

The background of the slide is a photograph of a modern, multi-story building with a light-colored facade and large windows. A circular logo is visible on the upper part of the building. The text is overlaid on this image.

# PrEvCan – THE INTERNATIONAL CANCER PREVENTION CAMPAIGN IN ESTONIA

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Tallinn Health Care College  
North Estonia Medical Centre



# CANCER PREVENTION CAMPAIGN



**#PrEvCan #CANCERCODE**

# PrEvCan Team in Estonia

## Tallinn Health Care College

Faculty and students:

Health Promoters (BSc)

Registered Nurses (BSc)

Advanced Practice Nurses (MSc)

Communication specialist

## North Estonia Medical Centre

Physicians, nurses, radiologist, etc.

Communication specialist



## October 2022: Short film + Lecture

„E-cigarette is not your friend“ in Youtube, Facebook, intranet and emails: 20 000

Pupils and teachers at school: 100

Health care providers: 501-1000



Screenhot of the film „E-sigaret ei ole sinu sõber“ (Loorens et al., 2022)  
<https://www.youtube.com/watch?v=8NVFYrwbZqw&t=108s>

**RECOMMENDATION #1: Do not smoke. Do not use any form of tobacco**

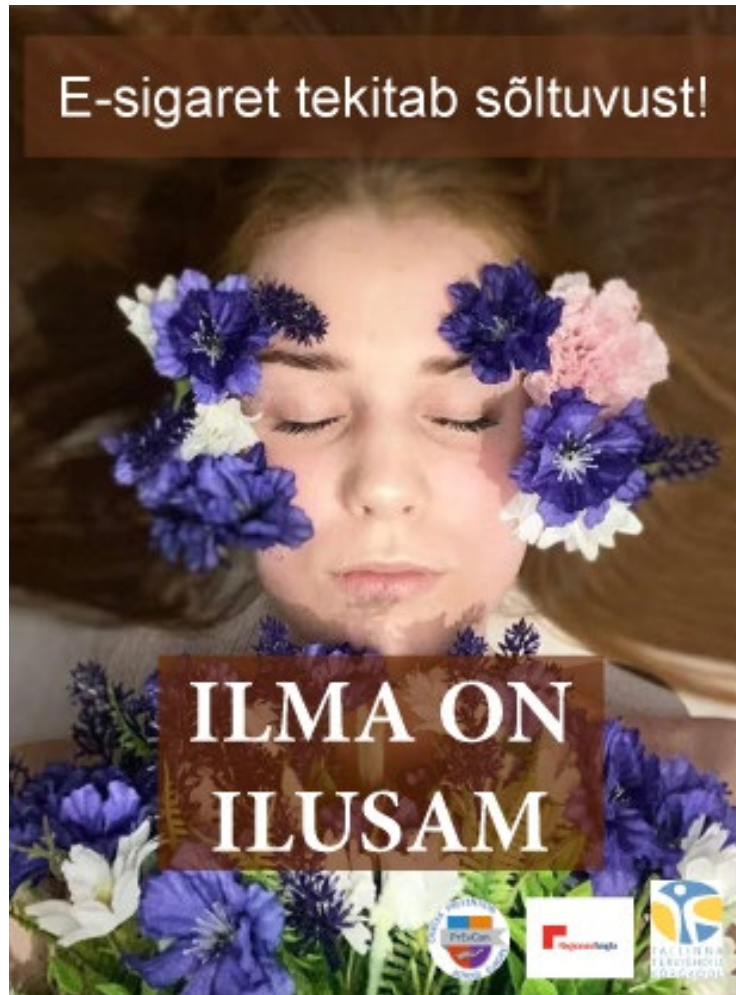
# November 2022: Poster

„It's prettier without it“

80 digital screens in  
public places

Shared via Facebook

General public:  
15 001 – 20 000



**RECOMMENDATION #1:** Do not smoke. Do not use any form of tobacco  
**RECOMMENDATION #2:** Make your home smoke free. Support smoke-free policies in your workplace.

