Cancer Awareness in the Workplace

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Cancer Prevention Manager

October 2026

Irish Cancer Society

Ireland National Cancer Charity

Goal

To eliminate cancer as a major health problem, prevent cancer, save lives, and support patients and their families across Ireland.



Information and awareness



Support and services



Research



Advocacy

Irish Cancer Society

How do we make a difference?







European Code Against Cancer, 5th Edition

14 ways you can help prevent cancer





Cancer-causing factors at work

Inform yourself about cancer-causing factors at work, and call on your employer to protect you against them.
Always follow health and safety instructions at your workplace.

The following policy recommendations are aligned with existing international policies:

Cancer-causing factors at work

- Scale up efforts to enforce existing EU legislation on occupational carcinogens, including compliance with binding occupational exposure limits.
- Encourage all economic sectors with exposure to carcinogens to work with social partners to develop and implement social dialogue agreements for reduction of the prevalence and levels of exposure, and to monitor and publish key performance indicators. Support small and medium-sized enterprises and self-employed workers to actively engage with such initiatives.
- Include specific occupational safety and health (OSH) requirements in the criteria for public procurement, to support the elimination and/or reduction of workers' exposure to carcinogens in the workplace.
- Ensure that knowledge on safe work practices and how to prevent exposure to carcinogens is integrated into education programmes, including in vocational training.

Evidence for Interventions

Irish Cancer Society

International Agency for Research on Cancer (IARC)

"Occupational exposures account for an estimated 3.5–5% of all cancer deaths in high-income countries. IARC classified 47 agents and 12 occupational processes as Group 1 carcinogens by 2017"

GLOBAL CANCER BURDEN DUE TO OCCUPATIONAL EXPOSURES

European Respiratory Society

"Occupational exposures are responsible for ~15% of lung cancer cases, but only a fraction of the cases attributable to an occupational origin are correctly identified clinically."

Lung Cancer and Occupation Pierluigi Cocco

Cancer Research UK

"13% of lung cancer cases in the UK are caused by workplace exposures."

The fraction of cancer attributable to known risk factors in England, Wales, Scotland, Northern Ireland, and the UK overall in 2015.

Lung Cancer Awareness Campaign 2025

Irish Cancer Society

Campaign Objectives:

- Educate high-risk workers in the construction, agriculture, manufacturing and transport sectors of their increased risk of exposure to workplace carcinogens including silica, asbestos, and diesel exhaust.
- Highlight their increased risk of lung cancer and the importance of protecting their lungs
- Highlight the importance of following health and safety protocols to minimise exposure to these substances.

Target Audience

- All Manual Workers in Construction, Manufacturing, Agriculture and Transport, (predominantly male) Age 21 – 66.

Lung Campaign 2025

Irish Cancer Society

- Collaborated with Construction Industry Federation, Health and Safety Authority and Construction Workers Health Trust.
- Targeted social media campaign
- Advertisements on Dublin Bus, Rail services: Dublin Dart, Cork Suburban rail
- Issued PR targeting construction and trade workers
- Case study interview placed in national media

HPN Hospital Professional News Ireland
Ireland's Dedicated Hospital Professional Publication

Irish Independent

Irish Examiner



Irish Cancer Society Highlights Workplace Risks Behind 400 Annual Lung Cancer Cases

CORK'S 96 FM

near 90.3fm

midwest radio 96.1fm





Working with things like **chemicals**, **fumes**, **paints** or **metal dust** can increase your lung cancer risk.

Scan here to learn more.

