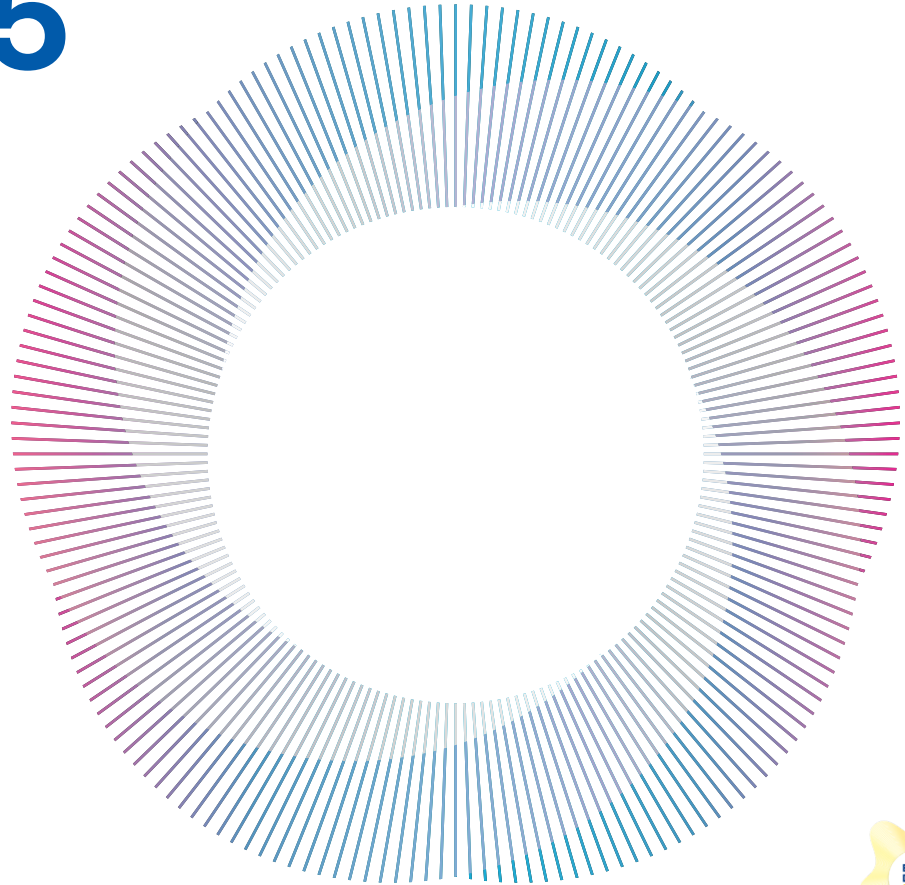

Barcelona Convention Bureau Legacy Program

ESGE DAYS 2025

Barcelona, 2-5 d'abril de 2025



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For its 2025 edition, ESGE Days brought to Barcelona a congress that gathered endoscopy professionals from all over Europe and beyond to discuss advances in the endoscopy field; a space to exchange innovation, education and inspiration. But this year was not only about the congress itself, it was also about engaging with the local community with the first ever ESGE Legacy Project. With the focus on colorectal cancer prevention and awareness, different actions were carried out in the city throughout the week of the event and after, leaving a legacy that will stay within the community for the years to come.

Challenge

The Catalan Public Healthcare Authority offers a free colorectal cancer screening test to all citizens aged 50 to 69. Research shows that participation in early detection programs can reduce mortality rates by around 30%. Therefore, participation in such programs is essential. However, engagement remains low across the region – around 50% participation throughout Catalonia.

Objectives

Main objective

To raise awareness about the colorectal cancer screening program and to promote healthy habits for prevention.

Specific objective of the project

To increase the number of people participating in the screening, particularly in low-participating neighborhoods and marginalized communities.

Stakeholders

- European Society of Gastrointestinal Endoscopy
- European Society of Gastroenterology and Endoscopy Nurses and Associates
- Association Against Cancer in Barcelona
- ESGE Young Endoscopists Committee
- Dr. Henke Medical Training + Education
- Catalan Colorectal Cancer Screening Office
- College of Pharmacists of Barcelona
- Centre d'Acollida Assís



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Actions

1

Launch of an awareness campaign for colorectal cancer screening.

The Saturday before the congress, a colorectal cancer screening awareness campaign was launched at a local market. Volunteers from the local association and the screening office engaged with the local community and shared information about the test. The materials prepared for this action will be used in various awareness initiatives in the coming years across the Barcelona region.

2

Session on healthy habits at a high school.

Members of the ESGE Young Endoscopists Committee and ESGENA carried out a dynamic session at a high school, focused on healthy lifestyle, colorectal cancer prevention, and the endoscopy profession. The material used for the session were left at the school, offering teachers the possibility to use it for future sessions and lectures.

3

Awareness session at a homeless center.

A session was carried out to inform participants about the existence of the screening program and to provide the participants with the tools and access to processes needed to participate in it. Moreover, following the session, the center's team requested additional similar sessions aiming to reach as many people as possible.

4

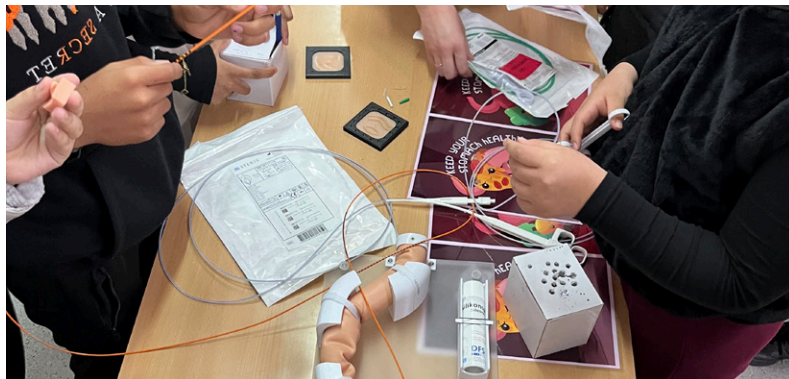
Fun run & walk.

ESGE organized a fun run and walk open to all congress participants to promote a healthy lifestyle and raise awareness about the Association Against Cancer in Barcelona. Participants and citizens could stop by the Association's information point at the start/finish line and learn more about the screening program.

5

Spotlight Stage session dedicated to the Colorectal Cancer Screening Program in Catalonia.

A dedicated session was held on ESGE's Spotlight Stage during the congress to talk about the 25th anniversary of the colorectal cancer screening program in Catalonia and its relevance.



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Impact

Launching of the new colorectal cancer screening awareness campaign, which will be carried out across the Barcelona region during the coming years.

Around 100 people stopped by the booth at the market.

Different communication materials were developed to support the awareness campaign over the next few years.

34 students aged 13-14 participated in the session at the high school, raising awareness of healthy habits and the profession of endoscopists.

15 people from the homeless center participated in the session. Already in talks for a new session with more participants in collaboration with the homeless center.

120 congress participants took part in the fun run & walk.



Legacy

Next year, once new participation data from the screening program is collected, an analysis will be conducted to see whether the objective of this project has been achieved.