

# Working group – Public relations and social media

The BZKF serves as an information hub for patients, their relatives, and for all professional groups in cancer medicine and research. The Working group makes the BZKF visible to the public and provides up-to-date information and offers on the subject of cancer.

**Speaker:** Prof. Dr. Tobias Pukrop, Regensburg



## Tasks & Achievements

### Tasks

The latest findings in cancer research are published regularly via various channels and formats for interested citizens. All queries on the topic of cancer are answered via the free telephone service **PublicCancerHotline**. During information events with presentations held by experts, those affected and interested can find out about the latest developments in the field.

### Target groups

- Everyone interested in the topic of cancer, patients and their relatives and friends
- Physicians in private practice / clinics, rehabilitation facilities, patient care providers
- Societies, foundations, associations
- Cancer counseling centers and self-help groups
- Politics (Politicians in counties, cities, municipalities)
- Pharmaceutical industry, medical technology industry
- Health insurance companies

### Channels

- Website ([www.bz kf.de](http://www.bz kf.de))
- Social media
- Mailings
- Newspaper advertisements and classic press relations

### Milestones

#### September 2022

- Foundation of the BZKF Training Academy project group

#### November 2022

- Start of the BZKF study register

#### February 2023

- Standardized contract template and central BZKF coordination office for clinical oncology studies
- BZKF Patient Advisory Board included in the Board of Directors

#### March 2023

- FC Bayern München supports BZKF & Talk session in the Allianz Arena on the topic of cancer prevention
- Press release: Start of the WAVES study doctors' survey

#### April 2023

- 1st BZKF Forum Pharmaceutical Industry

#### May 2023

- Start of Bavaria goes SDM

#### June 2023

- Lecture on cancer prevention at the Health Day of the University of Augsburg
- 10 years of the Interdisciplinary Biomaterial and Database in Würzburg

#### July 2023

- Health Market Nuremberg
- 2nd E-Health congress Augsburg
- Press mailing for the 3rd anniversary of the **PublicCancerHotline**

#### August 2023

- Lecture on the topic of cancer prevention at the Bamberg Federal Police

### Figures

- Social media followers  
2021: **100**    2022: **1.320**    **+ 1220 %**
- Website visitors  
2021: **12.200**    2022: **17.870**    **+ 46,5 %**
- Patient events in the BZKF network  
2021: **20**    2022: **37**    **+ 85 %**
- Active exchange with self-help groups and counseling centers  
Since January 2021: **200**
- Publikations mit BZKF affiliation  
Since June 2020: **83**



## Long-term goals at all BZKF sites

- » Increase the visibility of the BZKF
- » Provide current information, the latest research findings and offers on the topic of cancer
- » Targeted advertising for the **PublicCancerHotline** with the free telephone hotline **0800 85 100 80**
- » Publish information about events with expert lectures for affected persons, interested parties and physicians

**Authors:** Leonie Arnetzl, Prof. Dr. Ralf C. Bargou, Prof. Dr. Florian Bassermann, Prof. Dr. Matthias W. Beckmann, Helene Burger, Prof. Dr. Stephanie E. Combs, Dr. Theres Fey, Dr. Nina Fischer, Prof. Dr. Michael C. Frühwald, Prof. Dr. Björn Hackanson, Jennifer Jehl, Prof. Dr. Marion Kiechle, Franziska Klein, Prof. Dr. Andreas Mackensen, Dr. Julia Maier, Prof. Dr. Julia Mayerle, Dr. Michaela Metz, Annette Popp, Prof. Dr. Tobias Pukrop, PD Dr. Jutta Riese, Dr. Ute Schauer, Mohamed Shouman, Dr. Daniela Sparrer, Dr. Mandy Wahlbuhl-Becker, Magdalena Wigggenhauser

