



## DIGESTIVE CANCERS EUROPE

April 2023

#OesophagealCancer

Social Media Calendar

**April 1-30, 2023**

### **Oesophageal Cancer Awareness Month social media Calendar**

Digestive Cancers Europe will be running its 3rd annual Oesophageal Cancer awareness campaign throughout the month of April 2023. We invite all those interested and involved to help us spread the word about this digestive cancer that is difficult to diagnose and treat. An estimated 53.000 people are diagnosed with Oesophageal Cancer in Europe annually, and approximately 45.500 people sadly pass away from the disease (ECIS, 202).

This year, Digestive Cancers Europe is campaigning to raise awareness of the risks, symptoms, and prevention of Oesophageal Cancer by targeting the general public. Our messages are branded to promote **StepApp®**, the walking app we have developed to prioritize physical activity as a pillar of prevention.

With this Social Media Calendar, we ask you to support the #OesophagealCancer Awareness Month 2023 campaign and help us raise #CancerAwareness of this less-known #DigestiveCancer.

You can download all the high-resolution posts [HERE](#)

Thank you in advance for supporting our efforts to raise awareness and improve outcomes for Oesophageal Cancer patients and their carers!

Questions & Feedback can be directed to [natasha@digestivecancers.eu](mailto:natasha@digestivecancers.eu).

Digestive Cancers Europe social addresses:

**Web** [digestivecancers.eu](http://digestivecancers.eu) **Twitter** [twitter.com/dice\\_europe](https://twitter.com/dice_europe) or @dice\_europe  
**LinkedIn** [www.linkedin.com/company/digestive-cancers-europe/](https://www.linkedin.com/company/digestive-cancers-europe/) **Facebook** [www.facebook.com/dicehq](https://www.facebook.com/dicehq) or @dicehq


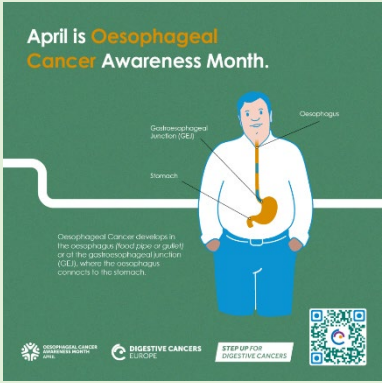


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Post	Suggested Social Media Captions	Visual
<p><b>1</b> <b>31/3</b></p>	<p>The incidence of Oesophageal Cancer is on the rise, and it is time to <b>Step Up</b> cancer awareness because prevention and early detection help save lives.</p> <p>Walk with DiCE and [MO/ Industry Partner NAME] through April, to raise awareness about this cancer that devastatingly impacts the lives and families of the 53.000 Europeans diagnosed each year, and the 45.500 who die annually from Oesophageal Cancer.</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="288 734 711 797" style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Download on the <b>App Store</b></p> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>GET IT ON <b>Google Play</b></p> </div> </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	
<p><b>2</b> <b>01/04</b></p>	<p>Today marks the start of #OesophagealCancer Awareness Month</p> <p>Oesophageal Cancer develops in the oesophagus (food pipe or gullet) or at the gastroesophageal junction (GEJ), where the oesophagus connects to the stomach.</p> <p>The disease can manifest into either oesophageal squamous cell carcinoma (OSCC) or oesophageal adenocarcinoma (OAC)</p> <p>Despite being on the rise in Europe, #OesophagealCancer awareness remains low. Over the next four weeks, we will <b>Step Up</b> Oesophageal Cancer Awareness by walking and keeping it in the spotlight!</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="240 1339 663 1402" style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Download on the <b>App Store</b></p> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>GET IT ON <b>Google Play</b></p> </div> </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	

