

Europe's Beating Cancer Plan: an overview of European online news

2025



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Abstract

This report analyses the **media coverage** of the **Europe's Beating Cancer Plan** in the European online media. It intends to provide an overview of the most important news titles and reporting trends related to this topic. The sources of the analysis include a selection of the most important online media outlets in the 27 Member States.

This report summarises the findings of the analysis on data collected from **1 January 2021 until 31 December 2024**.

Key findings:

- **2,283 articles** discussed plans to beat cancer in the framework of EU initiatives. Of these, **1,326 news items made a reference to Europe's Beating Cancer Plan (EBCP)** and 202 articles clearly referenced to other EU initiatives in the fight against cancer such as **UNCAN**, the **Cancer Inequality Registry** and the Helping Children with Cancer Initiative.
- The main reported topic in the media is the launch of the EBCP with a EUR 4 billion budget to be invested in prevention, early detection, diagnosis, treatment, and cancer specific care.
- The most significant reporting peaks coincide with the European Commission's launch of the Beating Cancer Plan, the European Parliament's rejection of cancer warning labels on wine – which sparked criticism and political debate – and the Commission's introduction of four new initiatives addressing cancer inequalities and improving cancer screening for women's cancers (rolling out HPV vaccination and early cancer detection).
- The media coverage of EU cancer initiatives shows that the primary values driving action in the field are **Security** (29%) and **Universalism** (equality, justice and collective well-being, 28%). It highlights the importance given to health, safety and citizen protection as EU Institutions attempt to tackle cancer as the primary cause of death in the EU. Media coverage also focused on social responsibility and solidarity with cancer patients and healthcare providers (**Benevolence**, 16.5%). **Achievement** (10.4%) is also emphasised, with initiatives like the EBCP framed as key milestones in reducing cancer mortality.
- The overall **sentiment** for news related to European initiatives to beat cancer is **neutral**, with **49.1%** articles having a neutral tone (**33.9% positive**, and **17% negative**). Stella Kyriakides, former European Commissioner for Health and Food Safety, is the most mentioned person (32.2%), followed by Ursula von der Leyen (16.8%), President of the European Commission.
- The EU country reporting the most on Europe's Beating Cancer Plan is **Belgium**, followed by **Cyprus, Romania, Malta and Spain**.

Introduction

This science media intelligence report is part of the joint publication series of the European Science-Media Hub (ESMH) and the JRC Text and Data Mining Unit, which covers a wide range of scientific topics relevant to the activities of the European Parliament's Panel for the Future of Science and Technology (STOA). This report focuses on **Europe's Beating Cancer plan**.

Cancer remains one of the biggest public health challenges in Europe with significant implications for morbidity and mortality. In 2022, the European Union (EU) reported approximately 2.74 million new cancer cases, a 2.3% increase from 2020, and 1.3 million cancer-related deaths.¹ Although Europe makes up less than 10% of the global population, it accounts for approximately 22.4% of global cancer cases and 20.4% of cancer deaths.² In 2021, cancer was the second leading cause of death in the EU, with 1.1 million deaths, which represented 21.6% of the total number of deaths in the EU that year³.

In response to this escalating burden, the European Commission made the fight against cancer one of its most important priorities and a key pillar for a strong **European Health Union**. In 2021, the European Commission launched the **Europe's Beating Cancer Plan** (ECBP) amidst other initiatives, allocating EUR 4 billion of funding to combat cancer through a comprehensive approach and demonstrate its political commitment to the cause. Defined by the former Vice-President of the European Commission, Margaritis Schinas, as an "anthropocentric Plan for cancer that addresses all angles," this new approach seeks to prevent, treat, and manage cancer from multiple perspectives by leveraging new technologies and advancing research and innovation in the field. At its core, it represents a paradigm shift in cancer care, encompassing prevention and enhancement of quality of life for both patients and survivors.

The Europe's Beating Cancer Plan is structured around four key action areas: prevention, early detection, diagnosis and treatment, and quality of life of cancer patients and survivors. These core areas are supported by several flagship initiatives⁴ and multiple supporting actions, including a new **Knowledge Centre on Cancer** which aims to coordinate scientific and technical cancer-related initiatives at EU level, and the **European Cancer Imaging Initiative** designed to support the development of new computer-aided tools for advancing personalised medicine and innovative solutions.

Other flagship initiatives focus on addressing persistent challenges through programmes such as the **EU Cancer Inequalities Registry** and the **Children with Cancer Initiative**. Disparities in early detection and screening practices across the EU contribute to unequal health outcomes among different populations. According to a STOA study published in 2024, childhood cancer now accounts

¹ https://joint-research-centre.ec.europa.eu/jrc-news-and-updates/cancer-cases-and-deaths-rise-eu-2023-10-02_en?utm_source=chatgpt.com

² Bray, F., Laversanne, M., Sung, H., Ferlay, J., Siegel, R. L., Soerjomataram, I., & Jemal, A. (2024). Global cancer statistics 2022: GLOBOCAN estimates of incidence and mortality worldwide for 36 cancers in 185 countries. *CA: a cancer journal for clinicians*, 74(3), 229-263.

³ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Cancer_statistics#Deaths_from_cancer

⁴ The following is a list of the initiatives as part of the ECBP: Knowledge Centre on Cancer, Cancer Diagnostic and Treatment for All, European Cancer Imaging Initiative, European Initiative to Understand Cancer, Eliminate cancers caused by Human papillomavirus, Better life for cancer patients initiative, EU Cancer Screening Scheme, Cancer Inequalities Registry, EU network of National Comprehensive Cancer Centres, Helping Children with Cancer Initiative, New Networks of Expertise (for challenging cancer conditions).

for 20% of childhood deaths beyond infancy, compared to just 11% in the 1960s, since deaths from more common diseases, such as infections, have significantly declined.⁵

The objective of this report is to **assess how the European media has covered the European Beating Cancer Plan and its initiatives** so far. This report illustrates the reporting trends and peaks, and the main topics and events that stood out in the media in the 27 EU Member States.

The analysis was performed on online articles published by European media between **1 January 2021 and 31 December 2024**. To identify the most relevant topics, an automated topic-clustering algorithm was used to unveil the main events and narratives appearing in the media. The data was collected by the Europe Media Monitor (EMM) from a selection of 581 important online media sources in the 27 EU Member States.⁶

For a detailed description of the methodology and technology used, please refer to the Annexes.

⁵ Schmiegelow, K., Fehn, K., Westman, D., Clemente Pseudo, I., Atanasovska, D., & Vucina Pedersen, N. (2024). Addressing challenges to European multi-country collaboration models for rare diseases.

⁶ The number of sources was weighted based on the countries' population.

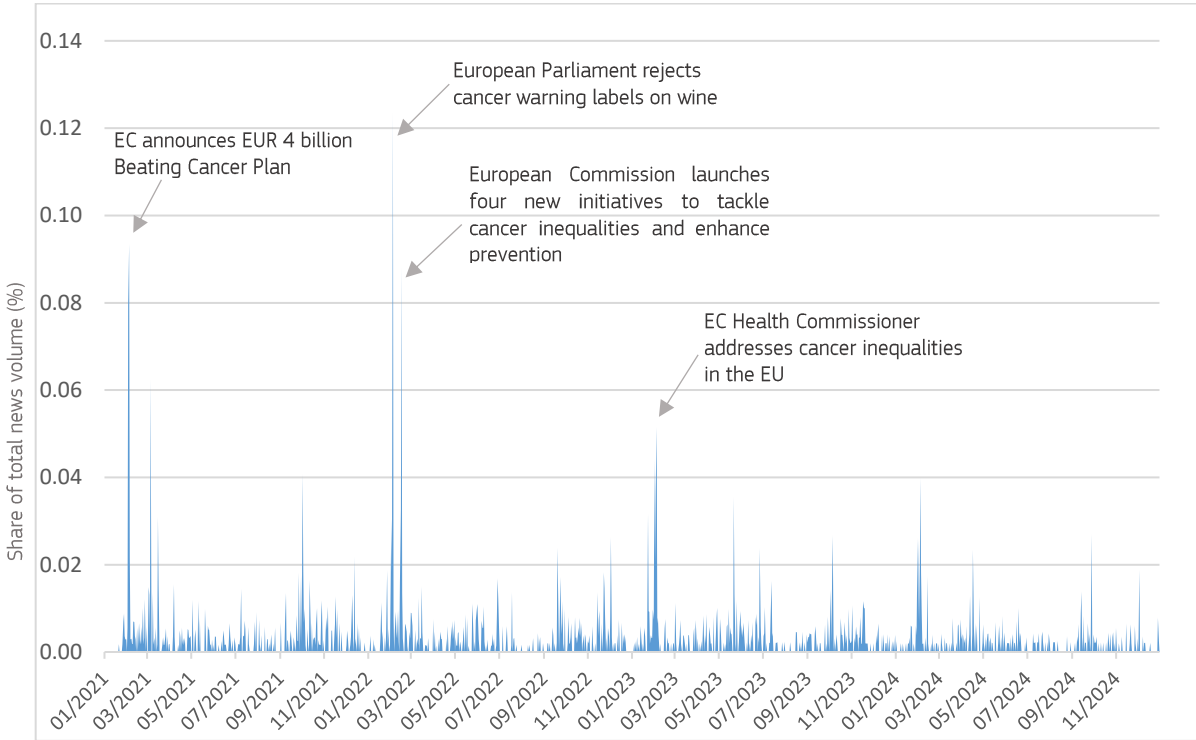
1. Reporting trends and peaks

This section provides an overview of the media coverage on EU initiatives to combat cancer. The analysis identified a total of 13,762 news items related to cancer (see Query 1 described in the [Data selection](#) of the Appendix), of which **2,283 (16.5%) reported on EU actions against cancer**, focusing on various aspects and events (see Query 2 in the Appendix). Among these, **1,326 news items specifically referenced Europe’s Beating Cancer Plan (EBCP)**, describing its policies and initiatives.

