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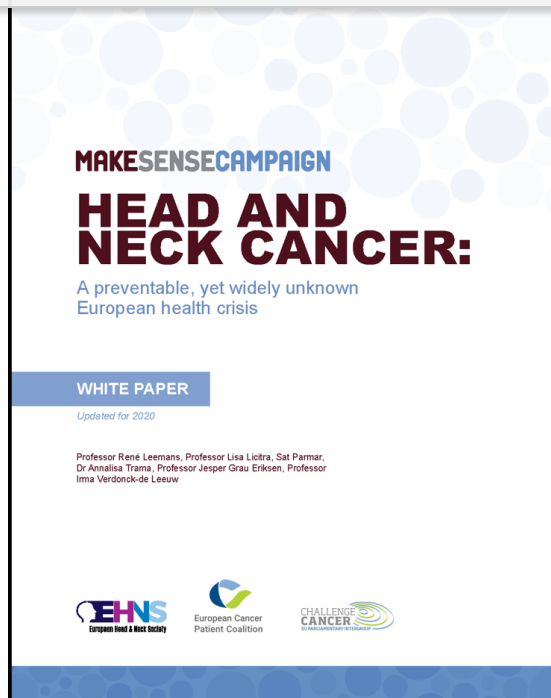
Head and Neck Cancer White Paper

Dear all,

We are contacting you on behalf of the *Make Sense* campaign to inform you of the upcoming launch of our newly updated head and neck cancer white paper, *Head and neck cancer: A preventable, yet widely unknown European health crisis*.

The paper will be launching Tuesday 22 September, during our 8th annual head and neck cancer awareness week, running from 21–25 September. Throughout the week the *Make Sense* campaign will be encouraging the general public to learn the signs and symptoms and seek early medical advice, via this year's slogan 'Stay head and neck cancer aware: don't delay, seek medical advice today.'

We will send you a link to the final White Paper on launch day, but in the meantime we wanted to give you a sneak peek and to ask for your support in spreading our message and supporting Europeans affected by this devastating disease.

[Click to view the White Paper](#)

Updated priorities and a drive for change

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.

Despite major progress in the treatment of head and neck cancer, the prevalence of the disease has increased in Europe since our first White Paper seven years ago and awareness is still dangerously low. This is why we need urgent action now.

Change is only possible with your help

To drive change for head and neck cancer patients in Europe, we are asking for your help with our five point plan of action (you can read about them in more detail in the White Paper):

1. Actively engage in prevention strategies for head and neck cancer
2. Support early diagnosis and referral to qualified healthcare professionals
3. Promote multidisciplinary care as a standardised best practice approach for patients across Europe

research on head and neck cancer

White Paper launch

We will be supporting the official launch of the White Paper with a Twitter campaign on Tuesday 22 September to share the key facts and suggest ways our followers can support us. We would love your help on the day with spreading the word! Ways to get involved:

1. Like, comment and retweet posts on the [Make Sense channel](#) throughout the afternoon
2. Share your own posts with a link to the White Paper between **12pm – 1pm CET** (feel free to use the template we've developed [here](#))
3. Include the hashtag **#StayHNCAware** to help us amplify the message

Should you require further information or have any questions on the contents of the paper please do not hesitate to get in touch at secretariat@makesensecampaign.eu.

Kind regards,

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.



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