

Deliverable D4.5: Report on the communication pilot launched

Summary of the 1st and 2nd communication action with the young people (Youth Ambassadors "YA")

Grant Agreement No.:	801495
Start Date:	01/08/2018
End Date:	31/03/2022
Project title	European Joint Action on Vaccination — EU-JAV
WP number	WP4
Deliverable number	D4.5
Title	Report on the communication pilot launched
Responsible partner No.	1
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Nature	R - Report
Dissemination Level	PU - Public
Delivery Month Planned	M37
Actual Delivery Date	22/11/2021

November 2021

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Co-funded by
the Health Programme
of the European Union

List of abbreviations

EC	European Commission
ECAC	European Code Against Cancer
EIW	European Immunization Week
ECL	The Association of European Cancer Leagues
EU-JAV	European Joint Action on Vaccination
EU	European Union
HPV	Human papillomavirus
YAs	Youth Ambassadors
WHO	World Health Organization



This project has received co-funding from the European Union's Health Programme under Grant Agreement no. 801495



This project is coordinated by the French Health and Medical Research Institute with the support of the French Ministry of Solidarities and Health

Executive Summary

This report presents the results of the work carried out as part of the European Joint Action on Vaccination (EU-JAV) [Work Package 4](#) (Integration in National Policies and Sustainability). One of the key objectives of Work Package 4 was *‘to implement pilot actions to explore the feasibility of joint undertakings on vaccine-related issues’*.

This report was written by the [Association of European Cancer Leagues \(ECL\)](#). ECL was subcontracted by the French Ministry of Solidarity and Health (Leader of Work Package 4) to carry out subtask 4.3.3: *‘to develop an effective strategy of communication towards European young people on vaccine’*.

ECL was responsible for the planning, implementation, and evaluation of two communication pilot actions aimed at raising awareness about vaccination among European youths. In doing so, the ECL Secretariat co-designed and implemented the pilot actions with the valuable input of the [ECL Youth Ambassadors \(YAs\)](#) for the [European Code Against Cancer \(ECAC\)](#) - a network of ambitious students and young professionals interested in cancer prevention and health promotion and living in over 40 countries. This network was established in 2015 to better disseminate and promote the ECAC at the national, regional, and local level among young people and children.

ECL YAs organise and implement creative and enterprising actions, campaigns, and research projects across Europe and represent ECL in their home countries. The network currently counts 69 YAs aged between 18-35 years old and living in 42 different countries.

In 2018, in preparation for the launch of the pilot communication actions, ECL YAs attended an introductory session about EU-JAV delivered by the French Ministry of Solidarity and Health and a lecture on vaccine hesitancy by the [Vaccine Confidence Project](#) at the [Annual Summer School in Paris](#) (29-31 August 2018).

In 2019, YAs attended a training session on social media by [The Good Lobby](#), a peer-led workshop on strategic planning, and a lecture on vaccination with a spotlight on HPV by Professor Pierre Van Damme from the [Centre for the Evaluation of Vaccination](#) at the [Annual Summer School in Ljubljana](#) (29 August-1 September 2019).

Following these sessions and training, a core group of 16 ECL YAs decided to organise two Europe-wide youth competitions, one in 2019 aimed at school-aged children between 7-18 years old and another one in 2021 aimed at young people up to 25 years old. The competitions capitalised on [European Immunization Week](#) (EIW), which took place on 24-30 April in 2019 and on 26 April-2 May in 2021.



The competitions sought compelling visual designs and short videos that portray the importance of vaccination with a focus on vaccination against Hepatitis B and Human papillomavirus (HPV) in line with [message 11 of the ECAC](#).

In 2019, the ECL Secretariat and YAs successfully organised and implemented a youth poster and video competition for schools, which focused on vaccination against Hepatitis B and HPV. 16 YAs advised the ECL Secretariat on key aspects of the competition and on how to maximize its impact. They also took part in the voting procedure, the dissemination of the call for posters and videos, and the promotion of the competition's entries developed by the prize winners.

The ['Be Wise, Immunise' European Schools' Competition 2019](#) built on work already done by the YAs related to message 11 of the ECAC (i.e. *'ensure your children take part in vaccination programmes for: Hepatitis B (for newborns) and Human papillomavirus (HPV) (for girls)'*).

ECL and YAs reached out to schools' principals and involved primary and secondary schools across Europe using networks such as the [European Network of Health Promoting Schools](#). Schools active in the previous Joint Actions and those that collaborated with cancer leagues and YAs on previous projects were also contacted.

Students were asked to work in groups of 3 to create Public Service Announcements (PSAs) in the form of posters or short videos about the Hepatitis B and Human papillomavirus (HPV) vaccines targeting their own age group.

Messages were required to be in line with information on vaccinating against Hepatitis B and HPV provided within the ECAC, so as to raise awareness among students and teachers of the evidence-based messages of WHO.

Winners were selected based on a combination of judges' scoring and online votes. Shortlisted posters and videos were widely disseminated on social media just ahead of European Immunization Week for the public to view and vote on. Entries which received the highest amount of likes on Facebook and Twitter were declared the winners on the last day of European Immunization Week.

ECL received a total of 40 submissions from 10 countries, of which 16 were shortlisted and 5 won a prize. Each member of a winning team was able to choose a prize (i.e. headphones, portable speakers, e-readers or mini drones).

The 52 social media posts shared to promote and disseminate the competition and shortlisted entries between February and April 2019, reached over 111.400 people (of which 87.700 on Facebook and 23.600 on Twitter).



Given the COVID-19 health crisis and taking stock of the lessons learnt from the 2019 competition, the ECL Secretariat and the YAs adapted the format of the 2021 competition. Differently from the first edition, the [2021 ECL Youth Competition](#) targeted teenagers and young people aged 25 years old or younger, who were able to participate individually in the competition.

- The 2021 competition focused on HPV and HPV vaccination and welcomed two main type submissions. As a part of the [creativity competition](#), young people aged under 26 years old were encouraged to submit short videos, simple graphics (i.e. digital stickers, Graphics Interchange Format (GIFs) and memes), complex graphics (i.e. infographics and posters) or short videos.
- As part of the [case-study competition](#), participants were encouraged to design potential interventions to promote the uptake of HPV vaccinations in their national or local settings and submit their proposals as PowerPoint presentations.

ECL and YAs provided participants with a list of facts about HPV and cervical cancer, as well a list of design software and websites they could use as a guide to create their content, graphics and presentations.

The competition was mainly advertised on social media through a paid campaign on Instagram. ECL received a total of 85 submissions from 21 countries, of which 65 complied with the rules and fit the theme and 8 won a prize.

The shortlisted and winning graphics were shared with cancer leagues, health charities and advocates working on HPV and cervical cancer from around Europe to support their efforts to protect youth from HPV.

To further promote the competition and its themes, YAs organised (i) a special a live session on Instagram with the WHO Ambassador for Cancer to discuss the importance of vaccination, (ii) a webinar with experts from Croatia and Bosnia Herzegovina to discuss the importance of HPV vaccination, and (iii) a video campaign to raise awareness of HPV vaccination with VIPs and experts from Eastern Europe.

Raising awareness about the importance of vaccination and its uptake and overcoming vaccine hesitancy among young people are no easy tasks. However, the experience from the pilot actions indicates that free, online competitions with prizes provide a unique way (i) to spread pro-vaccine messages and (ii) to engage and motivate young individuals, enabling them to gain knowledge and understand the importance of vaccination while fighting myths and disinformation.

Overall, we received a satisfactory response to the competitions:

- More than 5,000 people visited the official webpages of the competitions.



- The 101 social media posts shared to promote the competitions, their messages and the shortlisted submissions reached an estimated 574,824 people on ECL's social media pages.
- 10,167 people reacted, commented and shared the posts on Facebook, Instagram and Twitter.

Through the competitions, we (i) gathered 125 original visuals, graphics, case studies, videos and designs, (ii) widely promoted messages in support of the Hepatitis B and HPV vaccines on social media, (iii) significantly increased our follower base on Facebook, Twitter and Instagram, (iv) increased traffic to ECL and EU-JAV's websites, and (v) maximised ECL and EU-JAV's visibility during EIW. A sizeable amount of young people got to know the EU-JAV indirectly.

Free online competitions with prizes are beneficial because:

- It is a great way to build a community and a strong following
- It encourages new audiences to follow a specific account
- It creates brand/project/Joint Action awareness
- It is a great idea to convince people to learn more about vaccination
- It represents a good way of counteracting messages from anti-vaccine groups

Online competitions are the most fun and engaging way to increase brand/project visibility, followers, and engagement. This leads to more input from one's audience and stronger relationships in the long term. It is also a fast way to build a follower base instead of paying for costly advertisements.

Nevertheless, organising Europe-wide competitions required more resources and time than we planned for. Small civil society organisations like ECL are probably not best placed to lead on the implementation and evaluation of big competitions. Bigger NGOs supported by the Ministry of Health of specific countries or national health institutes would have the resources and reach needed to carry out this type of competitions.

Out of 60+ ECL YAs, only a core team of 10-16 people was interested in participating in EU-JAV and in the development of an effective strategy to raise awareness about vaccination among European youths. This was due to vaccination being a controversial subject in their countries and low incentives to support EU-JAV's activities on top of other volunteer tasks and commitments for ECL. There also was a lack of interest by YAs to develop follow-up activities related to the topic of vaccination. Nevertheless, the core team involved in the co-creation of the pilot actions was highly motivated and



benefitted from the preparatory sessions and workshop they attended, and the experience they gained from running online competitions.

Getting primary and secondary schools involved in the competition was difficult. Schools' principals and teachers also reported that, due to the increasingly sensitive nature of the topic of vaccination and increasing vaccine hesitancy, they were not willing to (i) introduce the competition and carry out activities and projects on the topic of vaccination and to (ii) request parents' agreement for such activities. Even the schools and teachers who ended up involved and supporting students with their submissions, lacked the interest to organise follow-up activities on vaccination and/or meeting with our ECL YAs.

Thanks to these pilot actions, some considerations on the value of Europe-wide competitions focusing on vaccination can be made and some lessons learnt drawn. Most importantly, a benchmark/ point of reference to assess future competitions was established.

The main lessons we learnt from running two Europe-wide youth competitions are summarised below.

- **Define appropriate goals and KPIs** - Before launching online competitions, one or two top social media goals/objectives should be set. Without this, it is impossible to determine the true value for your brand/project of holding a competition, which will reduce the potential benefit in the long run.
- **Timeframe** - There will likely be a drop-off in engagement if a competition runs for too long. By setting a short time frame, a sense of urgency is created, and the target audience can be reminded that they have a limited time to enter.
- **Peer-to-peer communication works** - ECL YAs were instrumental in promoting the competition among schools in their countries and raising awareness of the importance of vaccination among their peers.
- **Capitalise on EIW** - Capitalising on and linking our communication actions to EIW helped to amplify our messages and build a relationship with WHO Europe's staff.
- **Build community** - When an online competition is run effectively, it is a great way to build a strong following. People might not know about a brand/project/Joint Action until they have heard about it after their family, friends and social cliques share them. It is essential to maintain post engagement by interacting with prospective contestants (eg. 'like' and respond to any comments) and to urge them to tell their friends about the competition.
- **Landing page design is critical** - Having the resources and time needed to design a professional, modern and visually appealing landing page for the competition is a critical part of enticing people to participate. The webpage should be user-friendly, as the length of form, images and headlines all contribute to decreasing the number of barriers to entry for the



competition. In addition, as mobile internet use is continuing to rise, prospective participants should be directed to a page that is mobile-optimised.

- **Keep it simple** - The competitions' webpages and promotion materials were developed in English. We received feedback from various prospective contestants that explanation of the rules and how to participate could have been better explained in plain English and that some contestants would have appreciated translations into their national languages.
- **Appropriate prizes** - The prizes offered tend to dictate the quality of submissions. The prize value should always be equal to the effort required to win it. Ensuring that the prizes offered match what people are asked to do is key. For difficult categories, the prizes should be more valuable. It is also crucial to choose the right prizes for the target audience. We chose gift cards and electronics, for their very broad appeal. It is better to offer a prize that will bring continued interaction with the topic of the competitions in question.
- **Follow-up and a post-competition strategy are crucial** - It is important to follow up throughout the contest and after it ends to ensure continuity and broader impact. After a competition is finished, it is essential to have a post-contest strategy prepared (including what to do with the submissions collected). It is recommended to let the winners and runners-up know what they are supposed to do next and what to expect. This could mean preparing follow-up activities to amplify the messages.
- **Implementation research is the way** - Implementation research is required at the local and community level to assess the impact of the competition on knowledge about vaccination and behavioural change among young people.
- **Social media ads are worth it** - The 2021 competition used social media posts promoted using the help of Facebook ads so that young people could be targeted directly and share the competition with their friends. This contributed to doubling of the submissions received in 2021 in comparison to 2019.

More information and specific lessons learnt from each competition are reported below.



First Communication Action: 'Be Wise, Immunise' European Schools' Competition 2019

Summary of the first communication action

Building on the actions carried out by the ECL YAs related to [message 11 of the ECAC](#) (i.e. 'ensure your children take part in vaccination programmes for: Hepatitis B and Human papillomavirus') and in preparation for their involvement in the EU-JAV, a core group of YAs interested in vaccination (10 individuals) was established to lead on the EU-JAV's task 4.3.3 alongside the pre-existing [YAs Advisory Group](#) (6 individuals).

