Marie Curie Legacy
Social media toolkit
Introduction

This November, ECF and ESTRO are launching *Radiotherapy: seizing the opportunity in cancer care* as part of the Marie Curie Legacy Campaign

This white paper has been developed to demonstrate the significant role radiotherapy plays in achieving high-quality cancer care and highlight what needs to be done to close the current gap in the utilisation of radiotherapy across Europe. Radiotherapy is recommended as part of treatment for more than 50% of cancer patients. However, at least one in four people needing radiotherapy does not receive it.

To help you share the news about the white paper’s launch, we have provided suggested social media posts, messages and images in this toolkit.

You may copy and paste the suggested posts directly, or use them as inspiration to write your own. We have also provided a list of hashtags to help your posts reach a wider audience.

The images in this toolkit have been designed specifically for the social media platforms indicated. You are welcome to use these images with your posts, but please do not adapt or modify the images.

To stay up-to-date with the campaign and our activities over the coming months, follow us on Twitter: @ECF_Can_Foundat

Please follow us, like and retweet. You can also find us on Facebook and LinkedIn.
About radiotherapy

Today, radiotherapy is a safe and highly effective cancer treatment, using ionising radiation, predominantly high-energy X-rays.

Radiotherapy allows cancer specialists to precisely target and destroy tumour cells by delivering the most appropriate and effective dose possible.

Radiotherapy is recommended as part of treatment for more than 50% of cancer patients. It can be used on its own, or to complement or enhance the effects of other treatments, for example to shrink or control a tumour before and after surgery.
Radiotherapy in Europe: key messages

• Radiotherapy is undervalued and needs greater investment and resource, according to international experts.
• At least a quarter of cancer patients who need radiotherapy currently do not receive it.
• 40% of all cancers cured are eliminated by radiotherapy, either alone or acting in combination with other types of treatment.
• If, by 2035, every cancer patient who needs radiotherapy has access to it, almost one million more lives will be saved worldwide every year.
• A new white paper is recommending a five-point plan to boost uptake of radiotherapy.
Suggested hashtag

Using this hashtag allows your tweets to be found easily by other users who are also interested in radiotherapy.

RadiotherapySavesLives
Downloadable images for Twitter

Click on each graphic to download a copy of the image file.

(If a box appears asking you to log in, click ‘No, thanks. Continue to view’)

The images on this page are for use on Twitter. The following page contains suggested text for tweets.
Copy and paste the text from these suggested posts into Twitter to accompany an image selected from the previous page.

40% of all cancers cured are eliminated by radiotherapy, either alone or in combination with other treatments. Radiotherapy needs to be recognised as a core pillar of cancer care and made available to all who need it. #RadiotherapySavesLives http://bit.ly/RT-paper

50% of all cancer patients could benefit from #radiotherapy as part of their treatment plan. Across Europe, at least a quarter of those who need it do not receive it. Learn more in the new @ESTRO_RT and @ECF_Can_Foundat white paper. #RadiotherapySavesLives http://bit.ly/RT-paper

The new white paper launched by @ESTRO_RT and @ECF_Can_Foundat details what changes are needed to ensure everyone who needs it has access to high-quality radiotherapy. #RadiotherapySavesLives http://bit.ly/RT-paper
Click on the graphic to download a copy of the image file.

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Radiotherapy is recommended for more than 50% of cancer patients

#RadiotherapySavesLives
As part of the Marie Curie Legacy Campaign, ESTRO and ECF have launched a new white paper, ‘Radiotherapy: seizing the opportunity in cancer care’. The white paper includes a five-point plan to ensure everybody who needs high-quality radiotherapy has access to it. There are currently huge variations in access to radiotherapy across Europe, but by implementing these steps and bringing all stakeholders together we can change this. If, by 2035, every cancer patient who needs radiotherapy has access to it, almost one million more lives will be saved every year worldwide! [http://bit.ly/RT-paper](http://bit.ly/RT-paper)
Click on the graphic to download a copy of the image file.

(If a box appears asking you to log in, click ‘No, thanks. Continue to view’)

Radiotherapy: seizing the opportunity in cancer care

#RadiotherapySavesLives
ESTRO and ECF have launched a new white paper, ‘Radiotherapy: seizing the opportunity in cancer care’, as part of their Marie Curie Legacy Campaign. The white paper aims to help close gaps in the availability and use of radiotherapy across Europe. Currently, at least one quarter of all cancer patients who need this potentially life-saving treatment do not receive it.

The white paper calls on all stakeholders, with policymakers at the helm, to help position radiotherapy appropriately within cancer policies and models of care. A group of experts developed the white paper to demonstrate the significant role of radiotherapy in achieving high-quality cancer care, and highlight what must be done to close the current gaps in utilisation of radiotherapy across Europe.

ESTRO and ECF have launched a new white paper, *Radiotherapy: seizing the opportunity in cancer care*, as part of their Marie Curie Legacy Campaign. Currently, at least one quarter of all cancer patients who need the potentially life-saving treatment do not receive it. The white paper, written by a group of experts from across Europe, aims to help close gaps in the availability and use of radiotherapy. Radiotherapy is recommended for more than 50% of cancer patients in Europe.

With such an effective, high-quality treatment often overlooked, the white paper calls on all stakeholders, with policymakers at the helm, to help position radiotherapy appropriately within cancer policies and models of care.

ESTRO and ECF will host a policy forum at the European Parliament in January 2019 to discuss the importance of radiotherapy in cancer care, and what changes are needed from policymakers and stakeholders to ensure citizens across Europe have equal access to this high-quality treatment. [http://bit.ly/RT-paper](http://bit.ly/RT-paper)
Radiotherapy: seizing the opportunity in cancer care

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