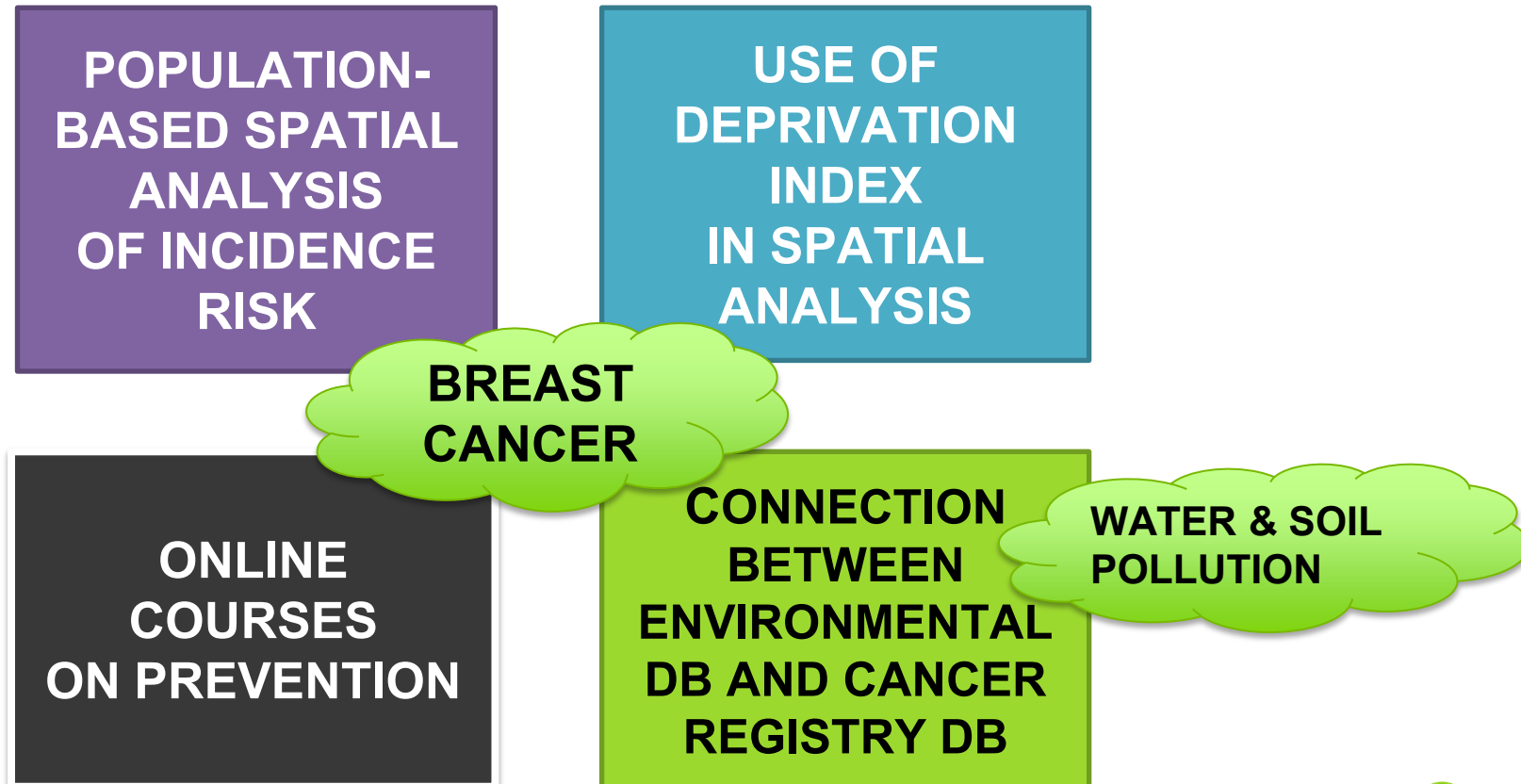




WASABY

WORK PACKAGE 2 DISSEMINATION

IN SYNTHESIS



WP2 OBJECTIVE

The project has a three-year duration, from the 1 January 2018, with the following aims:

- To increase spatial analysis activities across European CRs
- To improve the use of deprivation indexes in spatial analysis
- To enlarge the utilization of the European Deprivation Index (EDI)
- To pilot the connection between databases of WS pollutants and CR databases
- **To prepare a useful web instrument to promote cancer preventive actions among young female adolescents**
 - This action should identify specific actions that female adolescents can take to reduce their cancer risk ... through early primary prevention ...
 - The primary prevention and early detection actions to be proposed should be *fully compatible with the European Union approach in the field of cancer prevention* as expressed in the 4th version of the European Code Against Cancer