YAs and the ECL Secretariat successfully organised and implemented a poster and video competition titled '**Be Wise, Immunise**', which focused on raising awareness of vaccination against Hepatitis B and Human Papillomavirus (HPV).

YAs advised the ECL Secretariat on key aspects of the competition and on how to maximize its impact. They also took part in the voting procedure, the dissemination of the call for posters and videos, as well as the promotion of the shortlisted and winning entries. The **list of people involved** in the implementation of the first communication action and of the **preparation meetings** that took place in 2018-19 is provided below.

The '[Be Wise, Immunise](#)' School Competition, which marked [European Immunisation Week 2019](#), was launched on the 9 February 2019 and was open for submissions until the 9 April 2019. A dedicated [webpage](#) was set up on ECL's website, including information on **eligibility, selection criteria and judging rules**. The content of the webpage is below.

The competition was open to students aged 7-18 years old, living and attending school in the WHO European Region. It aimed at raising awareness among children and young people about:

- the importance of the Hepatitis B and HPV vaccine;
- the importance of promoting the uptake of such vaccines.

The competition encouraged students to work in groups of 3 to create Public Service Announcements about the Hepatitis B and HPV vaccines targeting their own age group. The competition welcomed 2 main type submissions: posters and short videos. All posters and videos needed to be related to message 11 of the ECAC and in line with information on vaccinating against Hepatitis B and HPV provided [here](#) and [here](#).



The competition had 3 categories based on age ranges: (1) Mini Heroes (7-10 years old), (2) Junior Heroes (11-14 years old) and Senior Heroes (15-18 years old). The name of the categories was inspired by one of the [key messages](#) of [World Immunization Week 2019](#) (i.e. 'We need the help of all heroes everywhere to reach the 1 in 10 kids who still do not have access to vaccines') and the stories of various 'Vaccine Heroes'.

The competition was mainly advertised on social media through Facebook and Twitter. The **social media content calendar and evaluation** can be found below. The competition was also promoted through targeted emails to schools' principals, using networks such as the [European Network of Health Promoting Schools](#). Official letters on behalf of the ECL President were sent to 90 schools. The template letter that was sent to school principals and information on the **dissemination strategy** can be seen below.

ECL received a total of 40 submissions from 10 countries, of which 16 were shortlisted. The shortlisted entries were assessed by 29 ECL YAs, Members of the ECL Board of Directors and staff from WHO Europe from different backgrounds and countries based on 5 criteria, namely: (i) accuracy of the message; (ii) clarity and appropriateness of the message; (iii) level of creativity; (iv) child-friendliness and (v) cross-cultural value.

The winners were announced on 30 April 2019, on the last day of [European Immunisation Week 2019](#). The shortlisted and winning entries were shared with all 65 ECL YAs and 30 ECL member cancer leagues to support their efforts to promote vaccination. Prizes were sent to all those who participated in the creation of the winning entries, as well as the teachers that supported their students with entering the competition.

Lessons learnt and conclusions from the first pilot action

The primary objective of the first communication action was to encourage school-aged children and young people to submit original posters and videos portraying the importance of the Hepatitis B and HPV vaccines in line with message 11 of the ECAC.

After evaluating the competition with the ECL YAs, several caveats and suggestions for improvement were identified.

Targeting schools

Our rationale for targeting schools for the first pilot communication action was that public schools can play a critical role in supporting vaccination efforts by helping local communities understand information about vaccines.



Schools are also uniquely positioned to address vaccine hesitancy, as no other institution has the depth of relationships in the communities where students live, play, learn, and grow. Schools, in fact, offer unique settings to promote vaccine uptake and simultaneously reach out to children, teachers, educators, staff, and parents. In addition, creative activities provide a unique way to engage and motivate young people, enabling them to gain knowledge and understand scientific evidence in a fun way.

However, getting primary and secondary schools involved in the competition was no easy task. By the time ECL YAs had reached out to schools and schools' principals, decisions regarding the curriculum and instructional strategies had already been determined and set by most schools. YAs were told that, in order to introduce the topic of vaccination in their lesson plans, schools should have been notified in the summer ahead of the start of the academic year.

Schools' principals and teachers also reported that, due to the increasingly sensitive nature of the topic of vaccination and increasing vaccine hesitancy, they were not willing to (i) introduce the competition and carry out activities and projects on the topic of vaccination and to (ii) request parents' agreement for such activities. Because of this, the competition attracted a lower number of submissions than expected. Hence, targeting schools and school-aged children and young people should be reconsidered when planning the second pilot action. Reaching out directly to young people, without having to go through schools might be a better approach in the future. In addition, as the Mini Heroes category (7-10 years old) received fewer submissions in comparison to the Junior and Senior Heroes, focusing on teenagers and university students instead of primary school children might be more impactful.

Social media reach

The 52 social media posts shared to promote and disseminate the competition between February and April 2019, reached over 111.400 people (of which 87.700 on Facebook and 23.600 on Twitter). These figures show that social media is an effective tool to reach vast audiences across Europe.

Making use of Facebook advertisements and boosted/paid-for posts should be considered for future actions. This will ensure the reach is even bigger and might help attracting more submissions.

Public voting

The schools' competition included a public voting element as part of the judging procedure. This aimed at making the highest amount of people aware about the competition. To do so, we shortlisted some entries and asked participants to invite their friends to vote for their submissions. This exercise had mixed results.

Public voting worked well in maximising the visibility of ECL and EU-JAV by attracting 3,000 visitors to the competition's webpage. Although public voting significantly increased traffic to our website and



social media pages, it failed to raise awareness about the competition and give real visibility for the shortlisted entries. The majority of these new 'hits', in fact, were very brief visits of visitors who do not interact with the webpage/social media pages, but just 'liked' an entry to vote and left.

We also did an analysis on the votes and found that 95% of people did not vote for other people's works, let alone check them, but rather voted for who sent them the invitation to vote in the first place. This shows that public voting encouraged participants to 'beg for votes' and turned the competition into a popularity contest. This problematic for two main reasons. Firstly, 'beg-voting' decreases the fairness, transparency, and credibility of the voting procedure. People might question the competition and the winners: did the winners win because their entries were very good, or because they had more friends than other competitors?

Secondly, it raised the question of whether the competition was about popularity rather than content quality. The quality and relevance of the submissions should be the top criteria to judge submissions. Public voting can lead to the least relevant and visually appealing entries to win just because the winners were able to mobilise a larger group of voters on social media.

In conclusion, public voting should be reconsidered for future actions and/or used only to shortlist entries rather than deciding on the winners.

Follow up

Even if the 2019 schools' competition amplified ECL and EU-JAV messages, more could have been done after the competition to maintain relationships with the schools that submitted entries or replied to our correspondence. A few ECL YAs reached out to the winning schools to organise an official handover of the prizes and continue discussions about vaccination. However, due to the lack of interest from the winning schools and time constraints, dialogue did not continue after the delivery of the prizes.

In terms of disseminating the shortlisted and winning entries, more could have been done to promote them beyond social media. Several YAs mentioned that an art exhibition could have been organised to further promote the entries.

Finally, if children and young people are to learn more about vaccination and benefit beyond receiving prizes, more could have been done to ensure that teachers were prepared and willing to organise a lesson on vaccination. Most teachers reported having allocated some time to briefly introduce the competition and support students with their posters and videos, rather than discussing the topic behind the competition. While the participants surely learned more about the Hepatitis B and HPV vaccines whilst creating their submissions, an educational activity should have accompanied this



exercise. Future actions should consider preparing some a Toolkit for teachers to provide them with ideas, materials and a template lesson plan on vaccination to adapt to their local context.

Competition's planning and development

In support of the development, launch, monitoring and evaluation of the first communication action, 4 teleconferences with YAs interested in vaccination and the ECL YAs Advisory Group took place between November 2018 – April 2019.

Competition rules, procedures, prizes and dissemination strategies were decided by the ECL YAs Advisory Group (below).

ECL YAs Advisory Group:

- [Antoun Khoury](#) (France)
- [Ariadna Feliu Josa](#) (Spain, Catalonia)
- [Mariami Beridze](#) (Georgia)
- [Oksana Totovytska](#) (Ukraine)
- [Paweł Koczkodaj](#) (Poland)
- [Elsa Picao](#) (Portugal)

An additional 10 YAs (from Austria, Denmark, Bulgaria, UK, Spain, Netherlands, Greece, Israel, Estonia) actively promoted the competition and the shortlisted entries.

Below is a list of meetings and participants.

4 teleconferences on 21 November 2018, 21 January 2019, 28 February 2019 and 16 April 2019.

Teleconference #1 (21 November 2018)

Participants

Association of European Cancer Leagues (ECL)	<ul style="list-style-type: none"> • Wendy Yared, Director • David Ritchie, Cancer Prevention Manager • Meritxell Mallafré Larrosa, Intern
Direction Générale de la Santé France	<ul style="list-style-type: none"> • Christine Berling, Head of International & European Affairs • Jérôme Weinbach, European Affairs Advisor
ECL Youth Ambassadors for the European Code Against Cancer	<ul style="list-style-type: none"> • Janet Raycheva • Danilo Markovic • Antoun Khoury



	<ul style="list-style-type: none"> • Anna Mayer • Perovic Bojan • Deependra Singh • Mariami Beridze • Stefanie Veraghtert • Paweł Koczkodaj • Dimitris Protogiros
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Agenda

Introduction to the European Joint Action on Vaccination. Presentation of the expected outcomes from the ECL Youth Ambassadors group	10'	Wendy Yared & Jérôme Weinbach
Presentation of draft proposals discussed during the YA advisory board in Berlin	10'	Mariami Beridze
Brainstorming space for final proposal	30'	All participants
Wrap-up and set of upcoming deadlines and responsibilities	10'	David Ritchie Meritxell Mallafré-Larrosa

Teleconference #2 (21 January 2019)

Participants

Association of European Cancer Leagues (ECL)	<ul style="list-style-type: none"> • Wendy Yared, ECL Director • David Ritchie, Cancer Prevention Manager • Meritxell Mallafré Intern • Elisabeth Dupont, Operation Coordinator
ECL Youth Ambassadors for the ECAC	<ul style="list-style-type: none"> • Janet Raycheva, • Danilo Markovic • Antoun Khoury • Anna Mayer • Deependra Singh • Mariami Beridze • Stefanie Veraghtert • Paweł Koczkodaj • Dimitris Protogiros



	<ul style="list-style-type: none"> Jesper Rotvig Jensen
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Agenda

Introduction to EU-JAV and ECL's role	5'	Wendy Yared
Competition rules and prize for the participants	15'	Open discussion with YAs
Timeline for 2019	10'	David Ritchie & Meritxell Mallafré-Larrosa
Competition dissemination across Europe	15'	Brainstorming YAs

Teleconference #3 (28 February 2019)

Participants

Association of European Cancer Leagues (ECL)	<ul style="list-style-type: none"> Wendy Yared, ECL Director David Ritchie, Cancer Prevention Manager Meritxell Mallafré Intern Elisabeth Dupont, Operation Coordinator
ECL Youth Ambassadors for the ECAC	<ul style="list-style-type: none"> Ariadna Feliu Josa Elsa Picao Mariami Beridze Antoun Khoury Paweł Koczkodaj Oksana Totovytska

Agenda

Tour de table	5'	All
New ECL YAs Coordinator: starting on 1/03/2020	5'	Meritxell Mallafré-Larrosa
Update on EU-JAV school competition	15'	Meritxell Mallafré-Larrosa
Dissemination strategy and dissemination tracker	30'	Brainstorming YAs



Teleconference #4 (16 April 2019)

Participants

Association of European Cancer Leagues (ECL)	<ul style="list-style-type: none"> • Wendy Yared, ECL Director • David Ritchie, Cancer Prevention Manager • Meritxell Mallafré Intern • Elisabeth Dupont, Operation Coordinator
ECL Youth Ambassadors for the ECAC	<ul style="list-style-type: none"> • Ariadna Feliu Josa • Elsa Picao • Mariami Beridze • Antoun Khoury • Paweł Koczkodaj • Oksana Totovytska

Agenda

Timeline 2019-2020	5'	Ginevra Papi
Update on EU-JAV school competition	15'	Ginevra Papi
Voting Procedure and lessons learnt	30'	YAs



Competition's eligibility criteria and judging procedure

All information about the 'Be Wise, Immunise' European Schools' competition can be found [here](#).



EUROPEAN IMMUNISATION WEEK 2019!

DID YOU REMEMBER TO VOTE FOR YOUR FAVOURITE ECL VIDEOS AND POSTERS CREATED BY STUDENTS?



REDUCE YOUR CANCER RISK: BE WISE, IMMUNISE

It's European Immunisation Week (24 to 30 April)! ECL is organising a Youth Competition for Schools, as part of the EU Joint Action on Vaccinations, and under the work package being led by France.

This School Competition aims to raise awareness among school-aged populations (3 age groups) across Europe. Schools offer unique settings to promote vaccine uptake while reaching out to parents. In addition, games provide a unique way to engage and motivate young individuals, enabling them to gain knowledge and understand the evidence. The competition encourages students to work in groups to create Public Service Announcements targeting their own age group. Shortlisted posters and videos are disseminated during the EU Immunization Week end of April.

