

# Cancer prevention in Scotland



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Since we last met.....

# Evidence

# UPDATED

## Estimates<sup>1</sup> of cancer preventability by appropriate food, nutrition, physical activity, and body fatness in four countries<sup>2</sup>

	USA	UK	BRAZIL	CHINA
Mouth, pharynx, larynx	63	67	63	44
Oesophagus	69	75	60	44
Lung	36	33	36	38
Stomach	47	45	41	33
Pancreas	39	41	34	14
Gallbladder	21	16	10	6
Liver	15	17	6	6
Colorectum	45	43	37	17
Breast	38	42	28	20
Endometrium	70	56	52	34
Prostate	11	20	N/A <sup>3</sup>	N/A <sup>3</sup>
Kidney	24	19	13	8
<b>Total for these cancers combined</b>	<b>34</b>	<b>39</b>	<b>30</b>	<b>27</b>
<b>Total for all cancers</b>	<b>24</b>	<b>26</b>	<b>19</b>	<b>20</b>

Around one quarter of all cancers estimated avoidable through appropriate food, nutrition and physical activity



# Evidence reviews and recommendations

# American Cancer Society Guidelines on Nutrition and Physical Activity for Cancer Prevention

## Reducing the Risk of Cancer With Healthy Food Choices and Physical Activity

Lawrence H. Kushi, ScD<sup>1</sup>; Colleen Doyle, MS, RD<sup>2</sup>; Marji McCullough, ScD, RD<sup>3</sup>; Cheryl L. Rock, PhD, RD<sup>4</sup>; Wendy Demark-Wahnefried, PhD, RD<sup>5</sup>; Elisa V. Bandera, MD, PhD<sup>6</sup>; Susan Gapstur, PhD, MPH<sup>7</sup>; Alpa V. Patel, PhD<sup>8</sup>; Kimberly Andrews<sup>9</sup>; Ted Gansler, MD, MBA, MPH<sup>10</sup> and The American Cancer Society 2010 Nutrition and Physical Activity Guidelines Advisory Committee

### Abstract

The American Cancer Society (ACS) publishes Nutrition and Physical Activity Guidelines to serve as a foundation for its communication, policy, and community strategies and, ultimately, to affect dietary and physical activity patterns among Americans. These Guidelines, published approximately every 5 years, are developed by a national panel of experts in cancer research, prevention, epidemiology, public health, and policy, and they reflect the most current scientific evidence related to dietary and activity patterns and cancer risk. The ACS Guidelines focus on recommendations for individual choices regarding diet and physical activity patterns, but those choices occur within a community context that either facilitates or creates barriers to healthy behaviors. Therefore, this committee presents recommendations for community action to accompany the 4 recommendations for individual choices to reduce cancer risk. These recommendations for community action recognize that a supportive social and physical environment is indispensable if individuals at all levels of society are to have genuine opportunities to choose healthy behaviors. The ACS Guidelines are consistent with guidelines from the American Heart Association and the American Diabetes Association for the prevention of coronary heart disease and diabetes, as well as for general health promotion, as defined by the 2010 *Dietary Guidelines for Americans* and the 2008 *Physical Activity Guidelines for Americans*. CA Cancer J Clin 2012;62:30–67. © 2012 American Cancer Society.

### Introduction

### The Importance of Weight Control, Physical Activity, and Diet in Cancer Prevention

# Nutrition and Physical Activity Guidelines for Cancer Survivors

Cheryl L. Rock, PhD, RD<sup>1</sup>; Colleen Doyle, MS, RD<sup>2</sup>; Wendy Demark-Wahnefried, PhD, RD<sup>3</sup>; Jeffrey Meyerhardt, MD, MPH<sup>4</sup>;  
Kerry S. Courneya, PhD<sup>5</sup>; Anna L. Schwartz, FNP, PhD, FAAN<sup>6</sup>; Elisa V. Bandera, MD, PhD<sup>7</sup>;  
Kathryn K. Hamilton, MA, RD, CSO, CDN<sup>8</sup>; Barbara Grant, MS, RD, CSO, LD<sup>9</sup>;  
Marji McCullough, ScD, RD<sup>10</sup>; Tim Byers, MD, MPH<sup>11</sup>; Ted Gansler, MD, MBA, MPH<sup>12</sup>

**TABLE 2. American Cancer Society Guidelines on Nutrition and Physical Activity for Cancer Survivors**

Achieve and maintain a healthy weight.

- If overweight or obese, limit consumption of high-calorie foods and beverages and increase physical activity to promote weight loss.

Engage in regular physical activity.

- Avoid inactivity and return to normal daily activities as soon as possible following diagnosis.
- Aim to exercise at least 150 minutes per week.
- Include strength training exercises at least 2 days per week.

Achieve a dietary pattern that is high in vegetables, fruits, and whole grains.

