



7th Annual  
Masterclass



  
**DIGESTIVE CANCERS**  
EUROPE



# EuropaColon España

*Colorectal Cancer Patients Advocacy*

# Advocacy for Policy Issues



I. ROADMAP FOR IMPROVING THE ACCESS TO CCR SCREENING IN SPAIN

II. AGREEMENT AGAINST CANCER

III. INEQUITIES IN THE ACCESS TO INNOVATIVE CANCER TREATMENTS

IV. WHITE PAPER ON COLORECTAL CANCER SCREENING IN SPAIN



# ROADMAP FOR IMPROVING ACCESS TO CCR SCREENING IN SPAIN

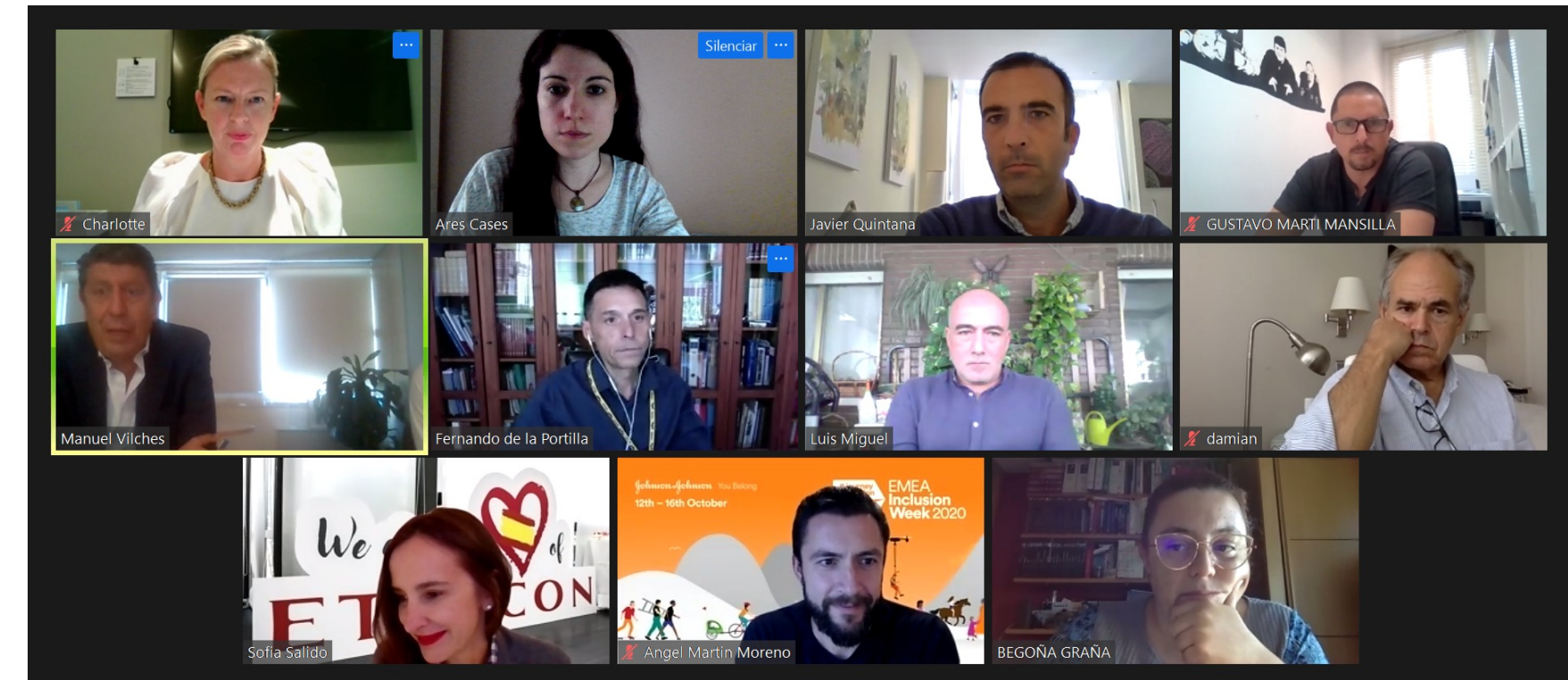
With the aim of increasing the participation in the regional screening programs for colorectal cancer early detection, a working group has been created made up of health specialists as well as a patient organization. Six meetings have been held among others with the Deputy Ministry of Health Care and Public Health and the General Director of Public Health.

