

WHY BREAST CANCER?



- Leading cause of global cancer incidence
- By 2040, the number of newly diagnosed breast cancer is projected to grow by over 40%
- Huge social and financial impact
- Highest treatment cost of any cancer

- Linked to modifiable risk factors
- Numerous barriers preventing the uptake of sustainable behavioural changes



THE PROBLEM:



Breast cancer poses a significant global health challenge, being the most commonly diagnosed cancer among women and leading to substantial social, financial, and health-related burdens. Lifestyle factors contribute to about 30% of breast cancer cases, emphasising the potential for prevention through healthier habits.

HOW?

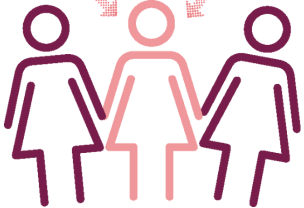


MELIORA PROJECT

To transform breast cancer risk reduction through Multimodal Engagement and sustainable Lifestyle Interventions optimised by Artificial Intelligence.



TARGETING



- Identifying women at risk
- Choosing optimal **communication channel**
- Active outreach instead of blanket health campaigns
- Group-dependent

Facilitating access to different population group increase **motivation**



TRANSLATION



- **Adapting** messaging for raising a awareness and engagement
- Language
- Social / cultural / financial characteristics & constraints



CONTEXT-SENSITIVE GUIDANCE



- **Individualising** guidance towards behavioral goals depending on
- Geographical / social/ cultural/ financial characteristics
- Family structure
- Work- life structure and available time

Supportive local policies



MONITORING, ADAPTATION



- **Passive monitoring**
- Mobile phone sensors
- Activity trackers (if available)
- **Active monitoring**
- Just-in-time questionnaires
- Assess **compliance** to goals
- Adaption **feedback loop**

Interventions on urban and social context increase **capability and opportunities**



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