

REPORT ON IMPLEMENTATION OF COMMUNICATION & DISSEMINATION PLAN (DELIVERABLE D5.2)

Contribution to WP5 – Communication
and Dissemination



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Authors

- Europe Region of World Physiotherapy

With the support of:

- Outdoor Against Cancer

Other project partners:

University of Sevilla

University of Bologna

Italian Physiotherapy Association (AIFI)

Irish Society of Chartered Physiotherapists (ISCP)

Kilkenny County Council (Kilkenny)

ONCE School of Physiotherapy (ONCE)

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Implementation of Communication & Dissemination Plan Overview

This report comprise a compilation of the following items produced during implementation of the project Communication & Dissemination Plan:

- **Project Image Guidebook** (1, EN) – the project’s branding guidebook is presented below.
- **Project web** (1, EN) – The [UcanACT project website](#) serves as the central platform for public communication and dissemination of project activities, outcomes, and resources. It provides information about the project’s [objectives](#), [partners](#), and ongoing work through access to [news](#), including updates, events, articles, and downloadable materials. Designed to be user-friendly and accessible to a broad audience, including older citizens, stakeholders, and policymakers, the website supports transparency and engagement. Regular updates ensure that the site remains current and relevant throughout the project’s duration. A brief traffic overview comprises of 2024 (in comparison to 2023) and 2025 data – as per the host platform, Wix, analytics, as presented below.

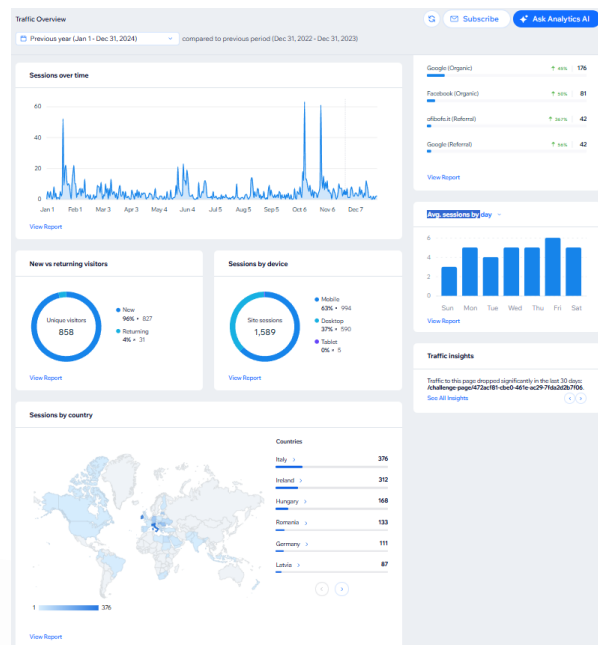
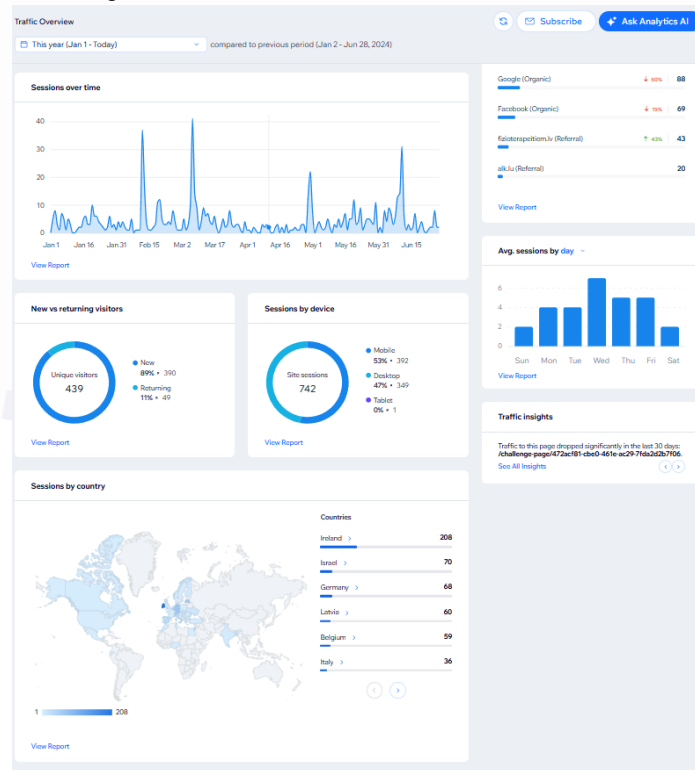


Figure 1: UcanACT website traffic overview – 2024 in comparison to 2023.

Figure 2: UcanACT website traffic overview – 2025.



- **Social media** (Twitter, LinkedIn) – at this stage of the UcanACT project, the social media channels for UcanACT comprise of a UcanACT **X** (formerly **Twitter**) account, and an **Instagram** account, available below:
 - <https://x.com/UcanAct> - (78 followers in June 2025)
 - <https://www.instagram.com/ucanacteu/> (141 followers in June 2025)

The most recent X and Instagram post screenshots are attached to this compilation below, to preview the accounts. All posts are available through the live links above.

At the early stages of the project, the UcanACT Consortium determined that LinkedIn was not a suitable social media platform for reaching the general audience - specifically, citizens aged 50 and over, who were the project's target group. As a result, LinkedIn was replaced by a Facebook account. Alongside Facebook, an Instagram account was also established to support outreach efforts. However, the Facebook account has been blocked by Meta since 16 September 2024. Despite repeated attempts by ERWP to regain access, the UcanACT account remains inaccessible to

moderators. Both Instagram and Facebook were used to share content from the UcanACT website, as well as real-time updates and posts relevant to the project, in addition to the key X (formerly Twitter) account.

- **Roll-up** (printed for events) – for the final UcanACT event, held at the European Parliament on 11 June, a roll-up was produced (photo below), in addition to a digital poster (photo below), which was displayed in the European Parliament prior to the final event. Other UcanACT roll-ups were also used in the project's pilot territories, as presented in the D5.3 report – [click here to review D5.3](#) for additional details.



Photos 1-2: Roll-up at the European Parliament's UcanACT final event – UcanACT partners.



Photo 3 – UcanACT final event’s digital poster displayed at the European Parliament ahead of the event.

- **E-newsletters (6, EN)** – the newsletters were periodically published on the UcanACT website (links below) and shared on social media as appropriate:
 1. [Newsletter 1](#), January 2023
 2. [Newsletter 2](#), September 2023
 3. [Newsletter 3](#), January 2024
 4. [Newsletter 4](#), July 2024
 5. [Newsletter 5](#), December 2024
 6. [Newsletter 6](#), June 2025

Newsletter

January 2023

In this issue:

What is the UcanACT project about?
Meet the partners of the project
What has been done so far?
What are the next steps?

OPENING WORDS AND INTRODUCTION

On behalf of the Europe region World Physiotherapy, welcome to the first newsletter of the UcanACT project.

I am delighted that we are leading on this major initiative alongside a committed and energetic group of partners who will combine their efforts to propose practical and innovative solutions towards existing health issues.

At the heart of this project is inclusivity as seven organisations from five countries across Europe come together to work towards applying physical activity as a tool for preventing cancer diseases among adult and senior citizens within public urban green spaces.

I hope this first newsletter will give you a flavour of the Project and of what we are trying to achieve. Subsequent newsletters will keep you informed of the progress being made.

Esther-Mary D'Arcy Chairman, Europe region World Physiotherapy

What is the UcanACT project about?

UcanACT - *Urban ACTION for cancer prevention: adult and senior citizens practice physical activity within public urban green spaces to prevent cancer diseases* - is an intersectoral project funded by the European Union, and joining together physiotherapists, local authorities, non-profit organisations, higher education and research institutions.

The overall objective of the project is **to engage adult and senior citizens to practice physical activity as a tool for cancer prevention within public urban green spaces**. In this regard, the interdisciplinary project team will develop a set of actions, tools and recommendations to empower adult and senior citizens to take active attitudes towards their health. The partners will also implement cancer-preventive physical activity actions within open nature environments in three pilot territories: Bologna (Italy), Kilkenny (Ireland), and Munich (Germany). Cancer-preventive actions – which will contain different modalities of the physical activity exercises, adapted to people's needs & abilities and facilities of public urban green spaces - will embrace three levels of cancer prevention and be designed for:

- 50 years of age living who never have suffered from this disease (primary prevention)
- 50 years of age living who were diagnosed with cancer (secondary prevention)
- 50 years of age living in recovery from cancer or had a previous diagnosis of cancer in the past

Besides this primary target group, UcanACT will also benefit physiotherapists and other health professionals, scientific community working in the field of cancer-prevention through physical activity, family, friends, caregivers, local/regional administrations, as well as the general public.