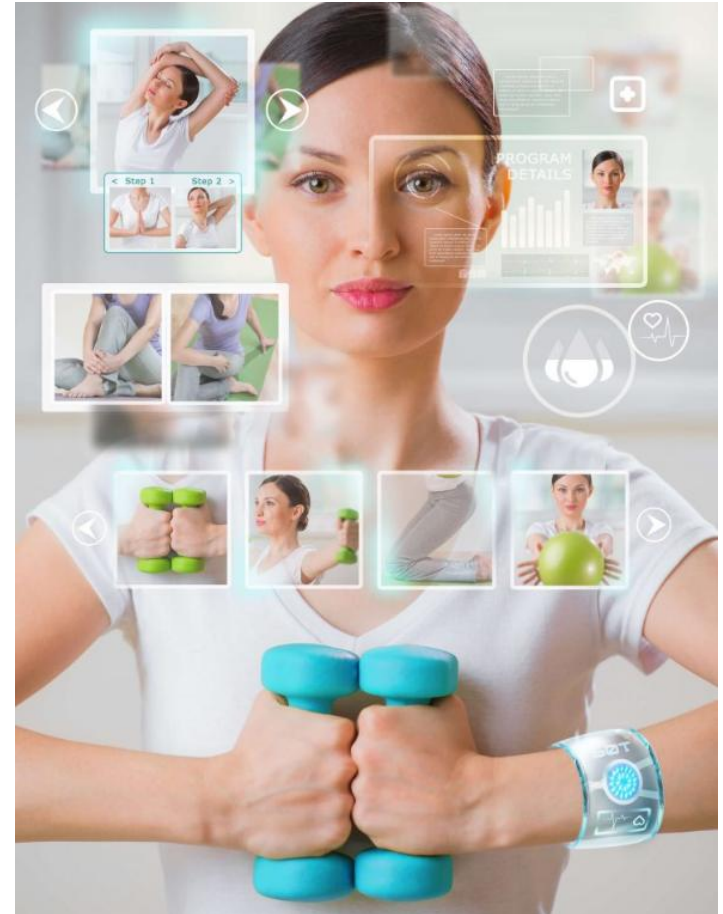
DEVELOPING PREVENTION ACTION

The Association of European Cancer Leagues (ECL) is responsible for developing the **primary prevention action**.

ECL responsible for suitable content, in collaboration with cancer leagues, whilst the technical partner (Salumedia) was contracted to develop the tool.

Several methods considered, preference for gamification.

“Rewards used in gamification (e.g., points, badges, leader board position) may influence people by leveraging their basic needs for autonomy, cooperation and competition ... challenging activities that require a pattern of attempt-failure-attempt-success – an experience common in games – can increase ... motivation (McGonigal, 2011).”



CANCER LEAGUES' SUPPORT

- Contributing to the development of the online **primary prevention action** and adapting this for use in your local health education programmes;



- Opportunity to enhance the communication of the **European Code Against Cancer** and increase awareness of breast cancer risk among young girls and adolescents;



CANCER LEAGUES' SUPPORT

5 member leagues kindly joined small working group to guide the development of the action and offer feedback on content development:

- **French League Against Cancer (La Ligue)**
- **Cancer Focus Northern Ireland**
- **Romanian Cancer Society**
- **Slovenian Association of Cancer Societies**
- **Spanish Association Against Cancer (AECC)**

Insights from cancer leagues refined the focus broadening the target audience from the initial proposal.

Leagues also agreed to provide time to assist with testing and development process.

Other leagues indicated support and willingness to promote and learn from pilot action.