Figure 1 displays the dataset containing 2,283 articles that discussed **EU beating cancer policies and their development, such as the EBCP**. The chart presents the daily total number of articles, containing keywords related to the “Europe’s beating cancer plan”, expressed as a share of the total mainstream news media.

The overall media coverage of EU initiatives on cancer remained stable from 2021 to end of 2024, showing recurring variations with occasional peaks throughout the observation period. This indicates constant media interest in the topic, with increased interests around key events such as the announcement of the EBCP. However, the share of EU online media coverage dedicated to this subject remains relatively limited compared to the overall volume of online news.

Figure 1. Share of volume on EU beating cancer initiatives in global media reporting



Source: EMM “EE24campaign” index. Period: 01-01-2021 to 31-12-2024. Daily share of news on EU beating cancer actions (Query 2) of global EU news reporting.

The **reporting peaks** standing out in the timeline relate to news about the EU Beating Cancer initiatives:

- In February 2021, **the European Commission announced a comprehensive plan to combat cancer with a EUR 4 billion budget** for prevention and treatment. The media also reported the European Parliament's push to include the prevention of non-communicable diseases (NCDs).⁷
- In February 2022, the media covered the launch of four new initiatives under the Europe's Beating Cancer Plan. The initiatives are designed to support Member States in addressing inequalities, improving screening for female cancers, and rolling out HPV vaccination.⁸
- During the same period, the media also reported on the European Parliament's decision to rule out the obligation for wine producers to label wine bottles with a cancer risk warning label, which had attracted criticism from wine producers and political parties. Countries such as Italy and Spain supported amendments to exclude this warning label.⁹
- In February 2023, the media covered how the former European Commissioner for Health Stella Kyriakides raised awareness of cancer inequalities across the EU, and reported a statement by Bartosz Arłukowicz, chairman of the European Parliament's Subcommittee on Public Health¹⁰, who addressed the issue of inequality in cancer treatment within the EU.¹¹

⁷ <https://www.demorgen.be/nieuws/europese-commissie-steekt-4-miljard-euro-in-kankerbestrijding~bbe8123c/>

⁸ <https://www.euractiv.com/section/diabetes-cancer-hepatitis/news/commission-targets-womens-cancer-inequalities-in-new-cancer-plan-actions/>

⁹ <https://www.elcorreo.com/sociedad/salud/euoparlamento-salva-vino-20220216094441-nt.html>

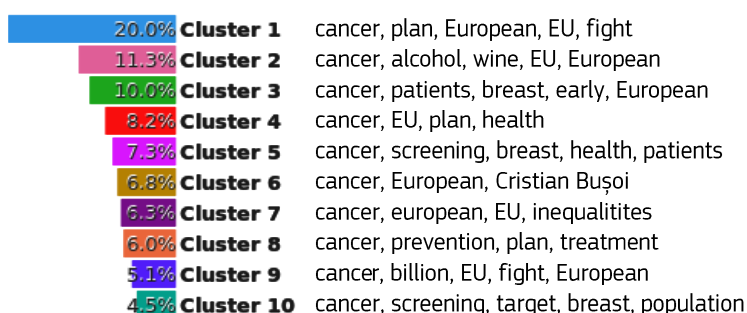
¹⁰ In December 2024, the European Parliament's political Groups decided to upgrade the Subcommittee on Public Health to a full Standing Committee (SANT).

¹¹ <https://www.europapress.es/eseuropa/noticia-presidente-subcomision-salud-parlamento-europeo-critica-desigualdad-tratamiento-cancer-ue-20230414135813.html>

2. Main reported topics

This section presents the main topics covered by the European online media in relation to the Europe's Beating Cancer Plan initiatives (see Query 2 described in the [Data selection](#) of the Appendix). The topics have been identified by grouping the articles based on their titles' semantic similarity.¹² This technique allows highlighting debates on topics from various perspectives and identifying aspects that were relevant over a few weeks rather than only peaking on specific dates, which might not stand out as single peaks in the time series. In [Figure 2](#), the identified topics are displayed from biggest to smallest volume of articles, offering a general overview of the topics' portrayals in the media.

Figure 2. Volume and most frequent keywords for TOP 10 reported topics on EU beating cancer initiatives



Source: EMM "EE24campaign" index. Period: 01-01-2021 to 31-12-2024.

Note: Clustering was performed on headlines. Headlines not similar to any of the groups are not considered in the distribution across topics (Clustered: 1,598, Total: 2,283). Similarity also includes similar length of titles and mentions of names.

The majority of the media coverage focused on **Europe's Beating Cancer Plan (EBCP)**, with clusters 1, 4, 8 and 9 collectively accounting for 40% of the grouped news articles. **The media primarily highlighted the financial aspects of the plan**, in particularly the EC's **EUR 4 billion budget allocation**, emphasising the EU's significant efforts to combat cancer and its goal of reducing cancer mortality by 50% by 2030.

Media reports also describe the ECBP as a comprehensive strategy encompassing multiple initiatives, mentioning the implementation of a Cancer Surveillance System - a database for cancer research and AI-driven diagnostics, and the additional EUR 156 million allocated to funding initiatives tackling non-communicable diseases. Additionally, media reports included **the strong expression of support by the health ministers of Member States**, in particular in relation to enhancing cancer screening, prevention, and treatment.

The media paid particular attention to the following **events**:

- **Cancer Prevention and Risk Reduction Measures** (clusters 2, 4, and 6)

Media coverage highlighted the European Union's efforts to implement a comprehensive set of cancer prevention strategies aimed at minimising exposure to harmful substances and promoting healthier lifestyles. These measures include **restricting arsenic and other carcinogenic**

¹² 1,598 articles could be grouped to clusters based on semantic similarity (equal to 70% of the full dataset, represented by 2,283 single articles). The computed clusters provide a comprehensive overview of the main topics discussed in the EU beating cancer initiatives.

substances in food, increasing taxes on tobacco and alcohol, and advocating for dietary improvements. Reports have also covered **Ireland's introduction of cancer risk warnings on alcohol labels**, while ongoing discussions at the European Parliament continue to examine the relationship between alcohol consumption and cancer.

The European Parliament's decision to reject the proposal to include cancer warnings on wine labels garnered media attention. The proposal was criticised by wine producers and MEPs from the European People's Party, but the World Health Organization (WHO) expressed concerns over EU lawmakers' attempt to water down the cancer risks of alcohol consumption.¹³

- **Advancements in Cancer Research and Treatment** (cluster 3 and 4).
Media reported on the European Commission's approval of new cancer therapies, including Tibsovo for IDH1-mutated Acute Myeloid Leukaemia and Kisqali for HR+/HER2- early breast cancer, produced by Novartis. In parallel, companies such as BioVaxys, Procure Health, and Menarini Group are actively developing cancer vaccines, and emerging technologies like mRNA are being explored for their treatment potential.
- **Early detection and cancer screening initiatives amidst inequalities in cancer care** (cluster 7, 8 and 10).
Media coverage highlighted the EU's initiatives to enhance cancer screening, including **free genetic testing and cross-border treatment**. News also focused on the European Commission's proposal to **lower the age for breast cancer screening** to 45 years, and on experts calling for the standardisation of cancer screenings across EU Member States.

Additionally, significant attention was paid to the EU's goal of eliminating cervical cancer through HPV vaccination and addressing regional disparities in cancer treatment. This issue gained further media traction as former European Commissioner for Health Stella Kyriakides raised awareness of cancer inequalities across the EU, and Bartosz Arlukowicz, chair of the European Parliament's Subcommittee on Public Health, emphasised the persistent disparities in cancer care within the EU.

- **Calls for Policy improvements and Better Cancer Care** (cluster 5).
Media covered experts and patients' calls for improved policies, citing inequalities in liver cancer diagnosis and insufficient funding for breast cancer. AI-assisted diagnostics garnered media attention, particularly in relation to a new pilot project for AI-driven gastric cancer diagnostics and lung cancer screening. The European media also covered how the private sector stepped in to offer cancer screening services where public healthcare systems fall short.

¹³ <https://www.euractiv.com/section/diabetes-cancer-hepatitis/news/who-lobbies-eu-lawmakers-over-watering-down-alcohol-cancer-risk/>

3. Reporting tonality for TOP 10 topics

In addition to the content analysis, algorithms were applied for sentiment classification and for the detection of persons and “human basic values” (for details see the Methodology in Annex). Figure 3 presents the overall reporting tonality for the seven main clusters, based on this automated analysis.

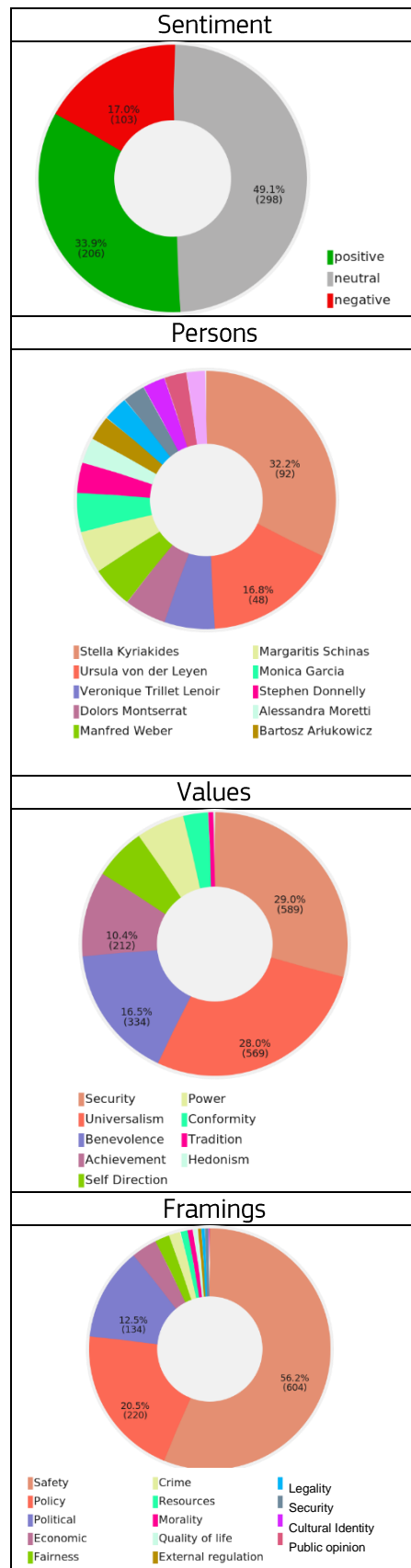
The **predominant sentiment of the articles related to Europe’s Beating Cancer Plan initiatives is neutral** (with a share of 49.1% neutrally classified news items). Nonetheless, there are almost twice as many positive articles as negatively connoted ones (33.9% compared to 17%). One third of the topics are thus portrayed in a positive light to the reader.