- Follow the American Cancer Society Guidelines on Nutrition and Physical Activity for Cancer Prevention.



# Breast Cancer and the Environment

## A Life Course Approach

Committee on Breast Cancer and the Environment: The Scientific Evidence,  
Research Methodology, and Future Directions

Board on Health Care Services  
Board on Health Sciences Policy

INSTITUTE OF MEDICINE  
OF THE NATIONAL ACADEMIES

THE NATIONAL ACADEMIES PRESS  
Washington, D.C.  
[www.nap.edu](http://www.nap.edu)

# Scotland....

## Since we last met.....

- Health Promoting Health Service CEL
- Cigarette vending
- Minimum pricing on alcohol
- Late drinking on trains
- Obesity- static?
- Physical activity?
- Diet – voluntary traffic light labelling

## Big Mac chewed up and spat out

Aug 3 2012 By Kaiya Marjoribanks

MCDONALDS have been told they've had their chips over plans to build a fast food restaurant near St Modans High School.

During the hearing panel members heard from **McDonalds** planning consultants, the chair of St Modan's Parent Council Pat McKeown, and ward members Councillor Corrie McChord and Councillor Mark Ruskell.

The application was refused on the grounds that a Class 3 restaurant falls outwith the designated Class 4, 5 and 6 uses for the site such as office accommodation, general industry and storage or distribution facilities and that ancillary uses (Class 3) had reached the maximum threshold for the business park

The panel also felt that the application went against the Scottish Government's Obesity Route Map Action Plan.

# Detect Cancer Early

– Terribly important



– but.... .Not prevention

# Research

- Cancer diagnosis and smoking cessation (patients+kinship/friendship networks)
- BeWEL- CRC adenomas and lifestyle
- StartWELL- CRC and health behaviours at diagnosis
- ActWELL – Active living and well being in Breast cancer screening setting

Working together to support ACTIVE living and WELL-being (ActWELL) in the health promoting (breast screening) health service

# ActWELL

Funded by Chief Scientist Office

Endorsed by

- Scottish Cancer Foundation
- Breast Cancer Campaign
- Breast Cancer Care

# Investigators

- **University of Dundee**
  - Prof Annie Anderson (PI)
  - Prof Alastair Thompson
  - Dr Shaun Treweek
  - Prof Peter Donnan
- **University of Glasow**
  - Prof Sally Wyke
- **University of Edinburgh**
  - Prof Nanette Mutrie
- **University of Stirling**
  - Professor Ronan O'Carrol
- **University of Strathclyde**
  - Dr Alison Kirk

## Collaborators

**NHS Greater Glasgow**  
Dr Hilary Dobson

# Scottish Cancer Prevention Network

- Information, misinformation, awareness (not stand alone, an issue for health inequalities)
- Advocacy- getting a message over (an independent voice)
- Working on health inequalities agenda in cancer prevention (people recognize the importance but need guidance in the how )
- Survivorship.....(secondary prevention)



# The Scottish Cancer Prevention Network

**SCPN** Scottish Cancer Prevention Network  
Newsletter

**Editorial**

The network works!! Thanks to everyone who has provided feedback on emails regarding lobbying on traffic light labelling, attending the Scottish Cancer Foundation supported lecture by Valerie Beral at the Royal Society and providing articles for this newsletter (with little persuasion needed!). There are new requests to join the network every month and clearly there is considerable interest in cancer risk reduction activities. The Scotland Against Cancer Conference included a lively discussion on lifestyle change and this is clearly a topic of passion for many Scots whether patients, members of medical charities, health professionals or academics.

To date, we have written little about prevention of skin cancer and it would be timely to have at least some mention of this now that we are in high summer. Our summer temperatures may not reach heat wave level but our UV exposure can still be excessive. It may seem like a message that's been around for a while but, in June the Scottish government brought the issue to the fore by reporting that the number of deaths from the skin cancer malignant melanoma has increased by more than one third in a decade. The NHS are reported to have said that it is relatively rare, accounting for 10% of skin cancer cases - but it also causes the most deaths and it can kill young adults.

We need contributions for the newsletter... send on details of research, action, debates to us.

