

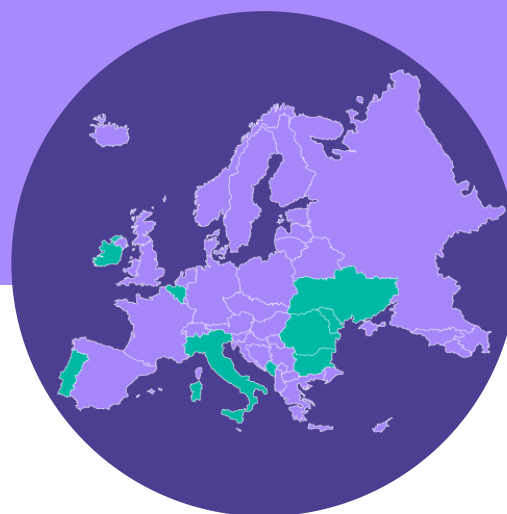


About

The CURTAIN Project aims to reduce cancer-related inequalities across Europe by strengthening cancer literacy, the ability of individuals, organisations, and communities to access, understand, and use health information to make informed decisions.

By focusing on literacy as a driver of equity, CURTAIN empowers citizens and supports health systems in delivering fairer, more effective cancer prevention, care, and support for all.

Funded under the **EU4Health** programme, CURTAIN is a **3-year project** coordinated by the Centre for Innovation in Medicine - INOMED, Romania, and bringing together a consortium of **15 partners from 9 countries** (6 EU and 3 non-EU). The consortium represents a diverse group of stakeholders: national health institutes, consultancies, universities, NGOs, medical centers, associations.



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Beating Cancer Inequalities through Literacy in Europe



“Opening knowledge, closing gaps”

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“Cancer literacy is the ability of individuals, organisations, and communities to access, understand, and use health information to make informed decisions for better health outcomes.”

Background

Despite the progress in cancer research and treatment, **inequalities in cancer incidence, survival, and care** remain a pressing challenge in Europe. People with lower education levels, limited access to healthcare, or living in disadvantaged or rural areas face greater barriers to prevention, screening, and treatment.

A key factor driving these disparities is **low health literacy** — the ability to find, understand, and use health information to make appropriate decisions. When individuals and organisations lack these skills, the result is often delayed diagnosis, poorer outcomes, and widening inequalities.

CURTAIN responds directly to this challenge ensuring that every citizen — regardless of background or geography — has the knowledge and confidence to act on cancer information.

By adopting the acronym CURTAIN (**C**ancer **ineq**Ualities **th**rough **li**TerAcy **IN** Europe), the project highlights the **persistent cancer inequalities** between Eastern and Western Europe, which are visible today through the lens of the former Iron Curtain.

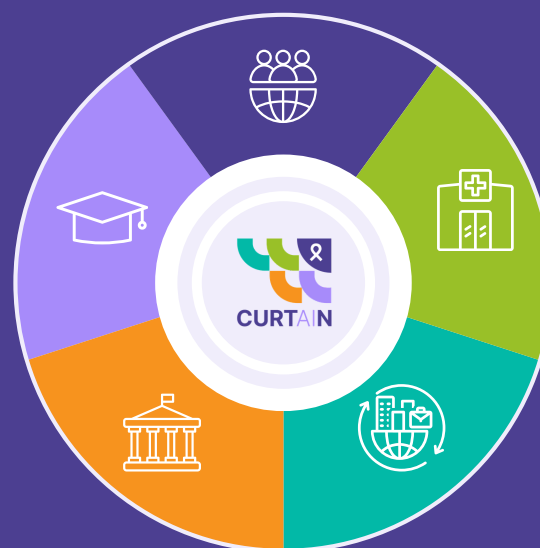


Mission

CURTAIN's mission is to build a Europe where everyone has the knowledge, tools, and opportunities to prevent and manage cancer effectively, regardless of who they are or where they live.

By strengthening cancer literacy among citizens, health professionals, policymakers, researchers, and businesses, CURTAIN fosters collaboration across sectors to close the gap in cancer prevention, diagnosis, care, and survivorship.

To turn this vision into action, CURTAIN works through research, co-creation, and capacity-building, engaging the five main target groups to build a truly inclusive movement against cancer inequalities.



CITIZEN

Individuals
Social Services
NGOs
Minority groups
Patient Associations

ACADEMIA

Universities
Schools
Libraries
Scientific Societies
Research Institutes

PUBLIC ADMIN

Regulatory
Agencies
Governmental
bodies
Regional/Local
Admin
Public Services

HEALTH

Hospitals
Pharmacies
eHealth

BUSINESS

Industry
Media
Employers
Banks

The Five Pillars of CURTAIN

CURTAIN's work is guided by five key pillars of focus, addressing cancer literacy at every level of society:



Cancer Literacy among Citizens

Empowering individuals to access, understand, and use reliable cancer information for prevention and early detection.



Cancer Literacy among Patients

Supporting people living with cancer to navigate healthcare systems, make informed choices, and manage their care confidently.



Cancer Literacy among Healthcare Professionals

Building the capacity of doctors, nurses, and allied professionals to communicate effectively and support patient understanding.



Organisational health literacy

Creating health-literate environments in hospitals, clinics, and institutions that make information and services more accessible to all.



Addressing knowledge gaps through digital tools

Leveraging innovation, including digital platforms and AI, to improve access to trustworthy information and combat misinformation.