Areas for improvement identified.

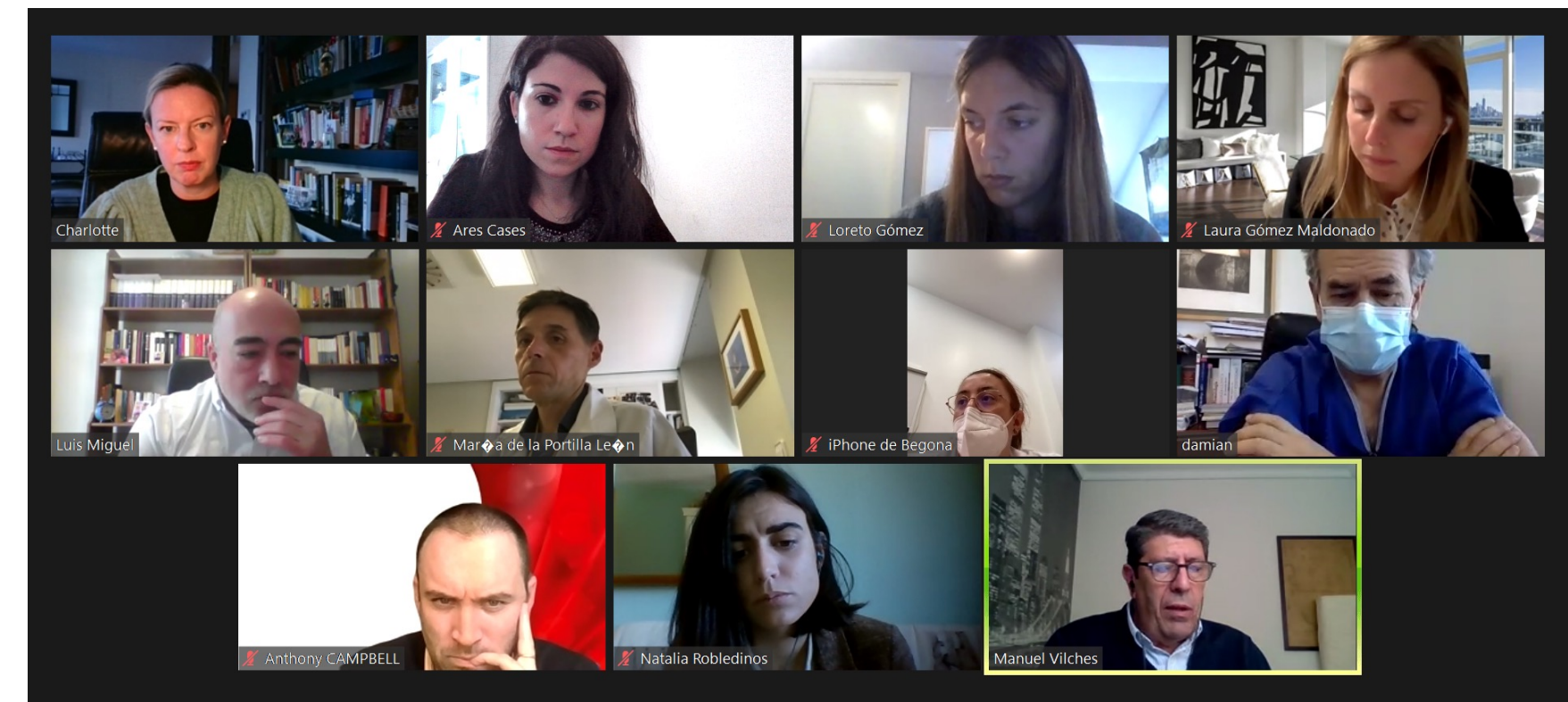
- Improvements in the diagnostic process
- Integration of the pharmacy network, alleviating this way, the burden of Primary Care.

These actions will be supported by a public awareness campaign, patient testimonials, a guide for professionals and other visual materials

## 1<sup>st</sup> WORKING GROUP ONLINE MEETING



## 2<sup>nd</sup> WORKING GROUP ONLINE MEETING



# Campaign aiming the target group between 50 and 69 to participate in the CRC screening programs

¿Escuchabas  
aquí tus  
canciones?