The former Commissioner for Health and Food Safety, Stella Kyriakides, is by far the most mentioned person (32.2%). This is due to the launch of the new EU plan against Papillomavirus and Hepatitis B. Ursula von der Leyen ranks second, which is unsurprising given her role in directly sponsoring the ECBP as President of the European Commission.

Regarding **basic human values** which refer to desirable goals that motivate action, the expressions of **SECURITY**, **UNIVERSALISM** and **BENEVOLENCE** scored the highest.

- The prominence of Security (29%) as the top value implies that the reporting on EU initiatives against cancer emphasised the importance of patients’ safety to ensure secure and reliable health care solutions.
- UNIVERSALISM, the second prevalent value (28%), underscores a strong focus on equality, justice, and collective well-being. It suggests that these initiatives are framed as inclusive efforts aimed at protecting and benefiting all individuals, regardless of the geographic location or background.
- The significant score for BENEVOLENCE (16.5%) suggests that the media coverage also stressed the importance of social responsibility, solidarity, and caring for others - in particular for those directly affected by cancer. The reporting conveyed a sense of moral duty to support patients, families, and healthcare providers in the fight against cancer.
- ACHIEVEMENT also ranked high (10.4%), as initiatives such as the EBCP were presented in the media as significant milestones in the EU’s efforts to combat cancer and reduce mortality.

Figure 3. Reporting tonality for TOP 10 clusters

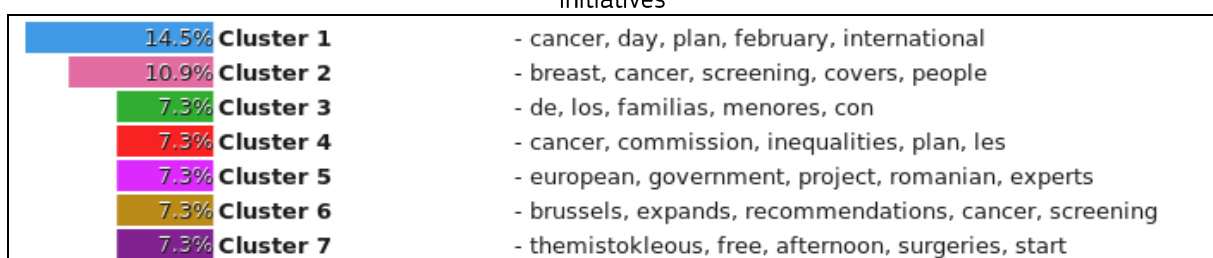


Regarding the **framing**, which is the perspective from which an issue or a piece of news is presented, **SAFETY scored the highest** (56.2%), underlining that media articles primarily presented the issue from the perspective of health protection, risk prevention, and the security of individuals and society.

4. Focus on Europe’s Beating Cancer flagship initiatives

This section zooms in on the media coverage of specific EU flagship initiatives that are part of the EBCP (see Query 3 in the [Data selection](#) of the Annex). The associated topics have been identified by grouping the articles based on their titles’ semantic similarity and are displayed from biggest to smallest volume of articles in [Figure 4](#).

Figure 4. Volume and most frequent keywords for TOP7 reported topics on EU beating cancer flagship initiatives



Source: EMM “EE24campaign” index. Period: 01-01-2020 to 31-12-2024.

Note: Clustering was performed on headlines. Headlines not similar to any of the groups are not considered in the distribution across topics (Clustered: 97, Total: 202). Similarity also includes the similar length of titles and mentions of names.

EU flagship initiatives to fight cancer gained little traction in the media. Only 202 articles mentioned flagship initiatives such as the *EU Network of Youth Survivors* or the *EU Cancer Survivor Smart Card*. The low number of articles may be explained by the characteristics of online media language: while not explicitly mentioning the initiatives’ names or details, the online media embedded them in the broader context of the Europe’s Beating Cancer Plan.

Nonetheless, some initiatives gained more media attention than others due to their scope and relevance:

- The **Cancer Inequality Registry** (Cluster 1) and how it would serve to collect data across the EU to better identify and quantify the problem¹⁴;
- The **Helping Children with Cancer Initiative** and its goal to ensure rapid and optimal diagnosis treatment for children with cancer¹⁵;
- The **EU Cancer Screening Scheme** with a specific focus on breast cancer screening (cluster 2) and how countries like Portugal aligned with the **EU recommendations** issued approximately two years ago, which included lowering the age limit for mammography to 45 years and extending the upper age limit to 74 years¹⁶;
- The **European Initiative to understand cancer** (UNCAN.eu)

¹⁴ <https://www.politico.eu/article/europes-coming-cancer-wave/>

¹⁵ <https://www.ert.gr/eidiseis/ellada/kinonia/pagkosmia-imer-gia-ton-karkino-tis-paidikis-ilikias/>

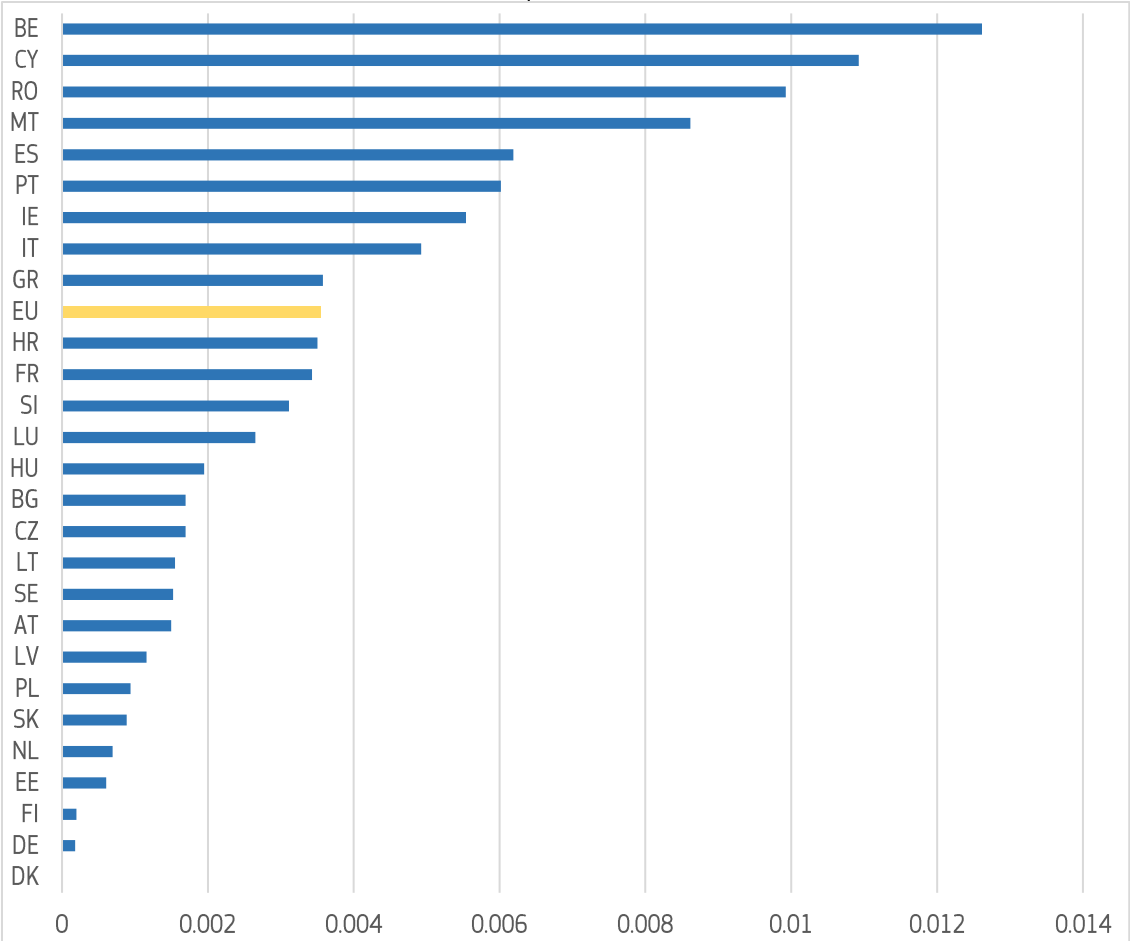
¹⁶ https://www.sapo.pt/noticias/atualidade/rastreio-do-cancro-da-mama-passa-a-abranger_67535884cc3b8c7e2502ecbc

5. Country highlights

Figure 5 compares media attention to EU cancer initiatives with the overall online media reporting in the 27 EU Member States and the EU average. Belgium recorded the highest share of media coverage with 0.0126% of online news articles addressing EU cancer initiatives, which equates to approximately 1 in 8,000 articles. Cyprus (0.0109%) and Romania (0.0099%) ranked second and third respectively, followed by Malta, Spain, and Portugal, each with 0.006% of online news coverage on EU cancer initiatives.

At the lower end of the ranking are Denmark, Germany, Finland, and Estonia. The low ranking of Denmark, Finland and Estonia can be attributed to the low volume of cancer-related news in these countries in general. Germany’s case stands out as it ranks among the highest in cancer-related news coverage (with nearly 2,302 cancer-related articles over the reference period), but has a low share of EU-focused cancer news, suggesting a national perspective in cancer reporting rather than an EU-wide focus.¹⁷

Figure 5. Share of reporting on Europe’s Beating Cancer Plan initiatives compared to the overall news volume by Member State.



