

PEACHD

Project name: Piloting European Action on Cancer Health Determinants

EC contribution: €999 999.75

Duration: 1 February 2024 – 31 January 2027

Mission: *Integrated cancer prevention through lifestyle risk factors –
Adapting and operationalising the WHO BRIEF approach*



4 Main Objectives



1. **Align with the EU Joint Action on Cancer and NCDs**
2. **Research needs and gaps of current action to prevent cancer** among specific at-risk groups:

- **Migrant/displaced people (UKR)**
- **Lower-SES populations.**



3. **Tailored implementation plans operationalising the WHO BRIEF manual** addressing **multiple lifestyle risk factors**: smoking, alcohol, physical inactivity, unhealthy diet, overweight, second-hand smoke, sun exposure (primary cancer prevention)
4. **Pilot large-scale implementation** of the intervention tools in 3 countries (CZ, PL, ES (Catalonia))



European Commission (HaDEA) / JA-PreventNCDs / EU4Health

Project management & coordination & Synergies (WP1: FRCB-IDIBAPS)

Steering Committee (represented by 1 from each partner organisation)



Stakeholders: consultation, capacity building and alignment (WP2: ICAD)

Needs and gaps analysis (WP3: ICO)

WP4: Development of implementation strategies (GENCAT)

WP5: Pilot feasibility studies (FRCB-IDIBAPS)

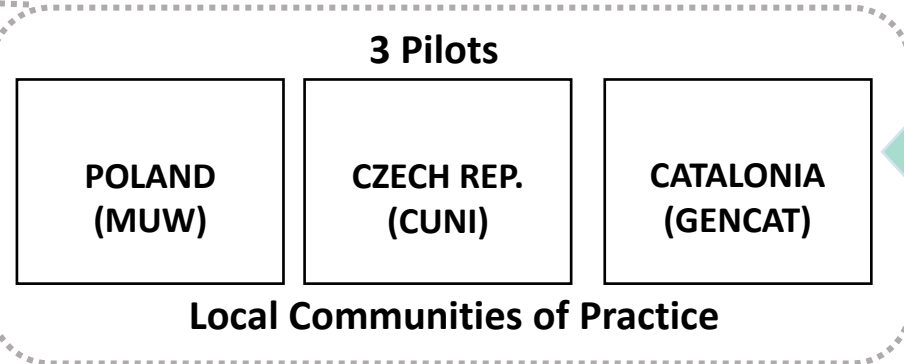
WP6: Project Evaluation (CUNI)

WP7: Communication, dissemination and sustainability (FRCB-IDIBAPS)

Working groups



CO-CREATION (UKR focus)



+ External experts:
Peer reviewers
JA-Prevent NCDs
EU4H projects
EU Consortium

Example of context: Reception of Ukrainian refugees in Poland

Marcin Wojnar, Andrzej Jakubczyk, Joanna Żołnierz, Włodzimierz Wieczorek

Reception infrastructures (2023)

➤ The support is provided by:

- **non-governmental organizations** (662 projects),
- public administration (258),
- religious communities (83),
- private entrepreneurs (51),
- international and European organizations (29),
- informal groups (27).



Example of context: PEACHD team in Poland



Recruit and train 80 community care professionals from

1. centers collaborating with the UN-linked **International Organization for Migration (IOM)**
2. centers of **CARITAS in Poland** (the largest charitable organization in Poland)
3. the **Polish Committee for Social Care**, center in Milanówek
4. the **Camilian Mission for Social Help**, center in Warsaw
5. the **Heaven Eyes Foundation**, center for refugees at the Legia Stadium in Warsaw
6. support centers collaborating with **Crisis Management Center** of the Mazovian District Office





Example of context: PEACHD Pilot study in Poland

Community care professional profiles:

- will be mainly **psychologists, social workers, family assistants** (who have well-established experience in work with Ukrainian refugees in dedicated places),
- will provide the PEACHD intervention for 400 Ukrainian refugees.

UKRAINIAN GROUP OF THE SPECIALISTS

Caritas DWP has recently organized 3-years **training course** for **crisis intervention** and **psychotherapy** for **alcohol** and **drug problems** for Ukrainian psychologists, psychotherapists and MDs. This allowed to create and establish deepened relationship with about 80 psychologists, medical doctors, community care professionals who have already gained **competency** in **SBI** and are willing to cooperate in these types of projects. We plan to conduct direct, face to face courses on how to provide the PEACHD intervention.



