



European  
Commission

# Europe's Beating Cancer Plan



## Diagnosis and treatment

**Start date – end date**  
01/02/2024 - 31/01/2027

**Countries**  
Czechia, Poland, Portugal,  
Spain, Ukraine

**Overall budget**  
EUR 1 250 000

**EU contribution under  
EU4Health programme**  
EUR 1 000 000



## PEACHD – Piloting European Action on Cancer Health Determinants

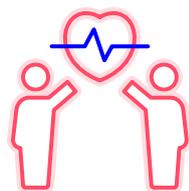


**PEACHD will focus on preventing cancer among  
refugee and lower socioeconomic status populations  
by developing and piloting large-scale integrated  
screening and brief intervention strategies, promoting  
healthy lifestyles and addressing multiple risk factors  
related to cancer and other non-communicable diseases.**

In Europe, cancer inequalities exist within populations, with lower socioeconomic (SES) groups suffering disproportionate cancer-related burdens. Demand for care is outstripping resources in European health systems, especially in countries supporting larger refugee populations, making large-scale, efficient prevention initiatives a priority.

The main objective of PEACHD is to develop and pilot a large-scale integrated screening and brief advice intervention to prevent cancer by addressing lifestyle risk factors: smoking, alcohol, physical inactivity, unhealthy diet, overweight, and UV-exposure. This will make use of the WHO-EU BRIEF approach to address different European contexts and populations to tackle health inequalities.

### Concretely, PEACHD aims to:



- develop and adapt a face-to-face intervention and digital tool to tackle lifestyle behaviours that increase the risk of cancer (and other NCDs);
- train health professionals, social workers, community care providers, and Ukrainian professionals in the intervention and promotion of the digital tool;
- study the programme reach in the general population, low-SES groups, and displaced individuals.

It is estimated that between 30% and 50% of cancers could be prevented by avoiding known risk factors and the implementation of effective prevention strategies.

PEACHD is expected to produce and disseminate new knowledge, support implementing innovative interventions, reduce the cancer burden (and burden of other NCDs), and support evidence-based decision making.

Expected outcomes include:



- A tailored, operational, multi-factor screening and brief intervention
- Training for health and community care professionals working with vulnerable groups
- Guidance for delivering the training and adapting it to local contexts.

For more info

#### Contact details

Silvia Matrail

Fundació de Recerca  
Clínic Barcelona-  
Institut d'Investigacions  
Biomèdiques August Pi i  
Sunyer (FRCB-IDIBAPS)

SMATRAI@recerca.clinic.cat

+34 932275400 (ext 4778)

#### Project website

[www.peachd4health.eu](http://www.peachd4health.eu)

#### Social media handles

[#peachd4health](https://twitter.com/peachd4health)

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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