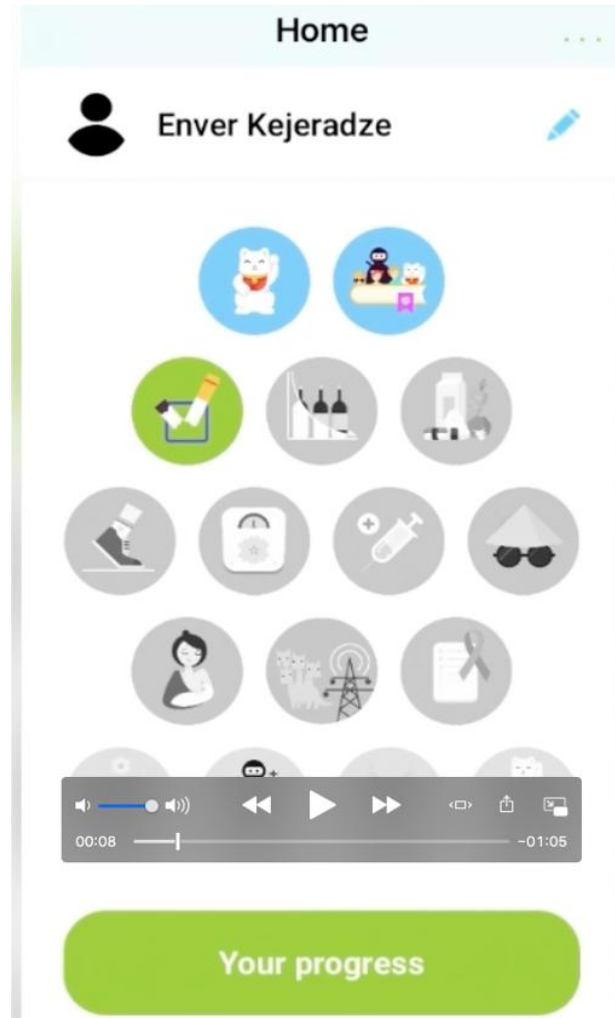


WASABY

THE WASABY APP

Partnering with *Salumedia Tecnologías SLU*

WASABY app | Video demo



WASABY app | The goal

With the aim to develop a platform that can be embedded in already existing **interventions** carried out **by the cancer leagues** among the target population in terms of cancer prevention, the main goal is to assess **knowledge acquisition** in regards to cancer prevention and the European Code Against Cancer (**ECAC**) messages.

Secondary objectives

- To make WASABY app an end-product available on Android and Apple stores, so that any independent user can follow the course.
- To assess behavioural change among target population in regards to healthy lifestyles that can lead to cancer prevention.



WASABY app | Key features



Target

- Educational tool for cancer prevention
- European youngsters
- Aged 14-19 years



