euparliament	@Europarl_EN
European Parliament Employment Committee	@EPSocialAffairs	@EPSocialAffairs

Policymakers:

Policymaker	Facebook	Twitter
European Commissioner Nicolas Schmit	@nicolasschmit.lu	@NicolasSchmitEU
Lucia Nicholsonova MEP	@lucianicholsonovaverivzdra vyrozum	@LNicholsonova
Agnes Jongerius MEP	@agnesjongeriusMEP	@a_jongerius
Marianne Vind MEP	@MarianneVindEP	@MarianneVind
Maria Walsh MEP	@MariaWalshEU	@MariaWalshEU

EU organisations and media outlets:

Organisation	Facebook	Twitter
Euro News English	@euronews	@euronews

Politico Europe	@POLITICOeu	@POLITICOEurope
Social Europe	@socialeurope	@EU_Social
ESMO NOTE: ESMO20 Conference 16-18 October	@esmo.org	@myESMO #ESMO20 Conference Hashtag. Education 16-18 October
EU OSHA NOTE: European Week for Safety and Health at Work — 19 to 23 October	@EuropeanAgencyforSafetyandHealthatWork	@EU_OSHA
IOSH	@ioshofficial	@IOSH_tweets
NIOSH	@niosh	@NIOSH
Event - STOP Cancer at Work (Dortmund, 9 November – 10 November 2020)		#MySocialEurope

EU Presidencies:

Presidency	Facebook	Twitter
German Presidency	@germanyintheeu	@EU2020DE
Portuguese Presidency (2021)		@CE_PTrep