All posters and videos needed to be related to message 11 of the European Code Against Cancer related to Hepatitis B and Human papillomavirus (HPV). www.cancercode.eu. Messages were required to be in line with information on vaccinating against Hepatitis B and HPV as provided by WHO [here](#) and [here](#).



HEPATITIS B AND HPV VACCINATION

Submissions encourage vaccinations against Hepatitis B or the HPV



3 AGE GROUPS

Mini Heros Category (7-10yrs), Junior Category (11-14yrs), Senior Category (15-18yrs)



SCHOOLS FROM ALL ACROSS EUROPE

This competition was open to students living and attending school in the WHO European Region (EU and non-EU).



ELIGIBILITY

- This competition was open to students living and attending school in the WHO European Region (EU and non-EU).
- Posters and videos could be in any language; however English translations needed to be provided also with the poster, to assist the judging process.
- All posters and videos needed to be related to message 11 of the European Code Against Cancer related to Hepatitis B and Human papillomavirus (HPV).
- This competition was open to young people aged 7-18 years of age at the time of the submission.
- Only one submission per group is permitted.
- Poster entries to the competition had to be submitted in jpg or pdf format only.
- Video entries to the competition had to be submitted in avi or mp4 format.
- All submissions had to be received by 9 April 2019.



Each age category will have two winning groups: one for the best poster, one for the best video. All three students in each group will win a prize. In addition, if a **teacher** is responsible for their entering the competition, one teacher per age group and per category will win a 200€ voucher to buy something for the classroom or to organise a class activity.

Mini Heros Category (7-10yrs) – Junior Category (11-14yrs) – Senior Category (15-18yrs)

Each student in the winning teams would be able to select one of the following prizes:

- Headphones, e.g., Beats, Bose
- Waterproof portable speakers, e.g. Bose
- e-Reader, e.g. Kindle
- Mini drones

Microgrants for Projects

For the winning groups who wish to launch their campaign, microgrants will be available on application.

SELECTION CRITERIA

All entries will be judged on the following criteria:

- How well did your entry address or convey the message.
- Level of creativity and originality.
- How clear is the message?
- Was the entry appropriate for other young people like you and can they relate to it?
- Would other countries and cultures relate to and understand your message?

Judging Procedure and Timeline

- The ECL Secretariat will check that entries meet the eligibility requirements and do a **first screening** between **9-11 April**.
- **The top 4 submissions** from each category will then be shortlisted by ECL Youth Ambassadors and the EU Joint Action Partners between 12 and 22 April.
- The shortlisted posters and videos will be announced and placed on the ECL Facebook page and Twitter Page for **public voting on 24 April**, at the start of the Immunisation Week.
- A 1st, 2nd, and 3rd rank voting for each age group will take place during the Immunisation Week on the ECL Facebook and Twitter pages by counting the number of likes.
- Voting closes on 29 April at 5pm CEST (Brussels time).
- **After voting has taken place during European Immunisation Week between 24 to 29 April. The winners – those whose entries received the highest number of likes – will be announced on 30 April!**



Social media evaluation



AGED 7 TO 18? WIN A MINI DRONE!

**YOUTH VIDEO / POSTER
COMPETITION FOR
IMMUNISATION WEEK**

Submit your creation now!

Deadline: 9 APRIL 2019

Association of European
Cancer Leagues

European
Immunization
Week
Prevent. Protect. Immunize

EU-JAV
EUROPEAN
JOINT ACTION
ON VACCINATION

DATA OVERVIEW

- 3,000** visitors to the European school competition page on ECL's website
- 52** social media posts (25 on Facebook & 27 on Twitter) with the competition hashtags
- 3** hashtags (#BeWiseImmunise, #cancercode, #VaccinesWork)
- 111.4k** people reached by social media posts (of which 87.7k on Facebook & 23.6k on Twitter)
- 2,5k** likes/reactions to social media posts
- 17,7k** engagements with social media posts (of which 17.2k on Facebook & 444 on Twitter)
- 402** social media posts shares
- 15,8k** total video views (of which 155 on Youtube & 15.7k on Facebook)

WEBPAGE

A dedicated page on ECL's website, including instructions to download the app and links to the Google Store and App, was set up on 9 February 2019. The webpage can be consulted here:
<https://www.europeancancerleagues.org/schoolcompetition/>

The number of page views of the webpage on ECL's website between 1 March 2019 – 30 April 2019 was 3,000.



FACEBOOK

@cancerleagues

From early March 2019 until the end of April 2019, the ECL secretariat promoted the ECL European Schools Competition and engaged its followers on [@CancerLeagues](https://www.facebook.com/cancerleagues) (2,060 followers) in voting through a series of 25 posts.

Facebook was the platform through which the target audience engaged in the competition the most. Most school-aged children, teacher and parents, in fact, have a Facebook account.

Post	People reached	Engagements	Likes	Shares	Views
Promotion post 1	151	10	2	0	-
Promotion post 2	4,478	105	8	9	-
Promotion post 3	331	30	6	1	-
Promotion post 4	1,049	114	31	5	-
Junior Hero Video 1	7,688	3,486	821	107	±4,500
Junior Hero Video 2	5,509	1,764	178	78	±3,500
Junior Hero Video 3	10,053	4,594	1,018	58	±5,900
Junior Hero Video 4	326	55	5	0	241
Voting post 1	695	94	13	4	-
Senior Hero Video 1	518	79	12	0	274
Senior Hero Video 2	1,254	391	70	14	973



Voting post 2	504	81	8	1	-
Senior Hero Poster	8,314	501	12	14	-
Junior Hero Poster	26, 631	3,684	76	31	-
Mini Hero Poster	656	106	11	0	-
Senior Hero Poster Winner	982	287	31	8	-
Junior Hero Poster Winner	14,070	1,595	59	20	-
Mini Hero Poster Winner	166	44	10	1	-
Senior Hero Video Winner	114	56	9	1	172
Junior Hero Video Winner	127	67	12	2	159
Senior Hero Video Winner re-share	232	25	11	0	-
Junior Hero Video Winner re-share	212	21	10	1	-
Senior Hero Poster Winner re-share	254	41	8	3	-
Junior Hero Poster Winner re-share	230	31	9	0	-
Mini Hero Poster Winner re-share	194	12	6	0	-
Total	87,738	17,273	2,436	358	±15.700



TWITTER

@cancerleagues

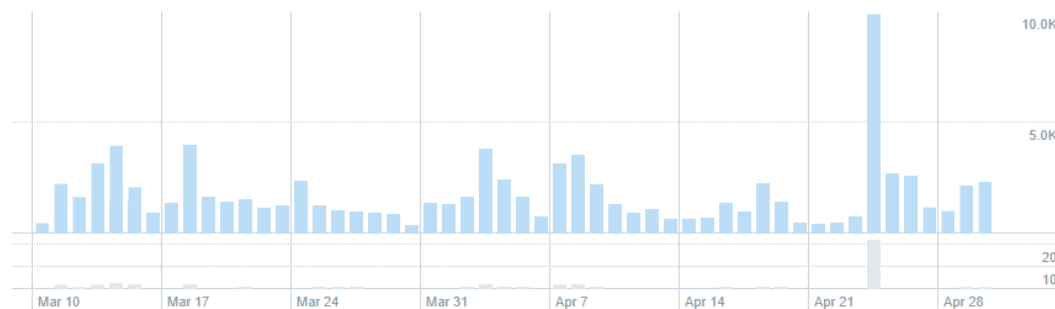
As for Facebook, between the 10 March and 30 April, the ECL secretariat promoted the European School Competition and engaged people in the Twittersphere in voting through a series of 27 posts via the [@CancerLeagues](https://twitter.com/CancerLeagues) (2,704 followers) account.

Twitter saw lower engagement from the target audience but ensured that ECL members and professionals in the cancer and public health community got to know about the competition.

Tweet activity

Mar 10 – Apr 30, 2019

Your Tweets earned **92.8K impressions** over this **52 day** period



In March 2019, [ECL's top tweet](#) was related to the School Competition. Below are the analytics for the School Competition's top tweet as well the promotion and voting tweets:

Top media Tweet

📢 IT'S **#COMPETITION** TIME! 📢





Between 7-18 years old? Want to win
#headphones, **#speakers** or a **#drone**?
Our BE WISE IMMUNISE **#school**
#competition is now open for submissions!
More info bit.ly/2STWJqb
#bewiseimmunise **#cancercode**
#VaccinesWork
pic.twitter.com/ln2UHu1ARN







13 17

Impressions	8,770
Total engagements	71
Likes	17
Detail expands	17
Retweets	13
Link clicks	10
Media engagements	6
Profile clicks	5
Hashtag clicks	2
Follows	1




Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 European Cancer Leagues @CancerLeagues · Apr 30 Our quest to find #Europe's Young #VaccineHeroes has come to an end! ▶ Check out the winners: 🏆 bit.ly/2VAxlAX 🏆 bit.ly/2GT6Vry 🏆 bit.ly/2WfmmPQ 🏆 bit.ly/2PFTfTE 🏆 bit.ly/2vrl1sj #EuropeanImmunisationWeek #VaccinesWork #cancercode pic.twitter.com/yXStDz0Kmn				2,620	90	3.4%
 European Cancer Leagues @CancerLeagues · Apr 24 📣 IT'S VOTING TIME 📣! Who should our MINI #VaccineHeroes be? 🗳️ You decide the winner of our #BeWiseImmunise School Competition [bit.ly/2STWJqb] 🏆! ▶ Cast your vote by "liking" your favourite poster by 29 Apr #EIW2019 #ImmunizeEurope #VaccinesWork #cancercode pic.twitter.com/4pYJbdnLW4 View Tweet activity				790	14	1.8%
 European Cancer Leagues @CancerLeagues · Apr 24 📣 IT'S VOTING TIME 📣! Who should our SENIOR #VaccineHeroes be? 🗳️ You decide the winner of our #BeWiseImmunise School Competition [bit.ly/2STWJqb] 🏆! ▶ Cast your vote by "liking" your favourite video before 29 Apr! #EIW2019 #ImmunizeEurope #VaccinesWork #cancercode pic.twitter.com/eRQYHRne0v View Tweet activity				1,120	21	1.9%
 European Cancer Leagues @CancerLeagues · Apr 24 📣 IT'S VOTING TIME 📣! Who should our JUNIOR #VaccineHeroes be? 🗳️ You decide the winner of our #BeWiseImmunise School Competition [bit.ly/2STWJqb] 🏆! ▶ Cast your vote by "liking" your favourite video before 29 Apr! #EIW2019 #ImmunizeEurope #VaccinesWork #cancercode pic.twitter.com/7mBH4sXvX View Tweet activity				1,768	39	2.2%



	<p>European Cancer Leagues @CancerLeagues · Apr 24 📣 IT'S VOTING TIME 📣 for our "#BeWiseImmunise Competition" bit.ly/2STWJqb</p> <p>You get to decide who Europe's young #VaccineHeroes are by 'liking' your favourite entries on Facebook & Twitter during #EuropeanImmunizationWeek!</p> <p>#VaccinesWork #ImmunizeEurope #cancercode pic.twitter.com/cEBEOSBVlg</p> <p>View Tweet activity</p>	2,140	38	1.8%
	<p>European Cancer Leagues @CancerLeagues · Apr 24 📣 IT'S VOTING TIME 📣! Who should our SENIOR #VaccineHeroes be? 🤔</p> <p>You decide the winner of our #BeWiseImmunise School Competition [bit.ly/2STWJqb] 🏆!</p> <p>▶▶ Cast your vote by "liking" your favourite poster by 29 Apr</p> <p>#EIW2019 #ImmunizeEurope #VaccinesWork #cancercode pic.twitter.com/jM9OA9GzOi</p> <p>View Tweet activity</p>	1,075	11	1.0%
	<p>European Cancer Leagues @CancerLeagues · Apr 24 📣 IT'S VOTING TIME 📣! Who should our JUNIOR #VaccineHeroes be? 🤔</p> <p>You decide the winner of our #BeWiseImmunise School Competition [bit.ly/2STWJqb] 🏆!</p> <p>▶▶ Cast your vote by "liking" your favourite poster by 29 Apr</p> <p>#EIW2019 #ImmunizeEurope #VaccinesWork #cancercode pic.twitter.com/jM9OA9GzOi</p> <p>View Tweet activity</p>	1,019	29	2.8%
	<p>European Cancer Leagues @CancerLeagues · Mar 18 📣 IT'S #COMPETITION TIME! 📣</p> <p>Between 7-18 years old? Want to win #headphones, #speakers or a #drone? Our BE WISE IMMUNISE #school #competition is now open for submissions! More info bit.ly/2STWJqb #bewiseimmunise #cancercode #VaccinesWork pic.twitter.com/ln2UHu1ARN</p> <p>View Tweet activity</p>	8,776	71	0.8%




 **European Cancer Leagues** @CancerLeagues · Mar 11 2,912 85 2.9%

📣 IT'S #COMPETITION TIME! 📣

Between 7-18 years old? Want to win #headphones, #speakers or a #drone? Our BE WISE IMMUNISE 📝 #school #competition is now open for submissions! More info ➡ bit.ly/2STWJqb #bewiseimmunise #cancercode pic.twitter.com/K6VCzYqXzr

[View Tweet activity](#)

 **European Cancer Leagues** @CancerLeagues · Apr 19 1,467 46 3.1%

📣 IT'S ALMOST VOTING TIME for our "BE WISE, IMMUNISE" #school #competition 📣

You get to decide who Europe's vaccine young heroes are by 'liking' your favourite poster and video on Facebook and Twitter during #EuropeanImmunizationWeek!