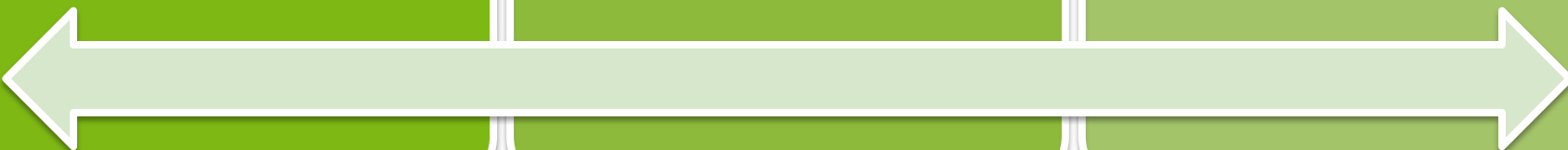
Framework

- Spaced-learning repetition
- Gamified strategy
- 2-3 weeks to complete



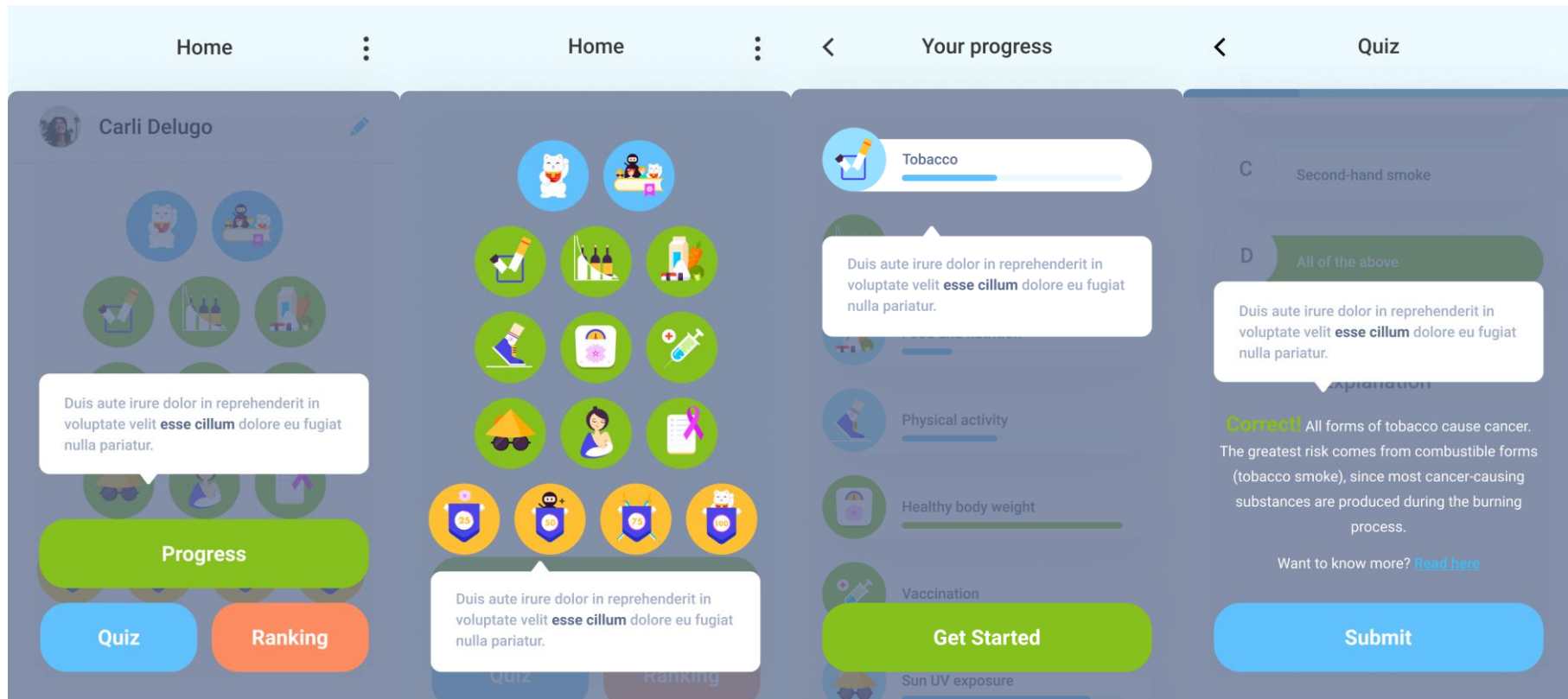
Available in

- 7 languages (*DE, EN, ES, FR, IT, SL, RO*)
- Google & Apple stores
- EU countries



WASABY app | Sections & interface

1. Tutorial



WASABY app | Sections & interface

1. Tutorial

2. Profile

Important remarks

GDPR compliant

No US-based data collection

Personal information

User name

Profile picture

Birth date

Country & region

Language

Lifestyle factors

Body weight

Height

Tobacco

Alcohol

Physical activity

The screenshot shows the 'Profile' page of the WASABY app. At the top, there's a back arrow and the title 'Profile'. Below this is a profile picture placeholder and the name 'Carli Delugo'. The form is divided into two main sections: 'Personal information' and 'Lifestyle factors'. The 'Personal information' section includes fields for 'Birth date', 'Study center' (with 'Example Highschool' as a placeholder), and 'Location' (with a red outline and a 'Choose location' hint). The 'Lifestyle factors' section includes fields for 'Height' (155 cm), 'Weight' (65 kg), 'Physical Activity' (More than 5h per week), 'Tobacco consumption' (None), and 'Alcohol consumption' (None). At the bottom, there are buttons for 'Join Group' and 'About', and a red link for 'Delete my account'.

