

European Cervical Cancer Prevention Week

January 20-26, 2008



The European Cervical Cancer Association is now planning the second Prevention Week for 20-26 January, 2008.

What the ECCA central office is doing:

We are planning two main events for the ECCPW:

1. The ECCA acts as the secretariat for the European Parliament's Cervical Cancer Interest Group (ECCIG) and in this capacity, we are now working to expand this group to include national politicians from across Europe. The inaugural meeting of this group, the European Cervical Cancer Summit Meeting, will be held in Brussels on the morning of Tuesday, January 22, 2008 to endorse recommendations for the implementation of cervical cancer prevention programmes across Europe that will be presented to the European Commissioner for Health. In addition, the recommendations can also be presented to the Ministers for Health in the participating countries at separate events organised by the national ECCIG and ECCA members on Thursday 24 January.
2. The ECCA launched the STOP Cervical Cancer Petition (www.CervicalCancerPetition.eu) in June of 2007 calling for the implementation of organised cervical cancer prevention programmes equitably across Europe. We are now organising an event in the European Parliament on the afternoon of Tuesday January 22, 2008 where the final signatures will be added from Members of the European Parliament together with the national politicians attending the Cervical Cancer Summit Meeting and the petition will be presented to the President of the European Commission and the European Commissioner for Health.

This event can be paralleled by simultaneous national events organised by the ECCA's members across Europe where the final signatures from national politicians will be added to the petition and it will be presented to their respective Ministers for Health. In this way, each country will be able to generate its own media coverage while capitalising on the heightened media interest that will accompany the European campaign.

3. In order to raise awareness of cervical cancer prevention and advocate for the equitable implementation of prevention programmes across Europe, the ECCA has launched a visible and recognisable symbol that people can wear to demonstrate their support for this cause – the Pearl of Wisdom™ broach. The Cambridge International Dictionary of Idioms defines a Pearl of Wisdom as “an important piece of advice”. A pearl broach is therefore a very appropriate symbol for an event that aims to encourage women to participate in cervical cancer prevention programmes. Even in those countries where the Pearl of Wisdom phrase is not used, pearls are associated with femininity and a pearl broach is therefore still an appropriate symbol for the Prevention Week.



The ECCA is working with its members, partners and donors from across Europe to promote the Pearl of Wisdom campaign. The activities being undertaken cover a wide range including the distribution of the broach to high-profile individuals who will be encouraged to wear it during the Prevention Week (politicians, celebrities, media personalities), a email awareness campaign, direct sales in gynaecologists' cabinets, corporate internal sales, etc. These programmes will generate interest in the Prevention Week and complement the national activities being run by the ECCA's members.

Three things you can do to support the week:




The objective of the ECCPW is to raise awareness of cervical cancer prevention and to create political momentum for the implementation of prevention programmes equitably across Europe. As such, the week is important even if you already have such a programme because your support will help those countries that do not. What you can do is:

1. Send us the names national politicians that may be interested to participate in the ECCIG. We will then pass these details to the ECCIG chairs who will write and invite them to join the group. Your help with this will ensure that the ECCIG and the European Cervical Cancer Summit Meeting have good representation from across Europe which will greatly increase the amount of media coverage and political attention that we can achieve.
2. Join with your national politicians to promote the recommendations of the European Cervical Cancer Summit Meeting and participate in the event to present these to your Minister for Health. Here again, even if you have an effective cervical cancer prevention programme, your Minister for Health meets regularly with his/her counterparts from across Europe and this action will serve to raise the importance of cervical cancer prevention on this group's agenda.
3. Join with the ECCA central office and our partners to organise an event in your national parliament to add the final signatures to the STOP Cervical Cancer Petition. As with the ECCIG meeting, ensuring participation from across Europe will greatly increase the amount of media coverage and political attention that we can achieve.

In addition, we would be happy to support you with any other actions or programmes that you would like to undertake during the week. Some examples of events undertaken by ECCA members during the 2007 Prevention Week are listed below.

Activities undertaken during the European Cervical Cancer Prevention Week 2007

Belgium 	<ul style="list-style-type: none"> • The Working Together to STOP Cervical Cancer Workshop, Brussels, 22-23 January • The official launch of the European Cervical Cancer Prevention Week in the European Parliament, Brussels, 23 January
Croatia 	<ul style="list-style-type: none"> • Videoconference on cervical cancer prevention, 5 cities, 25 January • Mini-symposium on cervical cancer prevention, Zagreb, 24 January • Open lecture on cervical cancer prevention, Karlovac, 23 January • Round table discussion on prevention of cervical cancer, Zagreb, 19 January
Czech Rep. 	<ul style="list-style-type: none"> • Agreement to develop SMS Prevence, a nationwide text messaging service for cervical screening call and recall
France 	<ul style="list-style-type: none"> • Press tutorial on cervical cancer prevention, Paris, 16 January • Free cervical cancer prevention information telephone line, 24 January
Germany 	<ul style="list-style-type: none"> • Public seminar on cervical cancer prevention, Tuebingen, 22 January • Press conference: HPV diagnosis in the era of vaccination, Wolfsburg, 22 January • Public seminar on the Wolfsburg HPV-Cervical Cancer Screening Programme, Wolfsburg, 27 January • Press conference: 1st year results of the Wolfsburg HPV Cervical Cancer Screening Programme, Wolfsburg, 27 January
Greece 	<ul style="list-style-type: none"> • Congress on HPV vaccination for Greek healthcare professionals, Thessalonica, 27-28 January
Italy 	<ul style="list-style-type: none"> • Press conference at the Italian Senate with the national Parliamentary group and the Ministry of Health, Rome, 24 January • Seminars for the general public on cervical cancer prevention • Cabaret on the theme of cervical cancer prevention for the general public • Press tutorial on cervical cancer prevention • Television promotional campaign
Latvia 	<ul style="list-style-type: none"> • 1st Annual Cervical Cancer Prevention Roundtable for Latvian Cervical Cancer Experts and Government Officials, Riga, 25 January

<p>Lithuania</p> 	<ul style="list-style-type: none"> • Cervical Cancer Prevention Workshop, Kaunas Medical University and Vilnius University Medicine Faculty, 18 January • 1st Annual Cervical Cancer Prevention Course for Lithuanian Healthcare Professionals and Public Health Officials, Vilnius, 25 January
<p>Serbia</p> 	<ul style="list-style-type: none"> • Press tutorial on cervical cancer prevention, Belgrade, 19 January • Promotion of cervical screening for the general public in 30 national Prevention Centres • Promotion of cervical screening for the general public in 5 local cancer societies (supported by Serbian Cancer Society)
<p>UK</p> 	<ul style="list-style-type: none"> • Cross party reception for politicians and other stakeholders in Westminster, London, 24 January • Cross party reception in Edinburgh Parliament for Members of Scottish Parliament and other stakeholders, Edinburgh, 25 January • Debate in the Scottish Parliament motion: Cervical Cancer and the HPV Vaccine, Edinburgh, 25 January