

A partial view of a classical building with a clock tower on the left side of the image. The building features a large clock face and ornate architectural details.

Innovative Living Lab Methods for Primary Cancer Prevention: A People-Centered Approach to Health Governance and Leadership

Centre for Innovation in Medicine
June 2025

4P-CAN

*Personalized CANcer Primary Prevention
research through Citizen Participation and
digitally enabled social innovation*

4P-CAN goes beyond the current state-of-art, which treats separately the various actors and risk factors involved in the primary prevention of cancer, and innovates through approach and integration of multiple factors, including cultural ones, that stand in the way of adopting preventive measures by citizens. Moreover, it gives the citizens the opportunity to be involved in the creation of cancer primary prevention services and policy.



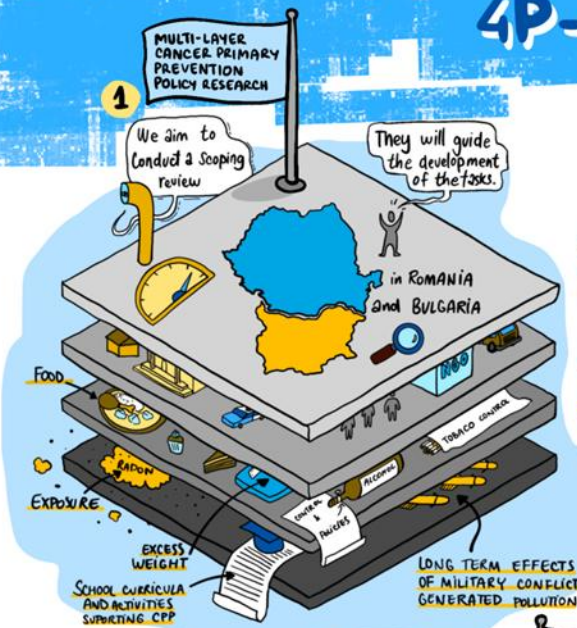
Partners

- Belgium
- Ireland
- Italy
- France
- Portugal



- Bulgaria
- Moldova
- Montenegro
- North Macedonia
- Romania
- Ukraine

4P-CAN PROJECT CONCEPT



what needs to change for a behaviour change intervention to be effective?

3 Factors

NEED TO BE PRESENT FOR ANY BEHAVIOUR TO OCCUR:

- CAPABILITY
- MOTIVATION
- OPPORTUNITY

SURVEY to measure individuals level

- PERCEPTION ON CAPABILITY
- KNOWLEDGE ABOUT POLICIES
- ATTITUDES ON PREVENTION
- IDENTIFY INFLUENCERS

How citizens prioritize preventive measures in relation to cancer?

EVALUATION OF THE TARGETED PUBLIC HEALTH COMMUNICATION CAMPAIGNS ON PRIMARY PREVENTION OF CANCER

From an economic point of view, it's difficult to measure the real costs:

- EMOTIONAL SHOCK
- IMPACT ON FAMILY MEMBERS
- EMPLOYMENT

SOCIO-ECONOMIC IMPACT

2

THE INFLUENCE OF SOCIOECONOMIC FACTORS IN THE ADOPTION OF PREVENTIVE MEASURES AND THE PEER INFLUENCE

INDIRECT COSTS ANALYSIS IN EU MEMBER STATES

We are here!

