

April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

April 1-30, 2026, Oesophageal Cancer Awareness Month Social Media Calendar

Digestive Cancers Europe will run its 6th annual Oesophageal Cancer awareness campaign in April 2026. We invite all those interested 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, 2020).

April 1-30, 2026, Oesophageal Cancer Awareness Month Social Media Calendar

Post	Supporting Captions	Visual Description
<p>30 March #1</p>	<p>The incidence of Oesophageal Cancer is on the rise.</p> <p>Join DiCE and [MO/ Industry Partner NAME] through April 2026, to raise awareness about this cancer that devastatingly impacts the lives and families of over 53.000 Europeans diagnosed each year. ¹</p> <p>To learn more about Oesophageal Cancer and our campaign visit our #OeCCAM2026 campaign webpage.</p> <p>#OeCCAM2026 #HealthyAgeing</p>	 <p>Link to Canva Graphich</p>

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**:@digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers

April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

<p>01 April #2</p>	<p> As part of our Healthy Ageing focus, this month we spotlight oesophageal cancer and the critical role of early detection and prevention through physical activity.</p> <p>Oesophageal cancer develops in the oesophagus (the food pipe or gullet) or at the oesophago-gastric junction, where the oesophagus connects to the stomach. The disease mainly presents as:</p> <ul style="list-style-type: none"> • Oesophageal Squamous Cell Carcinoma (OSCC) • Oesophageal Adenocarcinoma (OAC) <p>Throughout the month, we'll share information, practical resources, and motivation to stay physically active!</p> <p>Visit our #OeCCAM2026 webpage to learn more.</p> <p>#OeCCAM2026 #HealthyAgeing</p>	 <p>Link to Canva Graphic</p>
------------------------	---	---

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**: @digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers

April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

7 April
2026
#4

For World Health Day 2026, let's remind that healthy ageing starts with awareness, recognising signs and symptoms early, seeking advice promptly, and taking action to protect your future health.

Oesophageal conditions often begin quietly. Early symptoms can be mild, vague, or easy to dismiss as a normal part of ageing. That's one reason diagnosis still happens too late.

Common symptoms to watch include:

- Persistent acid reflux or heartburn (GERD)
- Difficulty or pain when swallowing
- Vomiting or frequent choking on food
- Unexplained weight loss

If they persist, speak with your doctor. Early detection can significantly improve outcomes and support long-term health.

#OeCCAM2026 #HealthyAgeing



[Link to Canva Graphich](#)

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**:@digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers

April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

14 April
#5

Prevention happens in everyday choices.

Research shows that 30–60 minutes of moderate physical activity per day can help maintain a healthy weight and may reduce the risk of oesophageal adenocarcinoma by more than 20%²

That's why movement sits at the heart of our Healthy Ageing focus in 2026 and why initiatives like the FunRun matter.

Join us on the road to the FunRun:
<https://funrun.digestivecancers.eu/>

#OeCCAM2026 #HealthyAgeing



[Link to Canva Graphich](#)

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**:@digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers



April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

<p>16 April #6</p>	<p>This Oesophageal Awareness Month, we're highlighting simple steps that can help reduce the risk of oesophageal and other digestive cancers: staying physically active, maintaining a healthy weight, limiting alcohol, avoiding smoking, and not ignoring ongoing reflux symptoms.</p> <p>As we prepare for the 5K Fun Run & Walk at European Society for Medical Oncology GI 2026, in partnership with Outdoor Against Cancer, we're encouraging everyone to make movement part of their routine.</p> <p>Because prevention isn't complicated. It starts with moving more, and sticking with it. Learn more about the Fun Run: https://funrun.digestivecancers.eu/</p> <p>#OeCCAM2026 #HealthyAgeing</p>	<p><u>We will provide the CANVA link of the video soon!</u></p>
------------------------	--	---

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**:@digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers

April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

21 April
#7

Growing evidence indicates an increased risk of developing Oesophageal Cancer with a high intake of foods preserved by salting, grilled, barbecued, or processed meat.³

Healthy lifestyle habits such as a diet filled with fruits, vegetables, and dietary fiber, together with moderate exercise and physical activity can reduce your risk of developing Oesophageal Cancer.³⁻⁸

#OeCCAM2026 #HealthyAgeing



[Link to Canva Graphic](#)

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**:@digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers

April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

24 April
#8

Its #ThrowbackThursday and we're bringing back the After-Meal Walk from 2023.

Walking supports multiple systems in the body and it's one of the simplest habits you can start today, because it:

- Supports digestion by stimulating the gut
- Helps reduce gastric reflux symptoms
- Supports healthy weight management
- Can help lower blood sugar levels
- Encourages time outdoors and regular movement

That's why everyday movement is at the heart of our Healthy Ageing focus and why walking is such a powerful starting point.

#OeCCAM2026 #HealthyAgeing



[Link to Canva Graphich](#)

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**:@digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers

April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

28 April
#9

April has passed by, but we will continue to reflect on Oesophageal Cancer awareness and prevention throughout 2026 through our Healthy Aging initiatives such as the FunRun!

Thank you to everyone who helped us amplify our #OesophagealCancer Awareness campaign. We would love to hear from you. Tell us what you would like to see changed.

✉ natasha@digestivecancers.eu

#OeCCAM2026 #HealthyAgeing



[Link to Canva Graphic](#)

REFERENCES:

1. ECIS - European Cancer Information System From <https://ecis.jrc.ec.europa.eu>, © European Union, 2024

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**: @digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers



April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

2. Behrens G, Jochem C, Keimling M, et al. The association between physical activity and gastroesophageal cancer: systematic review and meta-analysis. *European Journal of Epidemiology* 2014; 29(3):151-170. [PubMed Abstract].
3. World Cancer Research Fund, American Institute for Cancer Research, Diet, nutrition, physical activity and oesophageal cancer, 2024, <https://www.wcrf.org/wp-content/uploads/2024/10/oesophageal-cancer-report.pdf>
4. 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).
5. 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).
6. Engel, L. S. et al. Population Attributable Risks of Esophageal and Gastric Cancers. *JNCI Journal of the National Cancer Institute* **95**, 1404–1413 (2003).
7. 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).
8. 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).

Thank you!

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**:@digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers



April 2026

#OeCCAM2026 #HealthyAgeing

Social Media Calendar

© **Digestive Cancers Europe, 2026**

This document and its contents may be reproduced, mentioned and translated free of charge, on the condition that the source is mentioned.

For more information: www.digestivecancers.eu

Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Bluesky**: @digestivecancerseu.bsky.social, **Facebook**: @DiCEforPatients, **Instagram**: @dice.europe, **LinkedIn**: @digestive-cancers-europe
Twitter/X: @dice_europe, **TikTok**: digestivecancers