The Website is up and running [www.cancerpreventionscotland.co.uk/](http://www.cancerpreventionscotland.co.uk/)

Please circulate this newsletter widely and we are happy to name to the circulation list

Supported by the Scottish Cancer Foundation

SCOTTISH CANCER FOUNDATION

**SCPN**

## The Scottish Cancer Prevention Network Newsletter

VOL 2 | ISSUE 4



**In This Issue**

**Preventing Cancer by the How we Choose to Live Every Day**

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<http://www.sunsmart.org.uk/advice-and-prevention>

**New Physical Activity Guidelines**

Page 2

**The Detect Cancer Early Initiative**

Page 5



Supported by The Scottish Cancer Foundation  
[www.cancerpreventionscotland.co.uk/](http://www.cancerpreventionscotland.co.uk/)

# The Scottish Cancer Prevention Network Conference



Scottish Cancer Foundation  
Scottish Cancer Prevention Network



*Translating lifestyle theory to healthy practice for the reduction of cancer occurrence  
and recurrence*

Friday, 9<sup>th</sup> of November 2012  
Melting Pot, 5 Rose Street, Edinburgh

0930- 1000      Tea, Coffee and networking

**Morning Session (Chair: Prof R Steele)**

1000-1010	Background and introductions	<b>Prof A Anderson</b>
1010-1040	Cancer prevention in Scotland	<b>Dr A Keel CBE</b>
1040-1110	Positive opportunities for smoking cessation in our communities	<b>Paul Ballard</b>
1110-1135	Helping achieve dietary change in disadvantaged communities	<b>Bill Gray</b>
1135-1200	Physical activity and the cancer patient : get started and keep going	<b>Prof N Mutrie</b>
1200-1210	Alcohol and cancer – why we need to change and how health professionals might help	<b>Eric Carlin</b>
1210-1230	Living Beyond Bowel Cancer – Notes From A Survivor	<b>Glenys Marra</b>
1230-1330	<b>Lunch &amp; Exercise break</b>	

**Afternoon Session (Dr Hilary Dobson : Chair)**

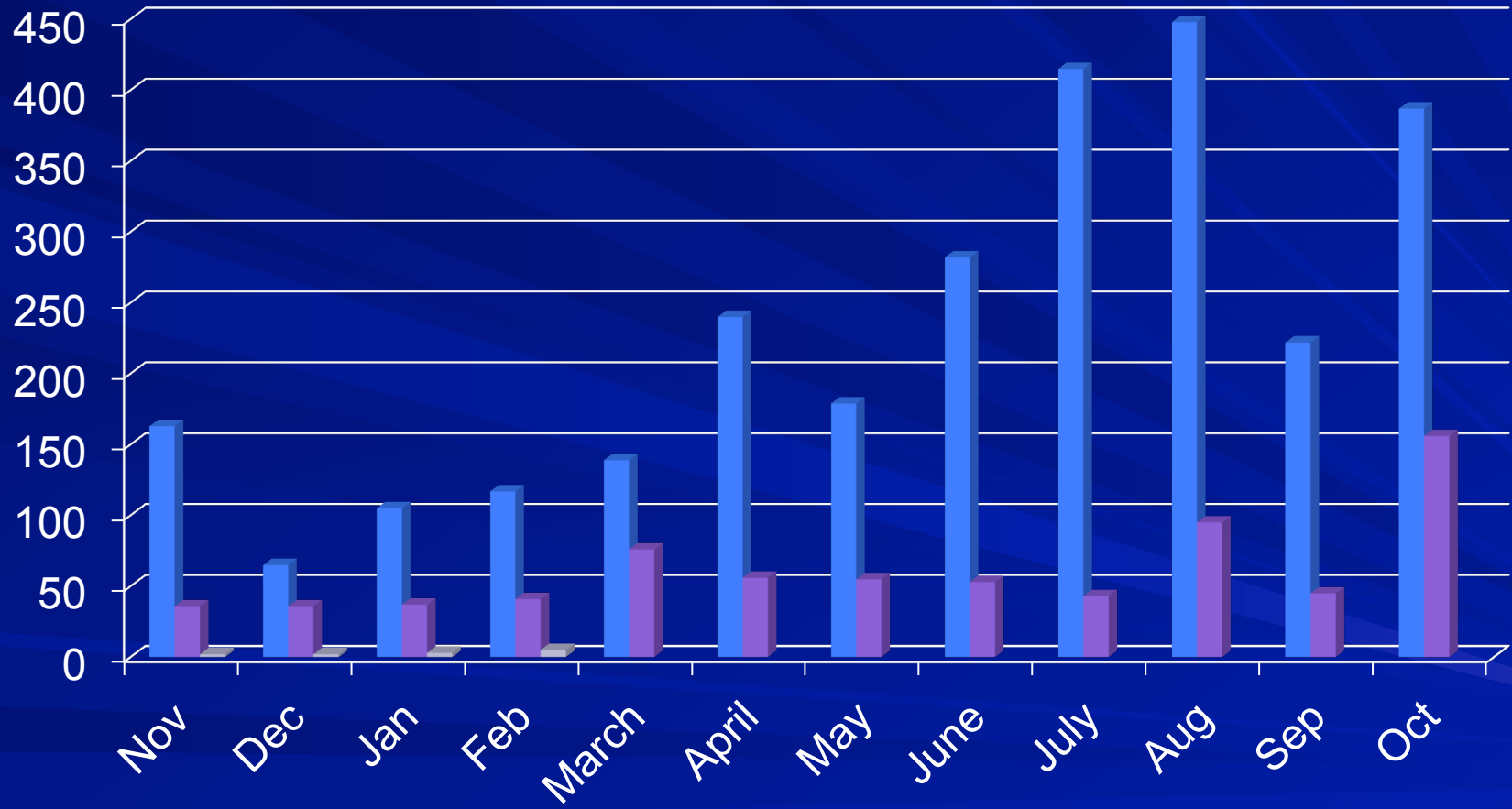
1330-1415	Intervening to Improve Diet and Exercise Behaviors in Cancer Survivors: What Works?	<b>Prof W Demark-Wahnefried</b>
1415-1435	Breast cancer in Scotland: current issues/future visions	<b>Prof A Thompson</b>
1435-1455	Colorectal cancer in Scotland :current issues/future visions	<b>Prof R Steele</b>
1455-1515	WCRF Continuous Update Project- updates and recent work	<b>Dr Rachel Thompson</b>
1515-1530	SCPN- current practice/future visions	<b>Prof A Anderson</b>