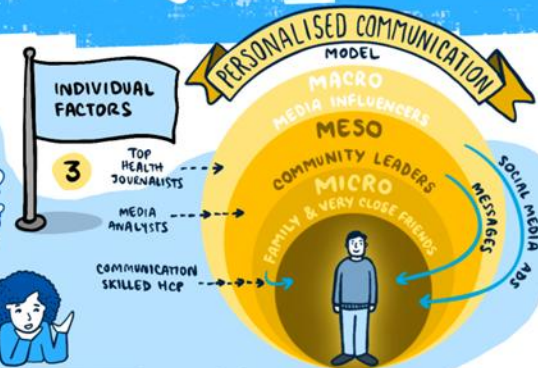
60% OF CITIZEN'S EXPECTATIONS

5% OF THE RESEARCH

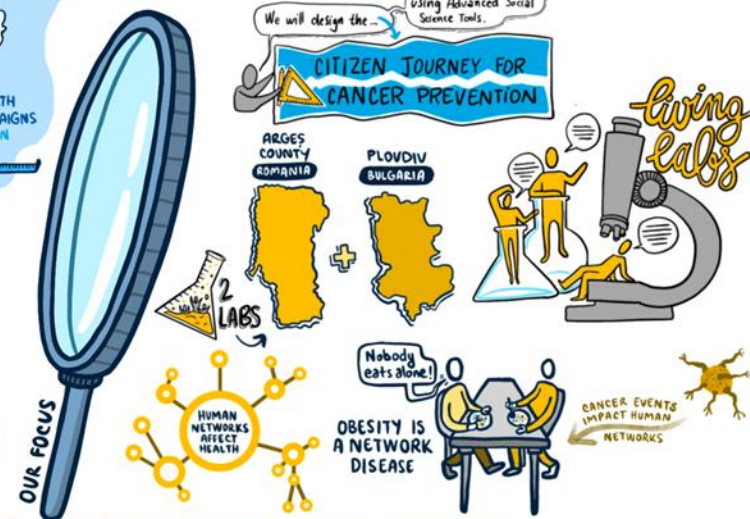
PRIMARY Cancer PREVENTION

DISCONNECTING

BRIDGE



MULTI-STAKEHOLDER'S CO-CREATION OF CANCER PRIMARY PREVENTION POLICY RECOMMENDATION



Why 4P-CAN



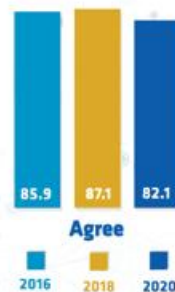
ARE THERE CANCERS THAT
CAN BE CURED?



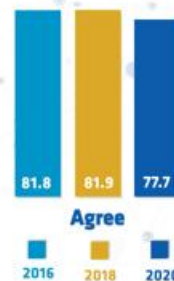
DOES A CANCER DIAGNOSIS
ALWAYS LEAD TO DEATH?



ARE THERE CANCERS THAT
CAN BE DETECTED EARLY ON?



ARE THERE CANCERS THAT
CAN BE PREVENTED?



Results from INOMED's national surveys on "Attitudes and perceptions of Romanian population in relation with the prevention, diagnosis and treatment of cancer"

Methodology

- **Social sciences** – Personal and social Network Analysis
- **Stakeolder mapping** – NetMap (enabled us to map the stakeholders involved in cancer primary prevention and to measure the interactions on multiple levels: funding, influence, collaboration, authority)
- **Pentahelix model of stakeholders** collaboration
- **Personalised Communication Model**
- **Citizens Jury**
- **Townhall** with citizens and community leaders



Methodology

A Living Lab is a dynamic, collaborative environment that brings together diverse stakeholders to create innovative solutions deeply rooted in real-life contexts. By prioritizing user involvement and open collaboration, Living Labs help bridge the gap between innovation and practical application, leading to more effective, sustainable, and widely adopted solutions.

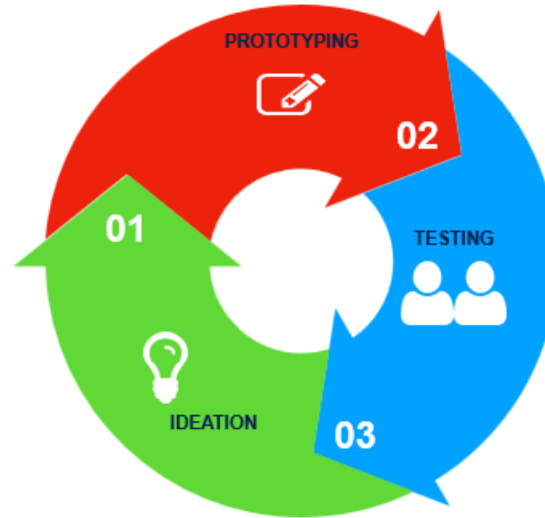


Living lab concept

EVALUATION

Impact Assessment: Measuring outcomes against predefined objectives and key performance indicators.

Dissemination: Sharing results with the wider community and stakeholders to inform future initiatives.

