



European Association for Cancer Education

32nd Annual Scientific Meeting

EDUCATING RITA (and MARY, and JOHN...)

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If anything is clear in today's world is that adequate science literacy is more crucial than ever. From the anti-vaxxer movement, which the WHO already considers one of the top ten threats to global health, to the "natural is always better" what was once a question of science is now too often a "tribal" belief. And cancer patients are no exception. However, proper science literacy is still largely absent from patients education programs. This despite a shortage of 4.3 million health professionals (WHO data) worldwide, and research linking higher health literacy to better health outcomes, including higher life expectancy in older adults. The project "***Everything You Always Wanted to Know About ...* (*But Were Afraid to Ask)***" challenges the idea that teaching science and critical thinking to adults is just too complicated and impossible to recruit for, and shows how everything is about giving the audience what they really, really want.

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