

### What is PEACHD?

- a collaborative **project co-funded by the European Commission**
- Aiming to contribute to **primary cancer prevention for vulnerable groups** by addressing **multiple lifestyle risk factors** in an integrated manner



### CONTEXT

- **Cancer** accounts for nearly 1/4 of all annual deaths in the WHO European Region. This is set to increase by more than 34% by 2040.
- **Inequalities** exist in cancer prevalence and outcomes, with lower SES groups suffering a greater cancer-related burden.
- **Risk factors** for cancer and other non-communicable diseases are multiple and additive in effect.
- **Cancer care** poses an unsustainable burden **on health systems**. Effective, multi-pronged, large-scale prevention approaches are needed.
- The **WHO BRIEF manual** promotes an integrated screening and brief interventions (SBI) approach to dealing with multiple lifestyle risk factors in unison.

### About PEACHD

PEACHD will pilot strategies to implement **tailored screening and brief motivational intervention (SBMI) programmes** to prevent cancer (and other NCDs) in primary health care and community care settings, by addressing **multiple lifestyle risk factors**: smoking, alcohol use, physical inactivity, unhealthy diet, overweight, and sun exposure. The approach is based on the **WHO-Europe BRIEF** project.

The action grant will focus especially on reaching **people with low socioeconomic status, migrants, and Ukrainian refugees**, in three European countries: **Czech Republic, Poland and Spain**.

### Concretely, PEACHD will:

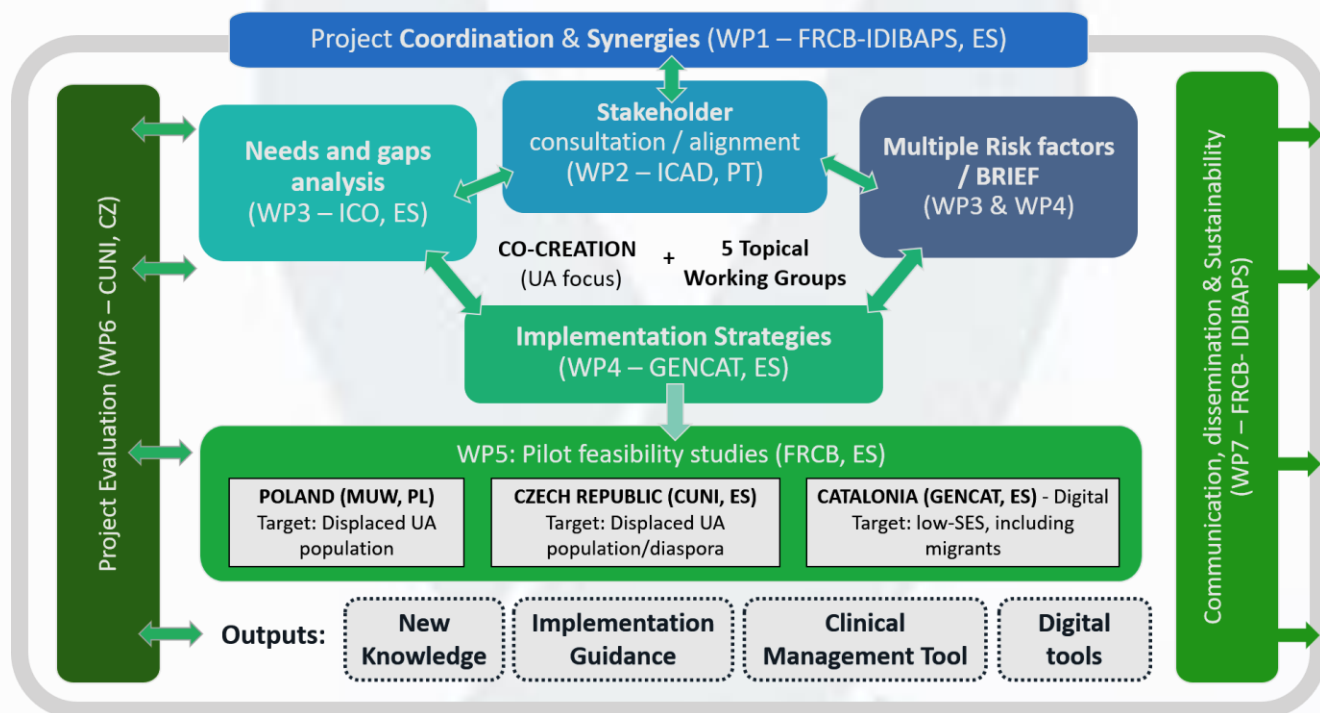
- **Develop and tailor implementation strategies** for a face-to-face intervention and digital tool to tackle the main lifestyle behaviours that increase the risk of cancer (and other NCDs);
- **Run a pilot to study the programme feasibility** in the general population, low-SES groups, and displaced individuals; by training health professionals, social workers, community care providers, and Ukrainian professionals in the intervention and promoting of the digital tool;
- **Seek synergies, align with and support** the EU Joint Action on Preventing Cancer and NCDs (JA PreventNCD) and other EU4Health action Grants, and EU initiatives in the area of cancer prevention.

### The PEACHD Partners



The PEACHD work is divided into 7 work packages:

- WP1 – Coordination & Synergies (FRBC-IDIBAPS)
- WP2 – Stakeholder Consultation (ICAD)
- WP3 – Reviews & Needs and Gap Analysis (ICO)
- WP4 – Tailored Implementation Strategies (Gencat & FRCB-IDIBAPS)
- WP5 – Pilot Studies (FRCB + MUW, CUNI, Gencat)
- WP6 – Project Evaluation (CUNI)
- WP7 – Communication, Dissemination & Sustainability (FRCB-IDIBAPS)



## MAIN OUTPUTS

- **Guidance on implementation** strategies and design of SBMI on multiple lifestyle risk factors.
- Practical **decision-making tool** to tailor implementation to diverse settings and adapt SBI programmes to individual lifestyle risk profiles.
- **Digital tools** for self-screening and self-management of lifestyle risk factors.

## IMPACT

- **Reducing disease burden:** between 30% and 50% of cancers could be prevented by avoiding known lifestyle risk factors through effective large-scale interventions such as the one operationalized and tested in PEACHD, with concurrent benefits especially for diabetes and mental health problems.
- **Tackling health inequalities:** PEACHD adopts an intersectional perspective to better understand how structural factors interact to produce worse cancer outcomes in populations living with multiple vulnerabilities.

## Funding Acknowledgement & Disclaimer

This work is produced under the PEACHD contract (Grant Agreement No. 101129260, [www.peachd4health.eu](http://www.peachd4health.eu)) with the Health and Digital Executive Agency (HaDEA) of the European Commission.

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