The UcanACT project kicked off in July 2022 and will last for three years. During this period, the consortium, coordinated by the European Foundation for Physiotherapy and Physical Activity (E.F.P.P.A.), will work on the development of 4 main objectives:

- 1) To develop and deliver a **Practical Intervention Methodology** (PIM) with guidelines and recommendations for physiotherapists and health professionals for implementation of cancer-preventive physical activity sessions for adult and senior citizens.
- 2) To develop and roll up **Citizens Engagement Strategy** (CES) for implementation of cancer-preventive physical activity sessions within public urban green spaces. Under the project CES, partners will propose methodology and tools for encouraging the project target groups to actively take part in the cancer-preventive actions.
- 3) To develop an **App** to support adult and senior citizens willing to practice cancer-preventive physical activity within public urban green spaces by providing them and other users (physiotherapists, health professionals, family members and caregivers) exercises.
- 4) To develop a short-term **Massive Open Online Course** (MOOC) for physiotherapists and health professionals on how to deliver the Practical Intervention Methodology and ensure the quality of its implementation.

For achieving the project results, the consortium has proposed a methodology based on a coherent and realistic combination of activities. They have been classified under 5 different Work Packages, each coordinated by particular project partner in charge of supervising the correct implementation and good quality of the activities:

- Work Package 1 - Project Management

- Work Package 2 - Research Activities
- Work Package 3 - Design of Pilot Programme Methodology & Tools
- Work Package 4 - Implementation & Evaluation of Pilot programme
- Work Package 5 - Communication and Dissemination

We look forward to telling you more about each of these work packages.

Meet the partners of the project

The Consortium is composed of 7 partners from 5 different countries, which gives a multicultural approach to the project. Within these 7 partners, there are 3 associations of physiotherapists, 2 academic partners, one County Council, and one non-profit organisation. They all will bring their expertise and knowledge to the successful development of UcanACT.

- The European Foundation for physiotherapy and physical activity (Belgium),
- Outdoor Against Cancer (Germany),
- University of Sevilla (Spain),
- University of Bologna (Italy),
- Italian Association of physiotherapists (Italy),
- Irish Society of Chartered Physiotherapists (Ireland),
- Kilkenny County Council (Ireland).



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To learn more about the UcanACT consortium and their role in the project, do not hesitate to click [here](#).

What has been done so far?

On 8 and 9 September, UcanACT partners gathered for the first time in person in Brussels to officially launch the project. The consortium agreed on the calendar and roles of each partner, and discussed the general philosophy and methodology of UcanACT.



UcanACT Consortium

Since then, several coordination meetings have been held between the partners to organise and develop a set of preparatory activities and knowledge. This preparation phase is part of the second and third Work Package, and will lead to design of some of the core objectives of UcanACT, namely the Practical Intervention Methodology and Citizen Engagement Strategy documents.

So far, UcanACT partners have been working on the first two tasks of the Work Package 2. They have been carrying out the Desk Research on recent scientific evidence of physical activity for cancer prevention for adult and senior citizens which aims to gather the main conclusions on positive benefits of physical activity for cancer prevention. This study gives several recommendations for the Practical Intervention Methodology document.

At the same time, partners have been working on the Desk Research on good practices in organising cancer-preventive sessions for adult and senior citizens within public urban green spaces. This task consists of describing efficient measures for the target groups engagement to practice physical activity and important aspects on safety that should be taken into consideration.

What are the next steps?

One of the next steps to come – and the last task to be implemented within the Work Package 2 - is the development of the Target groups' Needs Analysis. This task consists of exploring any existing issues, barriers, motivators and opportunities that can influence participation in physical activity in green spaces within the three pilot territories of the project through two stages: the questionnaire and the focus group.

Partners already start to share the questionnaire within the pilot territories of the project. It captures information about health status, medical history, physical activity behaviours which influence or prohibit participation in physical activity. By mid-January, the factors highlighted will be explored in person during a two-days focus groups in Bologna, Kilkenny and Munich, with participants that completed the questionnaire.

These three essential tasks listed above will be used for the completion of the third Work Package, starting in January 2023. It will mainly develop and deliver the Practical Intervention Methodology and the Citizen Engagement Strategy thanks to the knowledge and results produced within the previous Work Package.

We are looking forward to meeting the first participants of the project, and receive their feedback on the barriers for adult and senior citizens to practice physical activity. It will give us the necessary tools to understand how to increase their participation in such activities, and to move forward properly in the running of the project.

Stay tuned for more information to come!

Want to know more?



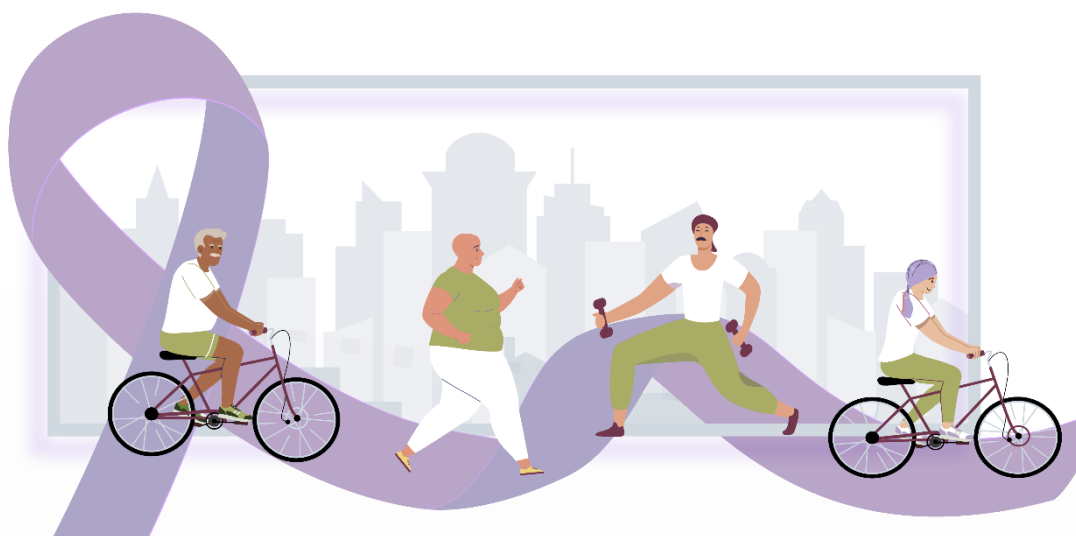
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Newsletter

September 2023

In this issue:

UcanACT first deliverables
Meet our new partner: the University School of
Physiotherapy ONCE
Next project stages

Dear reader,

We are delighted to share with you the second UcanACT newsletter which delivers insights, news and results about the UcanACT project.

Since the start of the EU-funded project in July 2022 – whose aim is to engage adults and senior citizens to practice physical activity as a tool for cancer prevention within public urban green spaces - the UcanACT consortium has been working to design and deliver its first deliverables. Work focused first on research activities that are now allowing project partners to develop two of the key project deliverables: the Practical Intervention Methodology and the Citizens Engagement Strategy. We are eager to share with you the next stages of the UcanACT project!

We hope you enjoy learning more about the outcomes that have been produced by the project consortium over these last months, and about what the next chapter holds for us!

UcanACT first deliverables

In order to engage adults and senior citizens to practice physical activity as a tool for cancer prevention within public urban green spaces, the UcanACT consortium has been first focusing on the preparation phase of the project. This phase involves a set of research activities on good practices and positive benefits of physical activity for cancer-prevention, and the design of pilot programme methodology and tools. Three deliverables were developed and recently submitted. The knowledge produced within these activities are going to lead to the development of the key project deliverables that will be elaborated within the design of pilot programme methodology and tools.

Before expanding further on these key deliverables, we invite you to read below the summary of the outputs designed by the project partners.



Desk Study on recent scientific evidence of physical activity for cancer prevention for adults and senior citizens used for CPPA

The Desk Study on recent scientific evidence of physical activity (PA) for cancer prevention for adults and senior citizens used for cancer-preventive physical activity (CPPA) aims at discovering key characteristics of the CPPA. Studies show that physical activity, across the full age spectrum, provides a variety of benefits. Some benefits happen immediately; a single episode of moderate-to-vigorous physical activity can improve sleep, reduce symptoms of anxiety, reduce blood pressure, and improve insulin sensitivity on the day the activity is performed. The Desk Study makes reference to: cancer types that have scientifically approved classifications of reduced risk by practicing PA, specificity of PA exercises for primary, secondary and tertiary prevention, and safety and possible risk factors during the practice of CPPA.



Desk Study on good practices in organizing physical activity sessions for cancer prevention for adult and senior citizens within urban environments

In recent years there has been increasing attention in a variety of research fields in relation to the benefits that public urban green spaces (PUGS) provide for the health and wellbeing of citizens. Research on larger green areas - considered as urban spaces covered by vegetation of any kind - has shown that PUGS are beneficial to people's health, physically, socially, and mentally. In this regard, the Desk Study on good practices in organizing physical activity sessions for cancer prevention for adult and senior citizens within urban environments intends to:

- Identify efficient ways to engage the target population to CPPA (motivators and barriers);
- Provide indicators for safe conditions for CPPA in PUGS;
- Identify the best ways to use PUGS for CPPA.



