

FROM 2022 - 2023

Annual Report

Outdoor Against Cancer

Achievements and Activities from 2022- 2023

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OAC
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Letter from the President



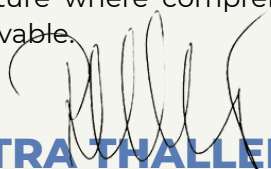
DEAR FRIENDS & PARTNERS

Since 2015, OAC has empowered individuals affected by cancer to take control of their own health. From advocating for physical exercise during treatment to implementing initiatives focusing on holistic well-being and sustainability, our journey reflects dedication and progress.

We firmly believe in the interconnectedness of physical, mental, emotional, and nature's connection to overall wellness. Nurturing each aspect is essential for true well-being.

Through partnerships and projects like SUN, Rock Your Health (RYHEALTH), UCanAct, Sport4Cancer, and Outdoor Against Cancer Connects Us (OACCU), we celebrate our transformative journey as we advance our vision globally. Events such as the European Cancer Forum, Young Cancer Survivors Conference, and OAC Health Conferences in Morocco inspire and educate, shaping a new approach to healthcare.

As we move forward, OAC expands its focus to encompass all Non-Communicable Diseases (NCDs). With our team growing and expanding, we'll challenge norms and cultivate a culture where comprehensive well-being is achievable.



PETRA THALLER

FOUNDER & PRESIDENT

Highlights

FROM 2022 - 2023

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OAC publishes seven scientific articles on topics such as physical activity and health improvements for cancer survivors.

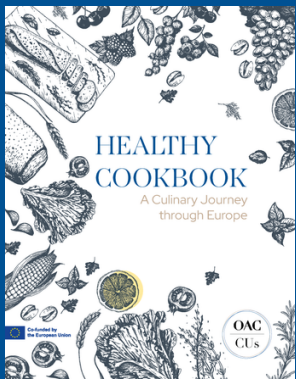


OAC-certified training is launched in six languages.



[Watch the Film](#)

On the occasion of the Born2Ski ski race in Sarajevo in February 2022, Zoran Kubura and Bojan Hadžiabdić produced a documentary about Petra Thaller with the significant title: "I CHOOSE LIFE."



Outdoor Against Cancer Connects Us launches a healthy cookbook tailored primarily for young cancer survivors and their social environment. Translated into seven languages. The book is also a key guide for cutting cancer and diseases risk, promoting a healthy lifestyle benefiting individuals and the planet.



"Rebel to be Well." OAC gives a spotlight presentation at European Cancer Forum in Brussels, delving into the profound impact that preventive measures can have on human health, especially when initiated early in life.



[Watch the Replay](#)



[Watch the Film](#)

OAC produces a short film "CHOOSE the HEALTHY way" about the healthy lifestyle of young cancer survivors. It was one of 15 films to win the "Very Short Film - Special Prize" of the WHO Health for All Film Festival.



OAC hosts the first two OAC Health Conferences in Morocco.

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OAC actively participates in five European funded projects, contributing to Europe's Beating Cancer Plan and EU4Health programme.

About OAC

Outdoor Against Cancer (OAC) is an international NGO dedicated to health education and disease prevention. OAC was founded in 2015 when journalist and avid mountaineer Petra Thaller sustained her passion for sports and a healthy lifestyle while undergoing treatment.

MISSION

OAC's mission is to educate and inspire people to be in control of their health - to go beyond traditional healthcare and embrace a more holistic view of well-being.

We enable individuals to be advocates of their own health through evidence-based and trustworthy information and supportive communities in the four key pillars of a healthy lifestyle: (1) Physical Activity & Outdoor Sports, (2) Balanced Nutrition, (3) Sustainability & Nature, and (4) Physical & Mental Well-being - a holistic approach for human and planetary health.

VISION

OAC's vision is to help create a world where individuals and collectives can take command of their health and pursue holistic well-being - mind, body, and a deep connection to nature. Let's rebel to be well.