Profile

Carli Delugo

Birth date

Study center

Example Highschool

Location

Location

Height

Weight

155 cm

65 kg

Physical Activity

More than 5h per week

Tobacco consumption

None

Alcohol consumption

None

Join Group

About

Delete my account

WASABY app | Sections & interface

1. Tutorial
2. Profile
3. **Home screen**



2 profile-related

1. You have filled your Profile!
2. You have joined your Region!

4 quiz-related

16. Excellent! You have become a master of cancer prevention! You have learned all the questions of the quiz!

**Users attain
16 goals following
a gamification
strategy**

10 module-related

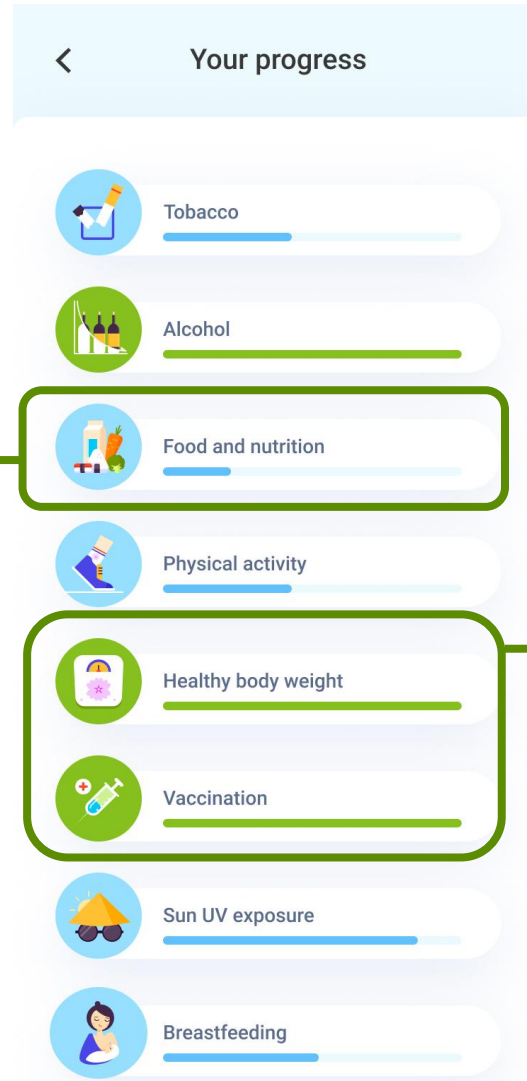
3. Now you know all forms of Tobacco are harmful for your health!
4. Congratulations, now you know there is no safe level for alcohol drinking
5. Great! You're an expert in healthy food!



WASABY app | Sections & interface

1. Tutorial
2. Profile
3. Home screen
4. **Progress**

Ongoing modules appear in blue



Completed modules appear in green

WASABY app | Sections & interface

1. Tutorial
2. Profile
3. Home screen
4. Progress
5. Modules

The content is based on the **ECAC** and the latest **scientific evidence**.

Teaser

“Did you know...” short statement on the topic

Animation

Short video on the ECAC-related message

Module's content

About 150-200 words with an expected read time 2’.

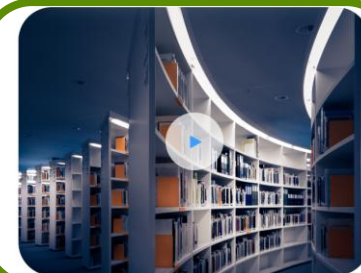
Self-assessment

< Tobacco



Did you know that ...

1 of every 4 cancer deaths in **COUNTRY** is attributed to smoking?



The Facts

Tobacco is the major cause of cancer, and tobacco-attributable cancer is entirely **preventable**. Moreover, **lung cancer** is the most common cause of death from cancer in Europe.

Tobacco use exposes consumers to a variety of **carcinogens** and other toxic agents while supplying nicotine, an **addictive** substance which leads to long-term dependence on tobacco use, cumulative exposure to these toxicants. In consequence, tobacco causes cancer and other

✓ I have read it

Autoevaluation

WASABY app | Sections & interface

1. Tutorial
2. Profile
3. Home screen
4. Progress
5. Modules
6. Self-assessment quiz

< Quiz

What of the following forms of tobacco are harmful?

A Smoked tobacco (eg. cigarettes)

B Smokeless tobacco (eg. snus)

C Second-hand smoke

D All of the above

3 questions
Self-assessment upon module completion

Explanation
With links to the ECAC official website

< Quiz

What of the following forms of tobacco are harmful?

A Smoked tobacco (eg. cigarettes)

B Smokeless tobacco (eg. snus)

C Second-hand smoke

D All of the above

Explanation
Correct! All forms of tobacco cause cancer. The greatest risk comes from combustible forms (tobacco smoke), since most cancer-causing substances are produced during the burning process.
Want to know more? [Read here](#)

Continue

< Quiz

What of the following forms of tobacco are harmful?

A Smoked tobacco (eg. cigarettes)

B Smokeless tobacco (eg. snus)

C Second-hand smoke

D All of the above

Explanation
Try again! All forms of tobacco cause cancer. The greatest risk comes from combustible forms (tobacco smoke), since most cancer-causing substances are produced during the burning process.
Want to know more? [Read here](#)

Continue

Submit

WASABY app | Sections & interface

1. Tutorial
2. Profile
3. Home screen
4. Progress
5. Modules
6. Self-assessment quiz
7. **Final quiz**

The **final quiz** follows a spaced-learning repetition framework.

