

The EU-funded PEACHD project to improve cancer prevention in specific vulnerable groups in Europe celebrates its launch and kick-off meeting

The European-funded PEACHD project, with a budget of 1.25 million euros, is coordinated by the [Hospital Clínic Addiction Research Group \(GRAC-GRE\)](#) of FRCB-IDIBAPS, which is led by Hugo López-Pelayo, researcher and psychiatrist in the Addictive Behaviors Unit of Hospital Clínic in Barcelona.



On 14-15 February, the kick-off meeting of the [PEACHD project \(Piloting European Action on Cancer Health Determinants\)](#) in the Catalan Public Health Agency's headquarters, attended by 38 people from different European countries.

[Cancer](#) is responsible for almost a quarter of annual deaths in Europe, and this figure is projected to continue to increase. European data shows inequalities in the burden of cancer between different populations, with the most disadvantaged socio-economic groups disproportionately affected. In addition, the demand for care is exceeding the resources of the European health services, making large-scale prevention initiatives a priority to reduce cases, especially among more vulnerable and marginalised groups.

The PEACHD project will implement a primary cancer prevention program, based on the [BRIEF manual](#) of the World Health Organization (WHO), addressing risk factors associated with lifestyles (such as smoking, alcohol consumption, sedentary lifestyle, unhealthy diet or unprotected sun exposure). PEACHD will prioritize reaching out to and supporting displaced Ukrainian populations and Europe's most disadvantaged socio-economic groups, to tackle health inequalities.

The project will develop and evaluate face-to-face intervention protocols and digital tools to implement the prevention program in the Czech Republic, Poland and Catalonia (autonomous region of Spain). Around 220 primary care providers, social workers, community health professionals from those locations, and 100 Ukrainian health professionals will be trained; with the aim of reaching 31,000 people who use primary care, and 5,500 people displaced from Ukraine.

The consortium, coordinated by the team at FRCB-IDIBAPS, is made up of 6 partners from 4 different countries: Clínic Foundation for Biomedical Research (FRCB-IDIBAPS), Charles University (CUNI, Czech Republic), the Public Health Agency of Catalonia (ASPCAT), Catalan Institute of Oncology (ICO), Portuguese National Institute of Addictive Behaviours and Dependencies (ICAD) and the Medical University of Warsaw (MUW, Poland).

PEACHD is funded by the **EU4Health (EU4H) program** of the European Commission (EC), which aims to improve health in Europe with actions focused on disease prevention, reducing inequalities, digital transformation of healthcare systems or strengthening the health system and the health workforce. The project will seek synergies and support the European Plan to Combat Cancer ([EUCancerPlan](#)) and the new 'Joint Action' to prevent non-communicable diseases (JA- PreventNCDs) of the EC.

More information can be found at: www.peachd4health.eu

This work is produced under the PEACHD contract (Piloting European Action on Cancer Health Determinants, Grant Agreement No. 101129260) with the Health and Digital Executive Agency (HaDEA) of the European Commission. The information and any opinions expressed in this material reflect solely the opinions of the authors, and the Commission cannot be held responsible for the use that may be made of the information contained therein.



**Co-funded by
the European Union**