Irish Cancer Society



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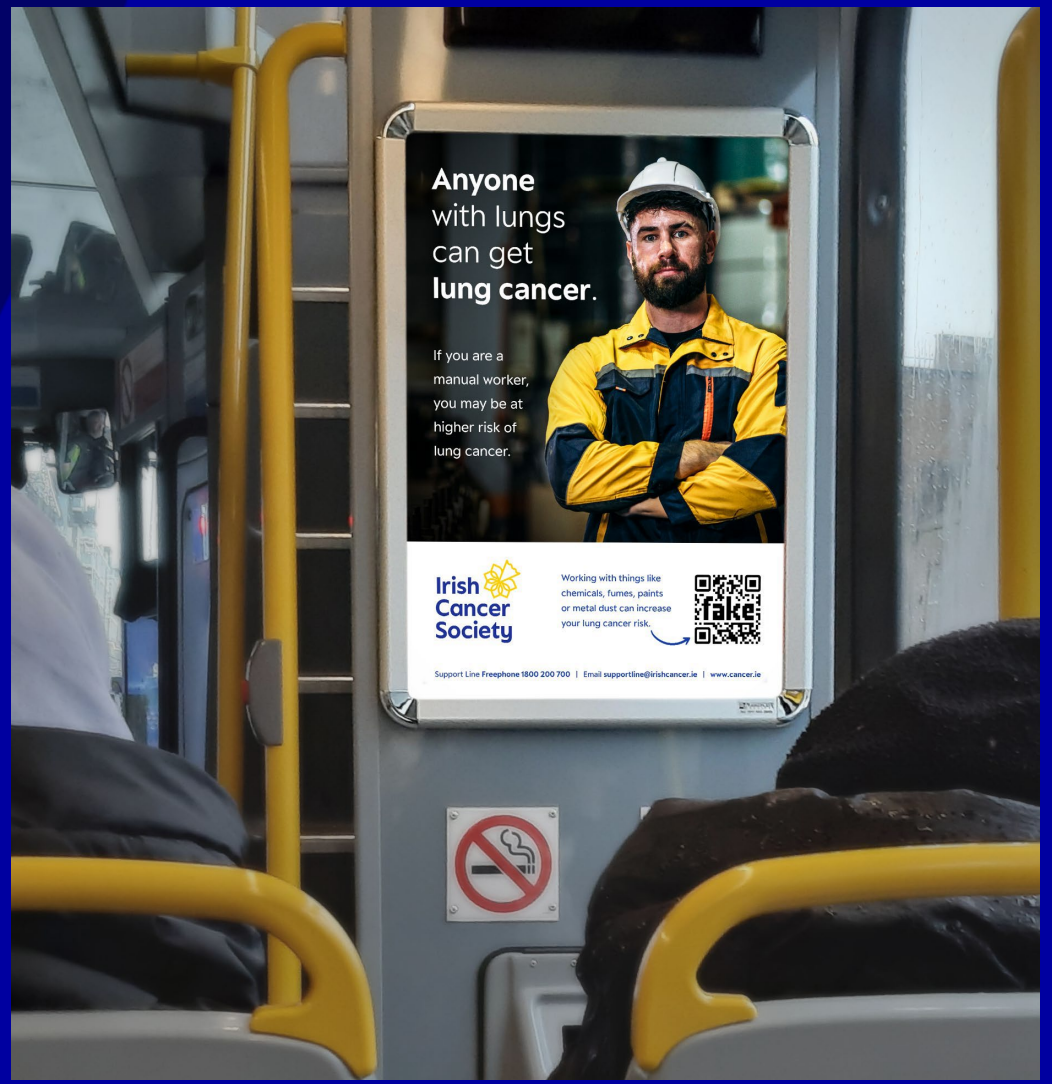
Scan here to learn more.

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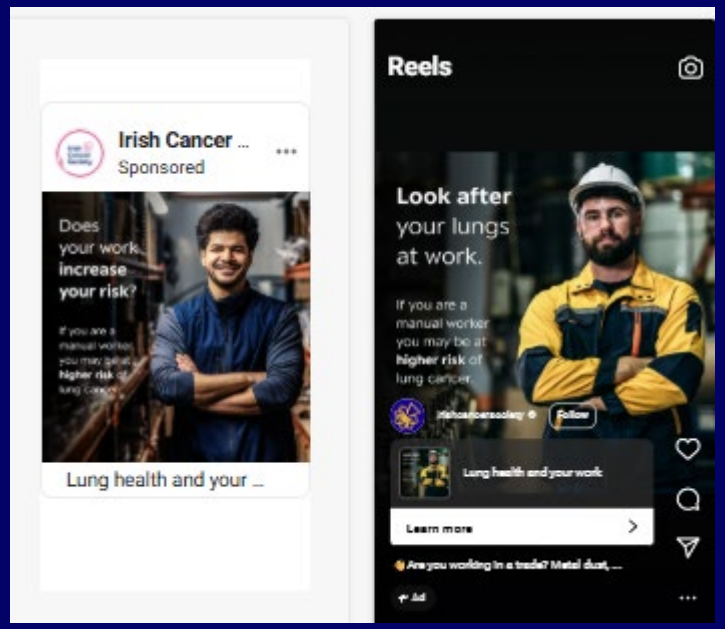
Transport Advertising