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<p><b>3</b></p>	<p>Data shows that men have a higher incidence of Oesophageal Cancer and its two main subtypes (Oesophageal Adenocarcinoma (EAC) and Squamous Cell Carcinoma (SCC)) compared to women. <sup>1</sup></p> <p>Male or Female, if you believe you might be at risk for Oesophageal Cancer, talk to your doctor.</p> <p>Let's take <b>STEPS</b> to beat Oesophageal Cancer together!</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="239 698 675 768" style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; text-align: center;">  Download on the <b>App Store</b> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;">  GET IT ON <b>Google Play</b> </div> </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	<div data-bbox="1098 427 1385 600" style="text-align: center;"> </div> <p style="text-align: center;"><b>Men are 4 times more likely as women to develop Oesophageal Cancer.</b></p> <div data-bbox="1054 674 1437 763" style="text-align: right;"> </div>
<p><b>4</b></p>	<p>Are you aware that chronic irritation of the oesophagus can cause changes that may lead to oesophageal cancer? Risk factors that can cause irritation to the cells lining your oesophagus include:</p> <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• GERD</li> <li>• Barrett's Esophagus</li> <li>• Smoking &amp; Alcohol consumption</li> <li>• Obesity</li> </ul> <p>Despite being on the rise in Europe, #OesophagealCancer awareness remains low. Let's change that by walking and keeping it in the spotlight!</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="239 1357 695 1426" style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; text-align: center;">  Download on the <b>App Store</b> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;">  GET IT ON <b>Google Play</b> </div> </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	<p style="text-align: center;"><b>Oesophageal Cancer Risk factors.</b></p> <p><b>Modifiable:</b></p> <div style="display: grid; grid-template-columns: repeat(4, 1fr); gap: 10px;"> <div style="text-align: center;"> Smoking</div> <div style="text-align: center;"> Alcohol consumption</div> <div style="text-align: center;"> Diet high in salted, smoked, pickled foods</div> <div style="text-align: center;"> Barrett Esophagus</div> <div style="text-align: center;"> Gastroesophageal reflux disease (GERD)</div> <div style="text-align: center;"> Lack of physical exercise</div> <div style="text-align: center;"> Obesity</div> </div> <p><b>Non-modifiable:</b></p> <div style="display: grid; grid-template-columns: repeat(3, 1fr); gap: 10px;"> <div style="text-align: center;"> Gender</div> <div style="text-align: center;"> Age</div> <div style="text-align: center;"> Industrial exposure</div> </div> <div data-bbox="1054 1211 1437 1301" style="text-align: right;"> </div>

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<p>5</p>	<p>Have you heard of GERD?</p> <p>GERD or Gastroesophageal Reflux Disease can result from frequent heartburn or acid reflux. If left untreated, this may develop into Barrett's oesophagus, a pre-cancerous lesion that can increase the risk of #OesophagealCancer.</p> <p>Learn more about this and other symptoms of this lesser-known #DigestiveCancer here: <a href="#">Gastric and Oesophageal Cancer - Digestive Cancers Europe</a></p> <p>Let's take <b>STEPS</b> to beat Oesophageal Cancer together!</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="236 801 657 873" style="display: flex; justify-content: space-around;">   </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	 <p><b>Have you heard of GERD?</b></p> <p>Talk to your doctor if you experience reflux symptoms more than <b>3 times</b> a week.</p>
<p>6</p>	<p>Do you know which symptoms might point to #OesophagealCancer?</p> <p>Oesophageal Cancer develop over several years and symptoms can remain relatively mild or sometimes even unnoticeable, until the disease has advanced.</p> <p>The top 5 symptoms of Oesophageal Cancer include:</p> <ol style="list-style-type: none"> <li>1. Pressure in the chest</li> <li>2. Acid reflux, indigestion, or heartburn (gastroesophageal reflux disease – GERD)</li> <li>3. Vomiting and frequent choking on food</li> <li>4. Pain or difficulty swallowing (dysphagia)</li> <li>5. Unexplained weight loss</li> </ol> <p>If you experience any of these symptoms, we encourage you to speak to your doctor as soon as possible.</p> <p>Learn more about this #DigestiveCancer on the rise here: <a href="#">Gastric and Oesophageal Cancer - Digestive Cancers Europe</a></p> <p>Let's take <b>STEPS</b> to beat Oesophageal Cancer together!</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="236 1617 657 1688" style="display: flex; justify-content: space-around;">   </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	 <p><b>These symptoms might point to Oesophageal Cancer.</b></p> <ol style="list-style-type: none"> <li>1. GERD (Gastroesophageal reflux disease)</li> <li>2. Painful swallowing</li> <li>3. Vomiting/choking on food</li> <li>4. Weight loss</li> </ol>

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<p>7</p>	<p>Obesity is a known risk factor for developing Oesophageal Cancer, 30-60 minutes of daily moderate physical activity can help you maintain a healthy weight, and lower your risk of developing #OesophagealCancer by 30%.<sup>2</sup></p> <p><b>Sit Less, Walk More!</b> Walk with us to beat #Oesophageal Cancer.</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="245 636 660 703" style="display: flex; justify-content: space-around;">   </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	
<p>8</p>	<p>Increasing evidence suggests a higher risk of developing Oesophageal Cancer with a high intake of foods preserved by salting, and grilled, barbecued or processed meat.<sup>9</sup></p> <p>Healthy lifestyle habits such as a diet filled with fruits, vegetables and dietary fiber can reduce your risk of developing Oesophageal Cancer.<sup>3-6</sup></p> <p>Let's take <b>STEPS</b> to beat Oesophageal Cancer together!</p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="245 1128 660 1196" style="display: flex; justify-content: space-around;">   </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	
<p>9</p>	<p>Oesophageal cancer is often diagnosed at a late stage, when the cancer has progressed and spread to other organs - making it difficult to treat.<sup>7</sup></p> <p>Better prognosis can be achieved with early diagnosis in the early stages of Oesophageal Cancer, speak with your doctor about symptoms you might be experiencing is a <b>STEP</b> towards beating Oesophageal Cancer!<sup>8</sup></p> <p><b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="245 1576 660 1644" style="display: flex; justify-content: space-around;">   </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	