¿Recuerdas  
su sonido?



Asociación Española  
Contra el Cáncer

# ACUERDO CONTRA EL CÁNCER

**El cáncer es igual para todas las personas, pero no todas son iguales frente al cáncer.**

Que todos tengamos las **mismas posibilidades** para prevenir el cáncer, vivir con él y acceder a los resultados de su investigación.

Para ello, es necesario que todos nos unamos para eliminar las diferencias ante esta enfermedad, y esto solo se consigue teniendo un **Acuerdo Contra el Cáncer**:

- Los pacientes tengan el **mismo acceso a la investigación** en cáncer.
- El cáncer **no provoque pobreza** en los pacientes más vulnerables.
- Todos los pacientes y familiares tengan acceso a tratamiento **psicológico especializado** para **afrontar el miedo y disminuir la sensación de soledad** no deseada.
- Nadie se quede sin diagnosticar** como consecuencia de una crisis.
- Vivamos donde vivamos, **podamos acceder a programas de cribado** para diagnosticar el cáncer precozmente.
- Tomemos **decisiones saludables** para evitar hasta el 50% de los casos.

En definitiva, el cáncer merece que, **por primera vez, todos nos pongamos de acuerdo.**

**#AcuerdoContraelCáncer**

acuerdocontraelcancer.com




# Agreement against Cancer

Cancer is the same for everybody, but not all of them are equal against cancer

It is a must that we all have the same possibilities to prevent cancer, living with it and have access to the results of its research. For this, it is necessary that we all join together to eliminate the differences patients face. This is only achieved having a Cancer Agreement



## Doctors and patients ask for faster and equal access to new digestive cancer treatments

MERCEDES BORJA / NOTICIA / 25.12.2021 - 08:38H

*“We cannot get to understand how after years of study and investment, when effective treatments are achieved, they do not reach certain patients. All of them are equal and deserve the best options of therapies”*  
complains the President of EuropaColon España



¿Tienen los pacientes con tumores digestivos acceso a la innovación?



**Dr. Rafael López,**  
Presidente de la Fundación ECO y jefe de Servicio Oncología Médica del Hospital de Santiago de Compostela.



**Dr. Enrique Aranda,**  
Patrono de la Fundación ECO, presidente del Grupo de Tratamiento de los Tumores Digestivos (TTD) y jefe de Servicio Oncología Médica del Hospital Reina Sofía de Córdoba.



**Dra. Pilar García Alfonso,**  
Patrono de la Fundación ECO y jefe de Sección Oncología Médica del Hospital Gregorio Marañón de Madrid.



**Begoña Barragán,**  
Presidenta de GEPAC.



**Luis Miguel de la Fuente,**  
Presidente de EuropaColon.



# International Colorectal Cancer Day

Es noticia | Guerra Ucrania Rusia últimas noticias • Rafa Nadal • Virgen del Rocío • Angelo Moriondo • Pablo Laso • Shakira • MasterChef hoy • Alec Bon Jovi • Wordle • Cateterismo • Santoral

EL MUNDO ESPAÑA OPINIÓN ECONOMÍA INTERNACIONAL DEPORTES CULTURA LOC TELEVISIÓN MENÚ

Inicia sesión



*“Prevention, innovation and humanization are three basic backbones on which we must grow to gain ground against colorectal cancer. We are talking about a public health issue and a huge challenge for the next decade”.*



# White Paper on CRC Screening in Spain



One of the most relevant aspects of a CRC screening program is its multidisciplinary nature with the participation of different health professionals who must act in coordination.

Thus, specialists in Public Health, Digestive System and Primary Care, and specialists in Laboratory, Pathological Anatomy, Surgery and Oncology are included. Together with doctors, the participation of nursing and health managers is essential for the success of these programs. Last but not least, is the participation of citizens that requires a prior task of awareness and training.

- **GOAL**

The goal of this project is to analyze the organization and activity of CRC screening programs carried out in Spain, describe their challenges and opportunities and carry out a strategic analysis with proposals for action

- **DESIGN**

The project will be developed in three phases:

1. Collection, review and synthesis of information.
2. Strategic analysis and proposal of lines and objectives.
3. Integration, review and writing of the white paper









**Keep on struggling**