MAIN OUTPUTS

- **New knowledge** - Study the implementation gaps and needs for programmes preventing cancer in specific at-risk populations
- **Guidance on implementation** strategies and design of SBI on multiple lifestyle risk factors.
- **Practical decision-making tool** to tailor implementation to diverse settings, based on
 - intersectional health and socioeconomic vulnerability factors,
 - adapt the SBI to individual lifestyle risk profiles.
- **Digital tools** for self-screening and self-management of lifestyle risk factors.



WP 01 Coordination

Lead: DOH, Norway (Linda Granlund)
Co-lead: NIPH, Norway (Knut-Inge Klepp)

WP 02 Dissemination and communication

Lead: DOH, Iceland (Solveig Karlsdottir)
Co-lead: DOH, Norway (Live Bøe Johannessen and Anita Thorolvsen Munch)

WP 05 Regulation and taxation

Lead: NIPH,
Norway (Arnfinn
Helleve)
Co-lead: DGOH,
Portugal (Maria
João Gregório)

WP 06 Healthy living environment

Lead: FISABIO, Spain
(Rosana Peiro)
Co-lead: HZJZ,
Croatia (Anja Đurić)
and SUM,
Poland (Katarzyna
Brukalo)

WP 07 Social inequalities

Lead: ISS, Italy
(Raffaella
Bucciardini)
Co-lead:
NNGYK,
Hungary (Peter
Csizmadia)

WP 08 Monitoring

Lead: RSYD,
Denmark (Emil
Hostrup)
Co-lead: ISS,
Italy (Giovanni
Capelli)

WP 09 Health in all policies

Lead: CSF, Finland
(Eeva Ollila)
Co-lead: DOH,
Iceland (Dora
Gudmundsdottir)

WP 10 Identify individuals at risk

Lead: Sciensano,
Belgium (Marc Van Den
Bulcke)
Co-lead: RSYD,
Denmark (Torben
Hansen)

WP 03 Evaluation

Lead: INSP, Romania (Carmen Ungurean)
Co-lead: RKI, Germany (Martin Thissen)

WP 04 Sustainability

Lead: NIJZ, Slovenia (Mojca Gabrijelcic)
Co-lead: Sciensano, Belgium (Gabrielle Schittecatte)

WP6 – Healthy Living Environment

WP 06 Healthy living environment

Lead: FISABIO, Spain (Rosana Peiro)

Co-lead: HZJZ, Croatia (Anja Đurić) and SUM, Poland (Katarzyna Brukalo)

Task 6.2 - Healthy environments - Healthy options and physical activity -

- PEACHD considers the impact of the environmental context on implementation elements, barriers and facilitators to offering and uptake of brief health advice
- PEACHD WP2 – recruiting stakeholders for working group on this topic
- PEACHD WP3 – Needs and Gap analyses including this topic
- Key importance: access to healthy options (food, physical activities, smoke-free spaces), reduce alcohol availability and marketing,

PEACHD links to other tasks in WP6, bringing in the perspectives of those promoting health in refugee and lower-SES populations, especially:

- Task 6.1 (methodology for assessing impact of environment),
- Task 6.6 (capacity building for health promoters)

WP07 – Social inequalities (also overlaps with WP 06 - environment)

Task 7.5 - Inequalities - Pilot actions which address social determinants of health and/or exposure to risk factors -

**WP 07
Social
inequalities**

Lead: ISS, Italy
(Raffaella
Bucciardini)
Co-lead:
NNGYK,
Hungary (Peter
Csizmadia)

- PEACHD WP2 – Working group on cancer prevention tailoring to lower-SES populations
- PEACHD WP3 – Needs and Gap analyses considering this topic
- PEACHD WP5 – Pilot studies share population characteristics with JA WP07 pilots
- Key importance: SBI for lifestyle risk factors build health literacy, which is a specific barrier experienced by those with lower-SES

PEACHD links to other tasks in JA WP07 (points addressed in the PEACHD pilot studies):

- 7.1 - available evidence on avoidable inequalities;
- 7.4 - health literacy (including digital health literacy)

WP10 – Identify individuals at risk

Task 10.2 - At-risk individuals - Ethical, Legal and Social Implications (ELSI) of risk-stratified prevention -

- A cascade motivational approach will be at the core of the PEACHD primary preventive intervention / training of professionals
motivate trainers → motivate professionals → motivate individual behaviour change
- This has to take into account:
 - Individual priorities & personalised value judgements
 - Concepts of risk
- PEACHD WP4 – Implementation strategies – develop training for professionals including decision models for offering advice.