Report on NEEDs analysis

To explore any existing issues, barriers, motivators and opportunities that can influence participation in physical activity in green spaces for adults and senior citizens, a Needs Analysis was drafted by the UcanACT consortium. This Analysis was conducted in the pilot territories of the project and involved two stages: a questionnaire and focus groups.

The questionnaire was open to complete for several weeks to adults and senior citizens over 50 years who never have suffered from cancer or never had a cancer diagnosis, who were diagnosed with cancer or are in recovery from cancer, or adults and senior citizens over 50 years of age living with cancer – namely the project target group. It captured information about health status,

medical history, physical activity behaviours, and environmental factors which influence or prohibit participation in physical activity. Participants that completed the questionnaire were then invited to attend focus groups in Bologna (Italy) and Kilkenny (Ireland). Throughout this facilitated workshop, the UcanACT partners explored in person the factors highlighted above in more detail.



Picture of the focus group organised in Bologna (Italy)

The focus groups benefited both the project partners to better identify existing barriers and needs faced by adults and senior citizens on a way of their participation in cancer-prevention physical activity practice, and the participants as Kate explained:



As a cancer survivor I think it's wonderful to see this pilot project happening and to be a part of something that can help me and other cancer survivors. Taking part in the focus group and meeting other survivors who have the same issues was lovely and knowing that I am not alone is very important. I am very much looking forward to being involved in the exercise element of the project; I hope to learn from it and participate at my own pace with expert help. I think the people of Kilkenny are lucky to have been picked to be part of something so wonderful.

Kate, age 51, cancer survivor, Kilkenny



Citizens Engagement Strategy

In addition to these three deliverables, the UcanACT partners concentrated their efforts on the finalisation and the publication of the Citizens Engagement Strategy, one of the core deliverables of the project.

This Strategy was built upon the knowledge produced within the deliverables listed above. It has been conceived as a participative approach to empower citizens to take an active attitude towards their health.

The Citizens Engagement Strategy provides community managers with tools and methods to support them in maintaining senior citizens and adults' interest in taking part in project Pilot actions. Community managers, who are the different stakeholders identified within each of the project pilot territories (administrators of municipalities, local administrations...), will gauge public interest, feedback, concerns and aspirations of citizens. Their role is to support services to adults and senior citizens willing to participate to the project Pilot actions, and monitor the progress of the programme's activities thanks to the support of the Strategy.

To read the Citizens Engagement Strategy and learn more about this guidance tool, we invite you to [click here](#).

Meet our new partner: the University School of Physiotherapy ONCE

In January 2023, the UcanACT project was delighted to welcome a new academic partner to its consortium: the University school of Physiotherapy ONCE. Based in Spain, the ONCE University School of Physiotherapy is a university training centre founded and supported by the Spanish National Organisation for the Blind and academically dependent on the Autonomous University of Madrid. The University has more than 50 years of history in the teaching of Physiotherapy to people with visual impairment.

The UcanACT consortium is now composed of 8 partners from 5 European Member States. ONCE will bring its expertise and knowledge through the development of the project's evaluation methodology and the implementation of the Pilot cancer-preventive physical activity actions. The ONCE University School of Physiotherapy will also be in charge of evaluating the project throughout its lifetime.

Come and read ONCE University School of Physiotherapy's interview to learn more about them by [clicking here](#).



ESCUELA UNIVERSITARIA DE FISIOTERAPIA DE LA ONCE
UNIVERSIDAD AUTÓNOMA DE MADRID



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Future project stages

In the following months, the partners will focus on finalising four other deliverables of the UcanACT project: the Practical Intervention Methodology, the Massive Open Online Course (MOOC) for physiotherapists and other health professionals, the UcanACT App and the Evaluation Methodology.

- **Practical Intervention Methodology:** the methodology intends to provide conceptual and methodological bases for implementation of the Pilot CPPA actions. The document is going to combine a series of descriptions and illustrations of cancer-preventive physical activity exercises for adults and senior citizens, of recommendations for physiotherapists and other health professionals on delivering CPPA exercises (methodological bases, practical instructions, etc.) and of good practices.
- **UcanACT MOOC:** the MOOC is being developed at the same time as the Methodology, as it aims to capacitate physiotherapists and other health professionals on delivering the Practical Intervention Methodology and ensure the quality of its implementation. It will be a short-term content-based course which will mainly provide guidelines on providing safety conditions for practicing cancer-preventive physical activity exercises within public urban green spaces.
- **The UcanACT App:** the UcanACT App will be developed in order to support adults and senior citizens willing to practice cancer-preventive physical activity exercises within PUGS. This core project deliverable will provide a series of CPPA exercises based on users' physical conditions, of video guidelines of CPPA exercises that can be practiced within PUGS in order to guide and support users' practice, and will present several public urban green spaces suitable for practicing physical exercises.

- **Evaluation Methodology:** the evaluation methodology will develop several evaluation tools and procedures in order to obtain consistent and sustained knowledge of the impact of the cancer-preventive physical activity actions and validate key project deliverables.

The UcanACT consortium is also looking forward to launching the implementation phase of the project, which will start at the beginning of 2024. Two main activities will be implemented: training sessions for community managers from the pilot territories and for physiotherapists and other health professionals, and two rounds of physical activity sessions aimed at providing cancer-preventive physical activity exercises for the project target group. These cancer specific physical activity exercises will be supported by physiotherapists and health professionals, and implemented within the three pilot territories of the project – namely Bologna (Italy), Kilkenny (Ireland) and Munich (Germany).

We are eager to share with you the next project stages. Stay tuned to find out more about the project progress!

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Newsletter

January 2024

In this issue:

UcanACT core deliverables: the Practical Intervention Methodology,
the UcanACT MOOC and the Evaluation Methodology

Meetings in Bologna

Welcome to the new UcanACT collaborator

Dear reader,

Welcome to the third edition of the UcanACT newsletter!

As the project consortium has finalised the key project deliverables and started working on the implementation activities, it is time to bring you a fresh batch of updates.

In this edition, we will be highlighting the publication of the Practical Intervention Methodology, the UcanACT MOOC, the project Evaluation Methodology, and introducing you to the newest UcanACT collaborator. We will also be sharing more about the UcanACT Interim Conference held in Bologna (Italy) and the implementation project phase which will start in early 2024.

We hope you enjoy learning more about the UcanACT project activities, and about what the next chapter holds for us.

Cheers to a happy and healthy 2024!

Practical Intervention Methodology

As previously announced, the beginning of 2024 will be marked by the launch of the project implementation phase. On the agenda: the organisation of kick-off training sessions and Pilot cancer-preventive physical activity (CPPA) actions. Both will be implemented within the three pilot territories of the project territories – namely Bologna (Italy), Kilkenny (Ireland) and Munich (Germany).

During kick-off training sessions, community managers - who will support services to adults and senior citizens willing to be engaged in Pilot CPPA actions - and physiotherapists will respectively be introduced to the [Citizens Engagement Strategy](#) (previously presented in the second edition of the project newsletter) and the Practical Intervention Methodology (PIM).

This second core project deliverable has been conceived to provide conceptual and methodological bases for the implementation of Pilot CPPA actions, understood as a combination of exercises of moderate intensity aimed at prevention of cancer diseases. It has been designed for physiotherapists in charge of delivering the Pilot cancer-preventive physical activity actions in each of the project pilot. The Methodology consists of:

- Describing and illustrating cancer-preventive exercises for adults and senior citizens that can be practiced within public urban green spaces;
- Providing recommendations for physiotherapists on delivering cancer-preventive exercises;
- Providing good practices of practicing cancer-preventive exercises by adults and senior citizens within public urban green spaces; and
- Providing training curriculum for delivering the Practical Intervention Methodology.

To read the Practical Intervention Methodology and learn more about the guidelines and methodological bases for the implementation of cancer-preventive physical exercises, we invite you to [click here](#).

UcanACT MOOC

To ensure the quality of the Practical Intervention Methodology implementation, the Methodology will be first delivered to physiotherapists via an online educational course called Massive Open Online Course (MOOC).

The UcanACT MOOC is a central component of the project designed to provide comprehensive training to physiotherapists, and to equip them with the necessary knowledge and skills to deliver the Pilot CPPA actions effectively to the project main target group. They will be provided with:

- Recommendations and guidelines on delivering cancer-preventive exercises to adults and senior citizens within public urban green spaces;
- Insights on the benefits of physical activity in cancer prevention;
- A training curriculum for delivering the Methodology; and
- Indications on the operation and structure of the UcanACT App, another core project deliverable that will be made available by the end of the implementation phase of the project.

