

Dublin, 16<sup>th</sup> of November 2023

## **eCAN partners present two posters at the European Public Health Conference 2023**

- The Communication and Sustainability Work Packages have participated in the 16th edition of this international event held in the Irish capital, with more than 2,450 delegates from over 85 countries worldwide.
- Sustainable food systems, trade determinants of noncommunicable diseases, EU health priorities and the future of One Health are some of the topics addressed in the conference.



*Entrance of the European Public Health Conference in the Convention Centre of Dublin / The Photo Project*

The **European Public Health Conference (EPH) 2023** has provided an opportunity to bring together some of the eCAN Work Package (WP) leaders. In particular, WP2 (Communication) and WP4 (Sustainability) have presented posters reflecting on the progress of the Joint Action, each focusing on their respective areas.

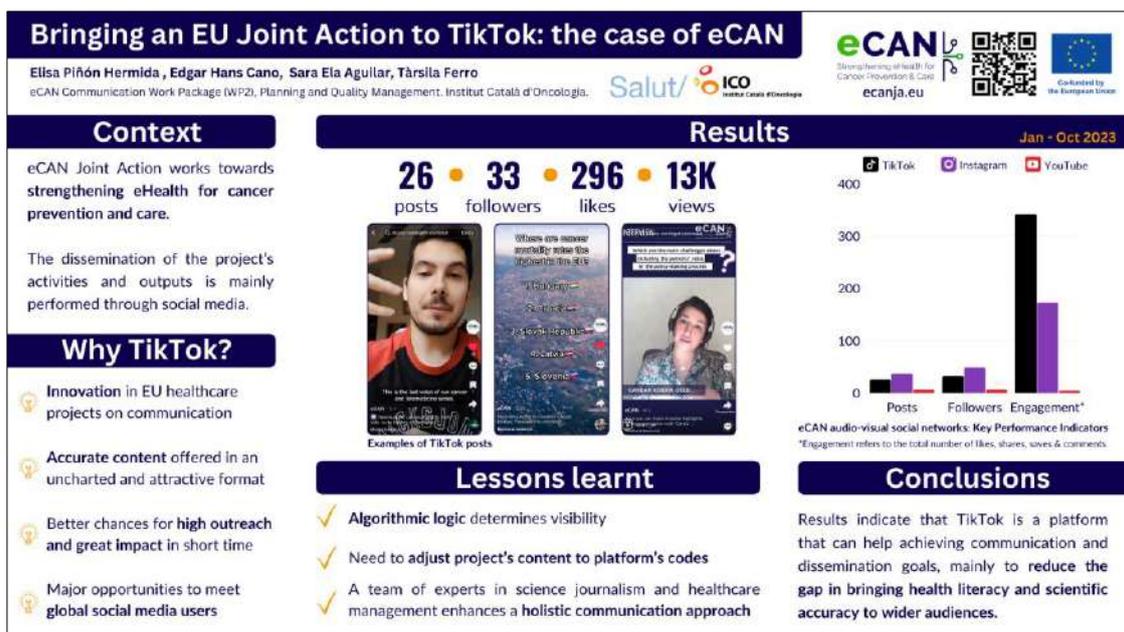
On the one hand, Elisa Piñón and Edgar Hans from WP2, led by the Institut Català d'Oncologia (ICO), have displayed their poster entitled "**Bringing an EU Joint Action to TikTok: the case of eCAN**". The banner explains the communication team's decision to use this social network, among others, to communicate the progress and outcomes of

the European project. It also provides some preliminary results on the performance of TikTok in terms of followers, posts and engagement.

On the other hand, **Claudia Habi**, a member of WP4 led by Gesundheit Österreich GmbH (GÖG), also presented her team's poster entitled “**JA eCAN roadmap towards a sustainable implementation of eHealth initiatives in cancer care**”. It describes the process of collecting information on EU Member States through expert-validated national factsheets, which will lead to map eHealth and cancer care policies across Europe.

## TikTok as a tool for science communication

**Elisa Piñón**, lead author of the WP2 poster, argues that “so far, TikTok has shown higher engagement rates than other audio-visual social media, such as Instagram and YouTube, despite having lower number of posts and followers”.



European Public Health Conference poster of Work Package 2

“It is not common for European projects to choose TikTok as one of their outreach tools”, says **Edgar Hans**, also author of the WP2 poster. “However, there are good examples of science communication on this platform, it allows us to reach different audiences and promote our creativity when talking about eCAN. We believe it is worth a try”, he concludes.

According to the authors of the poster, the Chinese social network has several strengths. These include the opportunity to **innovate in the communication of**

European health projects, with unexplored and attractive formats, or a greater likelihood of achieving a large reach and impact in a short time.