OAC Key Pillars

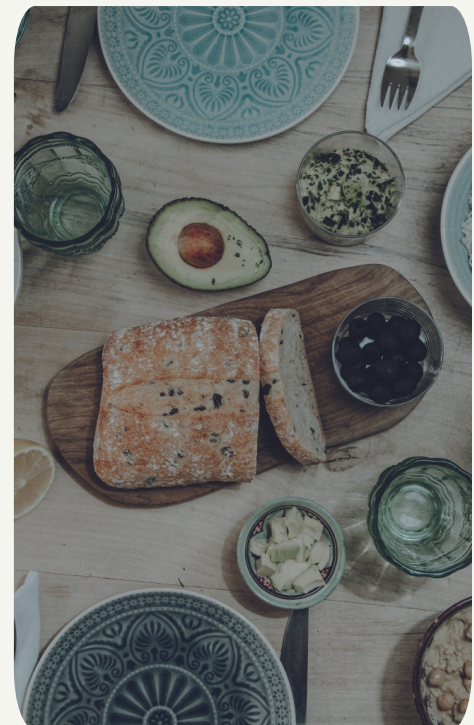


Physical Activity and Outdoor Sports

Emphasising the critical role of physical activity and outdoor sports, OAC's first pillar advocates for a dynamic lifestyle deeply rooted in our evolutionary heritage, stemming from nature. We champion regular physical engagement as essential for reducing modern health risks, enhancing cardiorespiratory fitness, boosting mental and emotional well-being, and fostering metabolic and immune system resilience. OAC encourages incorporating diverse forms of movement, ideally outdoors, into daily routines, underscoring that every bit of activity contributes to a healthier, more vibrant life aligned with our vision for holistic health and well-being.

Balanced Nutrition

Emphasising a pragmatic approach to eating, advocating for nutrient-dense, whole foods to optimise health without succumbing to restrictive diet dogmas, recognising the individuality of nutritional needs. We encourage a varied diet rich in proteins, minimal processed foods, and an awareness of gut health's impact on mental and physical well-being. Hydration, mindful eating, and a conscious effort to limit substances detrimental to health are key components. This pillar supports OAC's broader vision of holistic well-being by promoting a balanced relationship with food that enhances energy, immune function, and longevity, contributing to a higher quality of life.



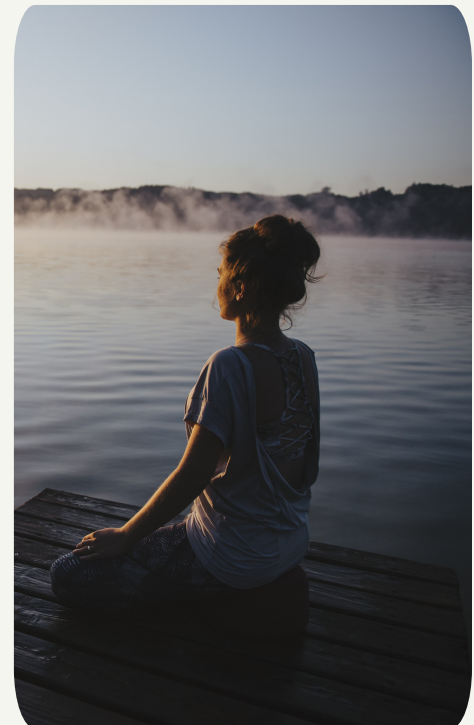


Sustainability and Nature

Incorporating the profound benefits of nature, OAC's sustainability mission emphasises the intrinsic connection between environmental stewardship and holistic health. We advocate for the integration of nature into daily life as a catalyst for physical well-being, mental resilience, and fostering a deep-seated commitment to preserving our planet. Through stressing the importance of sustainable living, we aim to inspire individuals and communities to embrace the outdoors, enhancing both human health and environmental health in unison, aligning with our vision of a harmonious world where every action nurtures the earth and enriches our well-being.

Physical and Mental Well-being

Developing the interconnection between our physical and mental well-being. We advocate for a lifestyle where physical activity, proper nutrition, hydration, restful sleep, and healthy relationships are foundational to mental resilience. Recognising the therapeutic power of movement, nutrition, nature and the importance of neuroplasticity in behaviour change, OAC encourages practices that nurture the mind, body, and spirit in harmony. This approach aligns with our vision of fostering environments where individuals can thrive, underlined by the goal of strengthening community and support systems and the importance of addressing mental health in a systematic, non-stigmatising manner for overall mental and emotional well-being.



Core Team

In 2023, OAC expanded to a team of ten, including a physician and two sports scientists, broadening its focus from cancer to all NCDs. This growth facilitated new projects targeting the general health crisis. The multidisciplinary team is equipped with expertise in medicine, sports and health sciences, graphic design, business development, dissemination, and communication, establishing OAC as a comprehensive NGO.



