2020

Final Report

Portuguese League Against Cancer

Northern Branch

23-06-2020

Introduction

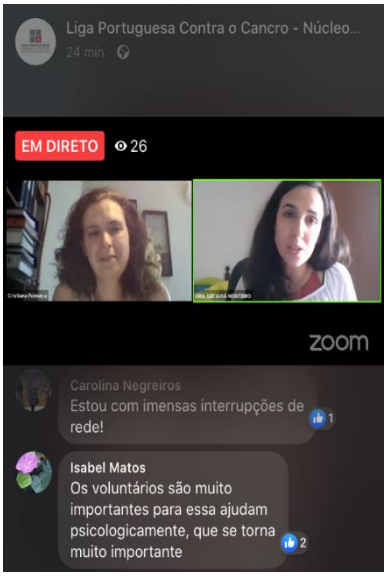
In order to celebrate the European Week Against Cancer, the Portuguese League Against Cancer – Northern Branch organized some activities:

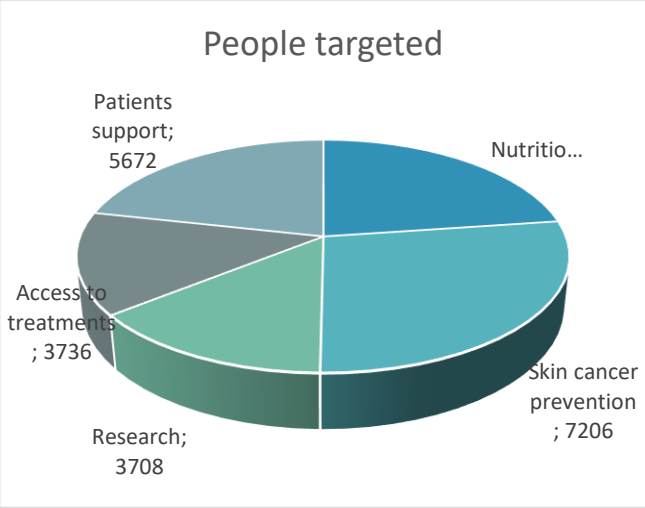
- cycle of webinars, one for each day of the week (25th – 29th may), which approached different subjects related to cancer, according to the european proposal;
- virtual fundraising "Race For Life" in the 31st may;
- dissemination of the ECAC messages with the support of schools engaged in Portuguese League Against Cancer – Northern Branch's Health Education Program.

Webinares

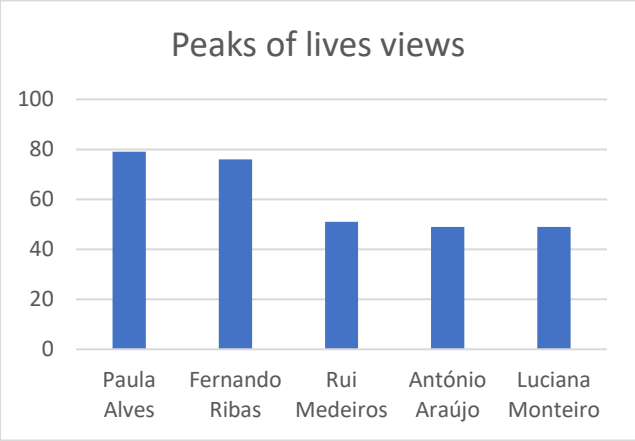
The webinars were disseminated via e-mail, website and facebook, asking for prior submission of questions on the topics to be addressed.

