



CRACKING THE CANCER CODE

PERSONALISED MEDICINE
AWARENESS MONTH 2020

AN INITIATIVE OF THE EUROPEAN CANCER PATIENT COALITION

*Join ECPC to raise awareness and bring about treatment options
for European citizens.*

Personalised Medicine Awareness Month 2020



We have developed this year's **Campaign Action Toolkit** to help you to participate in the **Personalised Medicine Awareness Month** campaign and make the most of the tools and materials. It contains several elements such as **key messages**, patient case studies, social media materials to help patient organisations to **promote the campaign at national level** in their country. As part of the toolkit, you will find templates for Press Releases, outreach letter to policymakers, pledge and call for action as we aim at raising awareness and gather commitment.

[Download our toolkit here](#)

Not every patient with cancer responds to a particular treatment in the same way. Now,

about cancer molecular testing remains low – only 23% of European doctors feel that their patients are always fully informed about molecular or biomarker testing.

This November, **join @cancereu** advocating for greater access to molecular testing in Europe and help us **#CrackingTheCancerCode**.

Click here to find out more about the campaign

Please note that many of the materials included in the toolkit are also available in several European languages including:

Czech, Dutch, Finnish, French, German, Greek, Italian, Lithuanian, Polish, Romanian, and Spanish. To find these, go to the [ECPC website](#).



#CrackingTheCancerCode #PMAM20



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