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<p><b>10 01/05</b></p>	<p>April has passed by, but we will continue to <b>Step Up</b> awareness of #OesophagealCancer throughout the year!</p> <p>Thank you to everyone who helped us amplify our #CancerAwareness campaign by walking and sharing information and resources about #OesophagealCancer.</p> <p>We would love to hear from you. Tell us what you would like to see changed. How can we make sure #CancerPatients have the best possible treatment and care? <b>Download StepApp®</b> our free step counter app and raise awareness for digestive cancers across Europe.</p> <div data-bbox="236 725 671 792" style="display: flex; justify-content: space-around;">   </div> <p>Visit our #OesophagealCancerAwarenessCampaign2023 webpage which features information and resources, along with patient and carer stories, simply scan the QR code or head <a href="#">HERE</a></p>	
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### REFERENCES :

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2. Singh, S., Devanna, S., Edakkanambeth Varayil, J., Murad, M. H. & Iyer, P. G. Physical activity is associated with reduced risk of esophageal cancer, particularly esophageal adenocarcinoma: A systematic review and meta-analysis. *BMC Gastroenterol* **14**, (2014).
3. Coleman, H. G. *et al.* Dietary fiber and the risk of precancerous lesions and cancer of the esophagus: A systematic review and meta-analysis. *Nutr Rev* **71**, 474–482 (2013).
4. Engel, L. S. *et al.* Population Attributable Risks of Esophageal and Gastric Cancers. *JNCI Journal of the National Cancer Institute* **95**, 1404–1413 (2003).
5. Sakai, M. *et al.* Fruit and vegetable consumption and risk of esophageal cancer in the Asian region: a systematic review and meta-analysis. *Esophagus* **19**, 27–38 (2022).
6. Pati, S., Irfan, W., Jameel, A., Ahmed, S. & Shahid, R. K. Obesity and Cancer: A Current Overview of Epidemiology, Pathogenesis, Outcomes, and Management. *Cancers* vol. 15 Preprint at <https://doi.org/10.3390/cancers15020485> (2023).
7. Siegel, R. L., Miller, K. D. & Jemal, A. Cancer statistics, 2020. *CA Cancer J Clin* **70**, 7–30 (2020).
8. Palmieri, L. *et al.* Minimally Invasive Esophagectomy for Esophageal Cancer. in *Gastrointestinal Cancers* 111–124 (Exon Publications, 2022). doi:10.36255/exon-publications-gastrointestinal-cancers-esophagectomy.
9. World Cancer Research Fund, American Institute for Cancer Research, Diet, nutrition, physical activity and oesophageal cancer, 2018, <https://www.wcrf.org/sites/default/files/Oesophageal-cancer-report.pdf>

Below is a list of our suggested @mentions to share in your posts where appropriate, including our Member Organisations:

Organisation	Twitter Handle	Facebook Handle	LinkedIn Handle
All Can	@AllCanGroup	@AllCanGroup	@all-can
Cancer Leagues	@CancerLeagues	@CancerLeagues	
EASL	@EASLnews	@EASLnews	
EU Commission's DG Health & Food Safety	@EU_Health	@EuropeanCommission	@EuropeanCommission
European Cancer Organization	@europeanancer	@EuropeanCancer	@EuropeanCancer
European Observatory on Health systems and policies	@OBShealth	N/A	N/A

