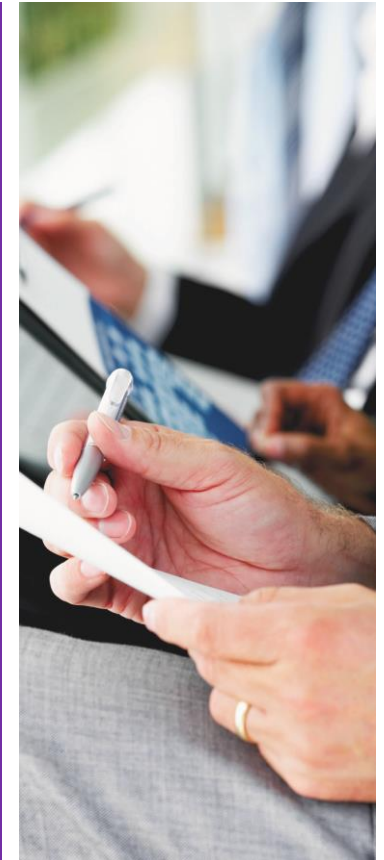




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Cancer  
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# Communicating cancer prevention messages

Dr Rachel Thompson, Head of Research Interpretation





# Outline

- What and to whom
- Communicating CUP findings
- Challenges in communicating cancer prevention messages
- Example from WCRF-UK



# What to communicate and to whom?

- Cancer prevention messages based on WCRF Recommendations
- Making it easy to follow advice
- Emerging evidence
- Strong evidence not part of Recommendations

# Communication and social media

- WCRF eNewsletters
- Conferences
- Twitter and Facebook
- Blog posts
- Press, radio, TV, medical publications
- Campaigns – I CAN, Dry January

# Campaigns

Now celebrating its fifth year, the **Dry January** challenge is simple – go 31 days without a drop of alcohol!



As well as giving your new year a healthy kickstart (and saving you money!), you'll be helping to support our vital cancer prevention research as well as the work of Alcohol Concern.

# What do we talk about the most

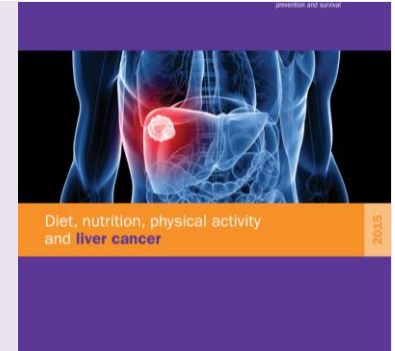
- Body fatness – weight
- Alcohol
- Physical activity
- Red and processed meat

## Less so

- Salt
- Supplements
- Vegetables/fruits
- Height
- Coffee

# Liver cancer

- **Three alcoholic drinks a day can cause liver cancer, new research finds**
- Further strong research has emerged; being overweight or obese is associated with an increased risk of the disease.
- The research also found strong evidence that drinking coffee can reduce the risk of the disease. It follows research we published in 2013 showing that coffee reduces the risk of womb cancer.



Physical activity and fish may also decrease the risk of liver cancer, but more research is needed.





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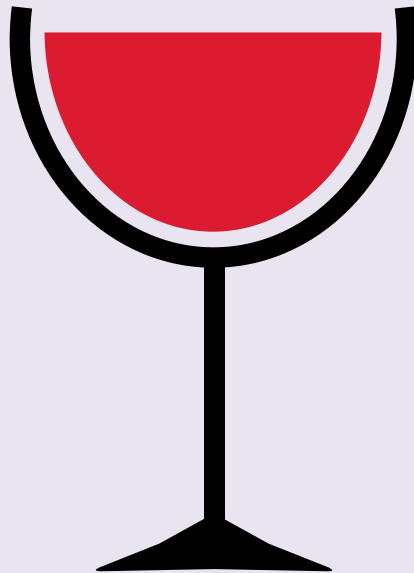
Analysing research on cancer  
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Analysing research on cancer  
prevention and survival



THERE'S **STRONG  
EVIDENCE  
ALCOHOL**  
INCREASES THE RISK  
**OF 6 CANCERS:**  
**BREAST, BOWEL,  
LIVER, MOUTH/THROAT,  
OESOPHAGEAL & STOMACH**

FOR CANCER PREVENTION IT'S BEST **NOT TO DRINK ALCOHOL.**  
IF YOU DO **LIMIT ALCOHOLIC DRINKS** & FOLLOW NATIONAL GUIDELINES.



