



European
Commission

Europe's Beating Cancer Plan



Prevention

Start date – end date

01/12/2023 – 30/11/2026

Countries

Bulgaria, Hungary, Romania,
Slovenia, Ukraine

Overall budget

EUR 939 460

EU contribution under EU4Health programme

EUR 751 570



ShowUp4Health - Building trust in Roma and internally displaced communities for NCD prevention



ShowUp4Health is about addressing the social and environmental health determinants that contribute to an increased risk of non-communicable diseases in vulnerable groups, notably Roma communities and internally displaced persons.

Social and environmental health determinants impact the health ecosystem of vulnerable groups. In Central and Eastern Europe, Roma communities are among the most vulnerable and segregated groups. Cultural characteristics, poverty, and a distrust of systemic structures lead Roma groups to face widespread health inequalities, such as low health literacy and a low willingness to adhere to medical protocols. These health determinants then directly contribute to the Roma community's increased risk for developing non-communicable diseases (NCDs).

ShowUp4Health believes that medical and social interventions can help build trust and facilitate higher levels of health literacy in vulnerable groups like the Roma.

Specific aims are to:

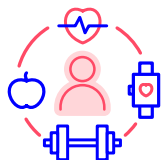
- **Decrease health inequalities in vulnerable groups** (i.e., Roma communities) focusing on the combination of social and environmental health determinants through the targeting of the entire patient pathway in NCD prevention.
- **Bridge the fields of social work and healthcare** within a single Integrated Social-Healthcare Methodology to establish trust, facilitate health literacy, and build adherence to health protocols within vulnerable groups.

- **Understand the adaptability of the Integrated Social-Healthcare Methodology** in reducing health inequalities within other vulnerable groups in Europe.

Objectives and expected impact in pilot areas include:



- More effective NCD and healthy lifestyle related communication to and with vulnerable people in pilot areas
- Increased participation in NCD screening
- Identification of vulnerable people with high NCD risk factors and with NCDs and direction to specialists for medical treatment



- More vulnerable people with medical follow-up discipline and medication adherence
- More balanced work of healthcare workers in pilot areas
- Increased knowledge and sensitivity among both medical and social actors
- Improved public health in some of the pilot areas

For more info

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Europe's Beating Cancer Plan makes use of the whole range of Commission funding instruments with a total of €4 billion being earmarked for actions addressing cancer. €1.25 billion from the EU4Health programme is being used to support actions and initiatives outlined in the Cancer Plan.

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