# Lets double our numbers.....

Year	E-group	Activities	Website	News-letter	Reach	Twitter	Face-Book
2008/9	80	Conference	-	-	-	-	-
2010	95	-	web	4 issues	NA		
2011	121	Conference (42) PLUS	web	4 issues	550-600		
2012	230	Conference (75) PLUS	web	4 issues	1200+	65 (255)	60 (83)
<b>Target</b>	<b>345</b>	<b>Conference PLUS</b>	<b>web</b>	<b>4 issues</b>	<b>2500</b>	<b>352</b>	<b>124</b>

# Website

## Human visits per month and new visits per month



# Cancer Prevention- who wants to know beyond academia?

## ■ Health Professionals

- Public Health Faculty, 2010
- Primary Care Cancer Group, 2012
- Breast cancer trials group, 2011
- Breast Clinic consultants, 2012

## ■ Cancer charities

- Breakthrough Breast Cancer, 2011
- Bowel Cancer UK, 2012
- Macmillan Conference, 2013
- Scottish Cancer coalition

## ■ Others

- Health Inequalities/workplace workshop, 2012
- Public lecture, Breast Cancer Institute, 2012 (Plus webhits)

# Cancer Prevention- who wants to know beyond academia?

## ■ Government

- Scottish Cancer TaskForce, 2010
- SG – Public Health Division (grant to SCF)
- SNP party conference (Breakthrough Breast Cancer Fringe), 2012
- Cross party group on cancer (ongoing)

# Other communications

Scottish Cancer Pre

## Identify savi

Professors Annie S Ande  
professionals can help to  
practice and new scientif

**A**fter several decades of research, we now have a much clearer view of the lifestyle-related causes of many cancers, and convincing evidence on how to reduce cancer risk.

The World Cancer Research Fund (WCRF) published the most extensive review of all types of evidence of cancer causes related to food, nutrition and physical activity in 2007 and then proceeded in their 2009 report to detail estimates of the proportion of different lifestyle factors attributable to known risks.

For example, it is estimated that 43 per cent of colorectal cancer in the UK can be accounted for by low levels of physical activity, consumption of processed meat, low intakes of food high in dietary fibre (fruits, vegetables and wholegrains) high intakes of red meat, high alcohol levels and high levels of body fat. It is data like this that epidemiologists, informed by long-term cohort studies, have brought to the table.

However, it seems that such information still fails to reach the general population (and many

A healthier diet can help reduce the risk of cancer developing



enhancing existing NHS public health efforts and action around tobacco control. Over 100 people have signed up to the network including health professionals (GPs, public health physicians, surgeons, NHS Health Scotland), Scottish Government departments, MSPs, academics and cancer agencies (including CRUK, Bowel Cancer UK, Breakthrough Breast Cancer and others).

The network is supported by The Scottish Cancer Foundation, a small Scottish cancer agency which aims to facilitate cancer research activities. Funding for communications has also been received from the healthy living and screening team in the Health Improvement Strategy Division in the Scottish Government.

The aims of the network are:

1. To raise awareness of the links between diet, physical activity, obesity and UV exposure and the development of cancer in relation to primary prevention (and in cancer survivors)
2. To create support for public health action from all sectors of the community so that prevention activities are embraced in every aspect of cancer control planning
3. To support research and dissemination activities related to lifestyle and cancer risk reduction
4. To undertake advocacy work