# Coffee

- Don't advise people to start drinking coffee
- Strong evidence that coffee may be beneficial, but we don't know why. It could be how much you drink, how regularly, the type of coffee or what you add to it that has an effect. Unclear the effect of high intakes
- We also need to be sure that there are no harmful effects for other cancers or conditions
- There are still too many unanswered questions for us to provide reliable advice on coffee drinking and cancer risk

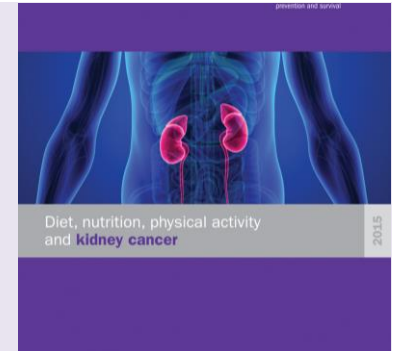


Area for  
future  
research

# Kidney cancer

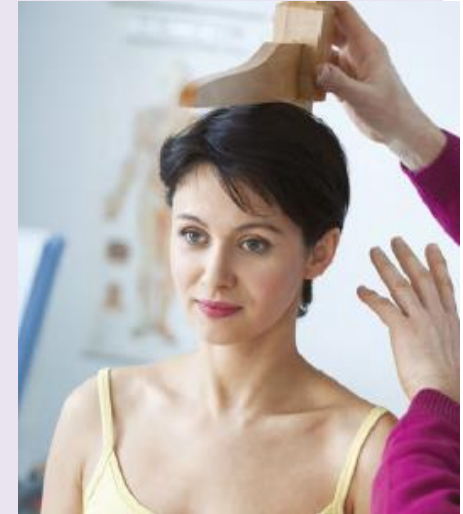
**Today we publish a new report which confirms that being overweight or obese increases the risk of kidney cancer.**

- Also, strong evidence that being tall increases the risk of kidney cancer (developmental factors in the womb, and during childhood and adolescence, that influence growth that are linked to an increased risk of kidney cancer)
- The report's finding on overweight and obesity reinforces our current Cancer Prevention Recommendation to maintain a healthy weight



## Being tall

- Genes, modifiable developmental factors (eg growth factors such as insulin, insulin-like growth factor, growth hormone, and sex hormones such as oestrogens) in the womb, and during childhood and adolescence
- Height is a marker of the whole series of events and experiences from conception to adulthood
- Knowing how growth influences the risk of some cancers and reduces the risk of other conditions could help support the development of policies to improve health throughout the life course around the world



Research into  
hormones and  
other growth  
factors that  
influence  
height.

# Challenges in communicating the cancer prevention message

- TEN recommendations (simplified to Eat Well, Move More, Be a Healthy Weight)
- Recommendations have been the same for 25 years (pro and con)
- Guidance has to be accurate (makes simplicity challenging)
- Alignment with national guidelines, science and network needs
- Communicating risk
- Informing public without 'blame'
- Agreed key messages for the network


# Challenges in communicating the cancer prevention message

## Environment

- Lack of awareness about prevention
- People think drastic changes are needed to prevent cancer
- Cancer prevention = no diagnosis e.g. GPs and time constraints
- People don't want information about cancer – but about healthy living (unless there's a history - cancer prevention is a bonus)
- Similar advice to diabetes, heart disease, stroke

## WCRF UK Website


- Information on lifestyle factors (recommendations), cancer types (CUP reports), preventability stats
- Publications available to download and order from eShop
- Streamlining printed resources. Digital-first approach
- Tools such as BMI calculator, alcohol calorie calculator
- Blog/news



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Home – Here to help – Health tools

**Health tools**

- > BMI calculator
- > Alcohol Calorie Calculator
- > Exercise calorie calculator
- > How to measure your waist

[Health workers](#)

[Recipes](#)

[Resources](#)

[Workplaces](#)

[Parents & teachers](#)


[News](#)




## Health tools

We want you and your family to lead healthy, happy, cancer-free lives.

Try our handy online tools to help you make healthier choices today.






### BMI calculator


Check whether you're a healthy weight with our simple online tool

[Calculate your BMI](#)



### Alcohol calorie calculator

Use this great calculator to work out the calories in different alcoholic drinks



### Exercise calorie calculator

From gardening to running to swimming, find out how many calories you can burn



## Recipes

Whatever the season or occasion, we have plenty of tasty, healthy recipes to help you enjoy a healthy diet.

Browse all of our recipes by clicking on the categories below, or use the 'ingredient search' tool to find recipes that contain a particular food.



### Breakfasts

Get your day off to a great start



### Salads

Tuck into some of these tasty salads



### Soups

These simple soups make the perfect healthy lunch



### Sides, snacks and drinks

Delicious hot and cold small



### Mains

Healthy recipes for lunch or dinner.