Final quiz badges activate
after 25, 50, 75 or 100% completion of the total question database

Module badges activate
upon module completion

Final quiz
offers 4 new questions per module



WASABY app | Sections & interface

1. Tutorial
2. Profile
3. Home screen
4. Progress
5. Modules
6. Self-assessment quiz
7. Final quiz
8. **Ranking**

The **ranking** sustains a **gamification strategy** for WASABY app.

Ranking				
Rank	Country	Name	Students	Total Learnt quest...
1		Greece	7	82
2		France	6	70
3		Ireland	3	46
4		Bulgaria	3	45
5		Turkey	1	44
6		Spain	8	4
7		Poland	4	4
8		Montenegro	0	0
9		Northern M...	0	0

1	7
Mean number of students per country	Mean number of learnt answer by country

Global metrics

for all users in
WASABY app

Ranking

is displayed by country and the total amount of questions learned

Ranking				
Rank	Country	Name	Students	Total Learnt quest...
1		Greece	7	82
2		France	6	70
3		Ireland	3	46

Other filter options

include ranking by region or by the ratio of learnt questions



W A S A B Y

now available

on Google Play & App store!



WASABY app | Next steps

Implementation of pilot projects
through the cancer leagues



Monitoring & evaluation of
uptake & usage metrics



Comply with **WASABY** project
indicators & deliverables



NCD prevention & digital health
scientific publication



WASABY

ENGAGEMENT & COMMUNICATION

Using, promoting and disseminating the app

BETA TEST - #EWAC2020

ewac
European Week
Against Cancer

25-31 May

- 260 people expressed an interest in becoming beta testers
- 83 people from 24 EU MS took part in the beta test!
- 500+ installations of the app from Google Play Store between 27 May - 10 June 2020



WASABY

📱 PRIZE DRAW 📱 Between 14-19 years old?
Looking for a fun way to learn about #healthy lifestyle choices? We're celebrating the European Week Against #Cancer, so how about testing our game app for a chance to win a 20€ Amazon gift card? 🎁 📱

How do I become a beta tester?

- 1 Follow us on [@cancercode](#)
- 2 SIGN UP by emailing:
wasaby@europeanleague.org
- 3 Download the WASABY beta-app (only for Android)
- 4 Give us feedback!

Easy, right? 🙌

📧 SIGN UP by emailing
wasaby@europeanleague.org and share it with your friends 📱

T&Cs: closing date 10 June 2020 at midnight, open to young people aged 14-19 years resident in the European Union, 5 winners will be randomly selected & contacted by email. More info <https://bit.ly/wasabyapp>.

About: WASABY is an educational app to help young people learn the messages within the European Code Against Cancer and how to follow a healthy lifestyle.

🍀 Best of luck! 🍀

#EWAC2020 #cancerprevention #betatesting, #tester, #betatester, #testmyapp, #apptesting, #mobileapptesting
#openbeta #newbetatest #newlaunch #applaunch #healthapp #WASABYapp #healthy #healthylifestyle
#cancercode #prizedraw #amazon #health #education #lifestyle