The UcanACT MOOC is [accessible on the project website](#) and is open to every physiotherapist, free of charge. Participants will be required to complete a 40-question exam, achieving at least a 70% score to successfully finish the course and receive the UcanACT badge and certificate for completing the MOOC.

UcanACT MOOC

23
Steps

-  Get a certificate by completing the program.
-  Everyone who has completed all steps in the program will get a badge.



Do not hesitate to complete this online course if you are eager to improve your knowledge and skills on providing cancer-preventive physiotherapy practice!

Evaluation Methodology

To obtain consistent and sustained knowledge of the impact of the Pilot actions and validate the key project deliverables - namely the Citizens Engagement Strategy (CES), the Practical Intervention Methodology (PIM), the Massive Open Online Course (MOOC) and the UcanACT App – an Evaluation Methodology has been drafted by the UcanACT consortium. In this document is described how and when the evaluation process will be carried out, and the methodology and tools the UcanACT partners will use.

Thanks to the Evaluation Methodology, the project partners intend to reveal and explain the intervention Pilot action's logic, the factors that have intervened on it and how they have been related to each other. It will allow to analyse and learn from the results obtained during the two rounds of Pilot actions.

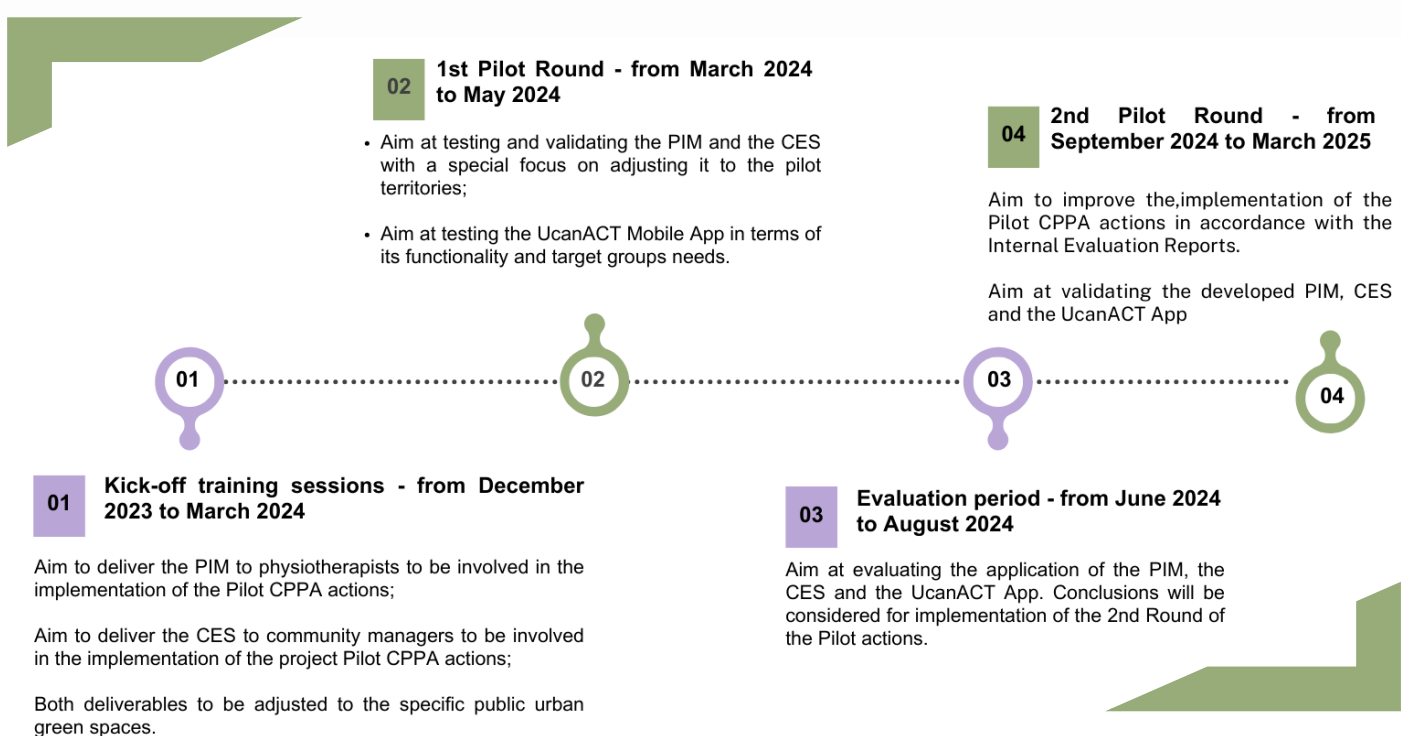
The recommendations and findings from the Evaluation Methodology will also contribute to create insights for the wider European urban, health and physical activity sector, based on the actual data gathered via the evaluation of the Pilot actions. These could be further use by other municipalities and healthcare professionals interested in promotion of physical activity for cancer prevention.

Its results and recommendations will be made available by the end of the second round of Pilot actions.

To read the Evaluation Methodology and learn more about each part of the evaluation, how and when it should be implemented, we invite you to [click here](#).

Meetings in Bologna

On the 1st of December, the project partners met in Bologna (Italy) at the 3rd Steering Committee meeting. The discussions mainly focused on the organisation of the implementation phase of the project, which will start in early 2024 in Bologna (Italy), Kilkenny (Ireland) and Munich (Germany). It consists of four main steps:



Alongside these fruitful discussions, the Italian Association of physiotherapists (AIFI) – partner of the UcanACT project – organised an Interim Conference on December 2. It gathered several physiotherapists and stakeholders who had expressed their interest in taking part in the Pilot CPPA actions in Bologna.

Physiotherapists, local administrators, associations of cancer patients and other stakeholders who attended the conference were introduced to the project core deliverables and activities, and to community managers and physiotherapists' role within the Pilot CPPA actions. It was an opportunity for participants to ask questions to the

consortium to clarify the project's objectives, activities and discuss in further details how the kick-off training sessions and Pilot CPPA actions will be implemented.



We thank them all for their participation and interest in the UcanACT project. We look forward to working with them over these next months!

Trinity College Dublin: welcome to the new UcanACT collaborator!

We are delighted to announce that Trinity College Dublin has joined the UcanACT project as a collaborator! Trinity College Dublin (ranked 101 on QS World University Rankings, 2022) is recognised internationally as a leading research-intensive university and is the academic partners of the Trinity St James's Cancer Institute, Ireland's first OECl-accredited Cancer Institute, with Cancer Survivorship and Supportive Care one of its four core research themes.

Dr Emer Guinan is an Associate Professor in Cancer Rehabilitation and Survivorship at Trinity College Dublin and works closely with the Irish Society of Chartered Physiotherapists (ISCP) and Kilkenny County Council - both partners of the UcanACT project - to implement the UcanACT programme in Ireland. They all join their efforts to deliver the Practical Intervention Methodology within the project implementation phase, and is leading research processes and training to deliver the Pilot actions in Kilkenny.

As for the two other project pilot territories, the implementation phase will start by the beginning of March in Kilkenny with the organisation of the kick-off training sessions. During this one-day programme will be introduced the Citizens Engagement Strategy to community managers, while the Practical Intervention Methodology will be delivered to physiotherapists. Sessions will be followed by the first Pilot round of the Pilot actions, conducted by physiotherapists with the valuable support of community managers.

Stay tuned for more information on these upcoming activities!

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Newsletter

July 2024

In this issue:

PIM and CES Kick-off Trainings
Pilot Round 1
Steering Committee Meeting in Madrid
MOOC
What's next?

Welcome!

Dear Reader,

Welcome to the fourth edition of the UcanACT newsletter that will keep you updated on the busy first half of 2024 in the project's lifecycle and the most recent deliverables.

Starting with the delivery of the Practical Intervention Methodology and Community Engagement Strategy kick-off sessions for key stakeholders in each pilot territory earlier in the year, the project partners have moved on to the next phases of the project - the implementation of the physical activity sessions for the target group in spring 2024. The pilot round 1 for participants aged 50 and over is behind us - scroll down for initial insights. As you're reading this, all three pilot territories - Bologna in Italy, Kilkenny in Ireland, and Munich in Germany - are already working on pilot round 2, which will take place from August until October 2024. The Steering Committee of the UcanACT consortium met in Madrid, Spain, at the end of June to discuss the project's flow.

Read on!



Kick-off Trainings: Practical Intervention Methodology and Citizen Engagement Strategy

Between February and April, the kick-off sessions took place in the three pilot territories – Bologna, Kilkenny, and Munich – and covered the Practical Intervention Methodology in all territories and the Citizens Engagement Strategy (CES) in Kilkenny and Munich. In Bologna, the CES was presented to Community Managers as part of the previous in-person meeting in December 2023. These training sessions were provided to participating Physiotherapists and Community Managers before pilot round 1 commenced to ensure a safe and effective programme for the Participants.