Petra Thaller
Founder and President



Michaela Wiese
Managing Director,
Business Development



Dr. Med. Tom Degenhardt
Medical Director



Joshua Thaller
Health Consulting,
Research and Science



Devin Bayer
Health Consulting,
Research and Science



Nicole Stiegeler
Project Management,
Communications



Jil Andersson
Graphic Design,
Visual Concepts



Alison Mendonca
Fundraising



Dr. Ing. George Ioannidis
IT, Web Development



Sara Thaller
Research

Network

OAC's impact extends beyond European borders. Presently, OAC collaborates with over 50 organizations across 18 countries, including esteemed universities, NGOs, and companies. With a wealth of experience and diverse resources, we bring valuable expertise to our partnerships.



-  Universities
-  Businesses
-  Cities, Municipalities, Regions
-  NGOs

OAC- Certified Training

The fusion of insights on cancer and physical activity shapes our understanding and approach to cancer aftercare. Today, diverse professionals are increasingly supporting clients affected by cancer in their health journey. The growing population of cancer survivors underscores the need for professionals to adapt their services to accommodate the unique needs of this community.

In 2020 OAC launched the first European and globally recognised training certification programme aimed to increase the number of professionals equipped with the knowledge and skills to effectively work with cancer patients and survivors. The training provides practical, hands-on skills needed to guide patients through treatment into recovery and long-term survivorship. It is internationally recognised as a Continuing Medical Education course (60 CME Credits).

Since its development in 2020, the OAC-Certified Trainer Network has expanded to **over 500 trainers in 12 countries**. The training is currently available online in six languages. In early 2024, the OAC-Certified Training will be available in two more languages.

Reviews & Facts



- Available in **six languages** :German, English, French, Portuguese, Turkish and Greek
- Spanish and Italian coming in February 2024
- **Over 500** OAC-Certified trainers expanding more than **12 countries**

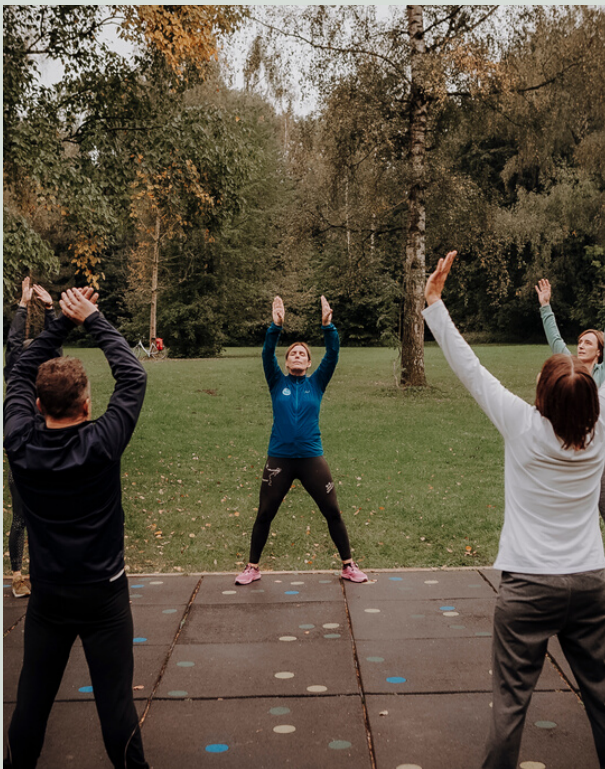
OAC

When I came across OAC by chance, it was clear to me: I absolutely want to complete the training to become an OAC trainer! I was able to feel the many positive effects of exercise on my own body during my "cancer tour". Therefore, I would like to stand by other affected people when they also fall into the rope, to accompany them a bit in their own "climbing tour" with my experience and knowledge about exercise and cancer as an OAC trainer.

Manuela Baumann

Taking Action

Our Work



Through the collaborative efforts of our team and partners, OAC remains dedicated to uncovering the roots of health issues to create lasting strategies for enhancing individual and community well-being. Between 2022 and 2023, OAC collaborated on five EU projects, participated in 15 speaking events. The following outlines key achievements within each focus area.

