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Large publicity campaign for Cancer Information Service launched

For many cancer patients and their families, the Cancer Information Service (KID) at the German Cancer Research Center (DKFZ) is an important resource for all questions concerning cancer. People from all over Germany use the service; however, most users are from the southern German state of Baden-Württemberg and its neighboring states. In order to make the Cancer Information Service more widely known throughout Germany, the DKFZ will launch a major campaign consisting of posters, TV spots and online banners in 2015.

The Cancer Information Service offers a whole range of services: A team of physicians answers all questions about cancer via telephone (0800-420 30 40, daily from 8 a.m. to 8 p.m., toll-free within Germany) or e-mail (krebsinformationsdienst@dkfz.de). They provide readily understandable and up-to-date answers to callers' questions about cancer-related topics such as prevention, early detection, diagnosis, treatment and living with cancer. This information is based on a scientifically sound knowledge database. In addition, its certified website www.krebsinformationsdienst.de provides plenty of informational material for anyone interested in the topic of cancer. Continuously increasing user numbers and their daily positive feedback are indicative of the importance of the Cancer Information Service for cancer patients and their families.

"We often have cancer patients telling us how much they appreciate our service, but that they had been unaware of it until they were affected by cancer," says Dr. Susanne Weg-Remers, head of the Cancer Information Service.

The vast majority of users of the Cancer Information Service (KID) come from Baden-Württemberg and its neighboring states. "We want to help people across all of Germany with our offerings. Therefore, we will start a major campaign in the summer of 2015," says Prof. Dr. Otmar D. Wiestler, Chairman of the Management Board and Scientific Director of the German Cancer Research Center (Deutsches Krebsforschungszentrum, DKFZ).

In addition to mounting posters containing the slogan "Questions about cancer? We are there for you!" in big cities throughout Germany, the campaign will also include online banners at various Internet health portals and a TV spot that will be broadcast in July and August on the German TV channels Sat1, Sat1 Gold and Kabel1.

The DKFZ is convinced that this will help raise public awareness of the Cancer Information Service, particularly in the northern and eastern German states. As a result, more cancer patients and their families as well as the general public will be able to benefit from the customized information provided by the Cancer Information Service.

A picture for this press release is available at:

www.dkfz.de/de/presse/pressemitteilungen/2015/bilder/keyvisual_KID.jpg

The Cancer Information Service (KID) has been a resource for all questions about cancer since 1986. On its website, the service provides up-to-date knowledge, useful tips, addresses, links and references to specialist sources. It answers questions of advice-seekers via telephone, e-mail and face-to-face counseling offered in Heidelberg and Dresden. On the social network Facebook, it provides up-to-date news and invites users to share

their views in discussions. The Cancer Information Service is a publicly funded service provided free of charge by the German Cancer Research Center (Deutsches Krebsforschungszentrum, DKFZ). Therefore, it provides independent information that is free of any conflicts of interest or advertising.

The German Cancer Research Center (Deutsches Krebsforschungszentrum, DKFZ) with its more than 3,000 employees is the largest biomedical research institute in Germany. At DKFZ, more than 1,000 scientists investigate how cancer develops, identify cancer risk factors and endeavor to find new strategies to prevent people from getting cancer. They develop novel approaches to make tumor diagnosis more precise and treatment of cancer patients more successful. The staff of the Cancer Information Service (KID) offers information about the widespread disease of cancer for patients, their families, and the general public. Jointly with Heidelberg University Hospital, DKFZ has established the National Center for Tumor Diseases (NCT) Heidelberg, where promising approaches from cancer research are translated into the clinic. In the German Consortium for Translational Cancer Research (DKTK), one of six German Centers for Health Research, DKFZ maintains translational centers at seven university partnering sites. Combining excellent university hospitals with high-profile research at a Helmholtz Center is an important contribution to improving the chances of cancer patients. DKFZ is a member of the Helmholtz Association of National Research Centers, with ninety percent of its funding coming from the German Federal Ministry of Education and Research and the remaining ten percent from the State of Baden-Württemberg.

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