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European Parliament	@EP_BeatCancer	N/A	N/A
European Parliament	@VTrillet_Lenoir	trillet.lenoir	N/A
European Parliament	@peterliese	N/A	N/A
European Parliament	@EP_Environment	N/A	N/A
European Parliament	@Europarl_EN	N/A	N/A
European Parliament	@giovannigorgoni	@gorgoniste	N/A
European Parliament	@EPPgroup	@EPPgroup	<a href="https://www.linkedin.com/company/epp-group-in-the-european-parliament/">https://www.linkedin.com/company/epp-group-in-the-european-parliament/</a>
European Parliament	@MAC_MEPs	N/A	N/A
European Patients Forum	@EUPATIENTSFORUM	@EuropeanPatientsForum	
iPAAC	ipaac_project	N/A	N/A
Organisation for Economic Co-operation and Development	@OECD	theOECD	<a href="https://www.linkedin.com/company/organisation-eco-cooperation-development-organisation-cooperation-developpement-eco/">https://www.linkedin.com/company/organisation-eco-cooperation-development-organisation-cooperation-developpement-eco/</a>
We Can	@WECANadvocate	@WECANadvocate	
Esophageal Cancer Education Foundation	@ECEf	bart@fightec.org	<a href="https://fightec.org/">https://fightec.org/</a>
Esophageal Cancer Action Network	@ECAN		<a href="https://ecan.org/">https://ecan.org/</a>
The Oesophageal Patients Association	@OPA_UK		<a href="https://opa.org.uk">https://opa.org.uk</a>
Ochre Cancer Charity	@ochrecancer		<a href="http://www.ochrecharity.org.uk">www.ochrecharity.org.uk</a>
Heartburn Cancer UK	@HeartburnCancerUK		<a href="http://www.heartburncanceruk.org">www.heartburncanceruk.org</a>
EC Aware	@ECAware		<a href="http://www.ecaware.org">www.ecaware.org</a>
OGCancer NI (stomach and oesophageal cancer support)	@OGCancerNI		<a href="http://ogcancerni.com">ogcancerni.com</a>
Esophageal Cancer RF	@SalgiFoundation		<a href="http://salgi.org">salgi.org</a>
<b>DICE Member Organisations</b>			
Slovakia Nie Rakovine	@RakovineNie	@nierakovine	N/A
ACCGG - Gastric Cancer (Spain)		<a href="https://www.fac ebook.com/informacion.accgg/">https://www.fac ebook.com/informacion.accgg/</a>	
ARCAD	@FondationCa	<a href="https://www.fac ebook.com/FondationARCAD/">https://www.fac ebook.com/FondationARCAD/</a>	<a href="http://fondation-arcad-aide-et-recherche-en-cancerologie-digestive">fondation-arcad-aide-et-recherche-en-cancerologie-digestive</a>
ARCAD President Lama Sharara Borka Macedonia	@LamaSHARARA		
	@borkaorg	N/A	N/A
Bowel Cancer UK	@bowelcanceruk	@bowelcanceruk	<a href="https://www.linkedin.com/company/bowel-cancer-uk/">https://www.linkedin.com/company/bowel-cancer-uk/</a>
Colores	@colores_ry	@colores_ry	N/A
Colores President Jenni Tamminen	@tamminen_ry	N/A	
Community Health Association (Romania)	N/A	<a href="https://www.fac ebook.com/SanatatepentruComunitate/">https://www.fac ebook.com/SanatatepentruComunitate/</a>	
Dave Chuter	@OGCancerSupport	N/A	<a href="https://www.linkedin.com/in/david-chuter-8350034b/">https://www.linkedin.com/in/david-chuter-8350034b/</a>
EuropaColon Belarus	@eurobelarusinfo	eurobelarus	N/A

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Europacoloni Italy	@EuropaColonITA	@europacolonia	N/A
EuropaColon Poland	@EuColonPolska	@EuropaColonPolska	<a href="https://pl.linkedin.com/company/europacoloni-polska">https://pl.linkedin.com/company/europacoloni-polska</a>
EuropaColon Portugal		@EuropaColonPortugal	<a href="https://www.linkedin.com/company/europacoloni-portugal/">https://www.linkedin.com/company/europacoloni-portugal/</a>
EuropaColon Spain	@europacoloni_es	@europacoloni-espana	N/A
EuropaColon Ukraine	@EuropaColonUkraine	@EuropaColonUkraine	N/A
Kanserle Dans Derneği			<a href="https://www.linkedin.com/in/kanserle-dans-derne%C4%9Fi-a7843566/">https://www.linkedin.com/in/kanserle-dans-derne%C4%9Fi-a7843566/</a>
Mon reseau colorectal director	@reseauColorect	@monreseau cancer colorectal	N/A
Netherlands @StDarmkanker	@StDarmkanker	@stichtingdarmkanker	<a href="https://www.linkedin.com/company/stichting-darmkanker/">https://www.linkedin.com/company/stichting-darmkanker/</a>
Onko Majak Czech republic	@Onkomajak	@onkomajak	<a href="https://www.linkedin.com/company/onkomaj-k-o.s./about/">https://www.linkedin.com/company/onkomaj-k-o.s./about/</a>
Pasykaf Cyprus	@pasykaf_cy	@pasykaf	<a href="https://www.linkedin.com/company/pasykaf/">https://www.linkedin.com/company/pasykaf/</a>
SAID NGO	@saidngo		<a href="https://www.linkedin.com/in/said-ngo-358780120/">https://www.linkedin.com/in/said-ngo-358780120/</a>
The Oesophageal Patients Association	@opa_uk	@opa.org.uk	<a href="https://www.linkedin.com/in/oesophageal-patients-association-opa-824039200/">https://www.linkedin.com/in/oesophageal-patients-association-opa-824039200/</a>
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