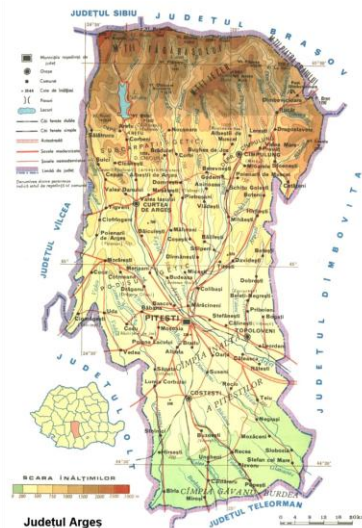


IMPLEMENTATION

Scaling Up: Refining solutions based on testing results and preparing for broader deployment.


Integration: Incorporating innovations into existing systems or practices.

Launch of the Living Lab in Arges – Romania



a rural Romanian community representative of broader Eastern European contexts

How We Built the Living Lab



1. Needs Assessment & Stakeholder Mapping

- Used **Net-Map methodology** to identify 129 local, national, and EU stakeholders.
- Analyzed networks of influence, collaboration, and governance gaps in cancer prevention.



2. Community Engagement & Co-Creation

- Organized citizen juries and town hall meetings to define local health priorities.
- Facilitated bottom-up decision-making and trust-building.



3. Local Implementation

- Launched the Health Festival (June 2024)
- Interactive cancer prevention education
- Romania's first walking football tournament
- Lifestyle campaigns tailored to community data

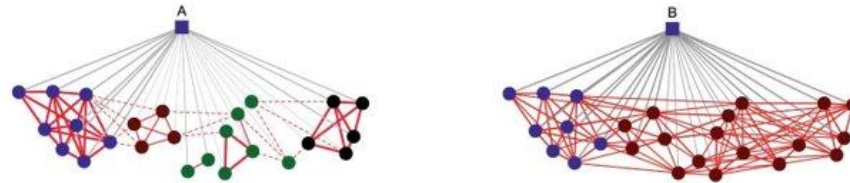


4. Evaluation & Scalability

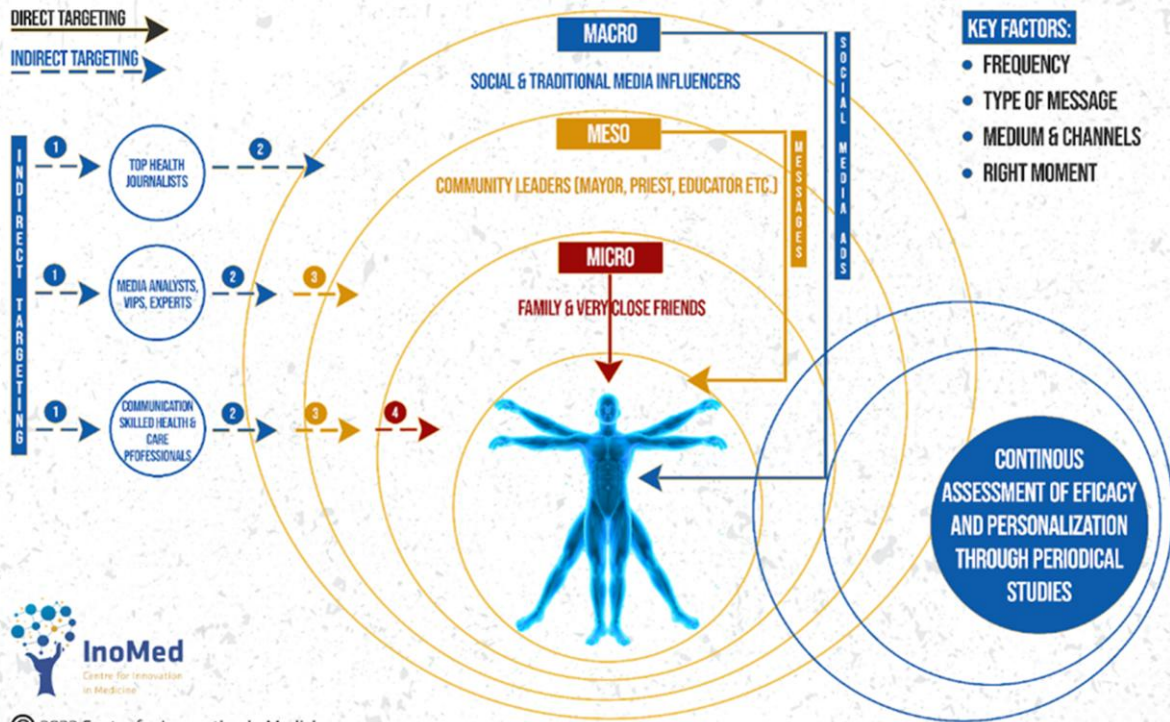
- Engaged over 10% of the local population
- Identified behavioral clusters to inform tailored interventions
- Proved the model's scalability for rural Europe