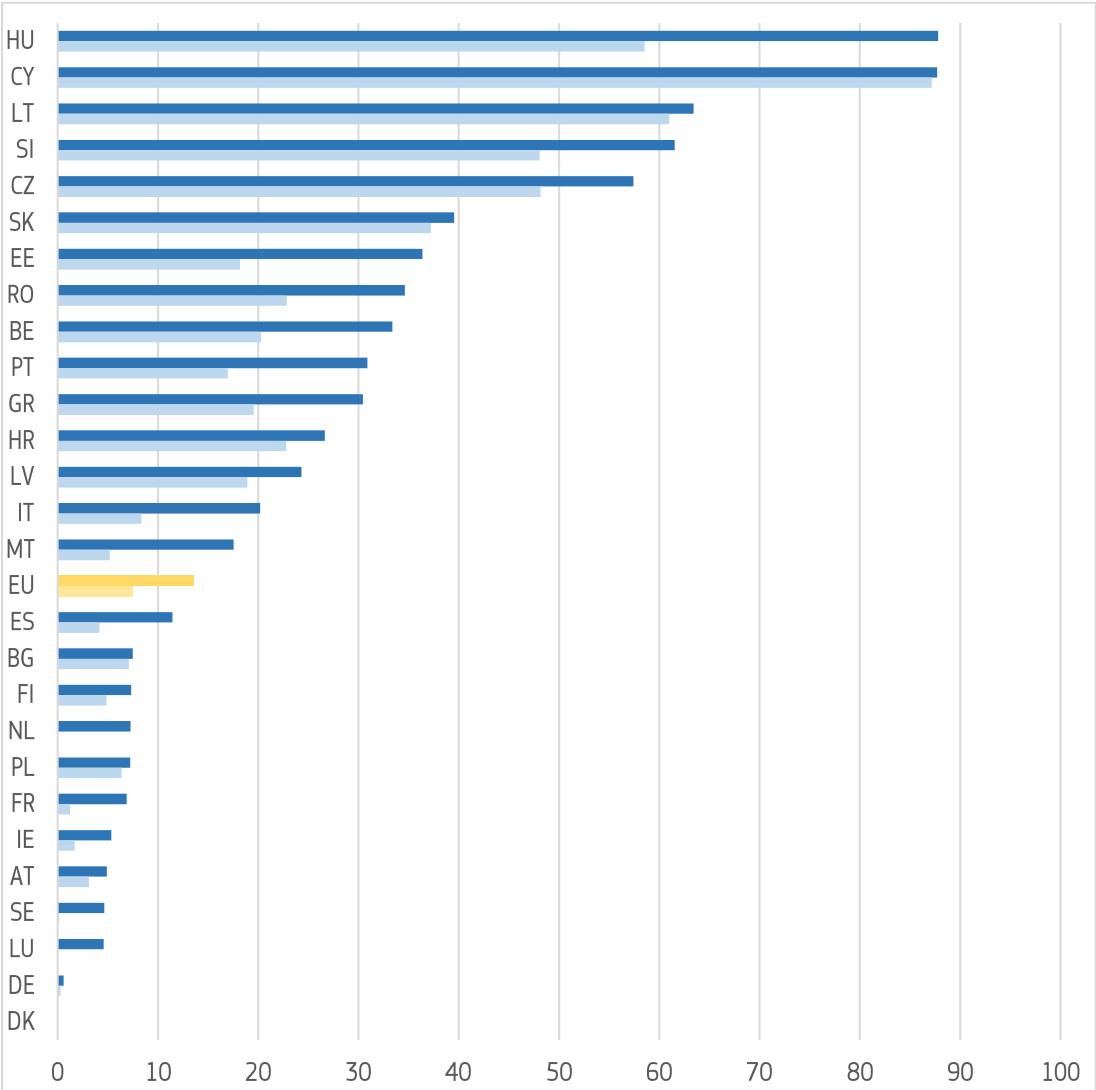
Source: EMM “EE24campaign” index. Period: 01-01-2021 to 31-12-2024.

¹⁷ <https://www.zeit.de/news/2021-02/19/ministerium-fruehe-krebsdiagnose-erhoeht-ueberlebensrate>
<https://www.tz.de/muenchen/stadt/muenchen-krebs-heilung-neue-technologie-firma-studie-patienten-zr-90161425.html>
<https://www.mdr.de/wissen/dem-genetischen-fingerabdruck-von-krebserkrankungen-auf-der-spur-100.html>

Figure 6 illustrates the proportion of online news about EU cancer initiatives within the total volume of cancer-related online news (dark blue bars). In Germany, only 0.6% of cancer-related news address EU initiatives, indicating minimal EU-centred coverage. By contrast, in Hungary, Cyprus, and Lithuania, 80% of cancer-related news are EU-focused.

When considering only the Europe’s Beating Cancer Plan (EBCP, light blue bars), Cyprus and Lithuania exhibit almost a complete overlap of EU cancer-related news and EBCP-related news, meaning that nearly all of the EU-focused cancer coverage in these countries refers specifically to the EBCP.

Figure 6. Shares of reporting on EBCP initiatives and EBCP compared to the overall cancer-related news volume in EU Member States

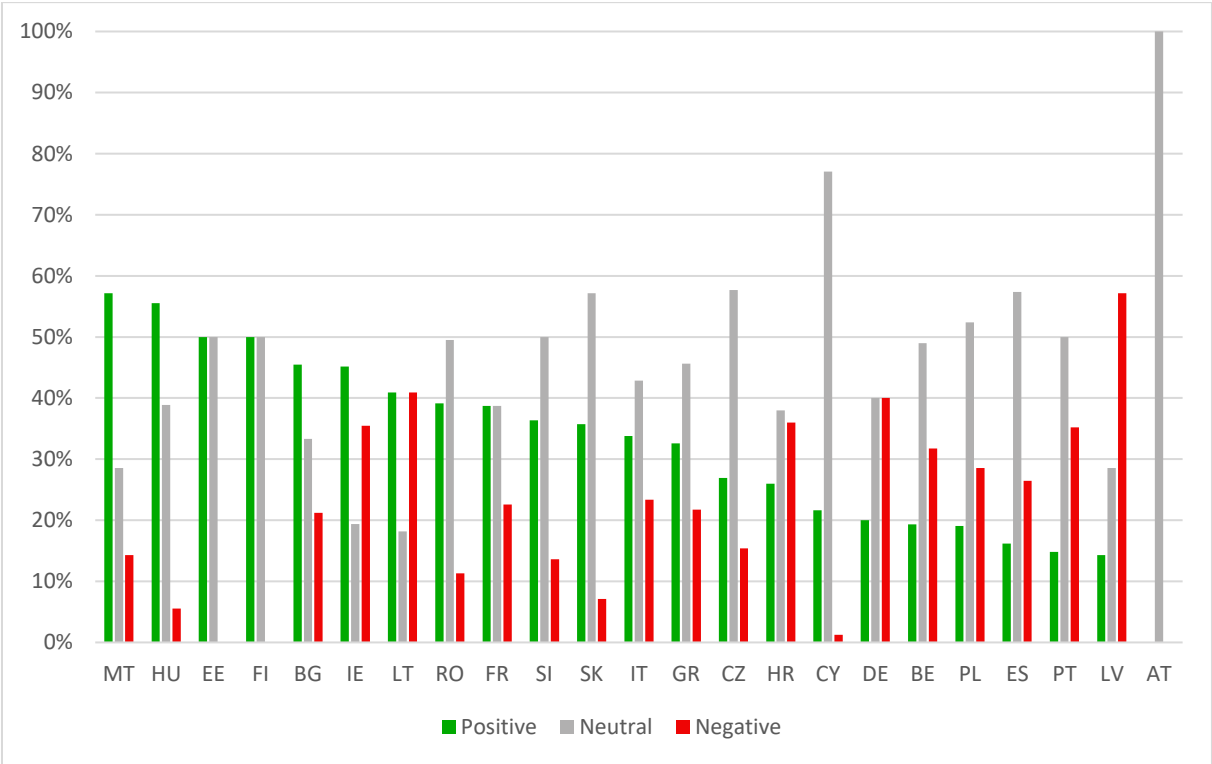


Source: EMM “EE24campaign” index. Period: 01-01-2021 to 31-12-2024.

Note: The dark blue bar represents the share of EBCP initiatives in cancer-related news articles as a proportion of the overall online news by EU Member State. The light blue bar represents the share of EBCP in cancer-related online news by EU Member State.

Figure 7 illustrates the share of negative, neutral and positive articles for each EU Member State. For Malta (57%), Hungary (56%), Estonia and Finland (each 50%), at least half of the news articles were positively connoted. Additionally, the reporting sentiment for Bulgarian and Irish news articles (each 45%) was predominantly positively connoted. Only in Latvia, more than half of the news items were negative, with 57% of articles classified as such. In Lithuanian and German media, the distribution of sentiment was evenly balanced, with positive and negative articles each accounting for 41% and 40% of the content, respectively. For all other countries, the predominant reporting sentiment was neutral.

Figure 7. Distribution of sentiment of news related to EBCP for reporting Member States



Share of negative, neutral and positive sentiment of all EBCP-related news articles by reporting countries. Source: EMM “EE24campaign” index .Period: 01-01-2021 to 31-12-2024.

Highlights in the main reporting EU countries

Belgian media

- The ECBP EUR 4 billion investment to combat cancer through prevention and early detection, and the stricter regulations on tobacco and alcohol.
- An EU-wide cancer screening network will be established, alongside support for innovation and research through personalised medicine, AI-driven diagnostics, and digital health solutions, backed by Horizon Europe.
- Political backing of the ECBP by key EU leaders, including Ursula von der Leyen, Stella Kyriakides and Margaritis Schinas. They advocate for a coordinated EU response to reduce disparities in survival rates between Western and Eastern Europe.
- Industry resistance: the alcohol and tobacco industries oppose stricter advertising restrictions and taxation, raising concerns over economic impacts.

