



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

Personalised Medicine Awareness Month 2021



Campaign Action Toolkit

Your guide to using information and content for Personalised Medicine Awareness Month, November 2021



European Cancer Patient Coalition



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”.

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

across Europe are met.

Download our toolkit here

Not every patient with cancer responds to a particular treatment in the same way. Now, thanks to breakthrough technological advances, it is becoming possible to **treat people with cancer based on 'who' they are, not 'where' their cancer is located**. Awareness 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](#).

Download our booklet here

#CrackingTheCancerCode #PMAM21



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