Scottish Cancer Prevention Network

**References:**  
1) World Cancer Research Fund (2007) Food, Nutrition, Physical Activity and the prevention of cancer - a global perspective. WCRF/AICR London [www.wcrf.org/dietandcancerreport.org](http://www.wcrf.org/dietandcancerreport.org)  
2) World Cancer Research Fund (2009) Policy and Action for Cancer Prevention. WCRF/AICR London [www.wcrf.org/dietandcancerreport.org](http://www.wcrf.org/dietandcancerreport.org)  
3) Scottish Government (2010) Preventing Overweight and Obesity in Scotland - a route map towards healthy eating ([www.scotland.gov.uk/Publications/2010/02/17/140721/0](http://www.scotland.gov.uk/Publications/2010/02/17/140721/0))  
4) SIGN (2010) Management of Obesity Guideline 115 ([www.sign.ac.uk/pdf/sign115.pdf](http://www.sign.ac.uk/pdf/sign115.pdf))  
5) Cancer Research UK <http://info.cancerresearchuk.org/healthyking/obesityandweighttips>  
6) National Heart Forum - Obesity Learning Centre [www.obesitylearningcentre.nhf.org.uk](http://www.obesitylearningcentre.nhf.org.uk)

aimed at increasing action by the private, public and voluntary sectors to reduce cancer-related behaviours whilst fully embracing issues around health inequalities.

Within the network, action is grouped into three main themes, namely:

- Awareness raising (information and misinformation)
- Advocacy for action on prevention
- Work on health inequalities in cancer prevention (widening perspectives).

Communication is a key part of the work undertaken and this includes dealing with misinformation as well as information. It is clear that the confusion that arises from all sorts of weird and wonderful sources does little to support action for change. The networking that is currently going on within Scotland to help support lifestyle change is important. For example, much policy work has been focused on obesity (Preventing Overweight and Obesity<sup>3</sup>) and the recent new SIGN guidelines on obesity management<sup>4</sup> provide clear guidance on the management of obesity.

However, not all health professionals working on cancer prevention know about these, or indeed about wider resources that can be accessed from the web<sup>5,6</sup>. Sharing successful approaches in assisting changes in smoking, diet and activity can be facilitated by

the network as well as scientific publications from trials. Changing ways of life is not easy, especially in a society geared towards sedentary living and indulgent energy dense foods and drinks, but it is timely to try and enhance efforts so that we really can work towards reducing the cancer burden in Scotland.

Further information is available by visiting [www.cancerprevention.scotland.co.uk](http://www.cancerprevention.scotland.co.uk). Anyone can join the network, which is email-based. Members receive quarterly newsletters (also available on the website) and are asked to cascade these as widely as possible. Email alerts of conferences, policy relevant information and work by health agencies can also be circulated. ■

*Anyone interested in cancer risk reduction should contact [a.anderson@dundee.ac.uk](mailto:a.anderson@dundee.ac.uk) to be added to the mailing list. The leads on the network for primary care are Dr Christine Campbell ([christine.campbell@ed.ac.uk](mailto:christine.campbell@ed.ac.uk)) and Dr Peter Murchie ([peter.murchie@abdn.ac.uk](mailto:peter.murchie@abdn.ac.uk))*



