



W A S A B Y

**Project WASABY: WAtEr and Soil contamination and Awareness on
Breast cancer risk in Young women**

2nd Steering Committee

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16.12.2020

Wp 2
DISCUSSION

WASABY Starting indicators

Specific Objective	Design courses on breast cancer risk factor awareness for young girls/adolescents	
Process Indicator(s)	Target	Result
Number of target countries where promoting the online course	>=5	7 – F, D, I, RO, SL, E Plus stated interest: PT, B, LUX
Number of participants per target country taking part in “alpha test” of online course	>=15	35
Number of participants per target country taking part in final “beta test” of online course	>=15	83
Mean age of participants to testing phase	14.5 yrs	16.13 y/o
Output Indicator(s)	Target	
Number of unique visits to online course per target country	>=5,000	7,832 unique page views (testing period only)
Engagement rate of Facebook page (or other social media metric)	>=50%	1,395 likes of the promoted post on Instagram between 27 May - 10 June 2020 (testing period only)
Mean age of participants to online course	14.5 yrs	Not yet available
Outcome/Impact Indicator(s)	Target	
Number of unique visitors completing online course per target country	>=4,000	Not yet available
Number of downloads of additional/complementary information by unique visitor after completion of course per country OR Number of unique visitors following hyperlinks to referral information / partner webpages after completion of course per country	>=1,000	Not yet available (already 500+ downloads)

Points for discussion

- App is not strictly connected with breast cancer. We need to detail the reasons for the choice of ECAC
- App diffusion outside Cancer Leagues
- Translation in other languages → description of the efforts and cost estimates

