

THE PREVENTION AND EARLY DETECTION (BEHAVIOURAL CHANGE) CLUSTER GOALS:

- 1 Foster long-term behavioural changes that reduce cancer risk, by targeting modifiable risk factors such as smoking, unhealthy diets, and lack of physical activity.
- 2 Leverage cutting-edge technologies, including AI, wearable sensors, and digital platforms, to deliver personalised and scalable interventions that support individuals in adopting healthier behaviours.
- 3 Ensure that interventions are adaptable to different socio-economic, cultural, and environmental contexts. This includes addressing inequalities in access to care by considering the unique barriers faced by various populations.
- 4 Engage multiple stakeholders - such as educators, public health experts, policymakers, and affected individuals - through participatory design, ensuring interventions are relevant, effective, and widely accepted by the communities they serve.
- 5 Generate scientific evidence to inform policymakers and health practitioners, shaping guidelines and frameworks that support systemic changes toward healthier environments and lifestyles that prevent cancer.
- 6 Assess the effectiveness of the interventions to ensure they are scalable and sustainable.

The cluster projects offer a holistic structure and approach to achieving the objectives of the Cancer Mission, ultimately improving the quality of life of EU citizens.

THE PREVENTION AND EARLY DETECTION BEHAVIOURAL CHANGE CLUSTER

An initiative under the EU Mission on Cancer



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iBeChange



Sunrise



HORIZON EUROPE MISSION ON CANCER



Cancer affects individuals of all ages, genders, and social backgrounds, presenting a significant challenge. The EU Mission on Cancer is a collaborative effort under Horizon Europe, the EU's key funding programme for research and innovation aiming at tackling pressing societal challenges and boosting Europe's global competitiveness. This Mission brings together cancer-focused research and innovation projects, with the ambition of improving the lives of over 3 million people by 2030.

The EU Mission on Cancer's four key objectives are:

- Gaining a deeper understanding of cancer
- Facilitating the prevention and early detection of the disease
- Developing improved methods for diagnosis and treatment
- Enhancing the quality of life for patients and their families



The **“Prevention and Early Detection (Behavioural Change) Cluster”** is an EU-funded collaborative initiative under the **EU Mission on Cancer**, aiming at coordinating and exchanging efforts among three research projects: **iBeChange**, **MELIORA**, and **SUNRISE**. This cluster aims to enhance cancer prevention by promoting healthy lifestyles. Each project contributes to a shared strategy designed to foster sustainable, long-term behavioural changes that reduce cancer risk. Through evidence-based interventions, they target modifiable lifestyle factors such as smoking, diet, and physical activity, along with psychosocial influences, to support comprehensive cancer prevention efforts.

Technology plays a crucial role in this cluster, incorporating tools supported by **artificial intelligence (AI)** like **wearable sensors and virtual coaches** for personalised recommendations, as well as **digital platforms** such as educational games and social media. Each project emphasises co-creation with societal actors - educators, public health experts, policymakers, and at-risk individuals - ensuring interventions are tailored to diverse social, cultural, and environmental contexts. All three projects prioritise inclusivity and equity, focusing on disadvantaged socio-economic population groups, vulnerable populations, and rural communities.

CLUSTER PROJECTS

iBeChange



1 iBeChange.
Addressing psychosocial and lifestyle risk factors to promote primary cancer prevention: an integrated platform to promote behavioural change.

2 MELIORA.
Multimodal engagement and sustainable lifestyle interventions optimising breast cancer risk reduction supported by artificial intelligence.

3 SUNRISE.
Sustainable interventions and healthy behaviours for adolescent primary prevention of cancer with digital tools.

STRANDS OF CLUSTER WORK



Research and Innovation



Data Management



Addressing inequalities



Citizen engagement



Communication and Dissemination