The Project Manager provided an overview of the UcanACT project, highlighting the following contents:

- UcanACT Project Objectives, Work Packages and Deliverables;
- Findings from the desk studies:
 - Scientific evidence of PA for cancer prevention for adult and senior citizens used for Cancer-Preventive Physical Activity (CPPA),
 - Good practices in organising physical activity (PA) sessions for cancer prevention for adult and senior citizens within urban environments;
- Citizen Engagement Strategy and the Needs Analysis findings from the Focus Groups in each pilot territory;
- The UcanACT App Introduction and Overview.

The Practical Intervention Methodology (PIM) training was delivered by a Physiotherapist or Exercise Professional in each Pilot Territory, with the following modules presented:

- **CPPA Recommendations** for physiotherapists and other health care professionals on delivering CPPA exercises;
- **Public Urban Green Spaces (PUGS)**: Description and illustration of CPPA exercises for adult and senior citizens that can be practiced within PUGS;
- **Good practices** of practising CPPA exercises by adults and senior citizens;

- **Training curriculum** for delivering PIM for physiotherapists and other health care professionals: exercise guidelines, exercise prescription, special considerations, exercise progression, and individualisation;
- **Screening Participants:** recruitment process, inclusion criteria, medical history, physical activity levels, quality of life, falls risk, fatigue, and risk stratification using a standardised algorithm that was developed to help healthcare professionals assess whether medical clearance is needed before initiating or progressing an exercise programme - the ACSM algorithm.
- **Evaluation:** the effect of the CPPA on health outcomes.

You can review [the PIM here](#) and [the CES here](#). Any amendments to the PIM will be examined in the interim between the two pilot rounds roll-out. In May, the UcanACT Consortium delivered reports regarding the Kick-off Trainings Implementation and The CES Deployment Plan to the EU Commission as part of Work Package 4 deliverables.



UcanACT Kick-off in Kilkenny



**UcanACT Kick-off Session
in Munich**

Cancer-Preventive Physical Activity Sessions – Pilot Round 1

The three pilot territories ran the first UcanACT Pilot Round between March and early June in Bologna, Kilkenny, and Munich. All participating cities reported a successful Pilot Round 1 action, which brings even higher hopes for the next one that will commence in August/September - depending on the territory and its weather predictions closer to the dates. During the programme, our key stakeholders - adult citizens aged at least 50 - were guided by local physiotherapists to practise cancer-preventive exercises safely. The ethos behind the physical activity was to adapt the exercises to the participants' abilities and levels of fitness, which was highly appreciated by the UcanACT target groups in all locations. First reports also show that the individualised approach and educational element that followed exceeded participants' expectations, and an additional aspect of social interactions, including the highly sought presence and attention of physiotherapists or grabbing a coffee together after sessions, created empowered communities. In turn, this led to self-organised meetups within groups in Kilkenny and Bologna to be physically active without the physiotherapists' supervision. The dedicated UcanACT App was so far introduced in Bologna and Munich, and it was also an appreciated feature of the programme that allowed participants to be independent of the physio-led sessions. One of the initial learnings from Pilot Round 1 is to consider the realities of participants with cancer as their availability often depends on factors such as cancer treatment and its side effects.



**UcanACT Physical Activity
Sessions in Bologna**



**UcanACT Physical Activity
Sessions in Kilkenny**



**UcanACT Physical Activity
Sessions in Munich**

The pilot territories also held focus groups after the action finished to gather initial feedback from the sessions' participants, who are the UcanACT project's key stakeholders. The target group of adult citizens aged 50 and over and with or without cancer experience provided valuable insights, and here are some of the testimonials from Kilkenny:

What do UcanACT participants say in Kilkenny?



“

The physios took great care of me and worked at my pace. Everyone was so good I found the whole experience to be excellent.

Male participant of Pilot Round 1, aged 70

What do UcanACT participants say in Kilkenny?



“

Everyone was so kind, I thought I might hold people up but everyone did the exercises the way that suited them. I really can see the improvement in my mobility and I don't need to use my hands to push myself to stand up anymore.

Female participant of Pilot Round 1, aged 83

What do UcanACT participants say in Kilkenny?



“

I loved the encouragement to improve each week in a safe way. I really benefited from the programme and loved the freedom of exercising outside in all weathers.

Female participant of Pilot Round 1, aged 53

The 4th Steering Committee Meeting in Madrid

On 27 and 28 June, the consortium partners met for the 4th Steering Committee Meeting in Madrid hosted by the project's partner ONCE Team of Escuela Universitaria de Fisioterapia de la ONCE. During the two days of the valuable hybrid meeting (an airline strike was a culprit that did not allow us all to meet in person), the Consortium mainly discussed the ongoing implementation phase and lessons learnt during the latest pilot action, which led to working sessions for the upcoming, last four deliverables of the project. The ONCE Team presented the pilot round 1 evaluation, which will inform the next pilot actions.

Thank you to our partner ONCE for hosting the meeting!



4th Steering Committee Meeting in Madrid



4th Steering Committee Meeting in Madrid

UcanACT MOOC

UcanACT offers the Massive Open Online Course (MOOC) to all physiotherapists interested in adding additional professional skills and knowledge to their physiotherapy practice. The UcanACT MOOC is a central component of the project designed to provide comprehensive training to physiotherapists and to equip them with the necessary knowledge and skills to deliver cancer-preventive physical activity sessions effectively to the project's main target group - people over 50 years old, with or without cancer experience. The UcanACT MOOC provides:

- Recommendations and guidelines on delivering cancer-preventive exercises to adults and senior citizens within public urban green spaces;
- Insights on the benefits of physical activity in cancer prevention;
- A training curriculum for delivering the Methodology; and
- Indications on the operation and structure of the UcanACT App, an accompanying app for the pilot actions participants.

The UcanACT MOOC is [accessible on the project website](#) and is open to every physiotherapist, free of charge. Participants are required to complete a 40-question exam, achieving at least a 70% score to successfully finish the course and receive the UcanACT badge and certificate for completing the MOOC.

UcanACT MOOC

23
Steps

-  Get a certificate by completing the program.
-  Everyone who has completed all steps in the program will get a badge.



We invite physiotherapists to complete this online course to improve their knowledge and skills on providing cancer-preventive physical activity to people over 50!

What's next in Q3 and Q4 2024?

UcanACT's next deliverables include the Interim Report on the Implementation of Pilot Cancer-Preventive Physical Activity (CPPA) Actions in Public Urban Green Spaces (PUGS) and Interim Reports on the Implementation of the Citizen Engagement Strategy. We will continue with the implementation of pilot round 2 in late summer/early autumn of 2024.

The project is set to be finalised in June 2025, and the work on the remaining deliverables, such as the Final Report on Pilot Programme Implementation the Study on Economic Value and Cost Effectiveness of PA Cancer-Preventive Measures commences now.

Follow us on social media to stay tuned!

Want to know more?



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[Like us on Facebook](#)



[Follow us on Instagram](#)



Co-funded by
the European Union

Newsletter

December 2024



In this issue:

- Cancer-Preventive Physical Activity Sessions - Pilot Round 2 & Bologna and Munich Testimonials
- European Week of Sport 2024
- UcanACT YouTube Channel and News
- UcanACT Meetings and External Events in Q3/Q4 2024
- MOOC
- What's next?

Welcome!

Dear Reader,

Welcome to the fifth edition of the UcanACT newsletter that will keep you updated on the busy second half of 2024 in the project's lifecycle and the most recent deliverables.

As you're reading this, all three pilot territories - Bologna in Italy, Kilkenny in Ireland, and Munich in Germany - finished pilot round 2, which means that the final evaluation of the project has also started. Since July, we submitted Interim Reports on the implementation of the Practical Intervention Methodology and Citizens Engagement Strategy during the first pilot round of the cancer-preventive physical activity to the EU Commission. These deliverables are sensitive documents for internal use only, and both were approved.

The Steering Committee of the UcanACT consortium held two online meetings this autumn, and the next one is coming up at the end of January 2025. The next in-person Consortium meeting will be held just before the final event in Brussels on 26 May 2025 – follow us for updates on the event that will be held at the European Parliament.

As it's the last month of 2024, the UcanACT Consortium wishes you a peaceful winter holiday time and a very Happy New Year! See you all in 2025.



Cancer-Preventive Physical Activity Sessions – Pilot Round 2

The three pilot territories ran the second – and last - UcanACT Pilot Round between September and November 2024 in Bologna, Kilkenny, and Munich. After a successful Pilot Round 1 action, our key stakeholders - adult citizens aged at least 50 – continued to be guided by local physiotherapists to practise cancer-preventive exercises safely. Similarly to the physical activity sessions in spring, physiotherapists adapted the carefully chosen exercises for the UcanACT programme to the participants' abilities and levels of fitness, which was highly appreciated by the UcanACT target groups in all locations. The social interactions that emerged from the weekly sessions also continued through well-meaning banter on WhatsApp groups and in person activities. In the autumn round, the UcanACT sessions' organisers learnt that less favourable weather can impact the programme's logistics – from working around the weather forecasts to providing an alternative sheltered location for the sessions. The dedicated UcanACT App was also introduced in all pilot territories in the autumn session round, which allowed participants to be independent of the physio-led sessions, if they wished to use it.