More info ➡ bit.ly/2STWJqb pic.twitter.com/mQj72CivLb

[View Tweet activity](#)

Total impressions: 23, 687

Total Engagements: 444

Total Likes: 104

Total Re-tweets: 44

Hashtags	Posts
#BeWiseImmunise	16 (78 non competition-related from the UK)
#cancercode	32 (multiple non competition-related)
#VaccinesWork	24 (non competition-related)



Social media posts

Promotion tweets	<ul style="list-style-type: none"> • Promo tweet 1 • Promo tweet 2 • Promo tweet 3 • Promo tweet 4 • Promo tweet 5
Senior Hero Poster tweets	https://twitter.com/CancerLeagues/status/1120966814589173761?s=20 <ul style="list-style-type: none"> • Senior Poster 4 • Senior Poster 3 • Senior Poster 2 • Senior Poster 1
Senior Hero Video tweets	https://twitter.com/CancerLeagues/status/1120960659037085696?s=20 <ul style="list-style-type: none"> • Senior Video 2 • Senior Video 1
Junior Hero Poster tweets	https://twitter.com/CancerLeagues/status/1120965212939653120?s=20 <ul style="list-style-type: none"> • Junior Poster 4 • Junior Poster 3 • Junior Poster 2 • Junior Poster 1
Junior Hero Video tweets	https://twitter.com/CancerLeagues/status/1120957391078600704?s=20 <ul style="list-style-type: none"> • Junior Video 1 • Junior Video 2 • Junior Video 3 • Junior Video 4
Mini Hero Poster tweets	https://twitter.com/CancerLeagues/status/1120963717959696384?s=20 <ul style="list-style-type: none"> • Mini Poster 2 • Mini Poster 1



Letter to schools' principals



February 2019

ECL 2019 Poster/Video Competition "Reduce your cancer risk : Be wise. Immunise"

Dear Principal,

We are writing to invite your school to participate in a competition to raise awareness and to promote vaccine uptake among school-aged populations across Europe to reduce their cancer risk, as per WHO recommendations (1).

The initiative is part of the European Joint Action on Immunisation (www.eu-jav.com) and is coordinated by INSERM with the support of the French Ministry of Health. The competition is organized by the Association of European Cancer Leagues with the support of its network of Youth Ambassadors.

The competition presents a unique, constructive and positive educational experience for youth and an enrichment of the school curriculum by engaging children and teenagers in sharing ideas and developing critical thinking – thereby contributing to their personal growth- and in further developing their creative, communication and artistic skills. The aim of the competition is also to generate discussion around health and vaccination and to help youth to become healthier adults.

Youth who are 7 to 18 years of age are eligible to participate. They will be divided into 3 age groups and asked to create messages targeting their own age group. Deadline to submit application is April 3, 2019. Prizes will be awarded to the best poster and the best video submitted by each age group. Winners will be announced during the European Immunisation Week (24-30 April 2019) and their art work disseminated on social media channels. Prizes for youth will include mini drones, headphones, waterproof portable speakers or eReaders. Teachers of winning teams will also get a voucher for a class activity or to buy something for their classroom. For those who wish to further engage and disseminate their messages, microgrants will be made available.

Competition theme and rationale, rules, timelines, judging criteria and selection procedure as well as prizes per age group can be found at <https://www.europeancancerleagues.org/schoolcompetition/>. We trust you will be supportive of the competition and hope your school will engage in this initiative. We would be pleased to provide you with further information if needed.

With best wishes,

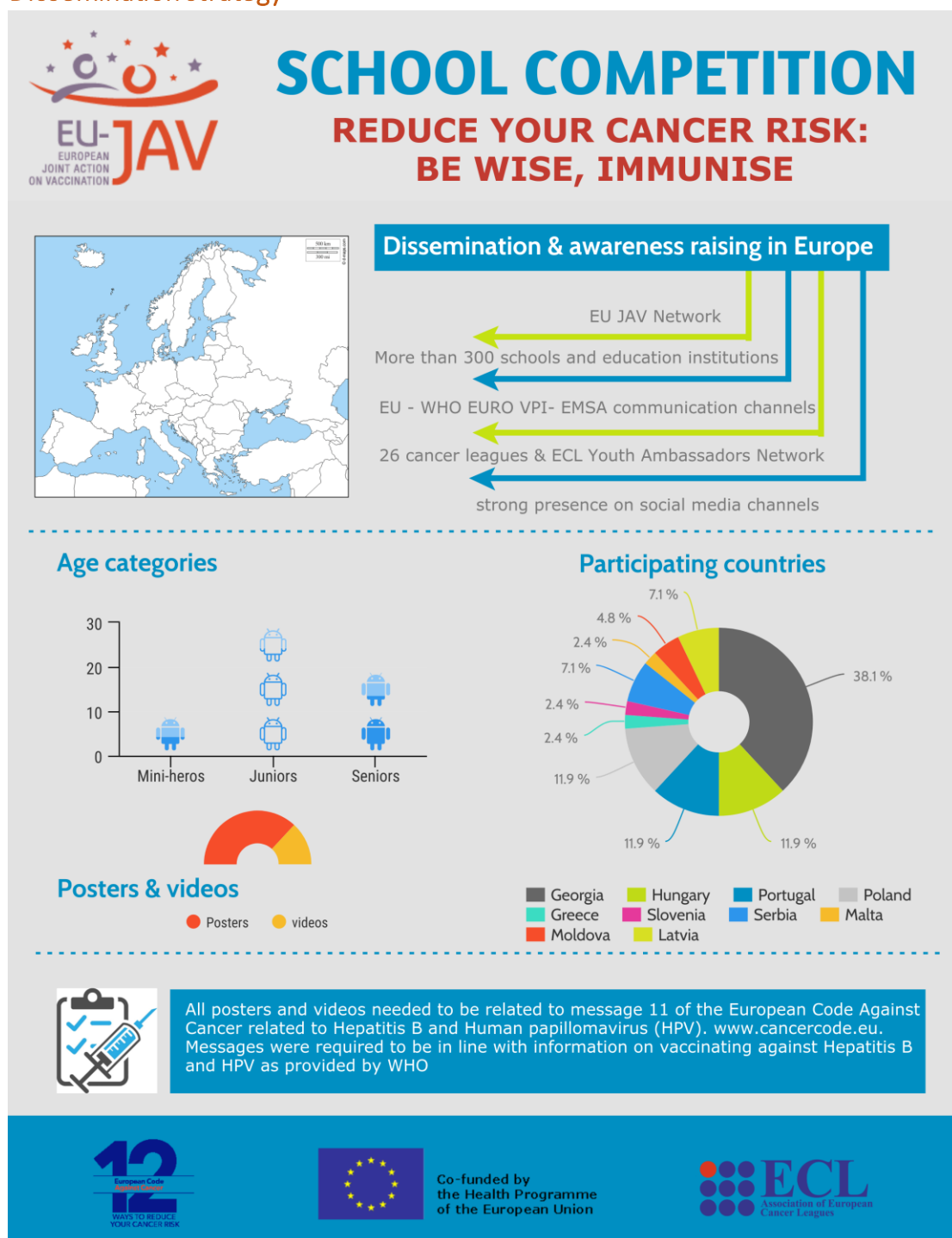


Sakari Karjalainen
ECL, President

(1) <https://cancer-code-europe.iarc.fr/index.php/en/ecac-12-ways/vaccination-recommendation>

Chaussée de Louvain 479, 1030 Brussels, Belgium | +32 2 256 2000

Dissemination strategy



Shortlisted & winning entries

ECL received 40 submissions from 10 different countries across the WHO European Region (i.e. Georgia, Greece Hungary, Latvia, Malta, Moldova, Portugal, Poland, Serbia and Slovenia).

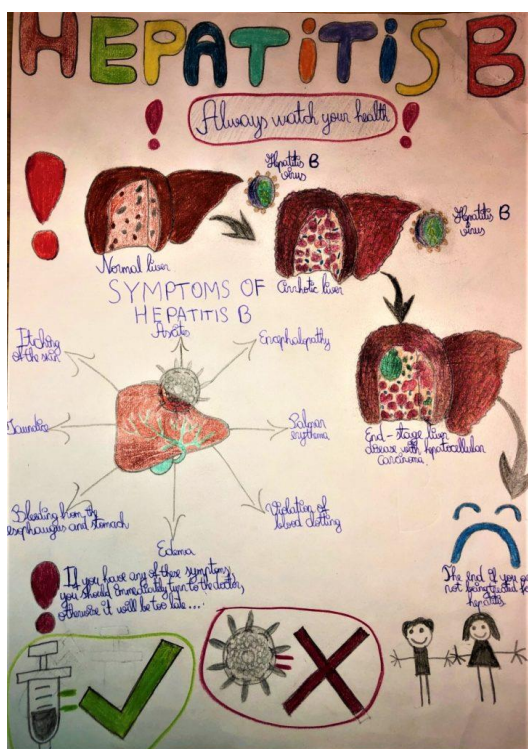
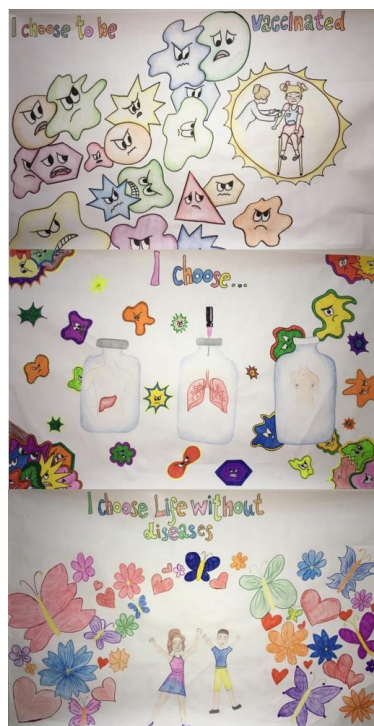
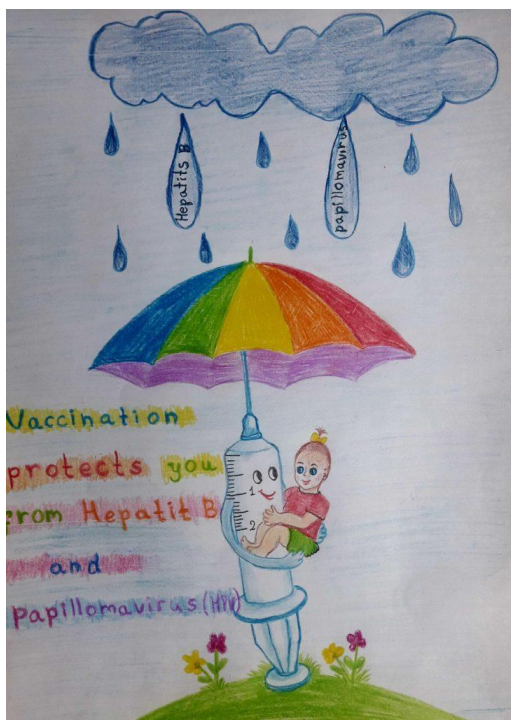
The shortlisting of video entries was undertaken by 23 people through anonymous survey, which was sent to ECL YAs, Members of the ECL Board of Directors and staff working in the vaccine-preventable diseases and immunization programme of the WHO Regional Office for Europe. The shortlisting of posters was undertaken by 29 people from the same group as above. People were asked to shortlist the best posters and video entries based on the following criteria:

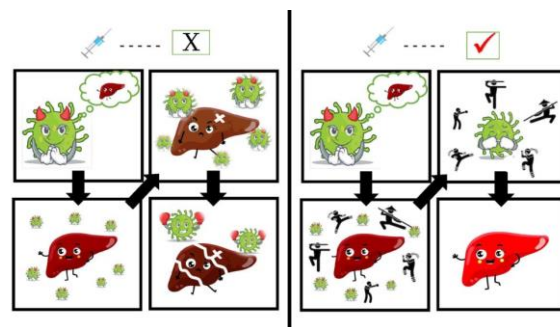
- Accuracy of the message – is the message based on scientific facts and evidence?
- Clarity and appropriateness of the message – how well does the entry address or convey the message?
- Level of creativity – how visually appealing and original is the submission?
- Child-friendliness of the entry – can young people relate to it?
- Cross-cultural value – would other countries and cultures relate to and understand the message?

10 posters and 6 videos were shortlisted, which were then placed on ECL's Facebook page and Twitter account for public voting. Anyone could help deciding who the Mini, Junior and Senior Vaccine Heroes would be by 'liking' their favourite posters and videos for each category on Facebook and/or Twitter. Public voting closed on 29 April 2019 and the winners were announced on social media on 30 April 2019, which was the last day of [European Immunisation Week 2019. All shortlisted and winning entries are below.](#)

Shortlisted posters







Shortlisted videos

- https://www.youtube.com/channel/UCANqKFcW7wn9FPQnvB8-kEA?view_as=subscriber



Winners Mini Heroes Category (7-10 years old)

Poster



Tamuna Gigolashvili with teacher Marita Shetidze
(Georgia)

[Mini Hero poster winner](#)

Video

No eligible entries were received
for this category.