Social sciences tools

- **Personal network analysis** used for the first time to understand the people's attitudes, preferences, needs and perceptions about cancer risk factors and cancer prevention
- **Early insights:** fatalism, stigma, low awareness of sedentarism, obesity and poor diet as risk factors for cancer
- Major contribution to the implementation of the **personalised communication campaigns:** the right message for the right person at the right time



PERSONALISED COMMUNICATION MODELS CONCEPT (BASED ON THE CITIZEN MATRIX)



Results

Around 130 stakeholders (traditional and non-traditional) identified (European, National, Regional and Local level)

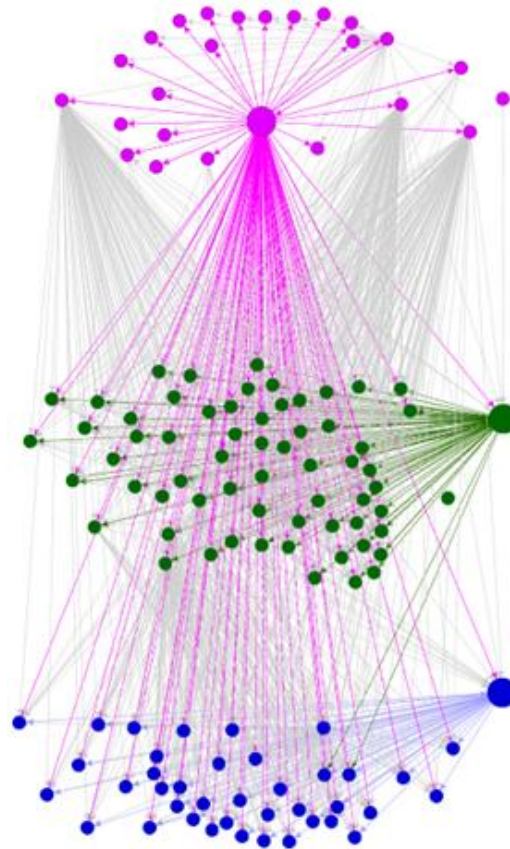
Different levels of influence: European Commission, MoH, local authorities

Main drivers: local authorities, local influencers, citizens

Barriers: low involvement of local primary care physicians and other HCPs

The role of local and regional authorities are underestimated in cancer primary prevention; most of the European initiatives do not reach the regional and local level.

Social network analysis identified clusters of sedentary behavior and poor dietary habits, informing the design of targeted interventions that conform with the European Code Against Cancer.



Citizens engagement



Citizen engagement: football, the universal language

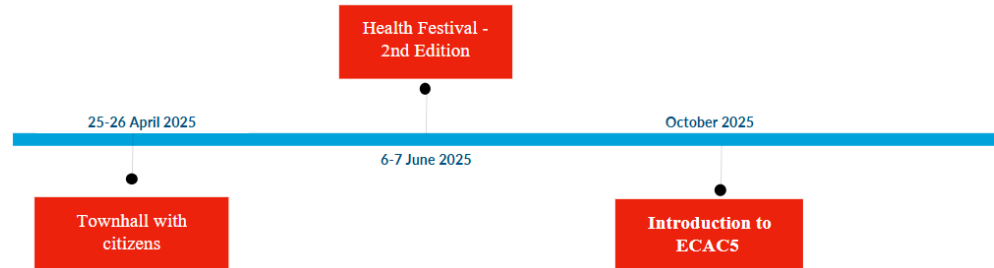


#CancerMissionWorks



Next steps

- New iterations on ECAC
- New citizen engagement activities
- Creating synergies with other prevention areas (CVD)
- Expanding to other villages and countries (Bulgaria)





THANK YOU

Learn more about 4P-CAN



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