WASABY

**BETWEEN 14-19 YEARS OLD?
JOIN OUR BETA.
WIN BIG.**



**What are you
waiting for?**

**Become a beta tester
for a chance to win
amazing prizes!**

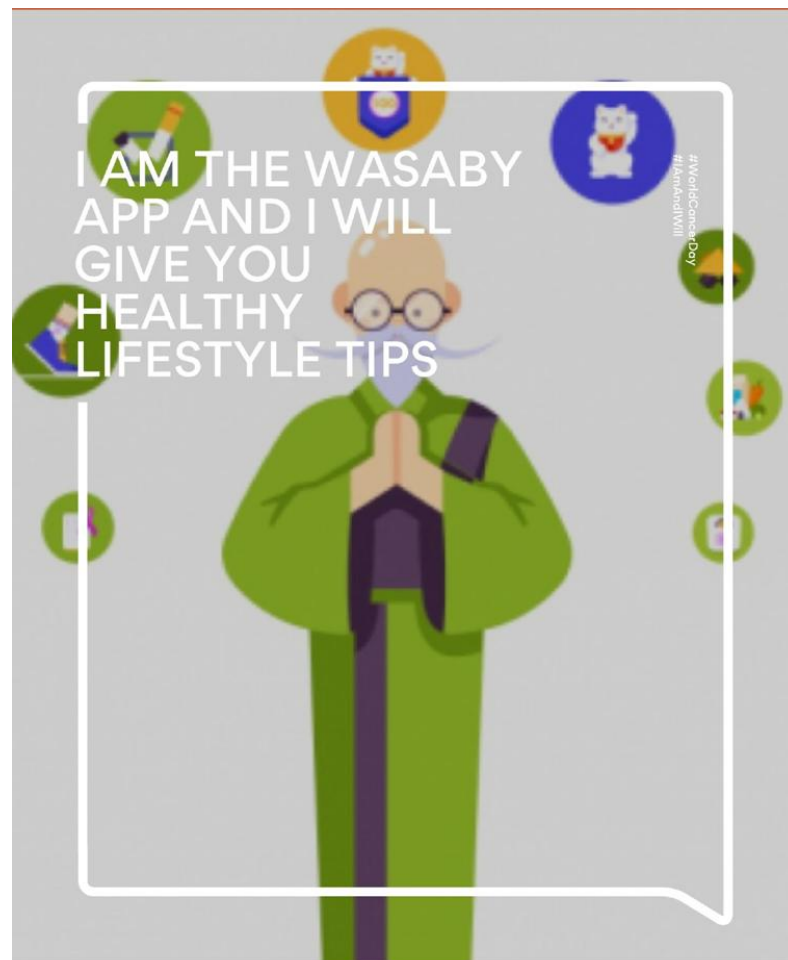
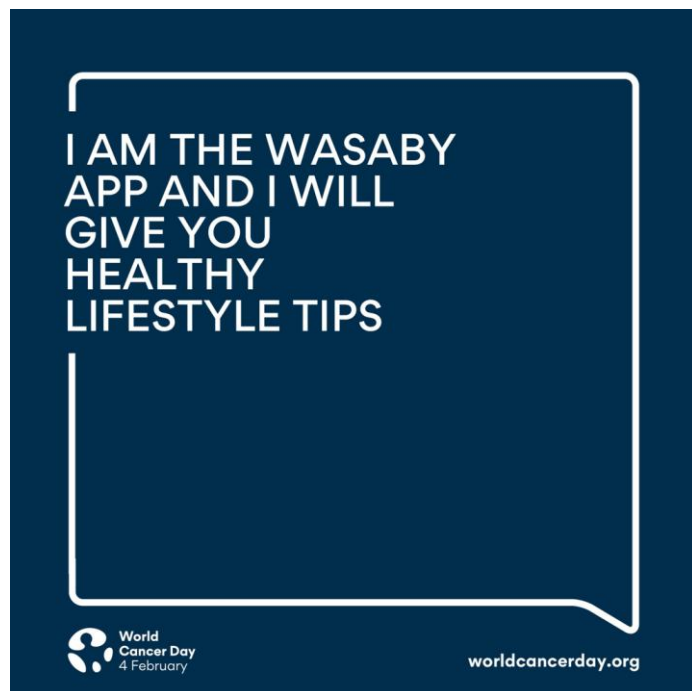
ALPHA TEST - 09-10/2020

□ 27+ people from 7 EU MS took part in the alpha test!

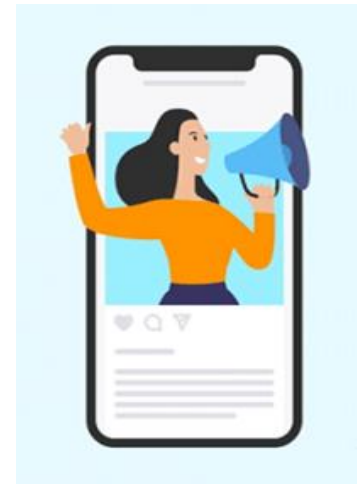


WASABY

OFFICIAL LAUNCH - WCD 2021



OFFICIAL LAUNCH - WCD 2021



THANK YOU!



ANY QUESTIONS?

ECL@europeancancerleagues.org



WEBSITE

www.cancer.eu



TWITTER

[@CancerLeagues](https://twitter.com/CancerLeagues)
[#EUCancerPlan](https://twitter.com/EUCancerPlan)



FACEBOOK

[@CancerLeagues](https://www.facebook.com/CancerLeagues)



LINKEDIN

ECL Association of
European Cancer Leagues