Winners Senior Heroes Category (7-10 years old)

Poster



Vazha Topchishvili, Shota Sichinava and Edgar
Jilavian and their teacher Valentina
Cherkezishvili (Georgia)

[Senior Hero poster winner](#)

Video

<https://youtu.be/eBYg0mb7Cqk>

Tara Veljkovic, Danijela Zivkovic, Julija
Mladenovic and their teacher Jelena
Petkovski (Serbia)

[Senior Hero video winner](#)



Winners Junior Category (11-14 years old)

Poster



Staša, Irena and Dunja and their teacher Nada
Donkov (Serbia)

[Junior Hero poster winner](#)

Video

<https://youtu.be/TbbnXyV2LLo>

Julia Felak, Pola Pawlicka and Jakub Gisko
(Poland)

[Junior Hero video winner](#)



Prizes

ECL YAs from Georgia, Poland and Serbia organised official handovers of prizes. The ECL YA from Serbia also set up an interview with a local paper and the winning schools to talk about immunization and the importance of vaccines.

Below is the list of prizes.

PRIZES

ECL Youth Competition 2019

Prize for the participants

Each member of the winning team could select to select a prize (for a maximum of maximum budget, 200 € including delivery) amongst the following options:

- Headphone
- Waterproof portable speaker
- e-Reader (e.g. Kindle)
- Mini drone

Prize for the teachers

Each teacher who supported their students with the competition received 200€ to carry out a class activity related to vaccination.



Second Communication Action: Youth Competition 2021

Summary of the second communication action

The list of people involved in the planning, implementation and evaluation of the second communication action is provided below. Competition rules, procedures, prizes and dissemination strategies were decided by the ECL YAs. In support of the development, launch, monitoring and evaluation of the second communication action, 15 teleconferences, online meetings and webinars took place between February 2021 and June 2021. The list of meetings, participants, agendas and meetings' outcomes can be found below.

Given the COVID-19 health crisis and taking stock of the lessons learnt from the [2019 ECL School Competition](#), the ECL Secretariat and the YAs adapted the format of the 2021 competition. In the first communication action in 2019, ECL and YAs reached out to schools' principals and involved primary and secondary schools across Europe using networks such as the European Network of Health Promoting Schools. Students were then asked to work in groups of 3 to create Public Service Announcements (PSAs) about the Hepatitis B and Human papillomavirus (HPV) vaccines targeting their own age group.

Differently from the first edition, the [2021 ECL Youth Competition](#) targeted teenagers and young people aged 25 years old or younger, who were able to participate individually in the competition without being affiliated to any schools or university. The 2021 competition, which marked [European Immunization Week 2021](#), was launched on the 17 March 2021 and was open for submissions until the 30 April 2021. The competition's overview, rules, rights and obligations sheet can be found below.

The competition aimed at raising awareness among young people residing within the WHO/European regions about:

- the importance of HPV vaccination for cancer prevention (in line with [message 12](#) within the ECAC);
- the importance of promoting the uptake of HPV vaccination;
- the [World Health Organization \(WHO\) Global Strategy to Accelerate the Elimination of Cervical Cancer as a Public Health Problem](#).

The competition welcomed two main type submissions. As a part of the [creativity competition](#), young people aged under 26 years old were encouraged to submit short videos, simple graphics (i.e. digital stickers, Graphics Interchange Format (GIFs) and memes), complex graphics (i.e. infographics and posters) or short videos based on evidence-based facts related to HPV and HPV vaccination



ECL and YAs provided participants with a list of facts about HPV and cervical cancer, as well a list of design software and websites they could use as a guide to create their content and graphics.

As part of the [case-study competition](#), participants were encouraged to design potential interventions to promote the uptake of HPV vaccinations in their national or local settings and submit their proposals as PowerPoint presentations.

The competition was mainly advertised on social media through a paid campaign on Instagram and Facebook. The content calendar utilised to promote the competition and the social media evaluation are reported below. The competition was also promoted through targeted emails to health and youth-focused NGOs, schools and universities, as well as newsletters (including ECL's and the [European Joint Action on Vaccination \(EU-JAV\)](#)'s updates). A dedicated [ECL Youth Competition's webpage](#) was set up on ECL's website.

ECL received a total of 85 submissions from 21 countries, of which 65 complied with the rules and fit the theme and were thus shortlisted for evaluations. The shortlisted entries were assessed by 5 expert judges from different backgrounds and countries based on distinct 4 criteria, namely: (i) adherence to the competition's themes; (ii) quality of content; (iii) level of creativity and originality, and (iv) overall impact of the submission. The winners were announced on the 25 May 2021, on the occasion of the start of [European Week Against Cancer 2021](#). The winning entries can be seen below. The shortlisted and winning graphics were shared with cancer leagues, health charities and advocates working on HPV and cervical cancer from around Europe to support their efforts to protect youth from HPV.

Out of the 65 shortlisted submissions, 8 submissions were awarded a prize, naming a winner and a runner-up for each category of the Youth Competition. These submissions were granted the highest scores across the 4 criteria by the expert judges. The winners came from 7 European countries, namely: Austria; Cyprus; Greece; Hungary; Italy; Portugal; and Romania. After the public announcement from 25 May 2021, each winner received an email with a digital certificate attesting their achievements as well as a 'Prize Booklet'. The booklet contained detailed explanations of type of prizes that could be awarded and their delivery process. All prizes were sent under the form of gift vouchers for different sport shops or smartwatch shops operating within the winners' country of residence. For the case-study category, the runner-up has requested reimbursement for an educational online course, which has been approved by ECL prior to the reimbursement.



People involved in the planning, implementation and evaluation of the communication action

Task leader: ECL (subcontractor), represented by [Wendy Yared](#) (Director)

ECL staff:

- [Adele Barlassina](#) (Projects Assistant)
- [Ginevra Papi](#) (Communications Officer)
- [Simina Peterfi](#) (YAs Coordinator)

ECL YAs Working Groups:

- **Advisory Group:** [Ariadna Feliu Josa](#), [Mariam Beridze](#), [Oksana Totovytska](#), [Paweł Koczkodaj](#), [Elsa Picão](#)
- **Digital Communications Working Group:** [Bianca Wolf](#), [Enver Kejeradze](#), [Mariam Beridze](#), [Daria Chefan](#), [Mercédes Fraunberger](#), [Nena Karavasiloglou](#), [Hira Ali](#), [Karmen Korda](#), [Francesca Pedone](#).
- **Advocacy Working Group:** [Jesper Rotvig Jensen](#), [Krassimira Zaykova](#), [Meritxell Mallafré-Larrosa](#), [Elsa Picão](#), [Stefanie Veraghtert](#), [David Argumosa](#), [Dino Mehic](#), [Vaghinak Ter-Hovhannisyan](#), [Xhorxhi Kaçi](#), [Malika Kasymova](#).
- **Events Working Group:** [Christos Tsagkaris](#), [Yakup Gözderesi](#), [Danilo Markovic](#), [Agata Ciuba](#), [Mashkur Abdulhamid Isa](#), [Ruiying Jian](#), [Patrícia Pinto](#), [Madina Nurgozhina](#), [Ilkin Aliyev](#), [Elene Jambazishvili](#), [Bara Bajgarová](#), [Ergi Zhobro](#), [Helena Vučković](#).
- **Research Working Group:** [Urška Kosir](#), [Ariadna Feliu Josa](#), [Miljana Stojanovska](#), [Anna Mayer](#), [Kyriaki Christou](#), [Emir Sokolović](#), [Edoardo Miotto](#), [Zsófia Samu](#), [Sven van Egmond](#), [Yeva Margaryan](#), [Leyla Mehmetbeyli](#), [Francesco Chierigo](#), [Laura Rotberga](#).

Expert judges:

- [Tina Kiær](#) – Communication Officer at the WHO Regional Office for Europe
- [Lucienne Thommes](#) – Director at the Fondation Cancer Luxembourg and ECL executive board member
- [Charikleia Kariniotaki](#) – Paediatrician based in Greece and hobby artist
- [Ana-Maria Petrica](#) – ECL Youth Ambassador for Romania and junior doctor
- [Francesca Pedone](#) – ECL Youth Ambassador for Italy and project manager at the Italian League Against Tumours (LILT)



Conclusions and lessons learnt from the communication action

The primary objective of the second communication action was to invite young people to submit visual designs, videos and interventions that portray the importance of vaccination, with a focus on HPV and the WHO call for the elimination of cervical cancer. In turn, such designs, videos and presentations aimed at informing their peers about HPV risks in order to prompt them to help prevent HPV, reduce their risk of certain types of cancers and help eliminate the virus for future generations.

Due to the public health measures in place to minimise the transmission of SARS-COV-2, the competition could only be promoted online and not in school settings by ECL YAs and cancer leagues. The experience from the 2021 competition indicated that online competition advertised through social media can be helpful for engaging young people in learning more about cancer prevention and vaccination since online dissemination platforms can help in reaching vast audiences across Europe. However, despite the great reach on Instagram and Facebook, the number of submissions was not as high as expected. Nevertheless, the submissions came from a total of 21 countries across the region, echoing the great reach of the competition. Hence, future actions should consider approaching schools next to promoting it on social media.

Learning from the previous 2019 ECL Schools Competition, the 2021 dissemination campaign did not only promote the competition but also its underlying messages, by having specific social media cards about the '[List of fact for Participants](#)'. The list of facts expanded on the topic of HPV, explaining what it is to the target audience, the HPV vaccines, their safety as well as myths about the vaccine. These were meant to inspire the participants, where they were required to base their submission on one of the facts, each touching upon the sub-themes of the topic of the competition. This proved to be successful, as all participants linked their submission to one of the facts. Moreover, the Instagram Stories based on the facts proved to be quite popular, being shared or re-posted multiple times.

Even if the 2021 Youth Competition amplified the messages of the Joint Action, more could have been done. By speaking to the YAs, the winning entries could have been integrated into lectures or webinars on the topic of HPV as well as other school projects. While the participants learned a lot more about HPV through the introduction of the list of facts, a follow-up learning activity would have aided in raising awareness among young people residing within the WHO/European region about the importance of human papillomavirus (HPV) vaccination for cancer prevention. Nevertheless, ECL plans on promoting the winning entries in future related campaigns and events.

Building upon the lessons learned from the 2019 ECL Schools Competition, this year's judging procedure did not take place under the form of public voting. Instead, a panel of 5 expert judges of different backgrounds scored the short-listed entries based on 4 criteria. This proved relatively successful as most of the winning entries were scored high by all expert judges. The only discrepancies were found in the 'Digital Stickers/ Memes/ Gifs Category' where there was a difference in the understanding of the submissions. Memes and Gifs often rely on current social media and mainstream media trends, which were not always fully explained by the participants in the submission description



and thus creating confusion among the judges. For that matter, it is very important to ensure that the judging panel is composed of experts of different backgrounds and fields of work.

Lastly, after evaluating the competition with the YAs, a number of points of improvement were found. To start with, given the fact that the competition took place during a pandemic, limited promotional actions could have been carried out. For instance, school visits at national levels would have been a great way of raising awareness about HPV. Additionally, a clear timeline of the judging procedure and the date announcing the winners should have been made public from the launch of the competition. The ECL Secretariat received many emails and inquiries on social media asking about particular dates. Similarly, several entries were created by the same person. Hence, the rules of the competition could have been made even more clear. Furthermore, offering gift vouchers as prizes boosted participation. However, more choices could have been included in the '[Prize Booklet](#)'.

All in all, the 2021 ECL Youth Competition proved to be successful, welcoming submissions from 21 countries across the region as well as raising awareness about the importance of HPV vaccination and promoting the uptake of HPV vaccination by encouraging participants to base their submission on one of the 'facts' or sub-themes of the topic. Future actions of a similar manner could focus on promoting the competition within schools and online as well as organising follow-up learning activities to amplify the messages of the Joint Action.

Competition's planning and development

In support of the development, launch, monitoring and evaluation of the second communication action, 15 teleconferences, online meetings and webinars took place between February 2021 – June 2021. Below is a list of meetings, participants, agendas and meetings' outcomes.

1. Teleconference 17 February 2021 – Advocacy Group and Working Group Leaders

Participants (2 ECL staff + 7 YAs)	<ul style="list-style-type: none"> • Adele Barlassina • Simina Peterfi • Meritxell Mallafré-Larrosa • Bianca Wolf • Enver Kejeradze • Jesper Rotvig Jensen • Christos Tsagkaris • Yakup Gözderesi • Ariadna Feliu Josa
Agenda	<ul style="list-style-type: none"> • Introduction to the EU-JAV Youth Competition • Assignment of tasks to each Working Group (WG) based on expertise and interest.



Outcome	<p>Each Working Group Leader reported back to the working group members, receiving feedback and designing action plans.</p> <p>The minutes and action points can be found here.</p>
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2. Teleconference 24 February 2021 – Research Working Group

Participants (1 ECL staff + 8 YAs)	<ul style="list-style-type: none"> • Simina Peterfi • Urška Kosir • Ariadna Feliu Josa • Emir Sokolović, • Sven van Egmond • Yeva Margaryan • Leyla Mehmetbeyli • Francesco Chierigo • Laura Rotberga
Agenda	<ul style="list-style-type: none"> • Short introduction about the EU-JAV Youth Competition and its aims related to HPV vaccination. • Creation of a list of 10 facts relating to HPV vaccination: from general to specific, followed by sources for each fact to guide the competition's participants.
Outcome	The final list of facts can be found here .

