



Towards large-scale adaption and tailored implementation of evidence-based primary cancer prevention programmes in Europe and beyond



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PROJECT BACKGROUND

In Europe, cancer is responsible for 1.3 million deaths annually. Up to 50% of cases are considered to be preventable. However, despite the existence of effective cancer prevention programmes, these programmes often fail in practice as a result of poor adaptation and implementation strategies.

The PIECES project aims to adapt and implement existing evidence-based programmes to improve implementation outcomes and by that, improve the reach and effectiveness of primary cancer prevention programmes in real-world settings. The project will address a wide range of risk factors and will focus on specific behaviour change mechanisms that promote healthy behaviours associated with a reduction of cancer incidence.

With a consortium of 15 partners, the project team will develop an innovative online toolkit that will facilitate the selection, adaptation and implementation of cancer prevention programmes. It will support implementers with selecting and adapting prevention programmes to improve the fit with the target population and the real-world practice setting. The toolkit will include:

- ⚙️ A repository of primary cancer prevention programmes
- ⚙️ A repository of determinants of practice and strategies for implementing those programmes
- ⚙️ An online community of implementation practitioners
- ⚙️ Various working principles and structured process flows for selecting and adapting programmes



The main modifiable risk factors that we are aiming to tackle in the project include:



TOBACCO SMOKING



EXPOSURE TO SECOND-HAND SMOKE



ALCOHOL CONSUMPTION



POOR PHYSICAL ACTIVITY



HPV INFECTION



SUN EXPOSURE



UNHEALTHY DIET



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