UcanACT Physical Activity Sessions
in Bologna - autumn 2024



UcanACT programme finish
Kilkenny - autumn 2024



UcanACT Physical Activity Sessions
in Munich - autumn 2024

We cannot wait for the UcanACT physical activity programme feedback from our participants from the autumn round. See some of the testimonials from Bologna and Munich after the spring sessions:

What do UcanACT participants say in Bologna?

“



Mi hanno aiutato a prendere coscienza dei miei limiti e stimolato ad iniziare a muovermi.

They helped me to become aware of my limitations and stimulated me to start moving.

Female participant of Pilot Round 1, aged 56

What do UcanACT participants say in Bologna?

“



Sequenza esercizi ottima. Buona attenzione dei fisioterapisti a tutti.

Excellent exercise sequence. Good attention from the physiotherapists to all.

Female participant of Pilot Round 1, aged 63

What do UcanACT participants say in Bologna?

“



Esercizi sempre accompagnati dai fisioterapisti, i quali ti correggevano.

Exercises always accompanied by the physiotherapists, who corrected you.

Female participant of Pilot Round 1, aged 54

What do UcanACT participants say in Munich?

“



UcanACT bietet ein abwechslungsreiches, auf die Teilnehmer gut abgestimmtes Programm. Die Übungen werden gut erklärt und zeigen von gutem Fachwissen. Ab September bin ich wieder dabei. Viele Grüße!

Marinette, female participant of Pilot Round 1, aged 72

What do UcanACT participants say in Munich?

“



UcanACT offers a diverse program that is well-suited to the participants. The exercises are well explained and demonstrate good expertise. I'll be back in September. Best regards!

Marinette, female participant of Pilot Round 1, aged 72

What do UcanACT participants say in Munich?

“



Ich fand es sehr gut, kurzweilig, abwechslungsreich und vielseitig. Positiv empfand ich, dass ihr auf die unterschiedlichen Bedürfnisse oder Bewegungslevel der Teilnehmer sehr gut eingegangen seid. Sehr gerne wieder!

Rita, female participant of Pilot Round 1, aged 59

What do UcanACT participants say in Munich?

“



I found it very good, engaging, varied, and versatile. I appreciated how well you catered to the different needs and activity levels of the participants. I'd love to join again!

Rita, female participant of Pilot Round 1, aged 59

European Week of Sport 2024

The [European Week of Sport](#) is celebrated annually from 23-30 September across Europe and this year's theme focused on promoting healthier lifestyles and the values of inclusion, well-being, and belonging. The theme corresponded well with UcanACT's ethos that physical activity is for everyone – no matter your fitness level, older age, gender, abilities, or background. We also know well that sport and physical activity creates a sense of community, so our Kilkenny and Munich partners organised additional sessions to mark the European Week of Sport and to further support an active and healthier community. In Munich, the physical activity sessions invited participants' friends and family, while in [Kilkenny](#), [Kilkenny Recreation & Sport Partnership](#) joined the additional sessions with great tips and advice on the importance of exercise for our health. Thank you to our Consortium partners, [Outdoor Against Cancer](#) and [Kilkenny County Council](#), for making these events happen!



European Week of Sport 2024
UcanACT in Kilkenny



European Week of Sport 2024
UcanACT in Munich

While extra outdoors activity sessions were taking place during the European Week of Sport 2024, our partner [Irish Society of Chartered Physiotherapists](#) (ISCP) hosted an informational webinar titled "European Week of Sport: Urban Action Against Cancer (UcanACT)" discussing research exploring the role of exercise in cancer prevention and control with an overview of the UcanACT project presented by Dr Emer Guinan of Trinity College Dublin, UcanACT's collaborator. The webinar is available on UcanACT's YouTube channel – [watch it here](#).

UcanACT YouTube Channel and News

Make sure you visit [UcanACT's YouTube](#) channel for materials created within the project – from participant's testimonials, upcoming storytelling videos (watch this space!), to webinars from physiotherapists for the physiotherapy and healthcare professionals, such as the aforementioned ISCP's webinar or [AIFI's](#) presentation for the [Europe Region of World Physiotherapy's](#) webinar "How Does Research Advance Physiotherapy in Europe?" titled "[UcanACT EU funded project: research on the role of physiotherapist in oncology prevention](#)", starting at '38:29.

This summer, the UcanACT partners released a series of articles regarding physical activity and public urban green spaces, which you can access below:

- [UcanACT - Opportunity for Lifestyle Changes](#)
- [The Impact of Physical Activity in Green Spaces on Health and Well-being](#)

- [Benefits of Physical Activity \(PA\) for Tertiary Prevention](#)
- [Benefits of Practising Physical Activity in Public Urban Green Spaces](#)
- [The Importance of Public Urban Green Spaces](#)
- [How Much Exercise Do We Need Over the Age of 50?](#)
- [The Importance and Meaning of External and Internal Motivators in Building Healthier Habits for Outdoor Training](#)
- [How to Fuel for Physical Activity: An Overall Guide](#)
- [The Role of Physiotherapists in Community Health](#)

UcanACT Meetings and External Events in Q3/4 2024

On 04 September and 05 November, the Steering Committee of the UcanACT project held online meetings to discuss the project's progress, ongoing aspects, and remaining deliverables for 2025.



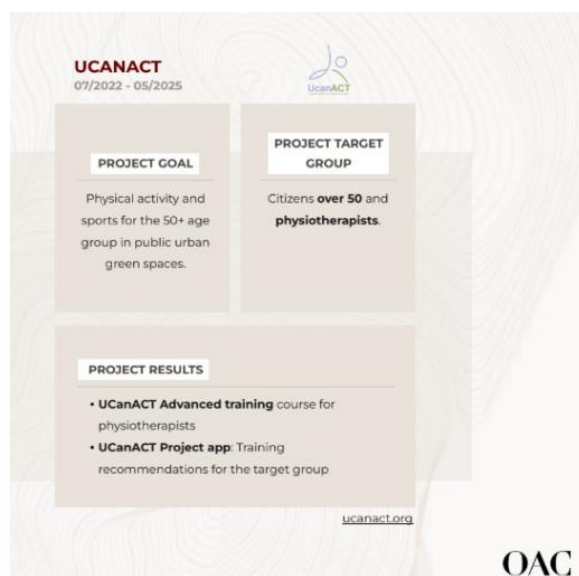
This autumn, UcanACT's representatives presented the project at external events.

On 12 October, at the 7th Edition of the Romanian College of Physiotherapy's Annual [National Congress of Physiotherapy](#), Michele Cannone of AIFI and the Europe Region of World Physiotherapy' [Cancer Working Group](#) delivered a session titled "Physiotherapy for cancer patients & survivors in Europe", highlighting the UcanACT project at the Romanian Congress of Physiotherapy.



**UcanACT
Congress in Romania**

During the London Global Cancer Week, our partner [OAC](#) hosted two webinars on 12 November 2024, WellBeingHER and Maximising Cancer Survivorship. The latter explored the transformative benefits of physical activity and outdoor sports as a cornerstone of holistic health. It also highlighted the OAC's four key pillars: Physical Activity, Balanced Nutrition, Sustainability & Nature, and Physical & Mental Well-being. Designed for cancer survivors, advocates, healthcare professionals, and academics, it offered actionable insights for improving well-being, and drew over 50 participants, including cancer survivors, healthcare professionals, and health authorities. During the sessions, Petra Thaller (OAC) presented the UCanACT project, emphasising its outcomes and relevance for individuals aged 50+ and how it aligns with OAC's general mission of improving the quality of life through physical activity, while also taking into account individuals affected by cancer, providing special guidance, care and attention.



On 13 November, Kathleen Dowling, a senior physiotherapist involved in UcanACT in Kilkenny, presented a poster at the inaugural Collaborating for Physical Activity Pathways Symposium co-hosted by Sport Ireland and HSE Healthy Eating & Active Living Programme, Health & Wellbeing in Dublin.



UcanACT at
Collaborating for Physical Activity Pathways Symposium in Dublin

“

The UcanACT project encapsulated this overall goal of multiagencies coming together to provide services to empower our communities at local levels be more active, confident and overall engaged in their health.

The UcanACT concept can be transferable for many projects and ideas and there was a lot of interest in the poster, too.”

