

[View this email in your browser](#)

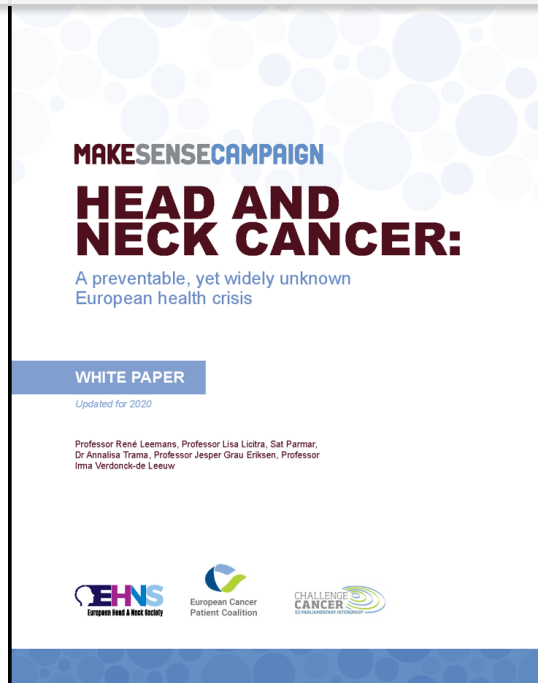


Head and Neck Cancer White Paper

Dear all,

You may remember we contacted you last week to let you know about the launch of our head and neck cancer White Paper, ***Head and neck cancer: A preventable, yet widely unknown European health crisis.***

We are now excited to announce the White Paper has now been officially launched!



[Click to View the White Paper](#)

This White Paper outlines a number of key areas where changes must be made to improve the outlook for patients – and we need your help to make this happen.

Showing your support for this White Paper is one vital way we can help achieve change and drive awareness of this devastating disease.

We would be thrilled if you could help us spread the word via your own social media by posting between 12pm – 1pm CET today, sharing the link to the White Paper with the hashtag **#StayHNCAware**. We have developed suggested tweet copy and a visual tile (below) for your use, available [here](#).



**STAY HEAD & NECK
CANCER AWARE:**
don't delay, seek medical advice today



MAKESENSECAMPAIGN

**160,000 Europeans are diagnosed
with head and neck cancer every year.**

**That's why I'm supporting the *Make Sense* campaign's
annual head and neck cancer awareness week.**

Join me in reminding Europe to #StayHNCAware

Post copy: Head and neck cancer is a preventable disease that causes potentially devastating consequences and has a serious impact across Europe. I'm supporting @MakeSenseCmpn's bid to push the disease higher up the EU's healthcare agenda. #StayHNCAware

White Paper: bit.ly/2ZHPGIW

We will be sharing key facts and actions from the White Paper on our Twitter channel [@MakeSenseCmpn](https://twitter.com/MakeSenseCmpn) this afternoon.

Stay Head and Neck Cancer Aware Campaign

This week is the annual *Make Sense* head and neck cancer awareness week. This year's slogan is '*Stay head and neck cancer aware: don't delay, seek medical advice today*' - educating people when to visit a doctor has always been vital for the Campaign, but it's never been both so relevant and important in these times of COVID-19, when late diagnosis is expected to rise even further. We'll be posting on social media throughout the week so make sure you're following [@MakeSenseCmpn](https://twitter.com/MakeSenseCmpn) on Twitter to learn more about this devastating disease and how we can all support Europeans affected by it.

As always, we thank you for your support in spreading awareness for head and neck cancer and helping us on our mission to improve outcomes for those patients suffering.

If you require further information please do not hesitate to get in touch at Secretariat@makesensecampaign.eu.

The *Make Sense* Team

What is *Make Sense*?

The *Make Sense* campaign, established in 2013 and spearheaded by the European Head and Neck Society (EHNS), aims to raise awareness of head and neck cancer and ultimately improve outcomes for patients across Europe through education on disease prevention, driving understanding of the signs and symptoms of the disease and encouraging earlier presentation, diagnosis and referral.

What is the White Paper?

Head and neck cancer: a preventable, yet widely unknown European health crisis is an update of the White Paper we released in 2013, including a new foreword from Cristian Buşoi, MEP and Chair of the European Parliament Challenge Cancer Intergroup. The paper, authored by several eminent head and neck cancer specialists, looks holistically at the head and neck cancer landscape across Europe, from awareness to diagnosis, treatment and survivor care.



MAKESENSECAMPAIGN

Copyright © 2020 European Cancer Patient Coalition, All rights reserved.

You are receiving this email because you are an ECPC Member.

Our mailing address is:

European Cancer Patient Coalition

Rue Montoyer 40

Brussels 1000

Belgium

[Add us to your address book](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to <<[Email Address](#)>>
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
European Cancer Patient Coalition · Rue Montoyer 40 · Brussels 1000 · Belgium