

Promoting digital health literacy on cancer prevention via the European Code Against Cancer



BUMPER

Final BUMPER project event

Date: 8 April 2025, 09:30 - 14:00

Venue: Le Plaza Hotel, Brussels

Health literacy is a key determinant of health, empowering citizens to make informed decisions about their personal health. It goes beyond accessing websites or follow medical instructions - it requires critical thinking and the ability to navigate health information effectively. Yet, even in economically advanced countries in Europe, many children, adolescents and adults have limited health literacy skills.

Health literacy is shaped by a wide range of societal factors and is, therefore, not the sole responsibility of individuals to develop and maintain. The BUMPER project is one of several EU-funded initiatives leading the way in enhancing digital health literacy across Europe, using digital tools to convey evidence-based information on cancer prevention.

Taking place just a day after World Health Day, this event will bring together leading voices from the cancer community, policymakers, researchers, and civil society representatives to explore best practices and address the challenges of improving digital health literacy across Europe.



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Programme

9:30 - 9:40 | Welcome speech

Dr. Wendy Yared, Executive Director, Association of European Cancer Leagues (ECL)
Helena Ros, BUMPER project coordinator (ECL)

9:40 - 10:00 | Setting the scene on health literacy

Cristiana Fonseca, Head of Health Education, Portuguese League Against Cancer
Nico Latteur, Policy and Projects Officer, Association of European Cancer Leagues

10:00 - 11:00 | Equity in cancer prevention: Health and digital health literacy as social determinants of health

Moderator: Dr Wendy Yared, Association of European Cancer Leagues

- **Daniela Giangreco**, Head of Primary Prevention at the Italian League against Cancer (LILT Milan), ECL Board Member
- **Cristina Vaz de Almeida**, President of the Portuguese Society of Health Literacy & BUMPER Advisory Board member
- **Ana Molina-Barceló**, Head of Cancer and Public Health Research Unit, FISABIO & BUMPER lead on addressing health literacy via engagement of end users of the EU mobile app for cancer prevention
- **Cristiana Fonseca**, Head of Health Education at the Portuguese League Against Cancer, BUMPER partner & ECL Board member
- **Amil Družić, MD**, ECL Youth Ambassador, Oncology and Radiotherapy Resident at the Clinical Center University of Sarajevo, PhD Student

11:30 - 12:30 | BUMPER and the European Code Against Cancer (ECAC)

Moderator: Cristiana Fonseca, Portuguese League Against Cancer

- **Helena Ros**, BUMPER project coordinator, Association of European Cancer Leagues
- **Carolina Espina**, Scientist in the Environment and Lifestyle Epidemiology Branch, International Agency for Research on Cancer (IARC), ECAC5 Co-Principal Investigator & BUMPER partner
- **David Ritchie**, Project Officer in the Environment and Lifestyle Epidemiology Branch, International Agency for Research on Cancer (IARC), ECAC5 Project Manager & BUMPER partner
- **Dr Hajo Zeeb**, Head of the Department of Prevention and Evaluation at the Leibniz Institute for Prevention Research and Epidemiology (BIPS), ECAC5 Senior Visiting Scientist & BUMPER lead on piloting usability of the EU mobile app for cancer prevention
- **Dr. Livia Giordano**, Head of the Epidemiology and Screening department, Reference Center for Epidemiology and Oncology Prevention in Piedmont (CPO) & BUMPER lead on validating the content of the Mobile App for cancer prevention

12:30 - 12:50 | Keynote address by Antonella Canalis (European Health and Digital Executive Agency (HaDEA))

12:50 - 13:00 | Closure and final remarks by Dr Wendy Yared

13:00 - 14:00 | Networking lunch

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