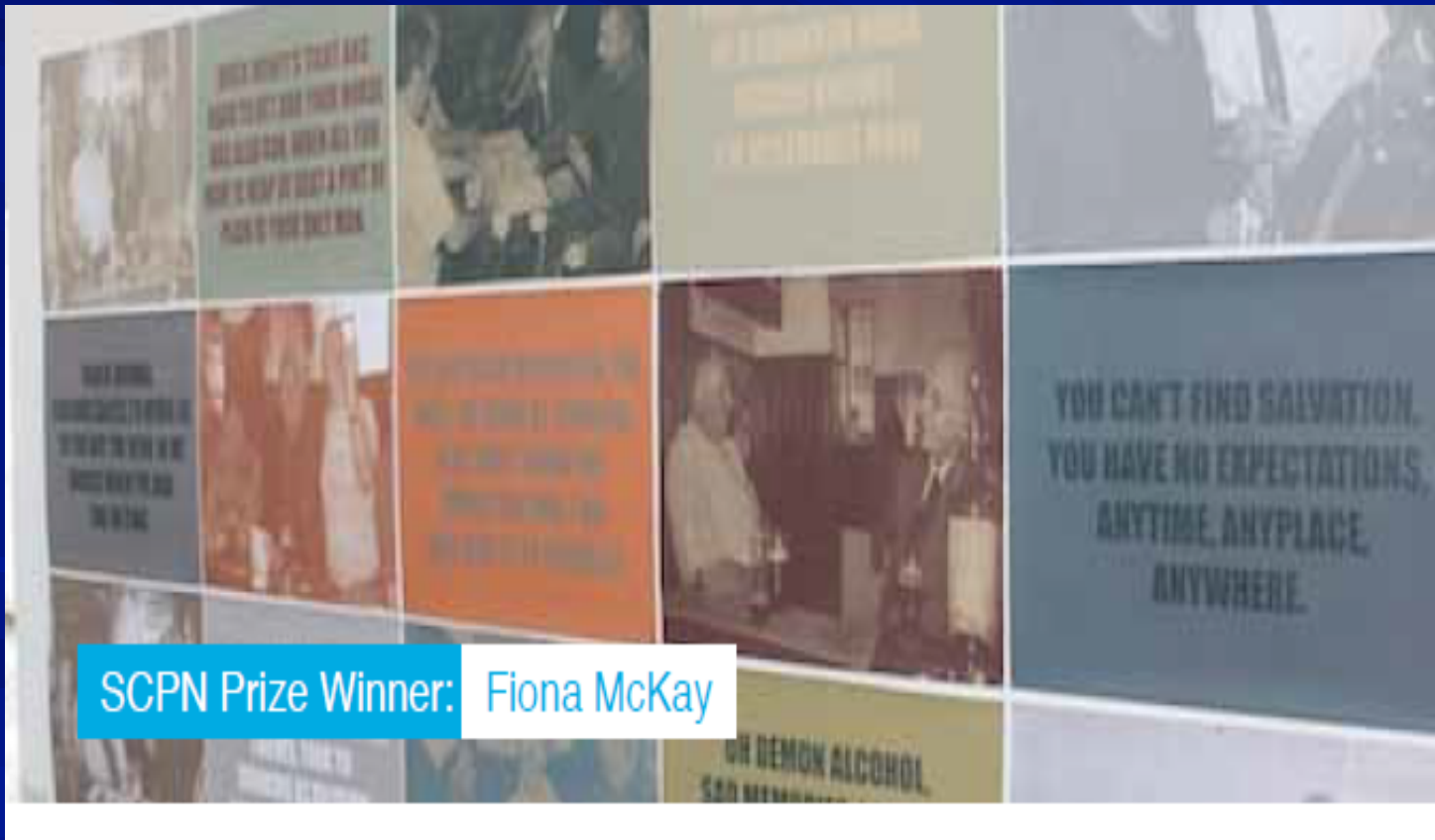
*Scottish action for cancer risk reduction by Professor Annie S Anderson and Professor Rob Steele, Centre for Research into Cancer Prevention and Screening (CRIPS), Ninewells Medical School, University of Dundee.*

