



European  
Commission

# Europe's Beating Cancer Plan



## Prevention

**Start date – end date**  
01/01/2024 - 31/12/2025


**Countries**  
Belgium, Bulgaria, Slovenia,  
Spain, Ukraine

**Overall budget**  
EUR 1 925 665

**EU contribution under  
EU4Health programme**  
EUR 1 155 400



## FILTERED – From sILos To synErgies to pRevEnt nCDs

 **Our project aims to stimulate collaborative advocacy to support effective EU regulation for the prevention of NCDs with a special focus on alcohol, tobacco and unhealthy food and drinks.**

FILTERED aims to stimulate advocacy, health promotion, action, and accountability at European and national level, including in Ukraine, linked to the reduction of alcohol related harm, tobacco control and the reduction of the consumption of unhealthy foods and drinks.

In the EU, chronic noncommunicable diseases (NCDs) account for over 80% of all deaths and disability, as well as most premature deaths. Not only do they diminish people's quality of life, affect life expectancy, and create numerous challenges – both for those affected, as well as their families – they also account for a significant amount of spending in national health budgets. It is estimated that improved health promotion and disease prevention could reduce the burden of NCDs by as much as 70%.

The project includes new evidence for working together, peer-to-peer connections, capacity building capacity programmes, national debates, and high-impact events. It is paying particular attention to the impact of tobacco, alcohol and unhealthy foods and drink on key NCDs, including cardiovascular diseases, diabetes, and cancer.



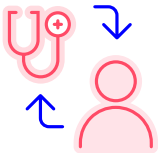
## Specific project objectives are to:



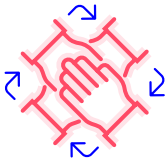
- Identify and agree with civil society project partners an **integrated approach to tackling the main risk factors for NCDs** based on a systematic review and a qualitative study.



- **Break down siloed approaches** to NCDs prevention for over 600 representatives of the public health community from the 27 EU countries as well as Norway, Iceland, and Ukraine.



- **Train over 100 representatives of the public health community, policy makers and journalists** from the 27 EU countries as well as Norway, Iceland and Ukraine on pro-health taxes, the commercial determinants of health, storytelling, and public speaking through workshops.



- **Foster partnerships** on the prevention of diabetes and cardiovascular diseases between and with civil society organisations and NGOs addressing health promotion and prevention of NCDs in Ukraine.



- Organise, promote, and run at least two annual highly visible **awareness raising campaigns** at European and national level (including campaigns targeted at vulnerable groups) about the key risk factors of NCDs and how to prevent them.

The project will be implemented by a Consortium led by the European Alcohol Policy Alliance, in partnership with the Smoke Free Partnership, the European Heart Network, the Youth Health Organisation, the Ukrainian Coalition for Reproductive Health and Family Planning and the Advocacy Center Life from Ukraine.

### For more info

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#### Website

[www.eurocare.org](http://www.eurocare.org)

#### Project website

[EU Projects - Eurocare](#)

#### Social media handles

 <https://www.facebook.com/eurocare>

 [EUROCARE](#)

 [@EUROCAREBRUSSEL](#)

 [@AlcoholEurocare](#)

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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