

REPORT COMPILING AWARENESS RAISING ACTIVITIES AND ITEMS (DELIVERABLE D5.3)

Contribution to WP5 – Communication
and Dissemination



Co-funded by
the European Union

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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Awareness Raising Activities and Items Overview

This report comprises a compilation of the following items produced during implementation of the project awareness raising activities:

- The following webinars were developed for the UcanACT project (6 webinar recordings - EN, IT, DE):

- **Webinars in English:**

1. 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**". [It is available on the UcanACT YouTube channel](https://youtu.be/dOEvYOOAc6Q?si=hRvJK7_Uwb5pQG0I) – starting at 00:38:27:

https://youtu.be/dOEvYOOAc6Q?si=hRvJK7_Uwb5pQG0I

2. 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. [It is available on the UcanACT YouTube channel](https://youtu.be/1ZDhoufK0mI):

<https://youtu.be/1ZDhoufK0mI>

- **Webinars in German:**

3. OAC provided their first webinar, "**The 4x4 Method**", exploring the role of physical activity in cancer prevention - a key focus of the UcanACT project. [It is available on the UcanACT YouTube channel](https://youtu.be/HkUzn9O9j7c?si=9e7Nx3rwVuW6tRk5):

<https://youtu.be/HkUzn9O9j7c?si=9e7Nx3rwVuW6tRk5>

4. OAC's webinar 2, titled "**Cancer & Physical Activity - From Primary to Tertiary Prevention**" showcased how staying active supports cancer prevention and overall well-being. [It is available on the UcanACT YouTube channel](https://youtu.be/yoNZuANw3b4):

<https://youtu.be/yoNZuANw3b4>

- **Webinars in Italian:**

5. AIFI created 2 webinars from their final UCanACT Conference, which took place in Bologna. The first webinar presented the opening session, which highlighted the network of stakeholders that supported the UcanACT initiative. [It is available on the UcanACT YouTube channel:](#)

<https://youtu.be/UhuXCR1JkD8?si=7zFgMRrxKziPKa74>

6. The second webinar developed by AIFI at the same final conference event in Bologna, showcased the project its most important context: the community of citizens and patients. [It is available on the UcanACT YouTube channel:](#)

[https://youtu.be/bqkzt3UQh3A?si=Dlm8e1kKnPk-qlPO.](https://youtu.be/bqkzt3UQh3A?si=Dlm8e1kKnPk-qlPO)

- The following storytelling videos were developed for the UcanACT project (9 videos, EN, DE, IT with English subtitles):
- **Storytelling videos from Munich (OAC)** are available on the UcanACT's YouTube channel:
 1. UcanACT in Munich – Physiotherapists: <https://youtu.be/Ci47LMvuvWo>
 2. UcanACT in Munich – Participants: <https://youtu.be/en1HnmV7GO4>
 3. UcanACT in Munich – Organisers: <https://youtu.be/oX5mnskS2bM>
- **Storytelling videos from Bologna (AIFI)** are available on the UcanACT's YouTube channel:
 4. UcanACT in Bologna – Physiotherapists: <https://youtu.be/34KkIch5PDQ>
 5. UcanACT in Bologna – Participants: <https://youtu.be/kpfN0NQNHqI>
 6. UcanACT in Bologna – Organisers: <https://youtu.be/fHRWm8d7pvg>
- Storytelling videos from Kilkenny (Kilkenny County Council) are available on the UcanACT's YouTube channel:
 7. UcanACT in Kilkenny – Physiotherapists: <https://youtu.be/jyA7yDzBr1g>
 8. UcanACT in Kilkenny – Participants: <https://youtu.be/jJ23KSa6LaI>
 9. UcanACT in Kilkenny – Organisers: <https://youtu.be/zsHrB61ByDU>

- **Informational stands** (15, EN, IT, DE) were developed and produced by each pilot territory partner (OAC in Munich, AIFI in Bologna, and Kilkenny County Council in Kilkenny), and ranged from UcanACT roll-ups, UcanACT branded sitting cubes for use in the public urban green spaces (PUGS), UcanACT leaflets and stickers for dissemination, to UcanACT branded t-shirts and re-usable bags. Each pilot territory recognised which informational items would work and be best used per territory. Re-usability and multiple-use items were prioritised to embody an environmental-friendly strategy, where possible. These items are also visible in all videos produced by the pilot territory partners.

Some of the visuals presenting the informational items are below:

- Munich (OAC)



Visuals 1 - 2: Some of OAC informational items.

- Bologna (AIFI):



Visuals 3 – 4: Some of AIFI informational items.

- Kilkenny (Kilkenny County Council):



Visuals 5 – 6: Some of Kilkenny County Council informational items