



# European Association for Cancer Education

## 32nd Annual Scientific Meeting

### **"I choose health. It's OncoLogical". OncoLogic - Lower Silesian Oncology Center's informative and educational campaign, Wroclaw, Poland.**

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On November 16th 2017 an informative and educational campaign of the Lower Silesian Oncology Center in Wroclaw was launched under the slogan "I choose health. It's OncoLogical." Its theme was ONCOLOGY and LOGICAL CHOICES (OncoLogic) in the field of anticancer prophylaxis. Over six months the inhabitants of Lower Silesia were educated in about cervical, breast, skin and lung cancer prevention.

The aim of the informative and educational campaign "I choose health. It's OncoLogical " knowledge dissemination in the field of anti-cancer prevention with particular emphasis on cervical, breast, skin and lung cancer. Activities undertaken were aimed at educating inhabitants of Lower Silesia. We wanted to convince them to regular check-ups, avoiding risk factors and to lead a healthy lifestyle. The goal of the campaign was to disenchant the myths about cancer and show that through appropriate prevention we can avoid becoming ill or increase our chances of being cured. The choice of regular screening is the only right and (onco)logical choice.

Various activities were organized during the 6 months campaign. Among them ambient action on Olawska street in Wroclaw when pedestrians had two paths to choose from: conscious, logical choice and carefree life from day to day ("carpe diem"). In selected tunnels they learned stories of people who, thanks to prevention and rapid detection, overcame cancer but also warnings from people who have learned too late about their illness and are still fighting it, and this fight is much more difficult. From November 2017 educational workshops in high schools were provided. Another goal was active cooperation with media and social media, where expert films and other interactive information materials were published. Running together through the streets of Wroclaw combined with the day of health, free medical consultations, basic screening tests, advice from dietitians or trainers officially ended the OncoLogic campaign.

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