### Desserts

Treat yourself to a delicious, healthy dessert

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CAN... prevent cancer | World Cancer Research Fund UK

World Cancer Research Fund UK

Welcome to - Great Grub Club

# Being healthy is fun!

Google™ Custom Search Search

**World Cancer Research Fund 25 Years**

**Healthy and delicious sandwiches**  
Make this crazy crab or try our 10 other ideas!

**Olivia**  
**Mixer**  
**Pedal**  
**Searcher**

**Parents**  
Free downloadables

- Healthy recipes
- Make and dos
- Puzzles

**Teachers**  
Free downloadables

- KS1 and KS2 lesson plans
- Worksheets
- Healthy recipes

1 2 3

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**Grow it!**  
Grow your own fruit and veg

**Know it!**  
Food facts, quizzes and jokes

**Move it!**  
Get your 60 minutes

**Cook it!**  
Tasty healthy recipes

**Play it!**  
Lots of fun games

# Health professionals programme

- Audience: community health workers (practice nurses, occupational health workers, health trainers, pharmacists)
- Informed newsletter and enews
- Downloads very popular – HPs looking for free resources
- Workshops accredited by Royal Society for Public Health
  - 4 workshops and 2 regional events annually
  - New eLearning workshop to reach more HPs

APPROVED BY



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**Eat well**



**Move more**



**Be a healthy weight**

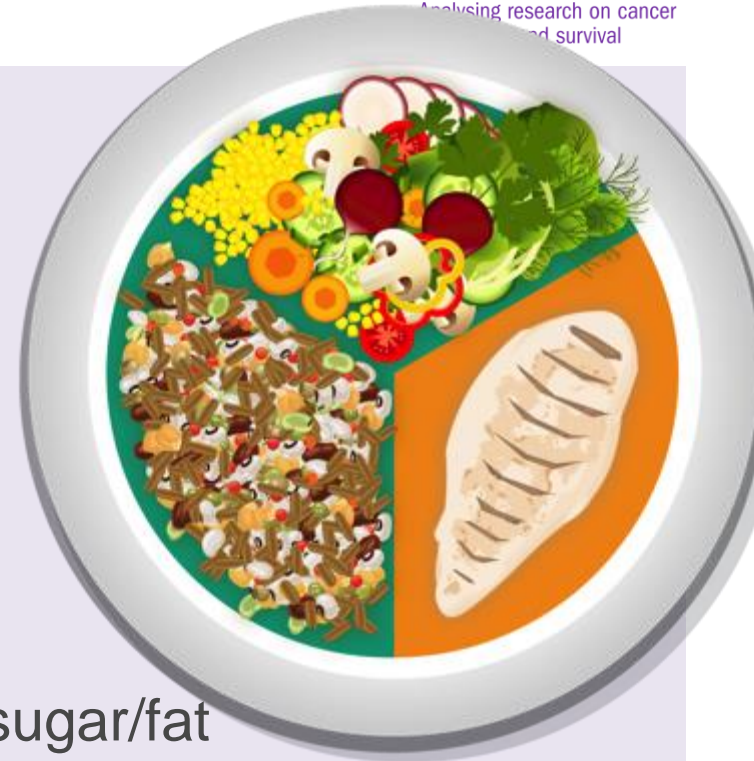






## Put plant foods first

- 'Reshape your plate' to include 2/3 plant foods
- Eat plenty of vegetables and fruits, wholegrains and pulses, like beans
- Avoid high calorie foods, usually high sugar/fat
- Choose smaller, leaner portions of meat and eat less than 500g (cooked weight) red meat a week
- Eat little, if any, processed meat like bacon and ham





# iCAN... boost my beans

“I swap half the meat in my favourite chilli recipe for beans – it’s an easy way to make meat go further, and my husband doesn’t even notice”





# Moving more

## Get active for 30 minutes a day

- Moderate or vigorous activity best, but any type of activity counts
- Start small and build up: even a little can be beneficial
- Try breaking it into 3 x 10 minute chunks
- Find something enjoyable
- Make it part of your day: walk to work, vacuuming, take the stairs
- Limit sedentary time



# iCAN... make moving fun

“As soon as a song I like comes on the radio, my body moves. I may not be Darcey Bussell but dancing is such an easy way to get active”



You can burn **200** calories by doing any of the following activities:





# Be a healthy weight

## Reach and stay a healthy weight

- Check your Body Mass Index (BMI) and waist circumference
- Keep your weight as low as you can, within the healthy range
- Avoid gaining weight: extra 100 calories a day = nearly a stone over a year
- Eat a healthy diet and fill up on lower-calorie foods
- Keep an eye on portion sizes
- Be more active



# iCAN... save calories

“I buy individually wrapped chocolate biscuits, eat one and keep the rest out of sight – even with an apple it’s 100 calories less than a full-size chocolate bar”



# For further information

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