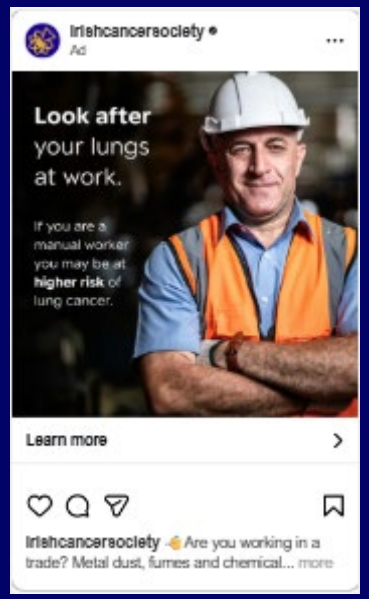
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Social Media Advertising







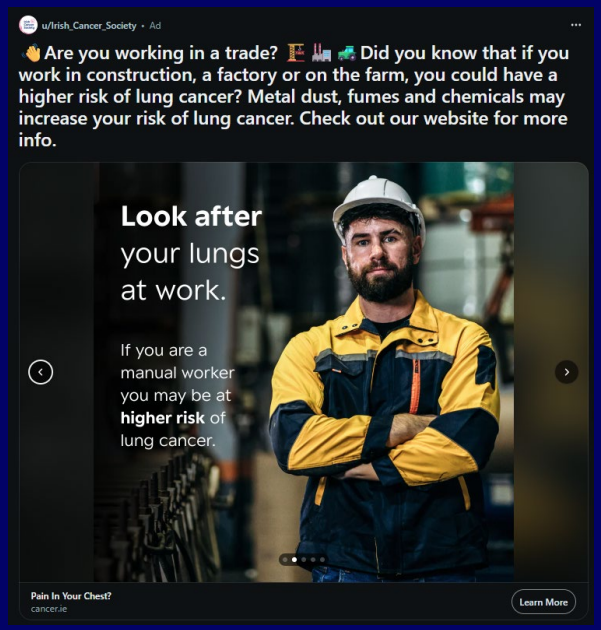




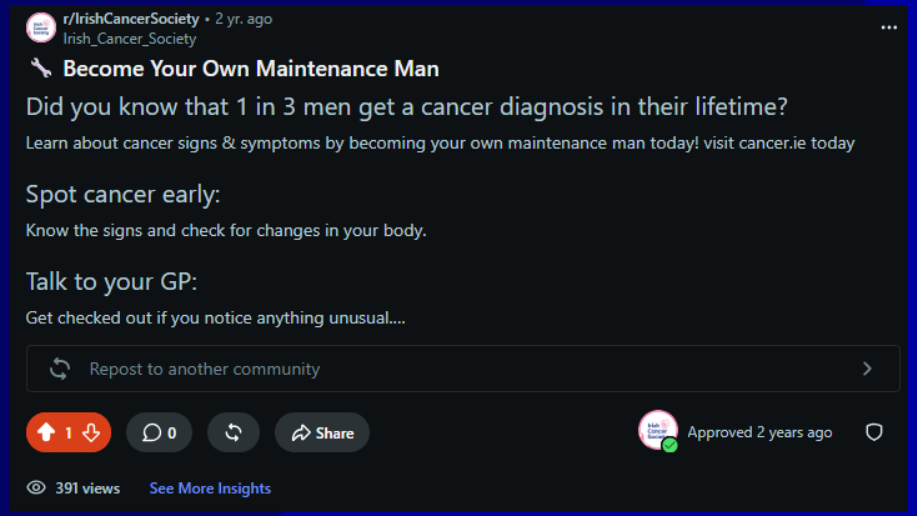
Meta results: Facebook and Instagram

- Reached just under 190Kpeople and gained just under 601K ad impressions.
- Earned over 4.1Kad related page engagements
- Over 216 post reactions and over 6,995 link clicks to the website for €0.28 cost per click.
- Targeted cost effectively for a total spend of €2,388

Social Media Advertising







Reddit results:

- Male-focused platform
- Reached just under 251Kpeople
- Earning over a million impressions on our ads which made this platform a valuable medium to advertise on.
- Earned 4,467 website clicks,
- €0.32 cost per click for €1,429.88 overall spend

Conclusions:

- Positive public engagement
- New traffic to website: over 11k website clicks
- Positive collaboration with stakeholders enabled us to have significant impact with limited resources.
- Focus on smaller companies and self employed.
- Limited Irish data on levels of awareness
- Improve National Cancer Policy in this area

National Cancer Strategy 2017 – 2026

"Occupational related cancers are preventable and strong workplace regulation, worker education and surveillance are needed."

HSE National Cancer Control Programme Prevention Plan 2025- 2030

"Occupational cancers are largely preventable. Key strategies include substitution or removal of carcinogens, protective equipment, improved work practices, exposure monitoring, regulation, education, and health surveillance"

Call to Action:
National Cancer Strategy 2027 ?


Thank you
Irish
Cancer
Society