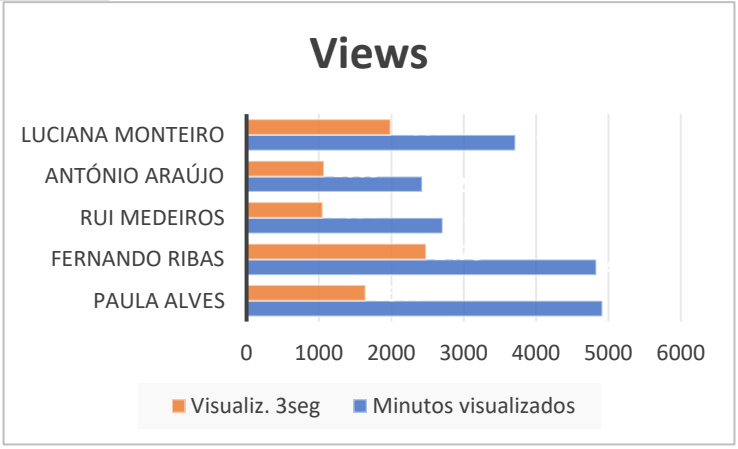
On the live Broadcast the guests were with the Health Education and Capacity Building Department Coordinator, who guided the talk having in mind the previous questions and the ones which arose in live. The themes were Nutrition, Skin Cancer Prevention, Research, Access to Treatments and Patient Support.





The webinars adherence was very positive and some people watched the five of them! We have registered a greater number of participants in the first two webinars, which may be justified by the themes themselves, more general and not so specific.





The videos can be accessed in the following links:

1. https://youtu.be/yaZzLiwF560
2. https://youtu.be/VIhGlwsXMao
3. https://youtu.be/_GTLyQcVmZo
4. https://www.youtube.com/watch?v=PvGHQBMW7RA
5. https://youtu.be/GjnydnwfHjU

At the end of the week we have registered more than 25.000 people approached, 304 of which watched live. There were almost 4.000 interactions and 600 comments.

Race for Life

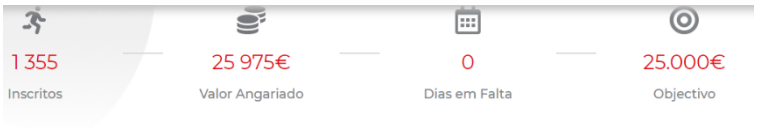
The virtual Race for Life was structured as a crowdfunding initiative, with the aim of reaching the value of € 25,000.00 resulting from the enrollments, translated into donations of a minimum value of € 1 per person. For this, a date and a period of time were scheduled for the event to be held and a publicity campaign was launched on social networks and in the media, addressing people in general. The invitation was to join in, choosing one physical activity to be performed on the day May 31st, between 10am and 12pm.

In order to arouse people's interest and participation, the live streaming of the event was announced on a facebook page, on youtube and on the event's landing page. On the other hand, it was announced that each person registered would receive an official digital number and a digital certificate of participation and that some originality prizes would be attributed, as recognition and distinction of the most creative physical performances.

In order to capture the public's attention, Aurora Cunha, a former world champion in athletics, very well known and cherished in Portugal, was chosen as the godmother of the event. And the event's notoriety and visibility was reinforced, involving more than 60 public figures from various areas of intervention of Portuguese society, who became ambassadors of it and contributed to its promotion and dissemination. Still, with the purpose of reinforcing the reputation of the "Race for Life", partnerships were established with companies from different areas, such as the media or the organization of sporting events, as well as with national and regional associations, representing different classes of stakeholders in different sports. In order to boost people's participation, namely to facilitate information delivery, but also to register and pay for donations, an event landing page (www.corridaparaavida.com) was created, with connection to a digital platform for payments.

For two and a half weeks, the publicity campaign was carried out, with several actions, such as interventions in television programs, the issuance of advertising spots on some radio stations, the publication of advertisements in some written press, but also through publications on social networks, especially on facebook, on the page of organizing Institution and on the pages of some partners, also with lives debates about the event on pages specialized in sports such as cycling, trail or running, all with many followers, which enabled thousands of views.

The proposed fundraising goal was exceeded, with a value of € 25,975.00 in donations resulting from a considerable number of registrations. In fact, the amount of 2,600 digital numbers were requested and sent until the eve of the initiative.



Schools engagement

In spite of the fact that all students are at home since mid-march because of COVID19 pandemic, the health education activities have continued and that's why it was possible to register some of the initiatives organized by 75 Health Young Promotors from 5 schools during EWAC:

- Vídeos released during the EWAC concerning ECAC diretives

- Dissemination of EWAC messages through Facebook and Instagram pages

- Virtual communication campaign adressing sun exposure protection in times of COVID19