## Print media

- newspapers
- other Scottish communications
- Health newsletters

# Other communications

## SCPN ART PRIZE



SCPN Prize Winner: Fiona McKay



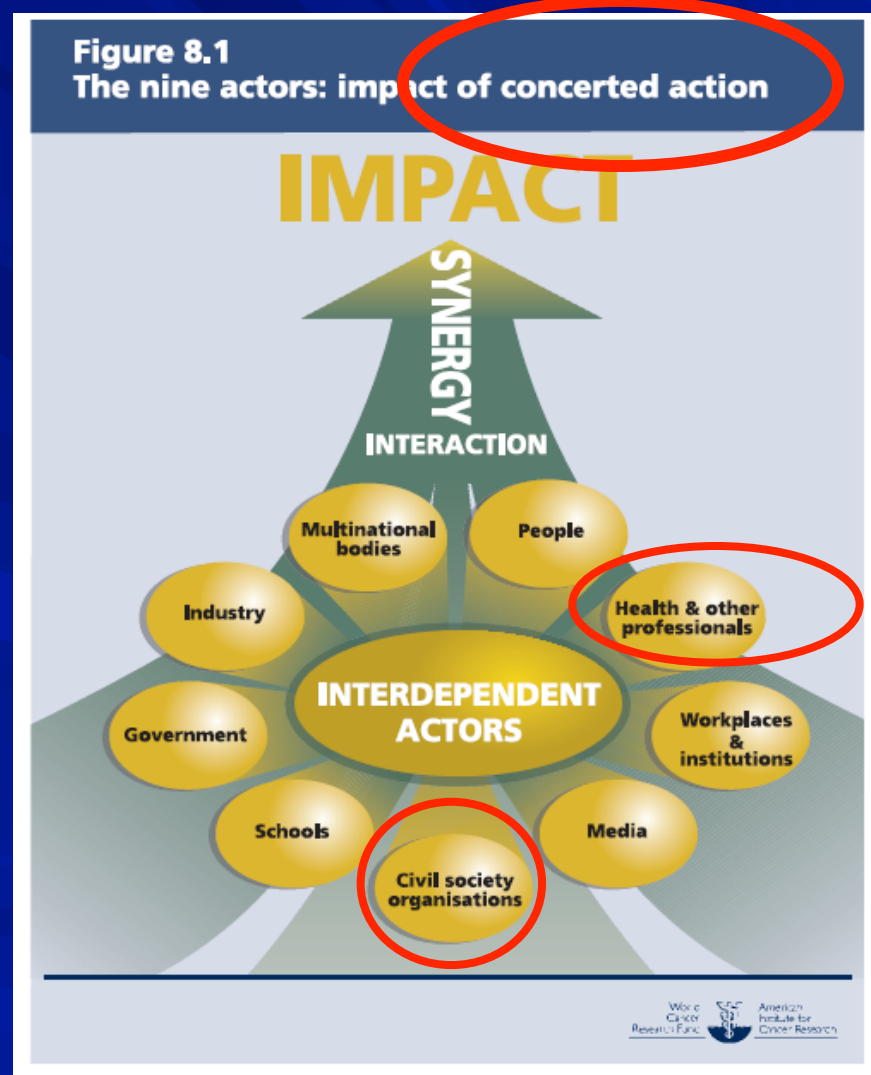
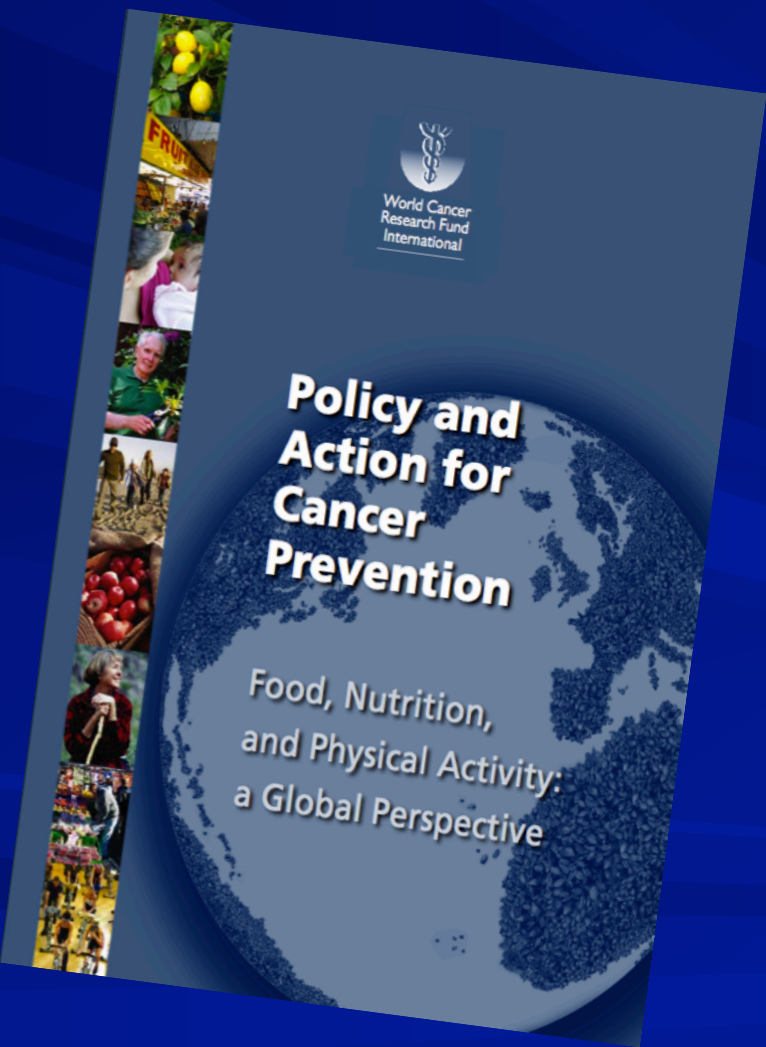
# SCPN Survey (2012)

- 114 (50%) people responded to the survey
  - Overwhelmingly positive
  - Annual conference appreciated
  - More Engagement with media

