



# European Association for Cancer Education

## 32nd Annual Scientific Meeting

### CANCER EDUCATION IN PORTUGAL – PERSPECTIVES AND CHALLENGES

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Cancer is assuming a major impact in public health systems with an increased incidence of new cases combined with a dramatic rise in cancer survivors due to clinical and research advances. Cancer Education arises currently as a pivotal area for cancer control, requiring that health-related institutions support and nurture research programs and initiatives that are committed to transforming cancer literacy for the future.

In Portugal, the research about cancer education is scarce with studies being conditioned by a lack of adequate assessment tools. Profiling of population cancer literacy levels is overlooked, and impact evaluation of educational campaigns does not exist. To revert such reality, Ipatimup has been promoting since its foundation training programs and cancer educational contents targeted for different audiences. More recently, following that legacy, i3S as the largest national health research center is taking a leadership role to reduce the cancer burden through research-based educational programs for patients, caregivers, families and health professionals.

Cancer education will face an increasing number of threats, stemming from the ongoing digital revolution and related societal changes. Translating the fast-changing available health information into coherent educational programs will be a very demanding task, only comparable to the efforts against the dissemination of myths and false truths by the digital platforms; and also the much-needed coordination with relevant stakeholders of global science-based cancer education programs as reliable alternatives to pseudo-educational non-validated campaigns.

Foreseeing the cancer education needs, consistent research planning should be timely promoted in order to cope with future challenges. Considering the low levels of cancer literacy in our societies, advancing cancer education research will be the most advantageous strategy to produce impactful educational solutions that will empower citizens and significantly reduce the cancer burden in future generations.

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