# November 2022: Webinar

„Supporting child through example: Focus on tobacco and nicotine products, addiction and child health“

Invitation shared via Facebook and mailing lists

Teachers, parents and political stakeholders: 501-1000



The screenshot shows a Facebook event invitation for a webinar. The background features a lighthouse on a rocky island at sunset. The text is in Estonian. At the top, it says "Events" in a small box. The main title is "Lapse toetamine läbi eeskuju" in a large, serif font. Below the title, the focus is described: "fookuses tubaka- ja nikotiinitooted, sõltuvus ja lapse tervis". A red box contains the date and time: "30.11.2022 kell 18:30, Zoom keskkonnas, TASUTA". Below this, three blue circles list the speakers: Anna-Liis Veerpalu (alcohol and tobacco expert), Merilyn Kelder (addiction specialist), and Pjotr Voronõi (specialist in child health). At the bottom, there is a small event card with the date "NOV 30" and the title "Lapse toetamine läbi eeskuju. Fookuses tubaka- ja nikotiinitooted, sõltuvus ja lapse tervis".

Events

## "Lapse toetamine läbi eeskuju"

fookuses tubaka- ja nikotiinitooted,  
sõltuvus ja lapse tervis

30.11.2022 kell 18:30, Zoom keskkonnas, TASUTA

**Anna-Liis Veerpalu**  
alkoholi ja tubaka valdkonna  
vanemspetsialist  
Tervise Arengu  
Instituut

**Merilyn Kelder**  
kiiritusravi osakonna  
õendusjuht  
Põhja-Eesti  
Regionaalhaigla

**Pjotr Voronõi**  
töökeskkonna- ja  
tervisedenduse spetsialist  
Põhja-Eesti  
Regionaalhaigla

NOV 30 Lapse toetamine läbi eeskuju. Fookuses tubaka- ja nikotiinitooted, sõltuvus ja lapse tervis  
Public · Event · by Evelin Kruusalu and 3 others

*Screenhot of the invitation in Facebook.*

**RECOMMENDATION #1: Do not smoke. Do not use any form of tobacco.**  
**RECOMMENDATION #2: Make your home smoke free. Support smoke-free policies in your workplace.**

## December 2022: 3 Posters and Video

„Give yourself a present“

In Estonian and Russian  
Facebook and Instagram

General public:  
5001-10 000



*Screenhot of the Estonian video „Tee endale kingitus“  
(Metsa et al., 2022).*

**RECOMMENDATION #3: Take action to be a healthy body weight**

# Conslusions so far

- Messenger influences the reception
- Appearance is as important as content:
  - Use positive language
  - Be creative but neutral
  - Use test-group
  - Learn communication skills, especially in social media
- More time needed to involve other health organisations
- Need courage to take action in public (be prepared for setbacks)
- Learn, share and highlight
- It's a marathon, not a sprint (do not expect quick results)



# Acknowledgements

The PrEvCan campaign was initiated by EONS and is run in association with key campaign partner, ESMO [www.cancernurse.eu/prevcan](http://www.cancernurse.eu/prevcan)

The campaign in Estonia is organised as part of the students and lecturers educational work, all the costs of the campaign are covered by the students themselves or by finding sponsors.



The screenshot shows the website [cancernurse.eu/prevcan/](http://cancernurse.eu/prevcan/). The navigation menu includes: Cancer Nursing Fund, About EONS, Join EONS, National Society Members, ECCN - College, and Young Cancer Nurses. A link for "Download full list of PrEvCan supporting partners" is visible. A map of Europe highlights several countries in blue, representing participating regions. A box titled "Pan-European Partners" lists the following organizations: ESMO, ECPC, Onco-Alert, Youth Cancer Europe, International Sport and Culture Association, and Coalition of healthcare professionals against tobacco.

**Pan-European Partners**  
ESMO  
ECPC  
Onco-Alert  
Youth Cancer Europe  
International Sport and Culture Association  
Coalition of healthcare professionals against tobacco

**North Estonia Medical Centre**

TALLINNA TERVISHOIU KÕRGKOOLOO  
TALLINN HEALTH CARE COLLEGE