Cypriot media

- The EUR 4 billion budget for the ECBP and its key goals, including reducing tobacco use below 5% by 2040, vaccinating 90% of girls against HPV by 2030 and ensuring that 90% of eligible citizens access cancer screenings by 2025.
- The European Parliament advocated for equal access to innovative treatments and cross-border cooperation, inspired by the COVID-19 vaccine efforts. MEP Loukas Furlas and ex-MEP Maria Spyrali, members of the European Parliament's Special Committee on Beating Cancer¹⁸ during the ninth legislative term (2019–2024), supported cross-border healthcare, funding for rare cancer treatments, and a “Right to be Forgotten” policy for cancer survivors.
- Disparities in survival rates across Europe and the urgency for a unified EU cancer strategy backed by strong political commitment. Stella Kyriakides, former European Commissioner for Health & Food Safety, underlined the need for equal access to screening, treatment, and quality healthcare across all EU states.
- The creation of a Cancer Knowledge Centre and improved data-sharing to enhance research.

Romanian media

- Romania's National Cancer Plan, launched by former President Klaus Iohannis in 2022, aims to carry out the ECBP but implementation remains slow, with patient organisations protesting these delays.
- Cancer-related deaths surged in 2020, worsened by COVID-19's impact on diagnosis and treatment access. HPV vaccination efforts continue, but high costs prevent many women from receiving the vaccine.
- The Romanian politicians Cristian Buşoi and Marian-Jean Marinescu (PNL) push for EU-backed price regulations, as Romanian patients face long waiting times for life-saving treatments. The European Commission funds oncology research, particularly in AI-driven diagnostics and personalised medicine.

¹⁸ This committee operated under the previous legislature and doesn't exist anymore. This month the EP launched a new “Intergroup on Cancer and Rare Diseases”.

- Romania also benefits from unprecedented EU funding for hospital infrastructure and cancer research. New laws propose free psychological support and paid leave for caregivers, marking a shift toward stronger patient rights. While policy progress is evident, disparities in treatment access persist.

Spanish media

- The European Commission's EUR 4 billion Beating Cancer Plan prioritises prevention, early detection, and research, and includes the goal of a tobacco-free Europe by 2040. However, pressure from the alcohol and tobacco industries has weakened proposed regulations, excluding for instance cancer warnings on wine labels even though the WHO supports stronger alcohol health warnings.
- 100 million cancer screenings were missed due to COVID-19, delaying diagnoses and increasing mortality risks. Spain and other EU countries expand screening efforts, introducing earlier breast cancer screenings and pilot lung cancer detection programs.
- AI-driven diagnostics and CAR-T cancer therapies are advancing, but availability remains limited.
- Cancer survivors' rights gain traction, with Spain passing anti-discrimination laws for employment and insurance.
- Spain's healthcare system faces criticism over delayed drug approvals and uneven research funding distribution, sparking legal and political disputes.

Maltese media

- The EU allocates EUR 4 billion to combat cancer, with Malta and Cyprus advocating for joint EU procurement of costly cancer drugs.
- A new foundation was set up in Malta to advance cancer research and treatment, with a EUR 46.7 million investment.

Hungarian media

- Progress in the fight against smoking and cancer within the European Union, in particular the creation of smoke-free and aerosol-free environments and the launch of a new era of cancer screening and prevention in the EU. Hungary is reported to lead in the battle against cancer¹⁹, and significant funds are allocated to support the fight against cancerous diseases.

Latvian media

- The state of healthcare priorities and policy-making in Latvia, particularly in relation to oncology and the progress of the national Health Oncology Plan.

¹⁹

<https://index.hu/tudomany/2022/07/18/onkologiai-intezet-daganat-betegseg-kezeles/>

Conclusions

This report provides an analysis of European online media coverage of EU initiatives to combat cancer, with a focus on Europe's Beating Cancer Plan (EBCP). The findings suggest that, while there is a significant amount of media coverage of Europe's Beating Cancer Plan (16.5% of total cancer-related news), coverage of specific EBCP flagship initiatives is relatively limited (only 1.46% of total cancer-related news).

The volume of media coverage from January 2021 to December 2024 remained stable, with recurring variations and occasional peaks throughout due to special events, such as World Cancer Day or the launch of Europe's Beating Cancer Plan and four specific initiatives to tackle cancer inequalities within and between EU Member States, improving screening for female cancers, and rolling out HPV vaccination.

The European online media highlighted the importance of continued efforts to raise awareness and promote EU initiatives to combat cancer and reduce its burden on European societies. The main topic in the news was the EBCP, its **EUR 4 billion budget** and its focus on **prevention, early detection, diagnosis, treatment, and care**. The media also reported on Research and Innovation, in particular the impact of AI for early cancer detection and screening.

The report's findings on sentiment and framing indicate that media coverage of EU cancer initiatives is largely neutral, with an emphasis on patient safety, protection, and social responsibility. Values such as security and universalism are also predominant.

The most frequently mentioned persons were **Stella Kyriakides**, former Commissioner for Health and Food Safety, and **Ursula von der Leyen**, President of the European Commission. Kyriakides is widely reported for addressing inequalities in access to cancer prevention and care across the EU, while von der Leyen is mentioned for announcing and launching the Europe's Beating Cancer Plan (EBCP).

The biggest share of media coverage of EU cancer initiatives was recorded in **Belgium**, followed by **Cyprus, Romania, Malta, Spain, and Portugal**. As for Germany, cancer-related news was reported from a national perspective and did not focus on initiatives at EU level.

EBCP Flagship initiatives

The flagship initiatives of Europe's Beating Cancer Plan gained little traction in the media, with only 202 articles addressing these specific initiatives. The low number of articles about the EBCP flagship initiatives is due to the online media language, which often embeds these initiatives in the broader context of the EBCP without mentioning them explicitly. Some initiatives, such as the **Cancer Inequality Registry** and the **Helping Children with Cancer Initiative**, gained more media attention due to their scope and relevance for citizens.

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Appendix

Data selection

Articles relevant for the analysis are selected by searching for a set of relevant keywords or keyword combinations that appear in the title, description or text of the article. Description refers to approximately the first 300 characters of the article, following the title. These keywords are translated into all EU24 languages. The keyword combinations have been selected carefully to include all important articles but to avoid irrelevant ‘noise’ in the news collection.

Query	Articles are included in the data set if they contain at least one keyword/expression of:	
Query 1 – EU + Cancer initiatives	GROUP 1 – EU, EC, EP	In title or text
	AND	
	GROUP 2: CANCER, TUMOR AND GROUP 3: PLAN, MISSION, STRATEGY, ROADMAP, MANIFESTO	In title or description In title or text
Query 2 – EU + Cancer + Europe’s Beating Cancer Initiative	GROUP 4: EBCP	In title or text
	AND	
	GROUP 1: EU, EC, EP AND	In title or text
	GROUP 2: CANCER, TUMOR AND	In title or description
	GROUP 6: INITIATIVES, PROGRAMME	In title or text
AND		
	GROUP 1: EU, EC, EP AND	In title or text
	GROUP 3: PLAN, MISSION, STRATEGY, ROADMAP	In title or text
Query 3 – Specific Flagship initiatives	GROUP 5: CANCER FLAGSHIP INITIATIVES	In title or text

Group 1: EU, EC, EP

European Union, Европейски съюз, Európska unija, Evropská unie, Den Europæiske Union, Europese Unie, Euroopa Liit, Euroopan unioni, Union européenne, Europäische Union, Ευρωπαϊκή Ένωση, Európai Unió, An tAontas Eorpach, Unione europea, Eiropas Savienība, Europos Sąjunga, Unjoni Ewropea, Unia Europejska, União Europeia, Uniunea Europeană, Európska únia, Evropska unija, Unión Europea, Europeiska unionen, **European Commission**, Европейска комисия, Európska komisija, Evropská komise, Den Europæiske Kommission, Europese Commissie, Euroopa Komisjon, Euroopan komissio, Commission européenne, Europäische Kommission, Ευρωπαϊκή Επιτροπή, Európai Bizottság, An Coimisiún Eorpach, Commissione europea, Eiropas Komisija, Europos Komisija, Il-Kummissjoni Ewropea, Komisja Europejska, Comissão Europeia, Comisia Europeană, Európska komisia, Evropska komisija, Comisión Europea, Europeiska kommissionen, **European Parliament**, Европейски парламент, Euroopski parlament, Evropský parlament, Den Europæiske Parlament, Europees Parlement, Euroopa Parlament, Euroopan parlamentti, Parlement européen, Europäisches Parlament, Ευρωπαϊκό Κοινοβούλιο, Európai Parlament, Parlaimint na hEorpa, Parlamento europeo, Eiropas Parlaments, Europos Parlamentas, Il-Parlament Ewropew, Parlament Europejski, Parlamento Europeo, Parlamentul European, Európsky parlament, Evropski parlament, Parlamento Europeo, Europaparlamentet

GROUP 2: CANCER, TUMOR

krebs, **tumor**, **cancer**, рак, rakovina, kræft, Krebserkrankungen, καρκίνος, cáncer, vähktõbi, syöpä, ailse, rak, rák, vēžys, vēzis, il-kanċer, kanker, nowotwór, cancro, raku

GROUP 3: CANCER MISSION, STRATEGY, PLAN, ROADMAP

cancer plan, plan za bORba s raka, plan protiv raka, plán boje proti rakovině, kræftplan, kankerplan, cancer plan, vähi tegevuskava, syöpätoimintasuunnitelma, plan cancer, krebsplan, σχέδιο για τον καρκίνο, rákellenes terv, plean ailse, piano contro il cancro, vēža plāns, kovos su vēžiu planas, pjan kontra l-kanċer, plan walki z rakiem, plano para o cancro, plan național pentru cancer, plán boja proti rakovine, načrt za boj proti raku, plan contra el cáncer, cancerplan, **cancer strategy**, strategija za bORba s raka, strategija protiv raka, strategie boje proti rakovině, kræftstrategi, kankerstrategie, cancer strategy, vähi strategija, syöpäsuunnitelma, stratégie contre le cancer, krebsstrategie,