3. Teleconference 25 February 2021 – Digital Communications Working Group

Participants (1 ECL staff + 6 YAs)	<ul style="list-style-type: none"> • Simina Peterfi • Bianca Wolf • Enver Kejeradze • Daria Chefan • Mercedes Fraunberger • Nena Karavasiloglou • Karmen Korda
Agenda	<ul style="list-style-type: none"> • Introduction to the the EU-JAV Youth Competition and the intended social media campaign. • Development of a list of design softwares, apps and tutorials explaining how to use the said softwares.



	<ul style="list-style-type: none"> Design of social media cards to be used for the campaign.
Outcome	<p>The final list of design software can be found here.</p> <p>The social media cards can be found here (containing more than 22 cards which were used to promote the competition at national and international levels).</p>

4. Teleconference 4 March 2021 – Advocacy Working Group

Participants (1 ECL staff + 5 YAs)	<ul style="list-style-type: none"> Simina Peterfi Jesper Rotvig Jensen Krassimira Zaykova Meritxell Mallafré-Larrosa Elsa Picão Stefanie Veraghtert
Agenda	<ul style="list-style-type: none"> Introduction about the EU-JAV Youth Competition and the intended social media campaign. Development of a list of contacts for the dissemination campaign student organisations, universities, schools.
Outcome	The final list of contact can be found here .

5. Teleconference 7 March 2021 – Events Working Group

Participants (1 ECL staff + 8 YAs)	<ul style="list-style-type: none"> Simina Peterfi Christos Tsagkaris Danilo Markovic Agata Ciuba Mashkur Abdulhamid Isa Ruiying Jian Madina Nurgozhina Ilkin Aliyev Helena Vučković
Agenda	Short introduction about the EU-JAV Youth Competition and the tasks given to the Event WG Tasks.



	The development of an evaluation matrix to be used in guiding the judging panel of the competition as well as providing a list of possible prizes for the competition following ECL's guideline.
Outcome	The final evaluation matrix can be found here and the prize list can be found here (page 3).

6. Teleconference 8 March 2021 – Digital Communications Working Group

Participants (1 ECL staff + 6 YAs)	<ul style="list-style-type: none"> • Simina Peterfi • Bianca Wolf • Enver Kejeradze • Daria Chefan • Mercedes Fraunberger • Nena Karavasiloglou • Karmen Korda
Agenda	Reviewing the Social Media Cards and providing feedback in order to finalise them for the promotion of the competition.
Outcome	The social media cards can be found here (containing more than 22 cards which were used to promote the competition at national and international levels).

7. 17 March 2021 – Launch of the 2021 ECL Youth Competition

Website page launch	https://www.europeancancerleagues.org/join-us-for-the-youth-competition-2021/
Email invitations (Mailchimp)	ECL YAs ECL YAs National contacts International Student And Advocacy Groups
Social Media promotion	Instagram Facebook Twitter LinkedIn
Following the official launch, promotion took place from the 17th of March - 25th of May, following a precise content calendar .	



8. Teleconference 30 March 2021 – Digital Communications Working Group

Participants (1 ECL staff + 6 YAs)	<ul style="list-style-type: none"> • Simina Peterfi • Bianca Wolf • Enver Kejeradze • Daria Chefan • Mercedes Fraunberger • Nena Karavasiloglou • Karmen Korda
Agenda	Creating a detailed content calendar to promote the Youth Competition on different social media platforms.
Outcome	The final content calendar can be found here .

9. 30 April 2021 - Special Instagram live session with the WHO Ambassador for Cancer

Participants (1 WHO Ambassador + 1 YA)	<ul style="list-style-type: none"> • Aron Anderson • Enver Kejeradze
Views	5,9 K
Agenda	Celebrating European Immunization Week 2021 by raising awareness of the importance of vaccination for cancer prevention and reaching a wider audience.
Outcome	The Instagram IGTV can be found here.

10. 25 May 2021 – Announcement of winners

Website page announcement	https://www.europeancancerleagues.org/join-us-for-the-youth-competition-2021/
Expert judges	<ul style="list-style-type: none"> • Tina Kiær - Communication Officer, WHO Regional Office for Europe • Lucienne Thommes – Director, Fondation Cancer Luxembourg • Ana-Maria Petrica – ECL Youth Ambassador and student of medicine • Francesca Pedone – ECL Youth Ambassador and Project Manager, LILT Milano Monza Brianza



	<ul style="list-style-type: none"> Charikleia Kariniotaki – Medical Doctor trained in Paediatrics, Greece
Instagram	<ul style="list-style-type: none"> Short Video Category Winner Short Video Category Runner-up Infographics & Posters Category Winner Infographics & Posters Category Runner-up Digital Stickers/ Memes/ Gifs Category Winner Digital Stickers/ Memes/ Gifs Category Runner-up Case-study Category Winner Case-study Category Runner-up
Other Social Media platforms	<ul style="list-style-type: none"> Facebook Twitter

11. **26 June 2021** – Preparatory teleconference to plan the HPV awareness video

Participants (1 ECL staff + 1 YA)	<ul style="list-style-type: none"> Simina Peterfi Amil Družić
Agenda	<ul style="list-style-type: none"> Planning and writing a script for an HPV awareness raising video to be disseminated in Bosni & Herzegovinian, Croatia and Serbia.
Outcome	<p>Popular artists, social media influencers and other influential members of the public came together for the creation of the promotional video, where each of them shared their story related to HPV and stressed the importance of the HPV vaccine in their mother tongue.</p> <p>The video has been and will be used in regional campaigns.</p>

12. **26 June 2021** – Preparatory teleconference for the organisation of a Webinar

Participants (1 ECL staff + 2 YAs)	<ul style="list-style-type: none"> Simina Peterfi Amil Družić Helena Vučković
Agenda	<p>The YAs for Bosnia & Herzegovina, Croatia and Serbia organised a webinar aimed at raising awareness about the importance of human papillomavirus (HPV) vaccination for cancer prevention and the importance of promoting the uptake of HPV vaccination in their region.</p>



	Doctors and public health professionals of different specialties presented problems that they face on a daily basis, speaking about how dangerous the consequences of HPV infection are and how individuals can prevent it.
Outcome	The final agenda can be found here .

13. 28 June 2021 – Preparatory teleconference for the organisation of an HPV-focused webinar

Participants (1 ECL staff + 4 YAs)	<ul style="list-style-type: none"> • Simina Peterfi • Amil Družić • Helena Vučković • Ivona Jelić • Amil Družić
Agenda	<ul style="list-style-type: none"> • Planning a webinar on the topic of HPV in the region of Bosnia & Herzegovina, Croatia and Serbia. • Planning a promotional campaign for the webinar.
Outcome	The final agenda can be found here .

14. 30 June 2021 – HPV i karcinom grlića maternice - Prevencija je imperativ (HPV and cervical cancer - Prevention as an imperative)

Participants (2 ECL staff + 5 YAs + 6 guest speakers)	<p>ECL Staff:</p> <ul style="list-style-type: none"> • Simina Peterfi • David Ritchie <p>Youth Ambassadors:</p> <ul style="list-style-type: none"> • Amil Družić • Helena Vučković • Ivona Jelić • Amil Družić • Emir Sokolović <p>Guest speakers:</p> <p>Bosnia Herzegovina</p> <ul style="list-style-type: none"> • Dr.sci. Velda Smajlbegović, radiation oncology specialist, Head of the Department of Radiotherapy - Oncology Clinic (KCUS) • Mr.med.sci.dr.Enis Hasanović, specialist in gynecology and obstetrics - Director of the Institute for Women's Health and Maternity of Sarajevo Canton.
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	<p>Serbia:</p> <ul style="list-style-type: none"> • Dr.sci. Stefan Dugalić, specialist in gynecology and obstetrics, Clinic for gynecology and obstetrics - Clinical Center of Serbia (KCS) • Vesna Kostić, Clinical Psychology Specialist (KCS) <p>Croatia:</p> <ul style="list-style-type: none"> • Marko Gangur, student at the Faculty of Medicine in Zagreb, National Public Health Officer of CroMSIC, project coordinator 'Be mRAK'
Outline of webinar	<p>The webinar "HPV and cervical cancer - prevention is imperative!" is the first joint initiative of the ECL YAs for the ECAC for Bosnia & Herzegovina, Croatia and Serbia.</p> <p>The YAs moderated the webinar in which 5 expert speakers from various fields of medicine working on HPV and the diseases it causes gave in-depth presentations.</p> <p>The YAs agreed on the importance of (i) preventive gynecological examinations, (ii) the introduction of an effective HPV vaccine in countries where it is not introduced, (iii) increasing the number of vaccinated where it is introduced and (iv) informing the general public about HPV. These actions work towards the complete eradication of cancers caused by HPV.</p> <p>The webinar took place on Zoom, and was broadcasted live on Facebook.</p>
Number of participants	<p>Zoom: 41</p> <p>Facebook: 83</p>
Outcome	<p>The recording of the webinar can be found here.</p> <p>A professional video to raise awareness of the importance of the HPV vaccine for cancer prevention was created after the webinar and can be found here.</p>



Competition's rules, rights and obligations

The extended 'ECL Youth Competition Overview & Rules' document which was promoted on the ECL website can be found [here](#).



Immunization saves millions of lives every year and is widely recognized as one of the world's most successful health interventions. On the occasion of **European Immunization Week 2021** and as part of the EU Joint Action on Vaccination, the Association of European Cancer Leagues (ECL) warmly invites you to participate to a Europe-wide Youth Competition **about vaccination against the Human Papilloma Virus (HPV)!**

ABOUT EUROPEAN IMMUNIZATION WEEK (EIW)

The **European Immunization Week** aims at promoting the core message that vaccination is a public good that underpins our society, saves lives and protects health. EIW coincides with World Immunization Week. Both campaigns will support each other's messages under the slogan "Vaccines bring us closer".

ABOUT THE EU JOINT ACTION ON VACCINATION (EU-JAV)

EU-JAV aims to strengthen cooperation between European countries to fight vaccine-preventable diseases by delivering and sharing concrete tools for stronger national



responses to vaccination challenges. EU-JAV is run by a consortium of 20 partners in 17 EU Member States and 3 non-EU countries that work on 8 different work packages.

ABOUT THE 2021 YOUTH COMPETITION | 17 March - 30 April 2021

CREATIVITY COMPETITION	CASE STUDY COMPETITION
Create short videos, infographics/posters or digital stickers/memes/GIFs promoting the uptake of HPV vaccination!	Dedicated to <u>WHO Global Strategy for the Acceleration of the Elimination of Cervical Cancer.</u>
LINK TO SUBMISSION FORM	LINK TO SUBMISSION FORM
LINK OUTLINE	LINK OUTLINE

The winning entries will be shared with advocates and policy makers from around the world to support their efforts in promoting HPV vaccination and **will be awarded prizes up to the value of 1000 euros!**

ELIGIBILITY

The competition is open to anyone residing within the WHO European Region aged 25 years old or younger.

CATEGORIES

CREATIVITY COMPETITION
--

CASE STUDY COMPETITION
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SUBMISSION DETAILS

Entries can be submitted between **17 MARCH - 30 APRIL 2021 (23:59, CET)**. To submit their entries, all participants must fill in the appropriate submission form.

The winners will be announced at the beginning of MAY 2021.

SUBMISSION FORMS

SUBMISSION FORM for the CREATIVITY

COMPETITION: [LINK](#)

SUBMISSION FORM for the CASE STUDY

COMPETITION: [LINK](#)

RULES

- All entries must adhere to the competition rules (see below **Rights & Obligations**). Participants must be residing within the WHO European Region (regardless of their nationality) and be 25 years old or younger (as of 31 March 2021).
- All submissions must follow the call themes: (i) the importance of HPV vaccination for cancer prevention, (ii) promoting the uptake of HPV vaccination and/or (iii) the WHO Global Strategy for the acceleration of cervical cancer.
- All submission must be based on and follow one of the evidence-based facts provided by ECL here ([LINK](#)) on HPV and HPV vaccination.
- Each participant must indicate in the submission form (a) to which category his/her submission belongs to and (b) to which fact/s the submission refers to.
- Each participant may submit a **maximum of two entries**.





Co-funded by
the Health Programme
of the European Union

- Submissions should be written in **English**; for videos, the language should be English or there should be English subtitles.
- All participants should post their entries on their social media accounts, tagging ECL and using the hashtags: #BeWiseImmunise, #VaccinesWork & #ImmunizeEurope

FACEBOOK: [@europeancancercode](https://www.facebook.com/europeancancercode)

INSTAGRAM: [@cancercode](https://www.instagram.com/cancercode)

SELECTION CRITERIA

Submissions will be evaluated by an expert's jury based on:

Adherence to the HPV/HPV vaccinations facts

Quality of content

Creativity and originality

Overall impact of the submission



*This project has received co-funding from the European Union's
Health Programme under Grant Agreement no. 801495*



*This project is coordinated by the French Health and Medical Research Institute with the support of the
French Ministry of Solidarities and Health*

PRIZES

CASE STUDY COMPETITION

A gift voucher for an educational course and/or to participate to a conference of your choice (upon approval by ECL)

AND/OR

a gift voucher for a smartwatch or a bike!

