



## **Press Release: The European Cancer Patient Coalition launches the Personalised Medicine Awareness Month**

### **Brussels, Belgium – 4<sup>th</sup> November 2021**

In November 2021, the European Cancer Patient Coalition celebrates Personalised Medicine Awareness Month and promotes the importance of access to cancer molecular testing with an advocacy campaign, “Cracking the Cancer Code”.

Within this framework, ECPC is launching a [Campaign Toolkit](#) that includes an infographic for patients to raise awareness on what Personalised Medicine is and how it can improve patients’ health and quality of life. We are also promoting our [“Personalised Medicine: A Guide for Patients”](#) – an updated booklet to address the opportunities and challenges that Personalised Medicine provides so that the needs of cancer patients across Europe are met.

To facilitate access to cancer patients across Europe, these materials have been translated into several languages, including: Czech, Dutch, Finnish, French, German, Greek, Italian, Lithuanian, Polish, Romanian, and Spanish, available at [ECPC website](#).

### **WHAT DO YOU NEED TO KNOW ABOUT PERSONALISED MEDICINE?**

During the last two decades, scientific research has allowed us to better understand how cancer develops. Applying this knowledge has been crucial to improving patient’s care. Progress has allowed the creation of new tools and treatments, leading to potentially longer and healthier lives for cancer patients.

‘One size fits all’ is no longer valid. Personalised Medicine aims to deliver ‘the right treatment, at the right time, at the right dose’ for patients to achieve better outcomes while preserving the quality of life.

### **OUR TOOLKIT, A PATIENT GUIDE THAT WILL ADDRESS MOST OF YOUR QUESTIONS**

Cancer patients need to receive clear and accurate information about their treatment options and this guide will provide the necessary information to understand what Personalised Medicine is.

Research leads to more accurate diagnostics and more effective treatments and our booklet as well as our campaign toolkit provide valuable information about how to contribute to personalised medicine research, as patients experience, and knowledge should have a central role in research.

These patient-friendly materials are an empowerment tool for cancer patients to make decisions about their care and treatment. They are intended to be a patient-focused enabler so that it allows cancer patients to make the best decisions for themselves and enhance their personal health and wellbeing. Personalised Medicine has the potential to deliver significant benefits for cancer patients.





European Cancer  
Patient Coalition

## ABOUT ECPC

ECPC is the largest cancer patient umbrella organization, established in 2003. The main aim of the organization is to advocate for patients to be acknowledged as equal partners and co-creators of their own health and that ECPC works for a Europe of equality, where all Europeans with cancer have timely and affordable access to the best treatment and care available, from the diagnosis to survivorship or palliative care. ECPC has more than 450 members from 50 countries covering at least one member per continent.

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