στρατηγική για τον καρκίνο, rákellenes stratégia, straitéis ailse, strategia contro il cancro, věža stratěgija, kovos su věžiu strategija, strategija kontra l-kanċer, strategia walki z rakiem, estratégia para o cancro, strategie națională pentru cancer, stratégia boja proti rakovine, strategija za boj proti raku, estrategia contra el cáncer, cancerstrategi, **cancer roadmap**, pätna karta za bORba s raka, putokaz za bORbu protiv raka, cestovní mapa boje proti rakovině, kørreplan FOR kræft, routekaart tegen kanker, vähi teekaart, syöpä tiekartta, feuille de route contre le cancer, krebsfahrplan, οδικός χάρτης για τον καρκίνο, útiter v a rák elleni küzdelemhez, treochlár ailse, tabella di marcia contro il cancro, věža ceļvedis, kovos su vēžiu gairēs, mappa tat-triq kontra l-kanċer, mapa drogowa walki z rakiem, roteiro para o cancro, foaie de parcurs pentru cancer, cestovná mapa boja proti rakovine, načrt poti proti raku, hoja de ruta contra el cáncer, färdplan för cancer, **cancer mission**, misija za bORba s raka, misija protiv raka, mise boje proti rakovině, kræftmission, kankermisssie, cancer mission, vähi missioon, syöpämissio, mission cancer, krebsmission, αποστολή για τον καρκίνο, rákellenes küldetés, misean ailse, missione contro il cancro, věža misija, kovos su vēžiu misija, missjoni kontra l-kanċer, misja walki z rakiem, missão para o cancro, misiune împotriva cancerului, misia boja proti rakovine, misija za boj proti raku, misión contra el cáncer, cancermission

GROUP 4: EBCP

Europe's Beating Cancer Plan, Европейски план за борба с рака, Plan Europeo de Lucha contra el Cáncer, Evropský plán boje proti rakovině, Europas kræfthandlingsplan, Europas Plan gegen den Krebs, Euroopa vähitõrje tegevuskava, Ευρωπαϊκό σχέδιο για την καταπολέμηση του καρκίνου, Plan européen pour vaincre le cancer, Plean Sáraithe Ailse na hEorpa, Europejski plan za borbu protiv raka, Piano europeo per la lotta contro il cancro, Eiropas Vēža uzveikšanas plāns, Europos kovos su vēžiu planas, Európai rákellenes terv, Pjan tal-Ewropa biex Jingheleb il-Kanċer, Europees plan voor kankerbestrijding, Europejski plan walki z rakiem, Plano Europeu de Luta contra o Cancro, Planul european de combatere a cancerului, Európsky plán na boj proti rakovine, Evropski načrt za boj proti raku, EU:n syöväntörjuntasuunnitelma, EU:s plan mot cancer, Europe's Beating Cancer Plan, European Cancer Plan, Cancer Plan for Europe, European Union Cancer Plan, EU Cancer Plan, Europe Against Cancer Plan, Европейски план за борба с рака, План на ЕС за борба срещу рака, Европейска стратегия за борба с рака, Plan Europeo de Lucha contra el Cáncer, Plan de la Unión Europea contra el cáncer, Estrategia Europea contra el Cáncer, Evropský plán boje proti rakovině, Plán EU v boji proti rakovině, Evropská strategie boje proti rakovině, Europas kræfthandlingsplan, EU's kræftplan, Europæisk plan mod kræft, Europas Plan gegen den Krebs, EU-Krebsplan, Europäische Krebsstrategie, Euroopa vähitõrje tegevuskava, ELi vähitõrje plaan, Euroopa vähivastane strateegia, Ευρωπαϊκό σχέδιο για την καταπολέμηση του καρκίνου, Σχέδιο Ευρωπαϊκής Ένωσης κατά του καρκίνου, Ευρωπαϊκή στρατηγική κατά του καρκίνου, Plan européen pour vaincre le cancer, Plan de l'Union européenne contre le cancer, Stratégie européenne contre le cancer, Plean Sáraithe Ailse na hEorpa, Plean CE um Ailse a Chosc, Straitéis Eorpach in aghaidh Ailse, Europejski plan za borbu protiv raka, Plan EU-a za borbu protiv raka, Europejska strategija za borbu protiv raka, Piano europeo per la lotta contro il cancro, Piano dell'Unione europea contro il cancro, Strategia europea contro il cancro, Eiropas Vēža uzveikšanas plāns, ES vēža uzveikšanas plāns, Europos vēža uzveikšanas stratēgija, Europos kovos su vēžiu planas, ES vēžio kontrolēs planas, Europos vēžio kontrolēs strategija, Európai rákellenes terv, Európai Unió rákellenes terve, Európai rákellenes stratégia, Pjan tal-Ewropa biex Jingheleb il-Kanċer, Pjan tal-Unjoni Ewropea kontra l-Kanċer, Strategija Ewropea kontra l-Kanċer, Europees plan voor kankerbestrijding, EU-plan voor kankerbestrijding, Europese strategie voor kankerbestrijding, Europejski plan walki z rakiem, Plan UE walki z rakiem, Europejska strategia walki z rakiem, Plano Europeu de Luta contra o Cancro, Plano da União Europeia contra o cancro, Estrategia Europeia contra o cancro, Planul european de combatere a cancerului, Planul Uniunii Europene de combatere a cancerului, Strategia europeană de combatere a cancerului, Európsky plán na boj proti rakovine, Plán EÚ na boj proti rakovine, Európska stratégia na boj proti rakovine, Evropski načrt za boj proti raku, Načrt EU za boj proti raku, Evropska strategija za boj proti raku, EU:n syöväntörjuntasuunnitelma, EU:n syöpästrategia, Euroopan syöpätörjuntasuunnitelma, EU:s plan mot cancer, EU:s cancerstrategi, Europas plan mot cancer

Group 5: EU CANCER FLAGSHIP INITIATIVES

European Cancer Inequalities Registry, Европейски регистър на неравенствата при рака, Europejski registar nejednakosti u bolesti raka, Evropský registr nerovností v onkologii, Europæisk register over kræftulighedsforskelle, Europees register van kankerongelijkheden, Registro europeo de desigualdades en cáncer, Европейский регистр неравенств в онкологии, Euroopan syöpäepäkohtien rekisteri, Registre européen des inégalités en matière de cancer, Europäisches Register der Krebsungleichheiten, Ευρωπαϊκό Μητρώο Ανισοτήτων στον Καρκίνο, Európai daganat-egészségügyi egyenlőtlenségek nyilvántartása, Clár Eorpach na Neamhchothromaíochtaí Ailse, Registro europeo delle disuguaglianze nel cancro, Eiropas vēža nesakritību reģistrs, Lietuvosos vēžio nelygybės registras, Registru Ewropew ta' l-Unaccessibilitajiet fil-Kanċer, Rejestr Europejski Nierówności w Zachorowaniach na Raka, Registo Europeu das Desigualdades no Cancro, Registrul European al Inegalităților în Cancer, Európsky register nerovností v onkologii, Evropsko register neenakih možnosti pri raku, Registro Europeo de Desigualdades en Cáncer, Européen register över ojämlikheter i cancer, Cancer Imaging Initiative, Инициатива за визуализация на рака, Inicijativa za snimanje raka, Inicijativa pro zobrazování nádorů, Kræftbilledenitiativ, Kankerbeeldvormingsinitiatief, Initiative d'imagerie du cancer, Krebsbildgebungs-Initiative, Πρωτοβουλία Απεικόνισης Καρκίνου, Daganatképkötő kezdeményezés, Tionscnamh Íomháithe Ailse, Iniziativa di imaging del cancro, Vēža attēlošanas iniciatīva, Vēžio vaizdavimo iniciatyva, Inizjattiva għall-Immagini tal-Kanċer, Inicjatywa Wizualizacji Nowotworów, Inicijativa de Imagem do Cancro, Inițiativa de Imagistică a Cancerului, Inicijativa pre zobrazovanie nádorov, Pobuda za slikanje raka, Inicijativa de Imagen del Cáncer, Initiativ för cancerbildning, Cancer Screening Scheme, Схема за скрининг на рака, Program skrininga za rak, Program screeningu nádorů, Kræftscreeningsprogram, Kankerscreeningsprogramma, Programme de dépistage du cancer, Krebsfrüherkennungsprogramm, Πρόγραμμα Επιλογής Καρκίνου, Daganatszűrés program, Scéim Scagtha Ailse, Programma di screening del cancro, Vēža skrīninga programma, Vēžio skrīningo programa, Skema għat-Tfittxija tal-Kanċer, Program Badañ Przesiewowych Nowotworów, Programa de Rastreio do Cancro, Program de screening al cancerului, Program screeningu nádorov, Program zgodnjega odkrivanja raka, Programa de Detección del Cáncer, Program för cancer screening, Comprehensive Cancer Centre, Всестранен център за рака, Sveobuhvati centar za rak, Komplexní onkologický centrum, Komplet kræftcenter, Uitgebreid kankercentrum, Centre complet de cancérologie, Umfassendes Krebszentrum, Ολοκληρωμένο Κέντρο Καρκίνου, Átfogó daganatcentrum, Ionad Cuimsitheach Ailse, Centro completo di oncologia, Pilnīgs vēža centrs, Visapjungis vēžio centras, Centru Komprehensiv tal-Kanċer, Wielofunkcyjne Centrum Onkologiczne, Centro Comprensivo de Oncologia, Centrul complet de oncologie,