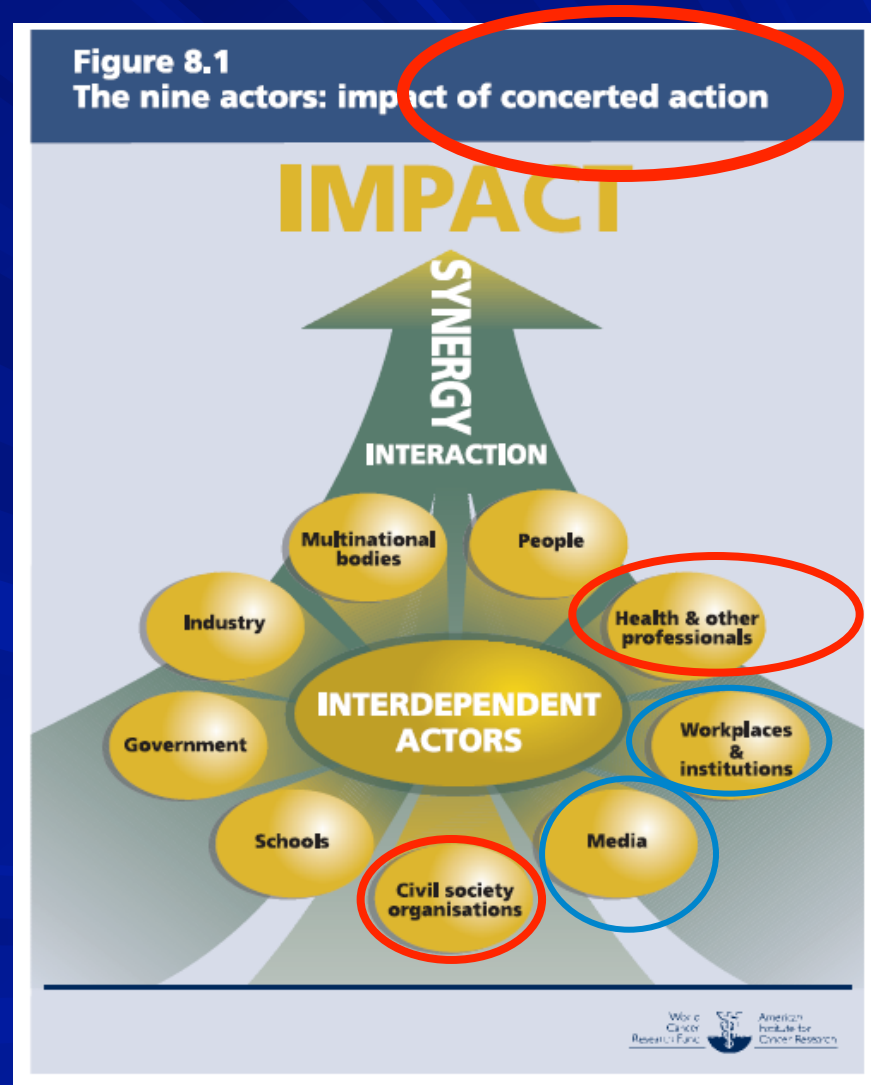
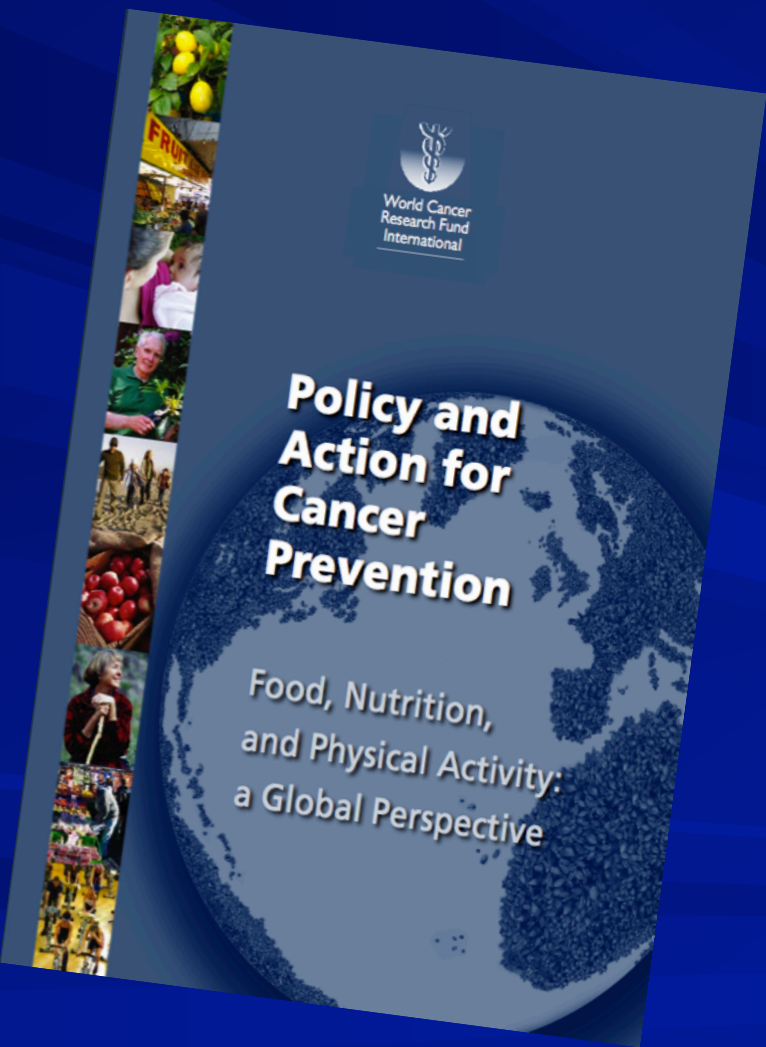
## Newsletter

- More on health inequalities
- ?links with detect cancer early
- Patient contributions

# Action for lifestyle change and cancer prevention



# Action for lifestyle change and cancer prevention



# Worksites

- World Cancer Day- Feb 4<sup>th</sup>, 2013, 2014 ....
- an opportunity for raising cancer prevention awareness?
- Healthy Working Lives