1st Prize total value: 1000 euros

2nd Prize total value: 800 euros

CREATIVITY COMPETITION

SHORT VIDEOS

A gift voucher for a smartwatch or a bike

OR

a gift voucher for your favorite sport shop!

1st Prize total value: 400 euros

2nd Prize total value: 200 euros

INFOGRAPHICS AND POSTERS

A gift voucher for a smartwatch or a bike

OR

a gift voucher for your favorite sport shop!

1st Prize total value: 400 euros

2nd Prize total value: 200 euros

DIGITAL STIKERS/MEMES/GIFS

A gift voucher for a smartwatch or a bike

OR

a gift voucher for your favorite sport shop!

1st Prize total value: 200 euros

2nd Prize total value: 100 euros

RIGHTS AND OBLIGATIONS

- Participants shall be the sole owner and author of the submissions. The submission shall not be subject to third-party rights.



- All submissions must be your original work - completed within the past year or for the purpose of the ECL Youth Competition.
- By submitting a visual, video or case study, participants automatically accept the call's rules and grant the organisers the right to display their works online.
- Participants authorise the Association of European Cancer Leagues (ECL) to use their submission in any event they may organise, in their activities, websites, any kind of printed publication as well as exhibitions open to the public.
- Submissions shall not contain any unauthorised, threatening, hatred-inciting, false, misleading, abusive, harassing, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic, or profane content.
- Submission shall not contain any material that could constitute or encourage conduct which would be considered a criminal offence, give rise to civil liability, or otherwise violate any law.
- Submission shall not infringe upon the copyright, trademarks, or any other intellectual property rights of any third person or entity or violate any person's rights of privacy or publicity or any contract rights. Copyright infringement is the sole responsibility of the participant.
- Submissions shall not contain trademarks owned by third parties, copyrighted material owned by third parties, names, likenesses, or other characteristics identifying celebrities or other public figures, living or dead, or images for which the participant has purchased or otherwise secured the rights from an image bank.
- Participants must have obtained the consent of anyone represented in their visuals, videos and case studies for use of such photos by ECL for purposes related to the ECL Youth Competition.



- Organisers retain the right not to accept the participation of applicants who do not comply with the eligibility criteria, rules and conditions, the topic and spirit of the initiative, or who intend to participate with submissions inciting hate, discrimination, or violence.
- Digital participation certificates will be prepared upon request only. Should you wish to receive a certificate, write an email to Simina at: intern@europeancancerleagues.org

List of facts and design softwares

The extended 'ECL Youth Competition List of Facts' document which was promoted on the ECL website can be found [here](#).

LIST OF FACTS for participants

1 - HPV

Human papillomavirus (HPV) is a group of viruses that are extremely common worldwide. HPV is mostly transmitted through sexual contacts. Virtually anyone who is sexually active, can be exposed to HPV during their lifetime. There are more than 200 types of HPV, however, only few of them can cause cancer. HPV is responsible for virtually all cases of cervical cancers in women as well as of other types of cancers in women and in men. HPV vaccines can help to protect women and men against cancers caused by HPV.

2 - HPV vaccines

HPV vaccines protect against the types of HPV that are most likely to cause cancer. HPV vaccines are administered to girls and boys starting from the age of 9. People that initiate vaccination at ages 9 through 15 years, are administered two doses of the vaccine in an interval of 6-12 months. People above 16 years of age are administered 3 doses in an interval of 1 and 6 months. Once vaccinated, a person develops antibodies that give a strong and long-lasting protection from HPV infections covered by the vaccination.

3 - Target population of HPV vaccination



HPV vaccines are more effective if administered to people before they are exposed to HPV. That is why HPV vaccination is recommended earlier rather than later. The HPV vaccines protect both females and males from HPV caused infections and cancers. Although cervical cancer is the most common cancer caused by HPV and only affects women, HPV can also cause other types of cancers including to genitals, throat and mouth that can also affect men. Therefore, the HPV vaccine can be administered both to females and males.

4 - HPV vaccine safety

Over 12 years of monitoring and research have shown that HPV vaccines are very safe and do not cause significant side effects or carry serious health risks. Like all vaccines, there is ongoing monitoring of HPV vaccines to ensure they are safe and stay effective. There are currently 3 different types of HPV vaccines available. Each of them went through years of extensive safety testing before they were licensed.

5 - WHO target for HPV vaccine coverage

The WHO recommends HPV vaccination in early adolescence, aged 9–14 years. Vaccination of girls is a priority, as part of comprehensive efforts to eliminate cervical cancer. The WHO Global Strategy to Accelerate the Elimination of Cervical Cancer aims at having 90% of girls vaccinated against HPV by the age of 15 as well as significantly increasing male vaccination uptake by 2030.

6 - Truth vs myths [Fertility]

MYTH: HPV vaccine causes infertility.

TRUE: There is no evidence to suggest that the HPV vaccine causes fertility problems. On the other hand, not getting HPV vaccine leaves people vulnerable to HPV-related cancers. People who develop cancer caused by HPV could require treatment that may limit their ability to have children.

7- Truth vs myths [Safety]

MYTH: HPV vaccine causes HPV infection and cancer.



TRUE: HPV vaccines are very safe. HPV vaccines are made from one protein of the HPV virus that is not infectious, meaning that it cannot cause HPV infections and cancer.

8 - Truth vs myths [Gender]

MYTH: Only girls need to get the HPV vaccine.

TRUE: HPV can infect both men and women. In men, HPV can cause genital warts and different cancers (genitals, throat, and mouth). A man with HPV can also transmit the virus to his sexual partner(s) without knowing.

9 - Truth vs myths [Prevalence of HPV]

MYTH: HPV is uncommon, so there is no need to get the HPV vaccine.

TRUE: HPV infection is the most common sexually transmitted infection worldwide. 8 in 10 females and males will be infected by at least one type of HPV in their lifetime.

10- Truth vs myths [Age]

MYTH: HPV vaccine only works if administered to boys and girls below 12 years old.

TRUE: The HPV vaccine is most effective when administered to people before they become sexually active. HPV vaccination is therefore recommended in early adolescence, aged 9–14 years. People above 14 who were not vaccinated previously, may still decide to get the HPV vaccine based on discussion with their clinician.



The extended 'ECL Youth Competition List of Suggested Design Software & Websites' document which was promoted on the ECL website can be found [here](#).

SUGGESTED DESIGN SOFTWARES/WEBSITES

For the creation of short videos:

[WeVideo](#)

[Animoto](#)

[Powtoon](#)

[Animaker](#)

[Viva](#) (app only)

For the creation of infographics/posters:

[Canva](#)

[Desygner](#)

[Visme](#)

For the creation of digital stickers/memes/gifs:



[Animaker](#)

[Meme generator](#)

Content calendar

WHEN	WHAT	WHERE	POST (caption)
17 March	Paid Ad	<p>Instagram: https://www.instagram.com/p/CMkVSpfgctk/</p> <p>Facebook: https://www.facebook.com/europeancancerco/de/posts/5210200415688123</p>	<p>👉 Are you 25 years old or younger? Participate in our Youth Competition to mark European Immunization Week for a chance of winning prizes of a value up to €1000!</p> <p>Participate in ECL's 🧠 CREATIVITY COMPETITION or 📄 CASE STUDY COMPETITION</p>








			<p>promoting the uptake of HPV vaccination</p> <p> Immunization saves millions of lives every year and is widely recognized as one of the world's most successful health interventions!</p> <p> Find out more about the competition and how to apply: http://bit.ly/3vtzz9Q</p> <p>#BeWiseImmunise #VaccinesWork #ImmunizeEurope</p>
	Banner post	Twitter @cancercode	https://twitter.com/cancercode/status/1375001155068116993?s=20
	Banner post	Facebook @cancerleagues	https://www.facebook.com/CancerLeagues/posts/10160663912282004
	Banner post	Twitter @cancerleagues	https://twitter.com/CancerLeagues/status/1372880647086297091?s=20
	Banner post	LinkedIn	https://www.linkedin.com/posts/edcancer_bewiseimmunise-vaccineswork-immunizeeurope-activity-6778725443064352768-BynU
	Email	Mailchimp & Private emails	<p>-News Contacts: https://mailchi.mp/0c366cf7bb81/ecl-youth-competition-2021-news-ecl</p> <p>-ECL YAs: https://mailchi.mp/448308340a5d/ecl-youth-competition-2021-yas</p> <p>-Student And Advocacy Groups: https://mailchi.mp/41f918093945/ed-youth-competition-2021-advocacy</p>
19 March	Story	Instagram	Story*
24 March	Swipe Post	Instagram	Story
26 March	Story	Instagram	Story
31 March	Highlight for the Youth Competition	Instagram	Story
2 April	Story	Instagram	Story
7 April	Story	Instagram	Story
	YAs Card about Creativity	Facebook & Twitter	



	Competition		
9 April	Story	Instagram	Story
	Email	Mailchimp	https://mailchi.mp/a037ab845d75/ecl-youth-competition-2021-news-take2 https://mailchi.mp/277a5f9b67b7/ecl-youth-competition-2021-advocacy-take2s :
14 April	Story - target population (see doc)	Instagram	Story
16 April	Story - vaccine safety (see doc)	Instagram	Story
21 April	Swipe post	Instagram	<p>ECL Youth Competition 2021 welcomes entries in the form of infographics, short videos, GIFS, memes, digital stickers and case studies to raise awareness on HPV and expose mistaken myths about HPV vaccination!</p> <p>10 days left to participate for a chance of winning prizes of a value up to 1000 euros!</p> <p>http://bit.ly/3vtzz9Q</p>
23 April	Story – Advertise the live session	Instagram	Story
26 April	Story count-down to the deadline	Instagram	Story
26 April	Myth #1 from the HPV facts	Instagram	Story
27 April	Myth #2 from the HPV facts	Instagram	Story
28 April	Myth #3 from the HPV facts	Instagram	Story



29 April	Myth #4 from the HPV facts	Instagram	Story
30 April DEADLI NE FOR SUBMIS SION	Myth #5 from the HPV facts	Instagram	Story
25 May	Post Announc ing the winners of Instagra m	Facebook & Twitter	 The winners of our #Youth Competition [http://bit.ly/3vtzz9Q] are being announced today on IG!   https://instagram.com/cancercode/ #BeWiseImmunise #VaccinesWork #ImmunizeEurope
	Announc ement of Winners	Instagram	 Congratulations to XX from XX for winning the Short Video Category of our ECL Youth Competition!  Thank you for helping us raise awareness among young people about the importance of HPV vaccination in cancer prevention! #BeWiseImmunize https://www.instagram.com/cancercode/
	Announc ement of Winners	ECL Website	https://www.european-cancer-leagues.org/join-us-for-the-youth-competition-2021/

*Due to Instagram's set-up, 'stories' disappear after 24 hours. The ECL Youth Competition compilation of stories can be found [here](#).



Social media evaluation

**AGED 25 OR YOUNGER? WIN PRIZES OF A VALUE
UP TO €1,000!**

**CREATIVITY & CASE STUDY COMPETITION
FOR EUROPEAN IMMUNIZATION WEEK**

Submit your visual design, video or case study now!

Deadline: 30 APRIL 2021

DATA OVERVIEW

2,093 visitors to the [ECL Youth Competition page](#) on ECL's website

5,486 website taps from the social accounts

49 social media posts (43 on Instagram, 3 on Facebook and 3 on Twitter) promoting the competition, its messages and/or the competition submissions

4 hashtags (#BeWiseImmunise, #cancercode, #VaccinesWork, #ImmunizeEurope)

463,424 people reached by social media posts (of which 446,644 on Instagram, 13,362 on Facebook and 3,418 on Twitter)

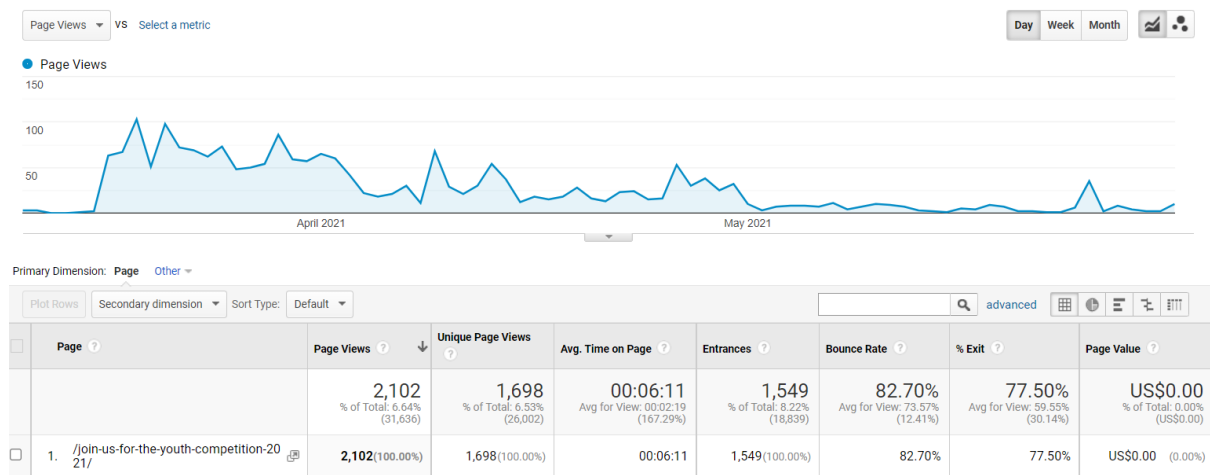
7,667 engagements with social media posts (of which 4,582 on Instagram, 3,032 on Facebook and 53 on Twitter)

974 likes and other reactions to social media posts

1,593 social media posts shares and saves



WEBPAGE



A dedicated page on ECL's website, including instructions to download the app and links to the Google Store and App, was set up on 11 March 2021. The webpage can be consulted here: <https://www.europeancancerleagues.org/join-us-for-the-youth-competition-2021/>

The number of page views of the webpage on ECL's website between 11 March 2021 - 31 May 2021 was 2,102 (of which 1,698 were unique), with visits lasting on average 06:11 minutes.