Komplexné onkologické centrum, Celostni onkološki center, Centro Integral de Oncología, Kompletterande cancercentrum, European Initiative to understand Cancer UNCAN, Европейска инициатива за разбиране на рака UNCAN, Evropska inicijativa za razumijevanje raka UNCAN, Evropská iniciativa pro pochopení rakoviny UNCAN, Europæisk initiativ for at forstå kræft UNCAN, Europees initiatief voor het begrijpen van kanker UNCAN, Initiative européenne pour la compréhension du cancer UNCAN, Europäische Initiative zur Erforschung von Krebs UNCAN, Ευρωπαϊκή Πρωτοβουλία για την Κατανόηση του Καρκίνου UNCAN, Európai kezdeményezés a rák megértéséért UNCAN, Tionscnamh Eorpach chun Ailse a Thuiscint UNCAN, Iniziativa europea per la comprensione del cancro UNCAN, Eiropas iniciatīva vēža izpratnei UNCAN, Europos iniciatyva vēžio supratimui UNCAN, Inizjattiva Ewropea għall-Fehm tal-Kanċer UNCAN, Europejska Inicjatywa na Rzecz Zrozumienia Raka UNCAN, Iniciativa Europeia para a Compreensão do Cancro UNCAN, Inițiativa Europeană pentru înțelegerea cancerului UNCAN, Európska iniciatíva pre pochopenie rakoviny UNCAN, Evropska pobuda za razumevanje raka UNCAN, Iniciativa Europea para la Comprensión del Cáncer UNCAN, Europeisk initiativ för att förstå cancer UNCAN, Cancer survivor smart-card, Интелигентна карта за оцелели от рака, Pametna karta za preživjele od raka, Chytrá karta pro pacienty s nádorovým onemocněním, Kræftoverlevende-smartkort, Kankeroverlevenden-smartkaart, Carte intelligente pour les survivants du cancer, Krebsüberlebenden-Smartcard, Εξυπνη Κάρτα για τους Επιζήσαντες από Καρκίνο, Daganatok túlélői okoskártya, Cárta Ghlachach do Tharrtháil Ailse, Carta intelligente per i sopravvissuti al cancro, Vēža pārādžiju inteligentā karte, Vēžio išgyvenusiųjų protinga korte, Karta Intelligenti għall-Iżurviventi tal-Kanċer, Karta elektroniczna dla osób, które przeżyły raka, Cartão inteligente para sobreviventes de cancro, Carte inteligentă pentru supraviețuitorii cancerului, Chytrá karta pre pacientov s nádorovým ochorením, Pametna karta za preživelle raka, Tarjeta inteligente para supervivientes de cáncer, Canceröverlevandes smartkort, European Cancer Patient Digital Centre, Европейски цифров център за пациенти с рак, Europski digitalni centar za pacijente s rakom, Evropské digitální centrum pro pacienty s nádorovým onemocněním, Europæisk digitalt center for kræftpatienter, Europees digitaal centrum voor kankerpatiënten, Centre numérique européen pour les patients atteints de cancer, Europäisches digitales Krebszentrum, Ευρωπαϊκό Ψηφιακό Κέντρο για τους Ασθενείς με Καρκίνο, Európai digitális daganatbeteg-központ, Ionad Digiteach Eorpach do Othair Ailse, Centro digitale europeo per i pazienti con cancro, Eiropas digitālais vēža pacientu centrs, Europos skaitmeninis vēžio ligonių centras, Centru Digitali Ewropew għall-Pazjenti tal-Kanċer, Europejskie Centrum Cyfrowe dla Pacjentów z Rakiem, Centro Digital Europeu para Doentes com Cancro, Centrul digital european pentru pacienții cu cancer, Európske digitálne centrum pre pacientov s nádorovým ochorením, Evropsko digitalno središče za bolnike s rakom, Centro Digital Europeo para Pacientes con Cáncer, Europeisk digitalt centrum för cancerpatienter, Cancer Inequalities Registry, Регистър на неравенствата при рака, Register nejednakosti u bolesti raka, Registr nerovnosti v onkologii, Register over kræftulighedsforskelle, Register van kankerongelijkheid, Registre des inégalités en matière de cancer, Register der Krebsungleichheiten, Μητρώο Ανισοτήτων στον Καρκίνο, Daganat-egészségügyi egyenlőtlenségek nyilvántartása, Clár na Neamhchothromaíochtaí Ailse, Registro delle disuguaglianze nel cancro, Vēža nesakritību reģistrs, Vēžio nelygybės registras, Registru ta' l-Unaccessibilitajiet fil-Kanċer, Rejestr Nierówności w Zachorowaniach na Raka, Registo das Desigualdades no Cancro, Registrul Inegalităților în Cancer, Register nerovnosti v onkologii, Register neenakih možnosti pri raku, Registro de Desigualdades en Cáncer, Register över ojämlikheter i cancer, Childhood cancer, Детска ракова болест, Dječja rakova bolest, Dětsví rakovina, Børnekkræft, Kinderkanker, Cancer de l'enfant, Kinderkrebs, Παιδική Νεοπλασία, Gyermekdaganat, Ailse na hÓige, Cancro infantile, Bērnu vēža slimība, Vaiku vēžys, Kanċer tat-Tfal, Nowotwory u dzieci, Cancro infantil, Cancerul copilului, Detská rakovina, Otroška rakava bolezen, Cáncer infantil, Barmcancer, Adolescence cancer, Ракова болест при юношестве, Rakova bolest u adolescence, Rakovina v adolescenci, Ungdomskræft, Kanker bij adolescenten, Cancer de l'adolescence, Krebs im Jugendalter, Καρκίνος στην Εφηβεία, Serdüülökorí daganat, Ailse na hAois Óig, Cancro nell'adolescenza, Jauniešu vēža slimība, Paaugļu vēžys, Kanċer fl-Adolezenza, Nowotwory u młodzieży, Cancro na adolescência, Cancerul adolescenței, Rakovina v adolescence, Mladostnička rakava bolezen, Cáncer en la adolescencia, Ungdomscancer, Helping Children with Cancer Initiative, Инициатива за помощ на деца с рак, Inicijativa za pomoć djeci s rakom, Iniciativa na pomoc dětem s nádorovým onemocněním, Initiativ for at hjælpe børn med kræft, Initiatief voor hulp aan kinderen met kanker, Initiative d'aide aux enfants atteints de cancer, Initiative zur Unterstützung von Kindern mit Krebs, Πρωτοβουλία για Βοήθεια σε Παιδιά με Καρκίνο, Kezdeményezés a rákos gyermekek segítésére, Tionscnamh chun Cúnamh a Thabhairt do Leanáí le Ailse, Iniziativa di aiuto ai bambini con cancro, Palīdzības bērniem ar vēzi iniciatīva, Paramos vaikams, sergantiems vēžiu, iniciatyva, Inizjattiva għall-Għajjuna tal-Ulied bil-Kanċer, Inicjatywa Pomocy Dzieciom z Rakiem, Iniciativa de Ajuda a Crianças com Cancro, Inițiativa de ajutorare a copiilor cu cancer, Iniciativa na pomoc dețom s nádorovým ochorením, Pobuda za pomoć otrokom s rakom, Iniciativa de Ayuda a Niños con Cáncer, Initiativ för att hjälpa barn med cancer, Network of Youth Cancer Survivors, Мрежа от оцелели от рака млади хора, Мрежа mladih preživjelih od raka, Síť mladých pacientů s nádorovým onemocněním, Netværk for unge kræftoverlevende, Netwerk van jonge kankeroverlevenden, Réseau de jeunes survivants du cancer, Netzwerk junger Krebsüberlebender, Δίκτυο Νέων Επιζήσαντων από Καρκίνο, Fiatal daganatbeteg túlélők hálózata, Líonra Ógtharrtháil Ailse, Rete dei giovani sopravvissuti al cancro, Jauno vēža pārādžiju tīkls, Jaunų vēžio išgyvenusiųjų tinklas, Netwerk ta' Żgħazaġh li Għaddew mill-Kanċer, Sieć Młodych Przeżyjących Raka, Rede de Jovens Sobreviventes de Cancro, Rețea de tineri supraviețuitori ai cancerului, Sieť mladých pacientov s nádorovým ochorením, Omrežje mladih preživljencev raka, Red de Jóvenes Supervivientes de Cáncer, Nätverk för unga canceröverlevare

Group 6: INITIATIVES, PROGRAMMES

maßnahmenplan, initiative, programm, krebsbekämpfung, krebsbehandlung, krebsprävention, krebsfrüherkennung, krebsdiagnose, krebsforschung, krebsvorsorge, mission, plan, roadmap, strategy, мисия, план, пътна карта, стратегия, mise, plán, strategie, koreplan, strategi, Missionen, Wegweiser, Strategie, misión, hoja de ruta, estrategia, mission, kava, tegevuskava, strateegia, tehtävä, suunnitelma, etenemissuunnitelma, strategia, feuille de route, stratégie, misean, pleanáil, treochlár, straitéis, misija, strategija, küldetés, terv, ütemterv, stratégia, veiksmų gairės, misijas, plāns, ceļvedis, stratēģija, missjoni, pjan, pjan direzzjonali, strategija, missie, routekaart, misja, plan działania, missão, roteiro, estratégia, misiune, foaia de parcurs, misia, načrt, časovni načrt, uppdrag, färdplan, Krebsstrategie, Krebsmission, Onkologie-Strategie, Krebsbekämpfung, Krebsforschungsmission, Krebsplan, Krebsbekämpfungsstrategie, Plan zur Krebsbekämpfung, Krebspräventionsstrategie, Kræftplan, Kræftstrategi, Kræftmission, kræftforskning, Kræftbekæmpelse, Forebyggelse af kræft, Syöpämissio, Syöpäsuunnitelma, Syöpästrategia, Syöpätutkimusstrategia, Syövän torjunta, οδικός χάρτης, στρατηγική, σχέδιο, αποστολή, Καταπολέμηση του καρκίνου, Πρόληψη του καρκίνου

Annex I - Methodology

This science media intelligence briefing is part of the series of joint publications of the European Science-Media Hub (ESMH) and the JRC Text and Data Mining Unit, covering topics relevant for specific policy domains, ranging from water scarcity, genetically modified organisms and new-genomic techniques to artificial intelligence in science communication as well as in healthcare. For further information please consult <https://sciencemediahub.eu/science-media-intelligence-reports/>.