EU Funded Projects



Outdoor Against Cancer Connects Us

As part of the EU4Health Programme under Europe's Beating Cancer Plan, this project empowers young cancer survivors by establishing a supportive network based on OAC's four key pillars of a healthy lifestyle. [Read more](#)

Rock Your Health

RYHEALTH enables primary and secondary school students from various socio-economic backgrounds to learn and adopt healthy and sustainable behaviours by engaging with their teachers and parents. Initiated by OAC in 2022, the project is part of the EU4Health Programme under Europe's Beating Cancer Plan. [Read more](#)



Social and hUman ceNtered XR

This innovative project focuses on developing extended reality solutions to enhance social interaction and rehabilitation, supporting individuals with disabilities. [Read more](#)

UCANACT

UcanACT encourages physical activity among adults and seniors, utilising public urban spaces for cancer prevention. [Read more](#)



Sport4Cancer

Sport4Cancer is an in-person two-day scientific congress that promotes physical activity for all and focuses on social inclusion, particularly for individuals with cancer and disabilities, overcoming barriers to participation. [Read more](#)

Outdoor Against Cancer Connects US (OACCU)

Outdoor Against Cancer Connects Us (OACCU) stands as an international and interdisciplinary project dedicated to exploring and amplifying the transformative power of sports and physical activity for the well-being of cancer survivors. In 2021, OAC secured funding for OACCU under the EU4Health programme as part of Europe's Beating Cancer Plan. OACCU focuses on fostering a healthy lifestyle for young cancer survivors aged 15-39 through outdoor sports, balanced nutrition, sustainability, and physical & psychological well-being. OACCU trains survivors, family, friends, and health professionals as ambassadors, creating a sustainable youth network.

77

TOTAL POSTS

57

ARTICLES WRITTEN

7

LANGUAGES

31.2k

TOTAL WEBSITE VIEWS

Past and Future Plans

In 2023, OACCUs focused on promoting a healthy lifestyle for young cancer survivors through various initiatives, including digital training, outdoor activities, awareness campaigns, and establishing a European network. Events and conferences across Europe disseminated the project's message and engaged stakeholders. OACCUs also launched Ambassador Training programs and introduced the OACCUs Toolbox, with plans for further development and dissemination in 2024, including national Ambassador Trainings and expanding the network. OACCUs aims to continue its efforts in improving the well-being of young cancer survivors and invites participation through surveys and social media channels.



Project Partners

- ESV München e.V. (Germany)
- University of Umeå (Sweden)
- Region Västerbotten (Sweden)
- University of Patras (Greece)
- CreThiDev (Greece)
- CEIPES (Italy)
- University of Palermo (Italy)
- LILT Palermo (Italien)
- University of Cadiz (Spain)
- University of Coimbra (Portugal)
- CHUC (Portugal)
- LIGA (Portugal)



Past and Future Plans

In 2023, OAC performed a GAP analysis to understand the level of training needed for the Toolbox. OAC additionally disseminated the project in congresses and outdoor sporting events throughout the year.

In 2024, OAC will develop and pilot test the training materials for teachers and parents.

Rock Your Health (RYHEALTH)

Rock Your Health (RYHEALTH) begins in primary school and continues through secondary school, aiming to promote sustainable healthy behaviors. Led by a consortium of six partners from four European countries, the project educates on healthy lifestyles. By engaging teachers, students, and parents it fosters impact and aligning with the EU4Health goal: HealthyLifeStyle4All under Europe's Beating Cancer Plan.

Project Partners

- University of Coimbra
- Agrupamento de Escolas de Anadia
- Campus di Monaco
- University of Cadiz
- Region Västerbotten

As part of the RYHEALTH project, OAC is responsible for the dissemination and development of the online Toolbox that provides the resources and training materials for teachers and parents to embed health promotion and disease prevention among students and young people.



SUN



The Social and hUman ceNtered XR (SUN) project aims at investigating and developing extended reality (XR) solutions that integrate the physical and the virtual world in a convincing way, from a human and social perspective. The virtual world will be a means to augment the physical world with new opportunities for social and human interaction.

Specifically, OAC is involved in eXtended reality for rehabilitation.

The proposed rehabilitation approach aims to inspire patients to engage in effective exercise by offering performance feedback during physiotherapy activities in diverse settings, such as clinical, home, indoors, outdoors, or public areas. Utilising a digital tool with VR, AR, and MR, this scenario supports and monitors personalised remote exercise rehabilitation programs for injury/pathology management. The tool facilitates supervised personal training, enhancing individual motor learning.

OAC is part of dissemination and pilot planning activities, especially for the rehabilitation related pilot. OAC is tasked with developing a training framework for patients with upper limb edema and in general integrate XR into training/rehabilitation aspects.

Together with ASL-NO, OAC will collaborate and organise for up to 3 patients an extended stay in Italy, where the Pilot will be conducted around October '25.