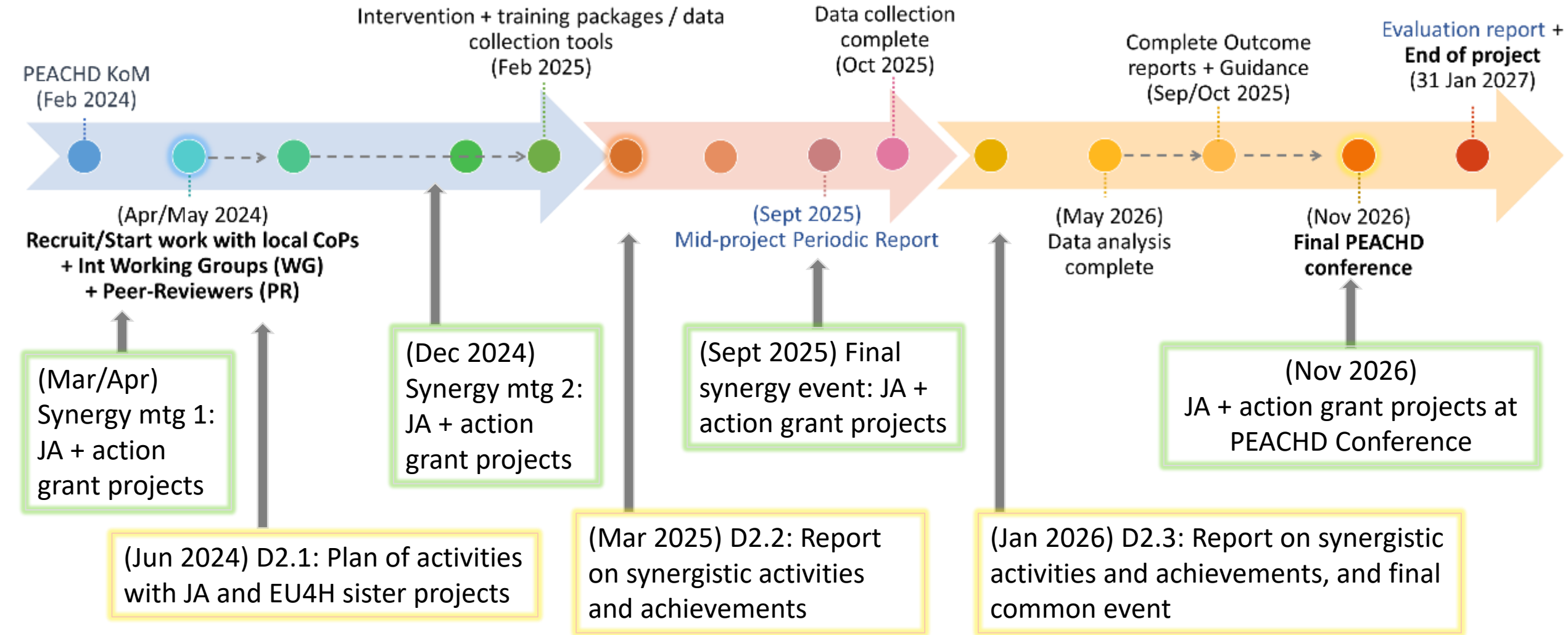
**WP 10
Identify
individuals at risk**

Lead: Sciensano,
Belgium (Marc Van Den
Bulcke)

Co-lead: RSYD,
Denmark (Torben
Hansen)

There maybe other areas where other synergies with PEACHD are possible (e.g. digital monitoring of cancer risk factors).

PEACHD JA & EU4H Synergies - Timeline



---> = Input from external experts to PEACHD (CoP + WG + PR)



Thanks for your attention

Coordinating Team:

- **Silvia Matrai** (FCRB-IDIBAPS, ES) – Coordinating project manager – SMATRAI@recerca.clinic.cat
- **Fleur Braddick** – Communications, Knowledge & Synergies – FMBOOTH@recerca.clinic.cat
- **Rebecca Gordon** – Project technical advisor – RCGORDON@recerca.clinic.cat

Also participating in this meeting:

- **Alexandra Almeida Pinto** Claudia Costa Pereira & Graça Vilar (ICAD, PT) – WP2: Stakeholder groups
- **Benjamin Petruželka** (CUNI, CZ) – WP5: Czech pilot, WP6: Project evaluation

Online:

- **Włodzimierz Wieczorek & Joanna Żołnierz** (MUW, PL) – WP5: Polish pilot
- **Laura Perdiguero** (ICO, ES) – WP3: Reviews, Needs & Gap Analyses