## Showcasing eHealth policies and initiatives across Europe

The WP4 poster also includes contributions from members of WP1 (Coordination) and WP2. By collecting data from EU/EEA Member States, the Sustainability WP aims to provide an overview of European eHealth policies and initiatives with a focus on cancer. The project website will display the validated information in a dashboard with maps and indicators during next year.

**Gesundheit Österreich GmbH**  
Authors: Claudia Habi, Katharina Habimana, Johannes Weiss, Tugce Schmitt, Edgar Hans Cano, Elisa Piñón Hermida

**eCAN** Strengthening eHealth for Cancer Prevention & Care

The Austrian National Public Health Institute (Gesundheit Österreich GmbH) is responsible for Work Package 4 on SUSTAINABILITY that aims to ensure for eHealth initiatives in cancer care being sustainable in the long-term and to foster integration of evidence-based knowledge of this JA into EU MS policies.

**STRENGTHENING EHEALTH FOR CANCER PATIENTS**

The eCAN Joint Action aims to provide a framework of recommendations for the integration of telemedicine and remote monitoring in health care systems.

Joint Action of 35 partners in 16 EU/EEA-MS  
[ecanja.eu](http://ecanja.eu)

**POLICY MAPPING ON EHEALTH POLICIES AND INITIATIVES (INCLUDING ON CANCER CARE) IN EU/EEA MS**

Tasks in WP4 - Sustainability include the collection of country information for all EU MS (and other countries) from literature. Prefilled country factsheets are then validated by country experts resulting in a policy mapping for eHealth including in cancer care in the EU.

Information collected is transformed into indicators mapping the EU countries state of play and progress in providing a favorable ecosystem, i.e., legislation, policies, strategies for eHealth and cancer care, financing for eHealth solutions and recommending and encouraging the use eHealth solutions in form of a WEB-BASED DASHBOARD.

Results so far show a large variety regarding the uptake of telemedicine in cancer care, even though most European countries have a national eHealth strategy in place. Findings will be further analyzed in use-cases e.g., on telerehabilitation and psychosocial support for breast, head & neck cancer treatments.

Dashboard will go online with maps and indicators beginning of 2024. Here partly unvalidated data displayed.

Lessons learned from eCAN will inform mutual learning and knowledge exchange for better health system resilience and preparedness. In the light of the upcoming European Health Data Space it is important to ensure equitable access and affordability of digital health care and prevention services for all European cancer patients.

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European Public Health Conference poster of Work Package 4

Looking in detail at the data collected so far, preliminary results show a wide variation in the use of telemedicine in cancer care, despite the fact that most EU countries have a national eHealth strategy in place. The results will be further analysed in practical cases and situations, including telerehabilitation and psychosocial support in breast and head & neck cancer treatment.

## EPH's flagship theme, One Health

Since 1992, the **European Public Health Association (EUPHA)** has organised the **EPH Conference**, the biggest annual public health event in Europe bringing together research, practice, policy and education. The 16<sup>th</sup> edition, that has been held in Dublin between the 8<sup>th</sup> and the 11<sup>th</sup> of November with more than 2,450 delegates worldwide, has addressed diverse topics related to the concept **One Health**.

This term, according to the World Health Organization ([WHO](#)), refers to an integrated, unifying approach that aims to sustainably balance and optimise the health of people, animals and ecosystems. It recognises that the health of humans, domestic and wild animals, plants, and the wider environment (including ecosystems) are **closely linked and interdependent**.

The theme of the forthcoming 17<sup>th</sup> European Public Health Conference 2024, to be held in Lisbon, Portugal, will be “Sailing the Waves of European Public Health: Exploring a Sea of Innovation”.

**References:**

E P Hermida, E Hans Cano, S Ela Aguilar, T Ferro, [Bringing an EU Joint Action to TikTok: the case of eCAN](#), *European Journal of Public Health*, Volume 33, Issue Supplement\_2, October 2023, ckad160.1205

C Habl, K Habimana, J Weiss, T Schmitt, E Hans Cano, E P Hermida, [JA eCAN roadmap towards a sustainable implementation of eHealth initiatives in cancer care](#), *European Journal of Public Health*, Volume 33, Issue Supplement\_2, October 2023, ckad160.1205

## ABOUT eCAN

Strengthening eHealth for  
Cancer Prevention & Care

The eCAN Joint Action aims to provide a framework of recommendations for the integration of telemedicine and remote monitoring in health care systems. The objective is to reduce cancer care inequalities across the European Union, particularly for cross-border emergencies and health crises, such as COVID-19.

**Communication Team Communication Team**

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