UCANACT



UcanACT aims to promote cancer prevention through physical activity in adults and seniors (50+ age) by utilising urban green spaces. Funded through Erasmus+, the 36-month project fosters collaboration among partners like the European Foundation for Physiotherapy, OAC, and others. UcanACT addresses diverse challenges, contributing to better health outcomes and cost-effective cancer prevention.

OAC participated in the desk research that the Practical Intervention and Evaluation Methodology was built upon. Based on the Practical Intervention Methodology (PIM), OAC developed the Massive Open Online Course (MOOC), a course for physiotherapists, specialised on working with cancer patients and the elderly. OAC also produced the exercise videos used in the UcanACT-app, designed to help participants with their training.

Goals for 2024

For 2024 the two pilot rounds of the project are planned, with the first starting in March. The pilot rounds will consist of working with up to 90 participants in public urban green spaces around Munich under the supervision of physiotherapists.



Sport4Cancer



From September 2022 to August 2023, OAC participated in the organisation and delivery of the two-day scientific congress in Spain. Funded through the Erasmus+ Programme through the European Commission, the project aimed to educate and promote physical activity as playing a crucial role in cancer prevention, treatment, and survivorship.

As part of the Scientific Board, OAC provided guidance on event topics and activities. OAC was responsible for organising the German delegation, inviting key individuals to the event.

The scientific workshop portion of the congress featured several conferences and panels where the different perspectives of cancer were presented from European policies, research, social, economic, industrial and technological fields. OAC gave a presentation on the current opportunities to get involved in sports including OACCUs, RYHEALTH, UCANACT and SUNXR.

The congress was attended by over 50,000 attendees from various countries, and featured numerous sports competitions, exhibitions, and leisure activities across different venues. More than 100 simultaneous sports activities encourage participation and inclusion for cancer patients and survivors in sports.



Policy

SPOTLIGHT PRESENTATIONS

OAC actively advocates for holistic well-being that goes beyond rigid healthcare approaches. Throughout 2022 to 2023, OAC contributed to important discussions about physical activity and cancer, disease prevention, and development of a healthy lifestyle for young cancer survivors.

'This is the moment when we can reach out to patients and show them that there are additional "complementary therapies" that can help them get well and return to a healthy future... And it all starts with physical activity, ideally in an intact environment.'

Petra Thaller



22nd European Society of Gynaecological Oncology
Berlin, Germany



XIX Portuguese-Speaking Countries Congress
on Sport Sciences and Physical Education
Coimbra, Portugal



5th European Cancer Forum
Brussels, Belgium

Extending across European borders, OAC additionally contributed to the following congresses and meetings.

- SEP '22 **Young Cancer Action Network, *India***
Munich Outdoor Sport Festival, *Germany*
- DEC '22 **European Cancer Forum 2022, *Belgium***
OAC Health Conference Laayoune, *Morocco*
- JAN '23 **OAC Health Conference Dakhla, *Morocco***
Young Cancer Survivors Conference, *Virtual*
- FEB '23 **Young Cancer Survivors Conference, *Belgium***
- MAY '23 **Young Cancer Survivors Conference, *Belgium***
- SEP '23 **Munich Outdoor Sport Festival, *Germany***
- NOV '23 **London Global Cancer Week, *United Kingdom***
Physical Activity and Pancreatic Cancer, *Europe*
- DEC '23 **European Cancer Forum 2023, *Belgium***

Sustainability

Our Plans for 2024

In 2024, OAC plans to develop Health Unites Us (HealUs). HealUs is an interdisciplinary project committed to enhancing health literacy globally, focusing on the interplay between human behaviour and overall well-being, aligning with the EU4Health Programme and Europe's Beating Cancer Plan. The initiative aims to translate scientific knowledge into actionable insights, utilising diverse digital formats like newsletters, articles, fact-sheets, podcasts, and social media to disseminate accessible content. HealUs addresses major EU health priorities, including awareness raising, health literacy, networking, healthcare optimization, and contributing to non-legislative policy initiatives. By prioritising practical outcomes over data collection, HealUs ensures a tangible impact on European public health. OAC's extensive network and strategic approach further support these objectives.

OAC is committed to uncovering the roots of health issues to create lasting strategies for improving individual and collective well-being. Our goal extends beyond cancer, aiming to enhance health literacy on a global level.

⁰¹ Raising Awareness and Capacity Building

⁰² Health Literacy and Promotion

⁰³ Optimising Healthcare

⁰⁴ One Health Network

Thank you

OAC is grateful for the commitment and collaboration with our partners and key stakeholders.

We thank you for your continued support in our mission.

OAC

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