Kathleen Dowling
HSE Physiotherapist involved in UcanACT



The planned events in 2025 are the online Steering Committee meeting on 31 January and the last in-person Consortium meeting in Brussels on 25 May. The final UcanACT dissemination event will be held on 26 May 2025 at the European Parliament, kindly hosted by MEP Kathleen Funchion. The UcanACT Consortium also submitted an abstract on UcanACT to the highly competitive World Physiotherapy Congress 2025 that will take place between 29 and 31 May 2025 - keep your fingers crossed! Follow us for updates on the final UcanACT event closer to the date.

UcanACT MOOC

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- A training curriculum for delivering the Methodology; and
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UcanACT MOOC

23
Steps

-  Get a certificate by completing the program.
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We invite physiotherapists to complete this online course to improve their knowledge and skills on providing cancer-preventive physical activity to people over 50!

What's next in Q1 and Q2 2025?

UcanACT's next, final deliverables include the Final report on Pilot Programme implementation with Recommendation for its further multiplication and Study on economic value and cost effectiveness of PA cancer preventive measures, in addition to administrative reports for the EU Commission on the project's communication, meetings and financial aspects. Before the project is finalised in June 2025, we will keep you informed on the UcanACT final dissemination event that will be held on 26 May 2025 at the European Parliament in Brussels. Watch this space!

The next, last newsletter with the final UcanACT project's summary will reach you in June 2025.

Want to know more?

Stay tuned for the exciting updates and follow us on our social media channels and check out our videos and webinars on YouTube.



Newsletter

June 2025

In this issue:

Events and Conferences 2025

UcanACT Videos

UcanACT MOOC

UcanACT Reports

UcanACT Meetings

UcanACT in Brussels

Welcome!

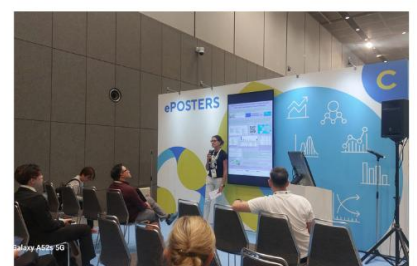
Dear Reader,

Welcome to the final edition of our UcanACT newsletter! As this inspiring and action-oriented project is coming to an end, we want to reflect on the collective achievements and milestones reached by our Consortium. Since the project began, UcanACT has empowered communities across Europe, especially people aged 50 and over to embrace physical activity as a powerful tool in the prevention of cancer and for the improvement of well-being and health outcomes. Beyond the trainings themselves, from webinars to conferences and the final EU Parliament event, the project had an enormous reach. The UcanACT Consortium produced a [methodological framework](#) and a [citizen engagement strategy](#), built the [UcanACT MOOC](#) for physiotherapists and exercise professionals, released insightful webinars on the topic of cancer prevention through physical activity as well as heartfelt storytelling videos, sharing the perspective of our participants, physios and organisers. From delivering CPPA session tools to sparking many insightful conversations, much has been accomplished - now let's take a look at everything completed in the final phase of the project.

UcanACT at Events and Conferences 2025

In the first half of 2025, UcanACT was proudly represented at a number of prestigious events and conferences, reinforcing our core message of cancer-preventive physical activity and community health promotion:

- **Kilkenny shortlisted for the LAMA Awards**: We were honoured to be selected as a finalist for this highly regarded Irish local authority award, which recognised our innovative approach to preventive health at the local level.
- **IACR Conference**: At the Irish Association for Cancer Research Annual Conference held in Belfast, UK, UcanACT's representative, Dr Emer Guinan, highlighted the scientific foundation of UcanACT and the impact of structured physical activity on public health.
- **ONCE Conference**: UcanACT fitted well with this year's theme of Physiotherapy in Oncology at the 35th ONCE Congress of Physiotherapy in Madrid, Spain, proudly presented by our partner, Escuela Universitaria de Fisioterapia de la ONCE.
- **ISCP Conference**: Our physiotherapy-led model was presented at the ISCP 2025 Conference in Dublin, Ireland, which was an all-Ireland event.
- **Onco-Rehabilitation Conference 2025**: UcanACT was presented by Andrea Turolla, President of AIFI at the conference organised by the Order of Physiotherapists and the Order of Surgeons and Dentists of Salerno in Salerno, Italy.
- **UcanACT Final Event in Bologna**: Hosted in one of our pilot cities, this celebration of project outcomes featured project presentation and testimonials. Watch the event's recordings here: [webinar 1](#) and [webinar 2](#).
- **World Physiotherapy Congress in Tokyo**: Fran Theron of ISCP highlighted UcanACT's innovative methodology and the evaluation of its pilot rounds at the Congress' e-poster presentation session.



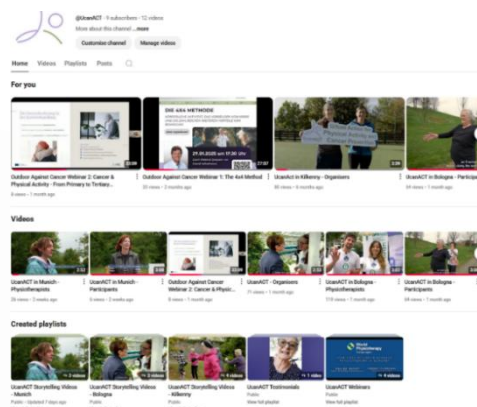
UcanACT Videos – webinars & storytelling throughout the project’s lifecycle

Storytelling and communication were central to UcanACT's mission. As part of our dissemination efforts, we developed a range of engaging and educational videos:

- OAC provided two in-depth webinars explaining the methodology and health rationale behind the project. Watch [OAC webinar 1 here](#), and [OAC webinar 2 here](#). These resources are essential for professionals and the general public alike.
- Michele Cannone of AIFI showcased the project at the Europe Region of World Physiotherapy’s webinar *How Does Research Advance Physiotherapy in Europe* with a presentation titled “UcanACT - Research on the Role of Physiotherapist in Oncology Prevention”. [Watch it here](#) – starting at 00:38:27.
- ISCP organised a webinar to mark the European Week of Sport 2024 with the Urban Action Against Cancer – UcanACT presentation by Emer Guinan of Trinity College Dublin. [Watch it here](#).
- [Kilkenny](#), [AIFI](#) & [OAC](#) Storytelling Videos: These emotional and powerful short films capture the experiences of participants, physiotherapists, and organisers. They reflect the heart of UcanACT - real people finding joy, support, and strength through movement.

All the webinars (including the Bologna ones mentioned in the previous news section) and storytelling videos reach the project’s goal of producing 6 webinars (2 in each language: English, German, and Italian) and 9 storytelling videos in English, German, and Italian (the latter two with English subtitles). All these and additional videos are available on our [YouTube channel](#) and will continue to inspire beyond the project’s end.

Click the image below to watch on YouTube.



UcanACT MOOC Surpasses Expectations

With over 530 participants from across Europe and 152 certified users (and counting), the UcanACT MOOC has exceeded its initial goals. Designed to equip physiotherapists with the tools to deliver cancer-preventive physical activity sessions, the course has led to reported increases in both confidence and practical skills. The original target of 150 certified users has already been surpassed.

Program settings

Edit



UcanACT MOOC

Self-Paced | No Time Limit

Welcome to the Massive Open Online Course (MOOC) for physiotherapists designed by the UcanACT consortium, with the aim of providing additional education and awareness in regards of exercising with adults and senior citizens over t...

[Add New Instructor](#)

Visibility

Public

Price

Free

Rewards

Certificate, 1 Badge

Group

Connect a Group

Participants

Manage

Total Participants

536

Progress Details

Completed 152 • In progress 138 • Not started 246

UcanACT Reports – D4.5 & D4.6 (Pilot Programme Implementation) and D5.2 & D5.3 (Communication and Dissemination)

Two last reports were also developed in these past few months: [Final report on Pilot Programme Implementation with Recommendation for Its Further Implementation](#) (D4.5), with insights into both pilot rounds, and important research titled [Study on economic value and cost effectiveness of PA cancer preventive measures](#) (D4.6). Compilations of communications activities (D5.2 and D5.3) are also delivered – [read more here](#). Keep an eye out for updates as we await approval.



UcanACT Meetings in 2025

In the first half of 2025, the UcanACT Consortium met collectively three times online, in addition to numerous ad-hoc online meetings between partners: on 31 January for the 4th Steering Committee Online Meeting, on 21 March for the 7th Online Follow-up Meeting, and on 08 May for the 8th Online Follow-up Meeting, before the final in-person meeting in June in Brussels. More about the latter, below!

UcanACT in Brussels

The final chapter of UcanACT unfolded in Brussels - the political and symbolic heart of Europe:

- **Final Consortium Meeting:** On 10 June 2025, the UcanACT partners gathered for final strategic discussions, future replication efforts, and sharing lessons learned. The commitment and collaboration of our consortium partners have been vital to the project's success.