INSTAGRAM

@cancercode account

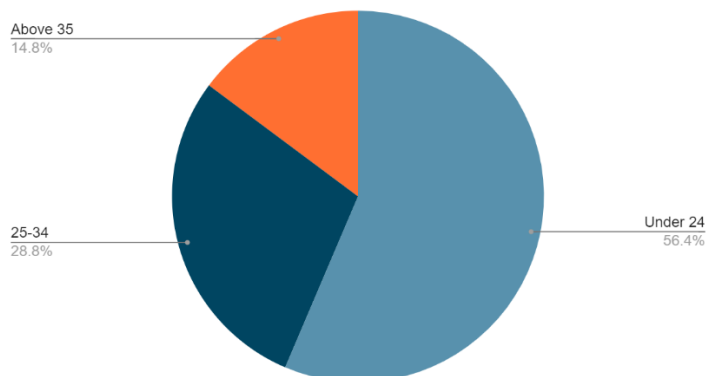
From 17 March 2021 until the end of May 2021, the ECL secretariat together with the ECL YAs for the ECAC promoted the ECL Youth Competition and engaged its followers on the @cancercode Instagram account, promoting the competition as well as the messages driving it.

As seen above, Instagram is the platform through which the target audience engaged in the competition the most. Most youth under the age of 26 across the EU region use the platform on a daily basis, ensuring that the messages driving the ECL Youth Competition reach wide audiences.

The @cancercode Instagram account has a large youth reach, with more than 55% of its audience being under the age of 25 (please see the graph below). The gender division is representative of the target population, with around 65.7% female and 34.3% male. Furthermore, the top user locations are Greece, Romania, Italy and Poland, all within the EU region.



@cancercode Instagram Account - Audience Age Range



Graph 1: Audience of the @cancercode Instagram Account

Post	People reached	Interactions	Likes	Saves
Promotion post 1	443,519	4,414	605	1,529
Promotion post 2	642	15	33	25
Post Winning entry - Short Videos Category	296	19	35	4
Post Runner-up entry - Short Videos Category	324	32	22	1
Post Winning entry - Infographics & Posters Category	352	23	37	1
Post	350	35	25	1



Runner-up entry - Infographics & Posters Category				
Post Winning entry Digital Stickers/Memes/Gifs Category	286	9	24	1
Post Runner-up entry Digital Stickers/Memes/Gifs Category	278	6	25	-
Post Winning entry Case Study Category	285	9	22	4
Post Runner-up entry Case Study Category	312	20	27	-
Total	446,644	4,582	855	1,566
Stories 17 March - May 25	Instagram does not allow users to view analytics for stories. However, their impact can be measured indirectly through the ‘Interactions’ of the above-mentioned posts, which represent the total number of website taps & profile visits and through the Linktree or Bitly links clicks.			
Other affiliated modes of promotion				
Mode	Number/views	Explanation		
Instagram tagged posts	13 tagged posts	ECL Youth Competition participants and the ECL Youth Ambassadors shared posts promoting the competition and/or sharing their competition entries.		



		Due to Instagram's set-up and privacy related issues, statistics regarding these posts cannot be shared.
Bitly Promotion	5,390	Bitly was used to share the ECL Youth Competition website link with great ease online. The platform measured the amount of website visits via the particular link it created.
Linktree Promotion	123	Linktree was used to share the ECL Youth Competition website link on Instagram, as it does not allow direct links. The platform measured the amount of website visits via the particular link it created.

FACEBOOK

@europeancancercode & @cancerleagues accounts

As for Instagram, from 17 March 2021 until the end of May 2021, the ECL secretariat together with the ECL Youth Ambassadors for the European Code Against Cancer promoted the ECL Youth Competition and engaged its audience on the [@europeancancercode](#) and [@CancerLeagues](#) Facebook accounts.

Facebook allowed ECL to engage both with the target audience as well as other stakeholder groups, such as student associations, youth groups, etc. Engagement with stakeholder groups can be measured indirectly through the number of 'shares' of each post.

Post	People reached	Engagements	Likes	Shares
Promotion post 1	12,254	311	82	15
Promotion post 2	980	57	9	3
Promotion post 3	128	10	6	-
Promotion post 4	280	25	7	2



Total	13,642	403	104	20
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TWITTER

@cancercode & @cancerleagues accounts

As for the other social media platforms, from 17 March 2021 until the end of May 2021, the ECL secretariat together engaged its audience through the [@cancercode](#) and [@CancerLeagues](#) Twitter accounts.

Twitter saw lower engagement from the target audience. However, the platform prompted the competition among ECL members as well as professionals from the cancer and public health community, allowing them the possibility to share the competition within their networks.

Post	Impressions	Engagements	Likes	Retweets
Promotion post 1	2,705	41	8	3
Promotion post 2	720	14	6	3
Promotion post 3	1,547	22	8	2
Total	4,972	77	22	8

Mail-outs

All 72 [ECL Youth Ambassadors](#), 30 ECL member cancer leagues and partners were emailed several times and encouraged to promote the launch of the app through their own channels and in their national languages.

Promotional emails were sent to three different stakeholder groups through Mailchimp. These emails were distributed twice (refer to Annex 1 for the timeline).

- [ECL Youth Ambassadors](#)
- [ECL Youth Ambassadors National contacts](#)



○ [International Student and Advocacy Groups](#)

Targeted, personal emails were also to the list of contacts found [here](#).

The promotional emails were sent to more than 1,024 recipients using Mailchimp (Youth Ambassadors, ECL national contact and International Student and Advocacy Groups). Next to that personal emails were sent to ECL member leagues, especially to members of the Prevention and Early Detecting Working Group, as the theme of the competition is of an interest to the group. More than 100 targeted emails were also sent by ECL staff and Youth Ambassadors to personal contacts, such as high-school, (alumni) student associations, youth volunteer groups, etc.

Winning entries

Short videos category

[Winner](#)

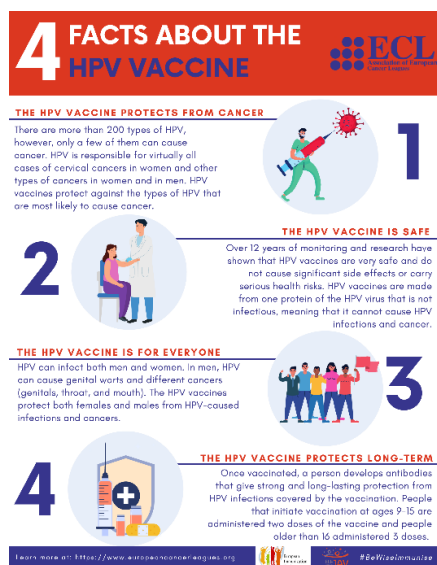


[Runner-up](#)

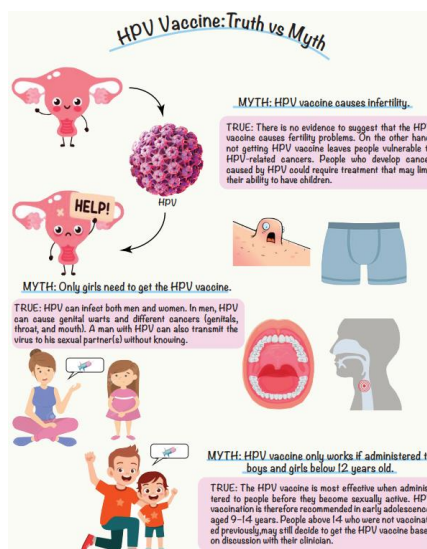


Infographics & posters category

[Winner](#)



[Runner-up](#)



Digital Stickers/ Memes/ GIFs category

Winner



Runner-up



Case-studies category

Winner



Runner-up



Prizes

The extended 'ECL Youth Competition Prize Booklet' document which was promoted on the ECL website can be found [here](#).

PRIZE BOOKLET

ECL Youth Competition 2021

The ECL Youth Competition 2021, organised by the Association of European Cancer Leagues, aimed at raising awareness among young people residing within the WHO/European regions about:

- The importance of HPV vaccination for cancer prevention



- The importance of promoting the uptake of HPV vaccination, seizing the momentum provided by the WHO global strategy to accelerate the elimination of cervical cancer as a public health problem.

The competition welcomed two main type submissions. As a part of the creativity competition, young people aged under 26 years old were encouraged to submit short videos, simple graphics or complex graphics based on evidence-based facts related to HPV and HPV vaccination. As part of the case-study competition participants were encouraged to design potential interventions to promote the uptake of HPV vaccinations in their national or local settings.

ECL received a total of 85 submissions from 21 countries, of which 65 complied with the rules and fit the theme and were thus shortlisted for evaluations.

The short-listed entries were assessed by 5 expert judges of different backgrounds. [The winners](#) were announced on the 25th of May 2021, marking the first day of [European Week Against Cancer](#)

Winning entries

Short videos Category

Winner : Nádia Reis, Portugal

Runner-up : Aiantas Christofidis, Cyprus

Infographics & Posters Category

Winner: Sonja Liza Benczik, Hungary

Runner-up: Elisabeth Antonia Marchis Hund, Romania

Digital stickers/MEMEs/Gifs Category

Winner: Ursu Stefan Ilie, Romania

Runner-up: Vasiliki Papakosta, Greece

Case-Studies Category

Winner: Alberto Arca, Italy

Runner-up: Eduard Rostomyan, Austria



CONGRATULATIONS!

THANK YOU FOR RAISING AWARENESS ABOUT
THE IMPORTANCE OF HPV VACCINATION IN
CANCER PREVENTION!

Prizes

Short videos Category

A gift voucher for a smartwatch or a bike OR a gift voucher for your favorite sport shop!

Winner total value: 400 euros

Runner-up total value: 200 euros

Infographics & Posters Category

A gift voucher for a smartwatch or a bike OR a gift voucher for your favorite sport shop!

Winner total value: 400 euros

Runner-up total value: 200 euros

Digital stickers/MEMEs/Gifs Category

A gift voucher for a smartwatch or a bike OR a gift voucher for your favorite sport shop!

Winner total value: 200 euros

Runner-up total value: 100 euros

Case-Studies Category

A gift voucher for an educational course and/or to participate to a conference of your choice (upon approval by ECL)

AND/OR a gift voucher for a smartwatch or a bike!

Winner total value: 1000 euros

Runner-up total value: 800 euros



Prize possibilities

Based on your place of residence, select ONE of the options listed below. The prize options were chosen based on location and delivery options.

Please send an email to intern@europeancancerleagues.org with your chosen prize (e.g.: 'Portugal - option 1a'). The email should also contain your:

- Your FULL name
- Email
- Delivery address

All the prizes will be shared with the competition winners under the form of a gift voucher. The value of the gift voucher will be in accordance with monetary value specified in the [ECL Youth Competition Outline](#).

Austria

1. Gift voucher for a smart watch
 - a. [Mediamarkt.at](https://www.mediamarkt.at)
2. Gift voucher for a sport shop
 - a. [Intersport.at](https://www.intersport.at)
 - b. [Adidas.at](https://www.adidas.at)
 - c. [Nike.at](https://www.nike.at)

Cyprus

1. Gift voucher for a smart watch
 - a. [Stephanis.com.cy](https://www.stephanis.com.cy)
 2. Gift voucher for a sport shop
 - a. [Amazon.com](https://www.amazon.com)
 - b. [Pamboris-sports.com](https://www.pamboris-sports.com)
-



Greece

1. Gift voucher for a smart watch
 - a. [Mediamarkt.gr](https://www.mediapoint.gr/)
2. Gift voucher for a sport shop
 - a. [Amazon.com](https://www.amazon.gr/)
 - b. [Nike.gr](https://www.nike.gr/)

Hungary

1. Gift voucher for a smart watch
 - a. [Mediamarkt.hu](https://www.mediapoint.hu/)
2. Gift voucher for a sport shop
 - a. [Decathlon.hu](https://www.decathlon.hu/)
 - b. [Nike.hu](https://www.nike.hu/)
 - c. [Intersport.hu](https://www.intersport.hu/)

Italy

1. Gift voucher for a smart watch
 - a. [Amazon.it](https://www.amazon.it/)
2. Gift voucher for a sport shop
 - a. [Decathlon.it](https://www.decathlon.it/)
 - b. [Nike.it](https://www.nike.it/)

Portugal

1. Gift voucher for a smart watch
 - a. [Amazon.com](https://www.amazon.com/)
2. Gift voucher for a sport shop
 - a. [Decathlon.pt](https://www.decathlon.pt/)



b. [Nike.pt](#)

Romania

1. Gift voucher for a smart watch

a. [Amazon.com](#)

2. Gift voucher for a sport shop

a. [Decathlon.ro](#)

[Puma.ro](#)





Co-funded by
the Health Programme
of the European Union