

		networks including ERNs, civil society organisations: associations, foundations, NGOs and similar entities, private entities (for profit/not for profit), Member States' authorities
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CR-g-24-39 Call for proposals to increase health literacy on cancer prevention and care

POLICY CONTEXT

Improving access to and understanding of risk factors to health risks and of health determinants is vital to improve health outcomes, especially for complex diseases like cancer. Europe's Beating Cancer Plan includes actions to give people the information and tools they need to make healthier choices and to promote cooperation between health and social services and the community.

Health literacy is an essential part of quality, patient-centred care. Cancer health literacy poses a particular set of challenges compared to other types of health literacy, as patient decisions and treatment schedules are often complex, and timely decision-making can be critical. Clear, efficient communication is vital to help patients understand and make decisions about their treatment and to manage the side-effects of cancer treatment.

One of the policy objectives of Europe's Beating Cancer Plan is to launch a project on 'Health Literacy for Cancer Prevention and Care' to develop and share best practice to strengthen health literacy on cancer prevention and care programmes, with a focus on disadvantaged groups, including refugees and displaced persons from Ukraine. In addition to influencing prevention, screening and treatment decisions, low health literacy can negatively affect the use of palliative care and end-of-life services. This project is expected to establish the necessary links and contribute to the creation of the future European Cancer Patient Digital Centre¹⁰⁰, which is an initiative launched under the EU Cancer Mission.

Using digital tools and solutions in cancer prevention and care can contribute to improving cancer health literacy, especially in for disadvantaged groups and in disadvantage regions, increasing patient sovereignty and contributing to tackling inequalities. For instance, providing reliable, easy-to understand digital or electronic health information and patient resources or digital medical advice to persons in structurally weak regions with less access to medical care.

This action supports the implementation of the Europe's Beating Cancer Plan objective to launch a project on 'Health Literacy for Cancer Prevention and Care' and implements the EU4Health Programme's general objective of improving and fostering health in the Union (Article 3, point (a), of Regulation (EU) 2021/522) through the specific objectives defined in Article 4, point (a), of Regulation (EU) 2021/522.

OBJECTIVES, SCOPE AND ACTIVITIES

The main objective of this action is to support health literacy for cancer prevention and care, to improve health literacy and to focus on reducing inequalities in cancer prevention and care.

The action will include activities to:

¹⁰⁰ eTendering - [Study providing an operational concept for a European Cancer Digital. Centre](#)

- a) improve health literacy of citizens, of patients of all ages, as well as of healthcare professionals;
- b) improve health literacy of citizens on cancer prevention and provide them access to adequate and reliable health information in order to empower them to make informed decisions supporting healthy lifestyles and improving health for all citizens of all ages;
- c) improve health literacy of patients by providing adequate, reliable, and timely information on their diagnosis and treatment to achieve their disease understanding and active involvement in the treatment; improve health literacy in palliative care;
- d) improve health literacy education of health professionals:
 - a. raising awareness of the impact low health literacy can have on people at risk of cancer and cancer patients;
 - b. providing healthcare professionals with health-literacy-friendly communication techniques to support their interactions with cancer patients.

Provide access to reliable, accurate and easy-to understand information to:

- a) improve access to reliable, accurate cancer information in different languages, with attention to varying digital and literacy skills and accessibility;
- b) improve access to reliable, accurate information on the internet, to combat misinformation available online / in social media to educate and protect citizens and patients from misinformation on the Internet and social media;
- c) support cancer literacy in relation to emotional impact and psychosocial distress of cancer patients;
- d) build a 'Virtual library' on communication in cancer prevention and care;
- e) reduce medical jargon and improve education using plain language, easy-to-understand written materials, including visuals to provide more culturally and linguistically appropriate health education and enhanced web-based information.

Promote health literacy, exchange of information and best practices to:

- a) introduce a cancer health literacy day to raise awareness and promote its importance;
- b) support the generation and dissemination of evidence and good practices, including at population level;
- c) gather lessons learned to enhance health literacy in general, for example, through the establishment of cancer literacy projects;
- d) get an overview of health literacy programmes developed within healthcare systems and in the community;
- e) reflect on the role of health literacy in cancer prevention and care, potential gaps, and recommendations for action;
- f) promote collaboration and exchange of information, innovations and experience on cancer health literacy between Member States and other relevant stakeholders.

EXPECTED RESULTS AND IMPACT

The expected results include:

- a) guidelines, recommendations, lessons learned, best practices on how to increase health literacy in cancer prevention and care;
- b) information materials (e.g., manuals for patients, leaflets, websites, videos) to citizens/patients of all ages (focusing on vulnerable populations) and healthcare specialists;
- c) mapping of sources providing reliable, accurate information on the internet, in easy-to understand language;
- d) training course for healthcare specialists.

This action will increase health literacy of the general population, patients, and healthcare specialists in the area of cancer prevention and care. The action will enable citizens to take informed decisions as regards prevention and screening. It will help patients to take active involvement in treatment and will help healthcare specialists to transmit the information in an easy-to understand way.

INDICATIVE TIMETABLE, BUDGET, IMPLEMENTATION AND PROCEDURE TYPE

Call topic/sub-topic	Indicative call publication	Indicative Budget
Call for proposals - CR-g-24-39	Q1/2024	EUR 5 000 000
Procedure type	Implemented by	Type of applicants targeted
Open calls for proposals (action grants)	HaDEA	Academia and education establishments, research institutes, hospitals, expert networks, civil society organisations: associations, foundations, NGOs, enterprises (incl. social enterprises and not for profit) in the field of public health, private entities, social media outlets press and journalist association, Member States' authorities