Left photo, l-r: Michele Cannone – Italian Physiotherapy Association (AIFI), Luis Mendoza Hernandez Sanahuja & Guiomar Martín San Gil – ONCE University School of Physiotherapy (ONCE), Fran Theron – Irish Society of Chartered Physiotherapists; right photo, l-r: Luis Mendoza Hernandez Sanahuja & Guiomar Martín San Gil – ONCE University School of Physiotherapy (ONCE), Michele Cannone – Italian Physiotherapy Association (AIFI).

- **UcanACT Final Event:** Held at the European Parliament on 11 June 2025 and co-hosted by MEP Kathleen Funchion and MEP Giorgos Georgiou, this high-profile event presented the project's outcomes to policy makers, stakeholders, and health professionals. It was a celebration of collective work and a call to institutionalise preventive health approaches. Learn more about our final event and access the **event report** [here](#). The UcanACT event was also discussed on KCLR radio in Ireland – access the [radio recording here](#).

Click on the visual to watch the recording.



Thank You!

As we reach the end of the UcanACT project, we want to express our sincere gratitude to every partner, participant, and stakeholder who contributed to its success.

This project has been more than a funded EU initiative, it has become a movement toward smarter, more compassionate, and proactive public health.

In Bologna, Kilkenny, and Munich, UcanACT has demonstrated how prevention can work. The project's methodology is sound, its resources practical, and its impact visible in communities.

We encourage all readers to explore the tools, articles, and videos created by the UcanACT Consortium. These resources are freely available on our [website](#) and are ready to be used by municipalities, healthcare professionals, NGOs, and educators. Prevention is key because health is not just about treatment, it's about taking action before disease strikes. We invite you to ACT with us.

Thank you for being part of UcanACT and don't forget that you can act too!

UcanACT Consortium





UcanACT

Physical Activity for Cancer Prevention

About Us

DISCOVER WHAT WE STAND FOR

UcanACT is an intersectoral initiative, joining together physiotherapists, local authorities, non-profit organizations, higher education and research institutions with the overall objective: to engage adult and senior citizens to practice physical activity (PA) as a tool for cancer prevention within public urban green spaces (PUGS). The field of cancer prevention was chosen by the project partners due to the high urgency and importance of this topic for European public health. Cancer prevention, treatment and care were recognized by the Von der Leyen Commission as a main priority in the area of health.

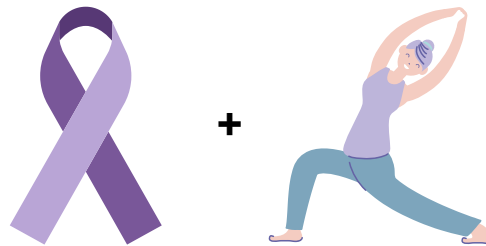




Logo construction

WHAT DO WE WANT TO REPRESENT?

**The UcanACT logo tries to represent the concepts of
Cancer and Physical Activity together.**



Brand Identity

REMEMBER US THROUGH OUR LOOK

The main logo is made up of the two main colors of UcanACT: light purple and green. It is possible to use it on dark and light backgrounds. A second all-white icon has also been created for when needed.

**Primary icon:
on white backgrounds**



**Secondary icon:
on dark backgrounds**



ALLOWED



NOT ALLOWED



Logo Usage

HOW TO USE THE LOGO

The logo must be used in its official version. It should not be rotated or altered in shape. The white version should also not be used on light backgrounds.



RGB: 151 172 121

CMYK: 53 20 66 0

HEX: #97ac79



RGB: 185 165 214

CMYK: 31 45 0 0

HEX: #b9a5d6



Color Scheme

WHAT GIVES THE BRAND ITS LIFE!

Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements.

The UcanACT logo focuses its strength on two colors: light purple and green. The purple color represents Cancer in general, since the disease is symbolized with that color.

The green color represents health in relation to the practice of physical activity. In addition, the use of urban environments for outdoor exercise is encouraged.

Arial

HEADER 1

22.5 PX | BOLD

HEADER 2

22.5 PX | REGULAR

Body Text

12 PX | REGULAR

Brand Typography

KNOW THE TYPEFACE AND FONT SIZES

To complement the logo, the Arial font family has been used in its bold and regular versions. This font is pre-installed on all operating systems, so no additional download will be necessary. Arial is an extremely versatile family.

For the texts that must accompany the logo, as well as in the corporate documents of the project, the same typography will be used with the corresponding sizes.



Applications

SOME EXAMPLES OF THE USE OF THE LOGO

Use of the logo on business cards, t-shirts or social networks, among others.





Thank You!

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X

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UcanACT

169 posts

Edit profile

UcanACT

@UcanAct

UcanACT project aims to engage adult and senior citizens to practice physical activity as a tool for cancer prevention within public urban green spaces.

ucanact.org

Joined July 2022

58 Following

78 Followers

Posts

Replies

Highlights

Articles

Media

Likes

Pinned

UcanACT

@UcanAct · Jun 12

Kudos to our incredible @UcanAct Consortium partners for your dedication and collaboration throughout the UcanACT project's lifecycle. Together, we've reached a successful conclusion celebrated at @Europarl_EN.

Your expertise and teamwork made this journey possible! 🎉

Europe Region of World Physiotherapy and 8 others

4

4

296

UcanACT

@UcanAct · 4h

The last pilot round report is out!

The UcanACT Final Report on Pilot Programme Implementation, authored by our @unisevilla & @ONCE_oficial School of #Physiotherapy is now available - with key insights, outcomes & lessons learned.

Read more: ucanact.org/final-report-p...

Co-funded by the European Union

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© 2025

https://x.com/UcanAct

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Europe Region of World Physiotherapy and 7 others

2

UcanACT @UcanAct · Jun 27
Catch up with two webinars from our partner @AIFI_nazionale highlighting key voices - from stakeholders to citizens & patients.

Watch & read more: ucanact.org/aifi-webinars

youtu.be/UhuXCR1JkD8

#PhysicalActivity #Physiotherapy #CancerPrevention



youtube.com
AIFI webinar 1 – UcanACT Final Event in Bologna
AIFI Webinar 1, recorded during the final UcanACT event in Bologna in March 2025, focused on the ...

2 61

UcanACT @UcanAct · Jun 26
Did you miss our final event on #CancerPrevention through #PhysicalActivity at the @Europarl_EN on 11 June?

Access the event report here: ucanact.org/final-event-re...

Watch the webinar recording on @UcanACT YouTube channel: youtu.be/owbUwqdWUEc

#Physiotherapy



youtube.com
Cancer Prevention through Physical Activity - How ...
Our final event on Cancer Prevention through Physical Activity brought together a diverse and ...

2 60

UcanACT @UcanAct · Jun 25
💡 One of the last pieces of UcanACT - read important research developed by our academic partners from @unisevilla

Study on economic value and cost effectiveness of PA cancer preventive measures:
ucanact.org/cppa-economic-...

#Physiotherapy #CancerPrevention #PhysicalActivity



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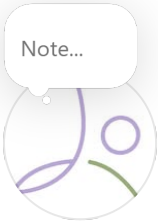
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UcanACT project aims to engage adult, senior citizens to practice physical activity as a tool for cancer prevention... more

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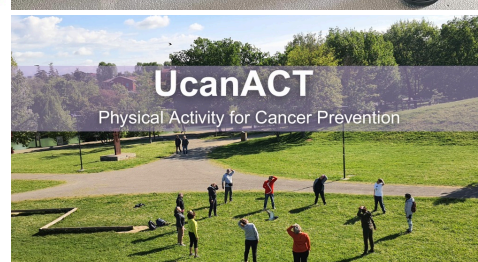
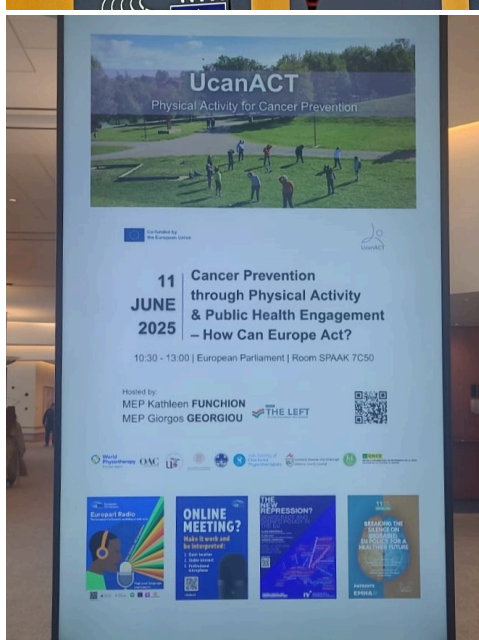
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11 JUNE 2025 Cancer Prevention through Physical Activity & Public Health Engagement – How Can Europe Act?

10:30 - 13:00 | European Parliament | Room SPAAK 7C50

Hosted by:
MEP Kathleen FUNCHION
MEP Giorgos GEORGIOU



UcanACT Physical Activity Sessions in Munich



considered very important especially for cancer patients,



