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European Code
Against Cancer

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**WAYS TO REDUCE
YOUR CANCER RISK**

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European Week Against Cancer Youth Competition 2016

Create an Infographic for the European Code Against Cancer!

Deadline:

Sunday 24 April 2016

ECL
Association of European
Cancer Leagues

Are you a creative, active person, who is also a team player? Would like to do something fun and inspirational that can help promote healthy living and beat cancer? And would you also like the chance to win cool prizes?

Then why not enter our competition to promote the European Code Against Cancer by designing an colourful, informative and fun infographic that will help people understand how they can prevent cancer.

Background

- To celebrate this year's European Week Against Cancer (25-31 May), the Association of European Cancer Leagues (ECL) is launching a competition for young people, to design an infographic focusing on one or all of the messages of the European Code Against Cancer.

- The European Code Against Cancer gives us 12 ways to live healthier and more active lifestyle than can also help reduce our cancer risk. As part of ECL's mission to spread the word about the Code, we are looking ways to make people aware of its messages. That's why we need your help to design cool and informative infographics!

Background

- All eligible entries will be published online, and promoted widely during the European Week Against Cancer, with special prizes on offer for the **top three entries**!

*EACH MEMBER OF THE WINNING GROUP WILL RECEIVE A NEW iPAD MINI !!! ***

- Prizes are also available for the school / educational establishment of the winning entrants. So teachers and educators will be recognised for their contribution and support!

* or equivalent model from another manufacturer

Eligibility

- *Entries must come from **groups of 3-5** people*
- *All group members must be **aged between 8-18 years old***
- *You can be any nationality, but must be living and studying in Europe*
- *Only one entry per group is allowed*
- All entries should include the European Code Against Cancer logo: download [HERE](#).

The infographic can be in any language, and can be developed in any format that can be shared on the internet: use your imagination! It must, however, be directly relevant to the European Code Against Cancer.

Entries cannot contain any copyrighted material or images (such as famous celebrities or brand logos). Each entry must also be your own **original** work and not that of any older sibling, parent or friend.

How to submit

- Entries must be submitted by **Email** to ECAC@europeancancerleagues.org with the infographic as an attachment (PDF, JPEG, PowerPoint, etc.), or with a link to a YouTube video or other upload.

- *PLEASE NOTE: Entries must be submitted with the entry submission form (available HERE), which must be signed by the supervising teacher, educator or responsible adult, declaring sole ownership and providing copyright permission.*

- **Deadline: Sunday 24 April 2016**

Judging

- Entries will be judged by a distinguished panel of European Cancer experts and ECL Youth Ambassadors. Winners will be notified early May and winning entries shared during the European Week Against Cancer 25-31 May.

- The winning entries will be judged against the following criteria:

  ➢ Creativity and originality of design
  ➢ Relevance, clarity and accuracy of message/s
  ➢ Impact of message/s

Key points to remember

- **Keep it simple**
  - make your infographic clear and memorable (hint: maybe focus on 1 of the 12 messages)

- **Be creative**
  - use any format that you think works

- **Have fun!!**

Helpful information

- **What is an infographic?**

  – An Infographic is a way to visually represent information (especially numerical data i.e. statistics) and vocabulary, such as the messages of the European Code Against Cancer.

  – The data can be quite dull to read sometimes and quite difficult to understand. This is why infographics are useful, as they transform the information into interesting visuals!

- **Do you have any examples?**

  – There are many examples of interesting and easy to understand infographics, which are easy to find through a quick online search. We've gathered some examples we particularly like on our Pinterest page: https://www.pinterest.com/cancercode/infographics/

Helpful information

- **Where do I get the information from for my infographic?**

  - The best place to start is the website of the [European Code Against Cancer](#).
  - Take a look at the [12 ways](#) section (which will soon be in 23 languages), as here there is there is plenty of information suitable for your infographic. For example:
    - Up to **50%** of cancers can be prevented
    - Tobacco use causes about **6 million** deaths each year worldwide
    - Cancer risk is **11%** lower in people who eat mostly vegetables and other plants
  - You can also find out more information on the website of your local or national cancer league! Check out the links section for more information.

- **How do I make one?**

  - That's up to you! You can use a simple PowerPoint slide, animate a short video, or use one of the several freely available tools online (see *links and resources*).

Links & resources

Here's a short list of links to places for information for your infographic, and possible tools you could use to create it:

Information:

- List of ECL members - national and regional cancer leagues:
  http://www.europeancancerleagues.org/about-european-cancer-leagues/ecl-members.html

- WHO-Europe: http://www.euro.who.int/en/health-topics/noncommunicable-diseases/cancer
    - See: http://www.euro.who.int/en/health-topics/noncommunicable-diseases/cancer/news/news/2016/02/preventing-cancer-the-european-code-against-cancer

- IARC ECO: http://eco.iarc.fr/

- EC – DG Santé:
  http://ec.europa.eu/health/major_chronic_diseases/diseases/cancer/index_en.htm

Tools:

- Easel.ly
- Infogr.am
- Piktochart
- Venngage

More information for teachers is available from:

- http://www.teachersfirst.com/iste/infographics/index.cfm;
- https://venngage.com/blog/how-to-use-infographics-in-high-school-classrooms/;
- http://www.schrockguide.net/infographics-as-an-assessment.html.

Thank you!
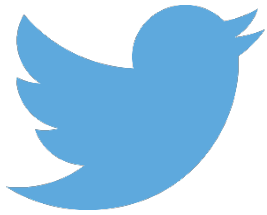
- @CancerCode

- /cancercode

- /europeancancercode
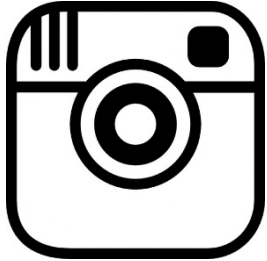
- /cancercode

www.cancercode.eu

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