

LAGO

HILFE BEI KREBS

Brandenburg cancer care Association
in Germany

PIKS (puberty, vaccination cancer, sexuality)

PIKS is an awareness
campaign for cancer
prevention focusing especially
cervical cancer





About us

Brandenburg Cancer Care Association
(Landesarbeitsgemeinschaft Onkologische
Versorgung Brandenburg), LAGO for short



- was set up in 1993 on the initiative of the Brandenburg Ministry of Labor, Social Affairs, Health and Family Affairs (MASGF)
- is a certified charity

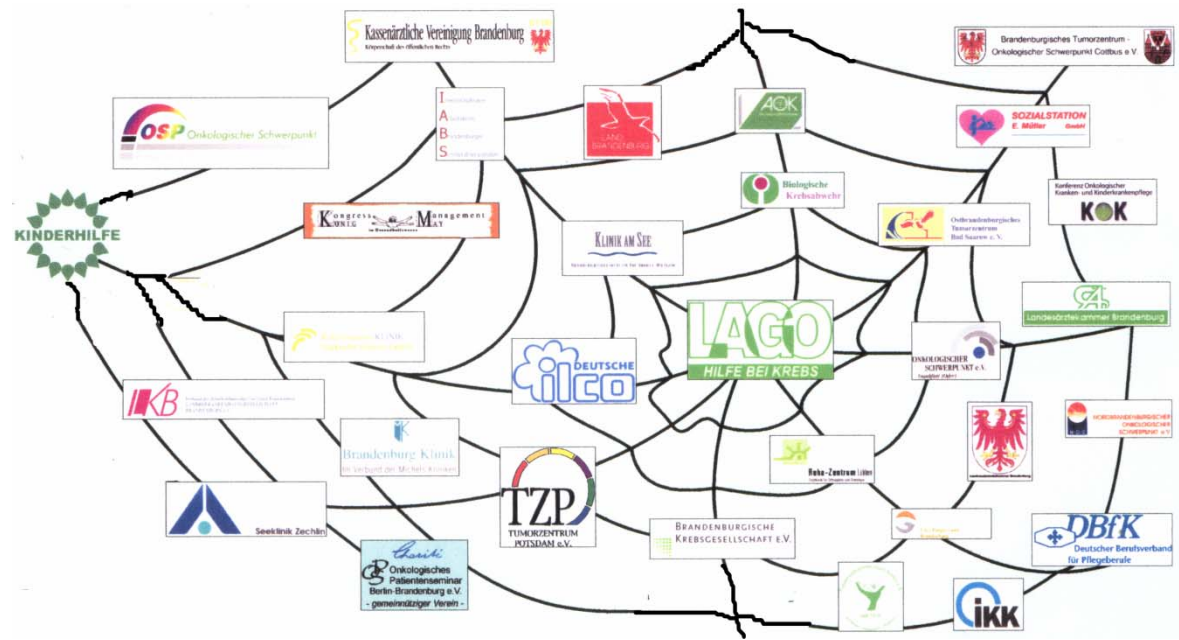


Members

Our members has continuously grown about the years. Topically we have 40 member institutions.

our Members are:

- MASGF
- public and private law
- legal entities
- self-help organisations
- professional groups
- volunteers in cancer care
- a forum to exchange experiences and form cooperations





Goals and Mission

➤ Our mission is to ensure continuous improvement in cancer care and treatment in our federal state.



➤ **All our initiatives focus on patient wellbeing.**

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PIKS

(puberty, vaccination, cancer, sexuality)

- was beginning in 2007
- it is conducted together with schools of the State of Brandenburg
- for girls aged 12 to 17

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Groups involved

The project measures focus on the three main target groups involved:

- teachers
- parents
- pupils



Project day of pupils

The project day for schools on 6th to 10th graders aged 12 to 17. One project day comprises **three school periods per class.**

Each project day is made up of three components:

- a) Discussion group (monoeducational)
- b) Information (co-educational)
- c) "PIKS Kids Quiz" game (co-educational)



a) Discussion group (monoeducational)

The motivation for girls to engage with the issue of cancer in general, cervical disease and sexuality

needs to be presented in positive terms. The main motivation for girls is to get to know their bodies better and raise their body perception.

Group discussions on HPV, puberty, sexual development, awareness etc. will therefore be monoeducational, i.e. separate for girls and boys



b) Information (co-educational)

In part 2 of the project day, girls and boys will be deliberately brought together. The knowledge acquired in the discussion group will be developed jointly in greater depth. The main focus will be the teaching of health facts, with the emphasis on cancer prevention through HPV vaccination by using different media, as brochures, films and a lecture on HPV vaccination.

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c) "PIKS Kids Quiz" game (co-educational)

The third part of a project day is an interactive learning game. The "PIKS Kids Quiz – Discover Your Body" was developed by LAGO specially for PIKS. The aim is to reinforce and creatively support what was learned during the first two hours in a lighthearted manner.

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Evaluation school year 2007/2008

- ✓ participant: 32 classes in 29 schools,
altogether 1296 pupils (698 girls; 592 boys)
- ✓ the most of them 12- to 14 years old



Cooperation partners

The project is supported and implemented with the concerted efforts of cooperation partners, as the Healthy Schools Network, Statutory health insurance organizations (AOK, IKK, DAK), Associations of Brandenburg Gynecologists and Pediatricians, Medical Association for Women's Health Promotion, Brandenburg Association of Statutory Health Insurance Physicians, Brandenburg State Health Office, Sanofi Pasteur MSD GmbH, Potsdam Housing Cooperation and Scheer Spiele GmbH.



Public relations

All the events are hosted and performed in the schools. The events are coordinated by LAGO. Public relations work is intensive, and includes different activities, as an own logo, stickers and buttons with the PIKS logo, info fliers and reports in newspapers on the project, press conferences and TV spots broadcast by local Brandenburg TV stations..... and other.

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Promotion

Furthermore the
**Brandenburg world
champion canoeist and
Olympic gold medallist
2008, Fanny Fischer,**
promotet PIKS



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Auszeichnung

WACC
FORUM
WOMEN AGAINST CERVICAL CANCER



We got the WACC-award for last year in Nice
(12.11.08)

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Thank you for your interest.

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