

ECAC5 Social Media Templates

To help organisations and networks promote the European Code Against Cancer, 5th edition (ECAC5), across their digital channels, social media templates have been developed to provide promoters of ECAC5 with ready-to-use messages for their dissemination efforts.

The aim is to give teams of any size simple and straightforward material, supporting consistent messaging of ECAC5, which directs audiences to the official ECAC5 website: cancer-code-europe.iarc.who.int. Promoters are free to accompany these messages with their own imagery or make full use of the ECAC5 icons available on the official website.

Key information

- Posts should link directly to the official ECAC5 website, which is the primary source for ECAC5 information: <https://cancer-code-europe.iarc.who.int>.
- This website goes live from 19 October 2025. The website will be available in all official EU languages following the launch of all language versions in 2026.
- Posts should ideally include a couple of hashtags and relevant handles of key organisations. The post should also link to the ECAC5 website.
- Posts and related content can make use of the tagline of ECAC5: “**14 ways you can help prevent cancer**”.
- Lastly, when posting, don’t forget the six core messages for the dissemination of ECAC5:
 1. **ECAC5 is backed by the latest scientific evidence reviewed by leading European scientists**
 2. **ECAC5 addresses key cancer risks and preventive interventions in the EU**
 3. **ECAC5 empowers individuals through evidence-based cancer prevention recommendations**
 4. **ECAC5 encourages the implementation of effective policies to enable environments where everyone can make informed, healthy choices**
 5. **ECAC5 aligns with broader public health goals**
 6. **ECAC5 promotes a collaborative approach to dissemination and communication**

Hashtags

Principle hashtag	#ECAC5
Additional hashtags	#CodeAgainstCancer #CancerPrevention #Cancer #EUCancerPlan #HealthPromotion



Suggested posts

Posts targeted at general awareness-raising

#ECAC5 is out now!

Find out more about the 14 ways you can promote #CancerPrevention and policies for enabling environments. Explore & share ECAC5 with your community

 cancer-code-europe.iarc.who.int

@IARCWHO @EU_Commission @EU_Health @EU_HaDEA @EU_ScienceHub

What's in #ECAC5?

Tobacco, alcohol, physical activity, sun protection, screening & more!

ECAC5 gives clear steps to individuals & guidance to policy-makers.

Curious? Learn more 

 cancer-code-europe.iarc.who.int

#CancerPrevention

@IARCWHO @EU_Commission @EU_Health @EU_HaDEA @EU_ScienceHub

Posts targeted at health professionals

Did you know #ECAC5 has factsheets available for each of the 14 evidence-based recommendations to help prevent #cancer? Why not use ECAC5 for public engagement, staff training & education? #HealthPromotion

 cancer-code-europe.iarc.who.int

@IARCWHO @EU_Health

Posts targeted at policymakers

#ECAC5 complements individual actions with policy measures to enable healthier choices across the EU.

Curious about what policy-makers can do?

Check out the 14 policy briefs available on the ECAC5 website:

 cancer-code-europe.iarc.who.int

#EUCancerPlan

@IARCWHO @EU_Commission @EU_Health



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Posts targeted at stakeholder organisations

 Can you use #ECAC5 in your #HealthPromotion activities?

 Yes!

You can promote the 14 recommendations, share the factsheets & policy briefs, & make use of the materials on the ECAC5 website 

 cancer-code-europe.iarc.who.int

#CancerPrevention

@IARCWHO @EU_Commission @EU_Health

Caption for use in Instagram Stories, Reels and on other comparable platforms

**14 ways to help prevent cancer — discover #ECAC5 and share with your community.
Check the link:**

 cancer-code-europe.iarc.who.int

#CancerPrevention

YouTube video description

European Code Against Cancer, 5th edition (ECAC5) — 14 ways YOU can help prevent cancer!

ECAC5 offers evidence-based recommendations for individuals in the EU and complementary recommendations for policy-makers to help reduce cancer and limit its consequences. Learn more by visiting the ECAC5 website.

 cancer-code-europe.iarc.who.int

ECAC5 was coordinated by the International Agency for Research on Cancer (IARC) and developed with the input of more than 80 experts from across Europe.

#ECAC5 #CancerPrevention #Cancer #EUCancerPlan #HealthPromotion



Handles of organisations to tag in posts

- *X (formerly Twitter)*
 - @IARCWHO = International Agency for Research on Cancer (IARC/WHO)
 - @EU_Commission = European Commission
 - @EU_Health = European Commission, Directorate-General for Health and Food Safety (DG SANTE)
 - @EU_HaDEA = European Health and Digital Executive Agency (HaDEA)
 - @EU_ScienceHub = Joint Research Centre, European Commission (JRC)

- *LinkedIn (type '@' and select the organisation)*
 - **IARC - International Agency for Research on Cancer / World Health Organization** — <https://www.linkedin.com/company/international-agency-for-research-on-cancer/>
 - European Commission — <https://www.linkedin.com/company/european-commission/>
 - European Health and Digital Executive Agency (HaDEA) — <https://www.linkedin.com/company/european-health-and-digital-executive-agency-hadea/>

A full list of accounts of the European Commission on other platforms can be accessed at:
https://commission.europa.eu/get-involved/social-media-connect-european-commission_en

An overview of the IARC accounts on the most widely-used social media channels is available on the IARC website: <https://www.iarc.who.int/>

