



Cancer Prevention 2016

Reducing your risk of cancer



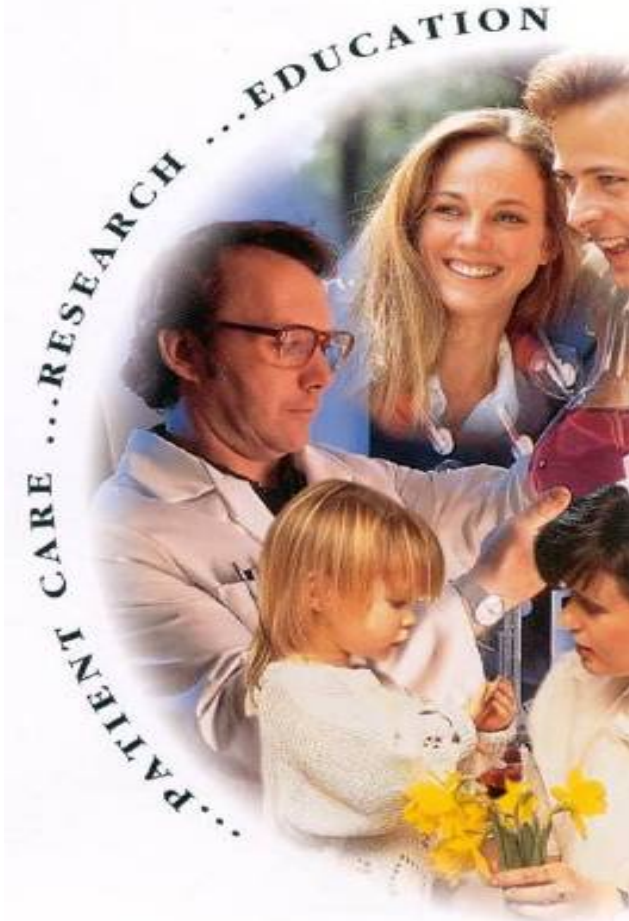
Role of the Irish Cancer Society

The National Charity for Cancer Care in Ireland

4 Main Goals

- ❖ Reduce the risk of cancer
- ❖ Improve lives
- ❖ Lead excellent collaborative research
- ❖ Inform and influence public policy

- Advocacy
- Cancer Services & Programmes
- Research



Programmes and Services

Cancer Prevention

- X-HALE
- PREVENT
- Sun Smart
- Cancer Action Community
- 'We Can Quit'
- 'Fit for Work & Life'
- Strides for Life

- National Awareness Campaigns
- Website,
- Social media publications & leaflets
- Social media
- National Patient Conference

Cancer Support

- Daffodil Centres
- Cancer Nurseline
- Night Nursing
- Volunteer Driver Service
- Financial Support
- CASE Projects
- Counselling
- Support Centres

12 WAYS TO REDUCE YOUR CANCER RISK

BASED ON THE EUROPEAN CODE AGAINST CANCER.

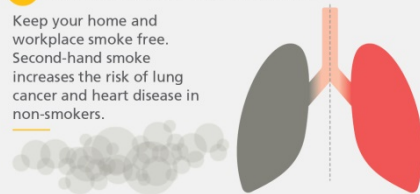
1 DO NOT SMOKE

One in three of all cancers is related to smoking. Cut out the cigarettes and cut your cancer risk.



2 AVOID SECOND-HAND SMOKE

Keep your home and workplace smoke free. Second-hand smoke increases the risk of lung cancer and heart disease in non-smokers.



3 BE A HEALTHY WEIGHT

As the amount of fat in the body increases, so does the chance of developing certain cancers. Take action to have a healthy body weight by being physically active and eating a healthy diet.



4 BE PHYSICALLY ACTIVE IN EVERYDAY LIFE

Limit the time you spend sitting and aim for at least 30 minutes of moderate physical activity a day.



7 AVOID TOO MUCH SUN

Skin cancer is the most common cancer in Ireland with over 10,000 new cases diagnosed in 2011. Be SunSmart: protect your skin when outdoors (sunscreen is not enough) and avoid sunbeds.



8 POLLUTANTS

Protect yourself in your workplace and follow health and safety instructions.



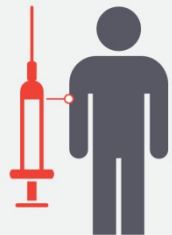
9 RADIATION

Find out if you are exposed to radiation from naturally high radon levels in your home. Find out more information on radon levels from the Environmental Protection Agency. www.epa.ie



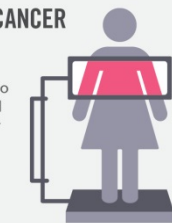
11 GET VACCINATIONS

Some cancers are spread by viruses and bacteria. Ensure your children take part in vaccination programmes for Hepatitis B (for newborns) and Human papillomavirus (HPV) (for girls over 12 years).



12 GET SCREENED FOR CANCER

Screening is checking for cancer or conditions that may lead to cancer in people that may have no symptoms. Take part in organised cancer screening programmes for bowel cancer (men and women), breast cancer (women) and cervical cancer (women). www.cancerscreening.ie



12 WAYS TO REDUCE YOUR CANCER RISK

BASED ON THE EUROPEAN CODE AGAINST CANCER

HALF OF ALL CANCERS COULD BE AVOIDED

1. DO NOT SMOKE



2. AVOID SECOND-HAND SMOKE



3. BE A HEALTHY WEIGHT



4. BE PHYSICALLY ACTIVE DAILY



5. HAVE A HEALTHY DIET



6. AVOID ALCOHOL



7. AVOID TOO MUCH SUN



8. POLLUTANTS



9. RADIATION



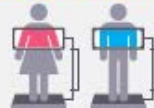
10. ADVICE FOR WOMEN



11. GET VACCINATIONS



12. GET SCREENED FOR CANCER



For more information call our Cancer Nurseline on Freephone 1800 200 700
www.cancer.ie

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BASED ON THE EUROPEAN CODE AGAINST CANCER.

Movie: How to reduce cancer risk

Take a moment to watch a short film which explains the steps you can take to reduce your cancer risk.

National Awareness Campaigns:

- EU CODE: “New Year New You : 12 days (in partnership with Cancer Focus NI, January 2015)
- Lung : Lung health online quiz,
- Bowel : Physical activity
- SunSmart : Online Skin type quiz
- Breast Cancer : Alcohol / Screening
- Prostate Cancer : Diet / Physical Activity
- World Cancer day : EU Code
- Men’s Health Week: EU Code
- World No Tobacco day : Do not smoke/Avoid second-hand smoke.



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Fit for Work and Life

Community health and wellbeing programme for young unemployed men and women



ECAC Dissemination

- Strong evidence base
- 12 clear messages
- Quality Health education materials have been developed based on the EU Code.
- Consistent key messages inserted in all PR materials and cancer prevention information.

- Provides a good framework for a cancer prevention education programme
- Provides a good platform for other health providers to engage with cancer prevention.
- Allows cancer stakeholders in Ireland to unite under a consistent message
- to develop dissemination/ diffusion models by working in partnership with other health stakeholders on cancer and chronic disease prevention



- Too much information to include in one communication
- Needs to be adapted for different audiences
- Strong EU wide Code brand has not been developed
- Base line data on dissemination or evaluation of dissemination is not available.
- No evidence / mechanism to get an individual's feedback on the code in a systematic way

- Red meat communications created confusion and challenged credibility
- HPV vaccination programme under threat