Source selection

The manually curated list of **online media** outlets used for this report is composed of 581 EU27 online media sources monitored as index [pi_ee24campaign] by Europe Media Monitor (EMM). This sample of sources represents the most popular open news websites in each EU country in terms of visitors. The number of outlets per country was weighted based on the member states' population.

Automated clustering

Clusters are computed by a community-based algorithm on the basis of the original language titles of the articles, using semantic similarity. Stopwords were not removed from the titles but are not shown in the keyword section. The model transforms sentences into language-independent vectors, suiting our need to compare articles coming from the various EU countries.

The minimum cluster size is set to 5 articles. The maximum cluster size is not fixed. Depending on the distribution of its neighbours (in terms of semantic similarity), one document may belong to a cluster or not. In other words, not all articles can be clustered. Using this approach, the clusters found correspond to the main topics present in the dataset.

For more information see:

Stefanovitch, N.; Jacquet, G.; De Longueville, B. 2023. Graph and Embedding based Approach for Text Clustering: Topic Detection in a Large Multilingual Public Consultation. In Companion Proceedings of the ACM Web Conference 2023 (WWW '23 Companion). Association for Computing Machinery, New York, NY, USA, 694–700. <https://doi.org/10.1145/3543873.3587627>

Automated titles and summaries

To generate automated summaries for each cluster, we use Large Language Models (LLM). For this use case, the model – an instantiated LLama 3.1 70b – is treated like a news-digest AI which is capable of analysing a list of news articles and generating a high-level summary with a significant title. For each cluster, the translated headlines of the articles are provided as input, and a title and a summary are generated. If the cluster's size is bigger than 500 articles, 500 titles are chosen randomly. The LLama model allows to receive good quality output in combination with a very fast response time. A carefully crafted prompt is used so that the model is not too generic but instead always focused on the listed facts. The temperature of the model is set to "0" in order for it to not hallucinate.

Sentiment classifier

In our sentiment analysis, we utilise a state-of-the-art sentiment model, namely the XLM-RLnews-8 model, which is specifically designed for document-level sentiment analysis across multiple languages. Based on XLM-RoBERTa-Large, this model has been fine-tuned for sentiment analysis using the Unified Multilingual Sentiment Analysis Benchmark (UMSAB) dataset. The sentiment classes are computed on the English translation of the headlines.

To develop this model adapted to the news domain, we started with a multilingual news dataset extracted using the European Media Monitor (EMM) pipeline, which includes 20 000 news headlines and descriptions per language, totalling 24 official languages of the European Union.

We further employed the UMSAB dataset for sentiment fine-tuning, which consists of eight datasets in eight languages, each annotated using three classes: negative, neutral, and positive. XLM-RLnews-8 achieved a macro F1 score of 0.704 on the UMSAB test set, proving its effectiveness in sentiment analysis tasks.

Additionally, the model has been evaluated in out-of-domain scenarios using the IMDb dataset and a silver dataset made of multilingual news headlines in original language and translated to English taken from EMM. On average, the model achieved a weighted F1 score of 0.765, demonstrating its robustness in sentiment analysis across different domains. The model exhibits high precision (0.86) and lower recall (0.77) for the detection of negative sentiment of English translation of headlines. This suggests that the model may miss some negative sentiments but is highly reliable in identifying the sentiment accurately. For positive texts, the model shows a high precision (0.80) and recall (0.71).

More details on the model development are available in:

Di Nuovo, E., Cartier, E., De Longueville, B. (2024). Meet XLM-RLnews-8: Not Just Another Sentiment Analysis Model. In Natural Language Processing and Information Systems, 28th International Conference on Applications of Natural Language to Information Systems, NLDB 2024, Turin, Italy, June 25–27, 2024, Proceedings (pp. 1). Springer Science and Business Media Deutschland GmbH.

Automated framing detection

Automated detection of framing dimensions constituted an extension of our analysis conducted in this report. This work was based on in-house machine learning classifiers that detect framing dimensions in the articles. The machine-learning algorithm trained on a multilingual corpus.

Framing refers to the perspective from which an issue or a piece of news is presented. We consider 14 frames: (1) *Economic*, (2) *Capacity and resources*, (3) *Morality*, (4) *Fairness and equality*, (5) *Legality, constitutionality and jurisprudence*, (6) *Policy prescription and evaluation*, (7) *Crime and punishment*, (8) *Security and defence*, (9) *Health and safety*, (10) *Quality of life*, (11) *Cultural identity*, (12) *Public opinion*, (13) *Political*, (14) *External regulation and reputation*.

For more information see the JRC Technical Report: News Categorization, Framing and Persuasion Techniques: Annotation Guidelines: https://knowledge4policy.ec.europa.eu/text-mining/news-categorization-framing-persuasion-techniques-annotation-guidelines_en

Named entities recognition

Names Entities Recognition has been done using the NEROne module which has been developed in the context of the Europe Media Monitoring project. For detailed information, see:

Guillaume Jacquet, Jakub Piskorski, and Sophie Chesney. 2019. Out-of-context fine-grained multi-word entity classification. In Proceedings of the 34th ACM/SIGAPP Symposium On Applied Computing (SAC 2019).

Understanding values

When referring to values in this report, we refer to the personal values model developed in social psychology research and validated in over 80 countries in over 200 samples (Schwartz 1992). These values are expressed as “guiding principles of life”, such as security, freedom or equality. Research has shown that people everywhere appreciate these values to varying degrees.

The JRC flagship report “Values and Identities – A Policymaker’s Guide” (Scharfbillig et al. 2021) has summarised the most important elements of values for understanding citizens’ concerns and views. Here is an overview of the meaning of the values used in this study:

VALUES	INTERPRETATION
SELF-DIRECTION	Valuing independent thought and action—choosing, creating, exploring
STIMULATION	Valuing excitement, novelty and challenge in life
HEDONISM	Valuing pleasure or sensuous gratification for oneself
ACHIEVEMENT	Valuing personal success through demonstrating competence
POWER	Valuing social status and prestige, control or mastery over people and resources
SECURITY	Valuing safety, harmony, and stability of society, of relationships, and of own identity
CONFORMITY	Valuing restraint of actions likely to upset or harm others or violate norms and rules
TRADITION	Valuing respect and acceptance of the customs that one’s culture or religion provides
BENEVOLENCE	Valuing preserving and enhancing the welfare of others especially close ones
UNIVERSALISM	Valuing understanding, tolerance, and protection for the welfare of all people and for nature

For detailed information, see:

Schwartz SH. Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. Adv Exp Soc Psychol. 1992;25(C):1-65. doi:10.1016/S0065-2601(08)60281-6

Scharfbillig, M., Smillie, L., Mair, D., Sienkiewicz, M., Keimer, J., Pinho Dos Santos, R., Vinagreiro Alves, H., Vecchione, E., Scheunemann L., Values and Identities - a policymaker’s guide, EUR 30800 EN, Publications Office of the European Union, Luxembourg, 2021, ISBN 978-92-76-40965-6, doi:10.2760/349527, JRC126150.

Annex II - About the authors

Text and Data Mining Unit

The JRC.T.5 Text and Data Mining Unit of the European Commission specialises in Data Science for Policy, leveraging vast amounts of data and text to provide actionable insights. The unit delivers data, methods, services, and analysis to scientists and policymakers throughout the JRC and EU institutions.

As part of the Unit's activities, the "Political Intelligence" team aims to inform and enhance policymaking by providing a comprehensive view of the main topics and entities dominating the media landscape relevant to specific policy domains, and assessing the associated tonality. To achieve this, the team aggregates and analyses various data sources, including news media, political speeches, public opinion, and existing and upcoming legislation. By applying cutting-edge text mining techniques, the team extracts valuable knowledge on key topics, sentiment, framing, and other aspects relevant to informing policymakers.

Please check https://knowledge4policy.ec.europa.eu/text-mining/topic/political-intelligence_en for more information on Political Intelligence.

European Science-Media Hub

The European Science-Media Hub (ESMH), operating under the political responsibility of the European Parliament Panel for the Future of Science and Technology (STOA), is a platform to promote networking, training and knowledge sharing between the European Parliament, the scientific community and the media.

The ESMH creates a network among policy-makers, scientists and media involving science, academia, educational and research entities, and professional associations of journalists and scientists. For journalists and media representatives, the ESMH organises training sessions and workshops on current technological developments, both as subjects of their reporting and as means of facilitating their work. Via media monitoring and media intelligence tools, the ESMH follows the most popular topics in the field of science and technology on different platforms including journals, newspapers and social media.

The ESMH makes information available to journalists, other media and citizens about new scientific developments, as well as about scientific topics that attract media attention, and promotes information based on evidence.

Check <https://sciencemediahub.eu/> for more information, methodology and technology.

Europe Media Monitor

Europe Media Monitor (EMM) is a tool developed and maintained by the Text and Data Mining Unit of the Joint Research Centre (JRC) of the European Commission. The main purpose of EMM is to provide monitoring of a large set of online media, reducing the information flow to manageable proportions by clustering related news, categorising articles and applying Language Technology tools to derive further metadata, such as recognising and disambiguating entities in the text, extracting quotes by and about people, applying sentiment/tonality analysis and more.

A lot of EMM's functionalities are freely available. To **access the tool** that best fits your need, please **check** https://knowledge4policy.ec.europa.eu/text-mining/topic/europe-media-monitor-emm_en.

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EU law and related documents

For access to legal information from the EU, including all EU law since 1951 in all the official language versions, go to EUR-Lex (eur-lex.europa.eu).

Open data from the EU

The portal data.europa.eu provides access to open datasets from the EU institutions, bodies and agencies. These can be downloaded and reused for free, for both commercial and non-commercial purposes. The portal also provides access to a wealth of datasets from European countries.

