Dear Commissioner Kyriakides,

Dear all,

I hope that this email finds you well. You will find attached a statement from the European Chronic Disease Alliance (ECDA) on the implementation of the Europe’s Beating Cancer plan and prevention measures, issued on this last day of the European Week Against Cancer and on the occasion of the World No Tobacco Day. It is available online here.

The statement emphasises the following points:

- The importance of implementing Prevention actions set out in the Plan without delay — to protect millions of Europeans from cancer and other major chronic diseases that share common risk factors. Prevention is central to protecting and improving people’s health and well-being. It is the most cost-effective way of addressing the growing prevalence of chronic diseases in the EU.

- Helping Europeans ‘Commit to Quit’:
  - The EU should strive for reaching the ambition of less than 5% of the EU population using tobacco by 2040.
  - Robust EU legislation that enhances tobacco control, but also addresses novel tobacco and emerging products like e-cigarettes and heated tobacco products, and ensures proper enforcement at national level is essential. The review of the EU Tobacco Products Directive is a unique opportunity to embed provisions in that regard.

- Reducing alcohol consumption in the EU:
  - New mandatory requirements for alcoholic beverages (set out in the Europe’s Beating Cancer Plan) to indicate the list of ingredients, and provide nutrition
declarations and health information labelling, should be implemented in full and without dilution.

- The introduction of excise taxes and other pricing policies, such as Minimum Unit Pricing, is needed to decrease the affordability of alcohol. Increased harmonisation of these rules throughout EU countries should be promoted.

- Protecting Europe’s current and future generations:
  - Stronger regulatory policy action to tackle the exposure to marketing and advertising of unhealthy food products and drinks is needed on broadcast media, digital media and through the sponsorship of events, particularly those aimed at young people. This should go hand-in-hand with addressing cross border sales challenges and enforcing mandatory harmonised labelling with evidence-based easy-to-understand information.

- Working together: Implementing Europe’s Beating Cancer Plan means working in collaboration with all relevant actors within and beyond the cancer community, to maximise the benefits and impact of the Plan in other disease areas and co-morbidities.

The Alliance hopes that the attached will be helpful and remains at your disposal for any further evidence or question.

Thank you in advance for your time and consideration. ECDA remains committed to supporting and contributing to the Commission’s work.

Have a nice afternoon,
Yours sincerely

On behalf of

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From: Info European Chronic Disease Alliance <info@alliancechronicdiseases.org>  
Sent: 05 February 2021 16:31  
To: @ec.europa.eu; cab-kyriakides-contact@ec.europa.eu;
Subject: Europe’s Beating Cancer plan - European Chronic Disease Alliance statement

Dear Commissioner Kyriakides,

Dear all,

On behalf of the European Chronic Disease Alliance (ECDA), please find attached the Alliance’s statement on the Europe’s Beating Cancer Plan, released on the occasion of the World Cancer Day.

In this statement, the ECDA welcomes the prevention pillar and supports the targets and measures set out in the Plan, which are expected to significantly help to improve the health of all EU citizens.

Goals for a tobacco-free generation, and commitment to action in the areas of food and alcohol labelling are much required. Together they have the potential to unlock enormous progress in Europe’s agenda of disease prevention and should be implemented swiftly.

Although having a major focus on prevention, the statement also provides perspectives on the Plan with regards to:

- Harnessing the benefits of early detection and diagnosis
- Systemizing multidisciplinary and integrated care for better health outcomes
- Supporting an improved quality of life for patients and their families

While the Plan is aimed to address cancer, ECDA encourages the European Commission to keep an inclusive mindset in the implementation and roll out of the plan, in order to maximise its benefits and impact in other disease areas. This will be particularly crucial for all proposed actions and initiatives that are linked to or have consequences on cancer co-morbidities — in all sections of the Plan.

ECDA remains committed to supporting the implementation of the Plan (in particular the prevention pillar) in cooperation with other stakeholders; and re-emphasizes that it will be important to monitor and track progress on the flagship initiatives and supportive actions.

This statement complements the Alliance’s initial paper, that includes a list of major cancer co-morbidities and their prevalence.

We remain at your disposal for any information and look forward to working with you on the promotion and execution of the Plan.

Thank you for your consideration, have a nice rest of the afternoon.

On behalf of

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