

Basic Communication Plan for European Cancer Registries

1. Purpose/Objective

Main Goal: Raise awareness of the critical role cancer registries play in improving cancer prevention, treatment, and research across Europe.

- Promote the value of high-quality cancer data collection.
- Support collaboration between researchers, healthcare professionals, and policymakers.
- Educate the public on how cancer registries contribute to better health outcomes.

2. Key Audiences

Primary Audiences:

- Healthcare professionals (oncologists, epidemiologists, researchers)
- Government health departments and policymakers
- Cancer patients/patient organisations and survivors
- Non-governmental organizations (NGO's) focused on cancer

Secondary Audiences:

- General public
- Media
- European public health networks and cancer advocacy groups

3. Key Messages

Examples:

- General Message: "Cancer registries are vital for monitoring cancer trends, improving care, and saving lives through research and policy development."
- For Healthcare Professionals: "Your participation in cancer data collection helps identify trends, improve patient outcomes, and shape effective healthcare policies."
- For Policymakers: "Reliable cancer data informs public health policies and resource allocation, ensuring better prevention and treatment strategies."
- For the General Public: "Cancer registries help track progress in the fight against cancer, leading to improved care and early detection programs."

4. Communication Channels

Digital Channels:

- Social media (LinkedIn): For engagement with healthcare professionals and policy influencers.
- Website: Update with educational resources, reports, and cancer statistics.
- Email newsletters: Distribute information to healthcare partners, researchers, and stakeholders.

Traditional Channels:

- Press releases and media outreach: Announce new reports, research findings, or partnerships.
- Conferences and workshops: Present the impact of cancer registries at health and policy-related events.
- Print materials: Develop brochures or fact sheets for distribution at healthcare facilities or events.

5. Tactics and Tools

Social Media Campaigns: Share data-driven insights, success stories, and infographics highlighting the impact of cancer registries.

Media Outreach: Issue press releases during major events like World Cancer Day, to highlight the importance of cancer registry data in shaping European cancer control strategies.

Educational Webinars/Workshops: Organize sessions for healthcare professionals on the role of cancer registries in research and policy development.

Collaborations: Partner with other health organizations, universities, and cancer advocacy groups to amplify the message.

6. Timeline

- Monthly: Social media updates sharing key data points or success stories.
- Quarterly: Email newsletters and publications sharing reports or cancer trends with stakeholders.
- Annually: Major media campaigns or events tied to World Cancer Day or European Health Awareness Days.
- Ongoing: Update the website with new cancer research, data, and reports.

7. Responsibilities

Communications Team: Manages social media, newsletters, and media outreach.

Research/Data Teams: Provides accurate, up-to-date data and reports for publication.

Partnership Manager: Develops collaborations with NGOs, cancer societies, and policymakers.

8. Evaluation

- Track engagement through social media metrics (followers, shares, mentions).
- Measure media coverage: number of articles, mentions, or interviews.
- Monitor website traffic and report downloads.
- Assess the level of collaboration with health professionals, NGO's, and government bodies.

9. Budget

Allocate funds for:

- Website maintenance and report design
- Hosting events or workshops (virtual/in-person)
- Public relations activities like press release distribution
- Social media ads and promotion (unnecessary in most cases)