

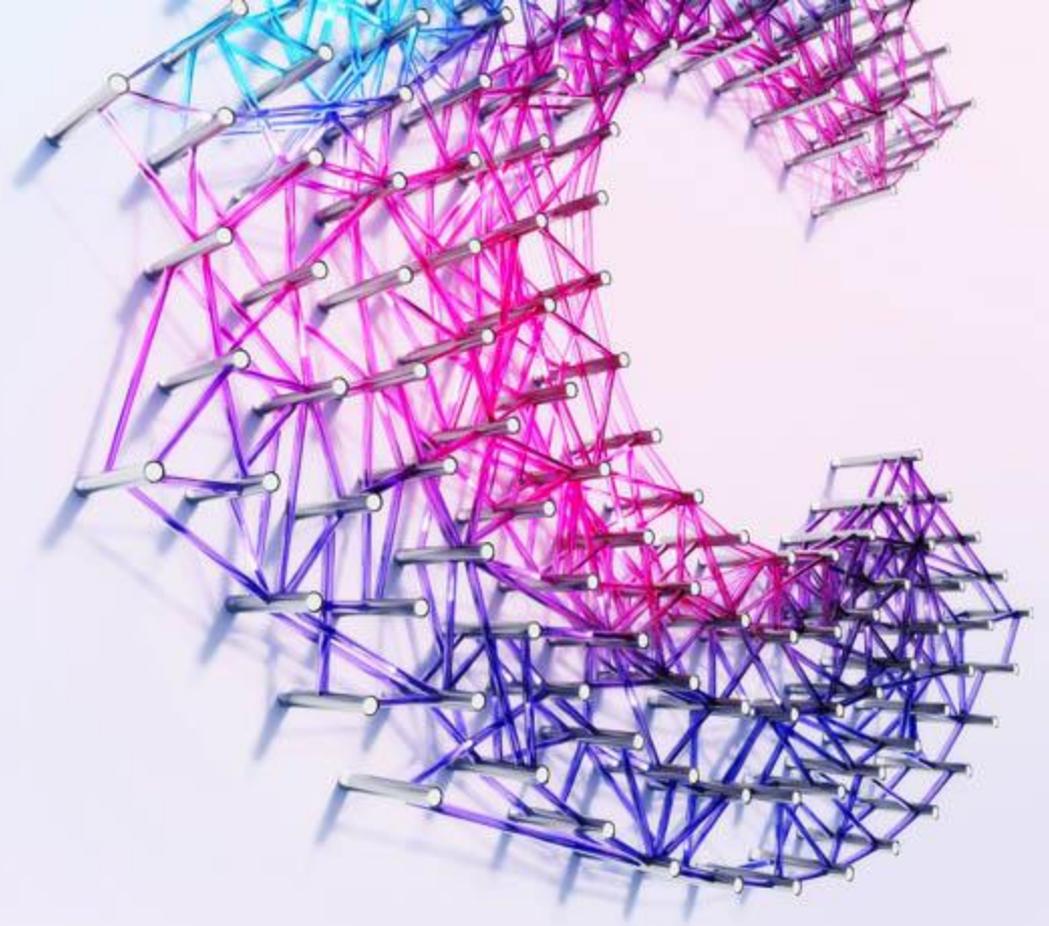
CANCER PREVENTION

Tracy Mann

Facilitator Manager, East Midlands

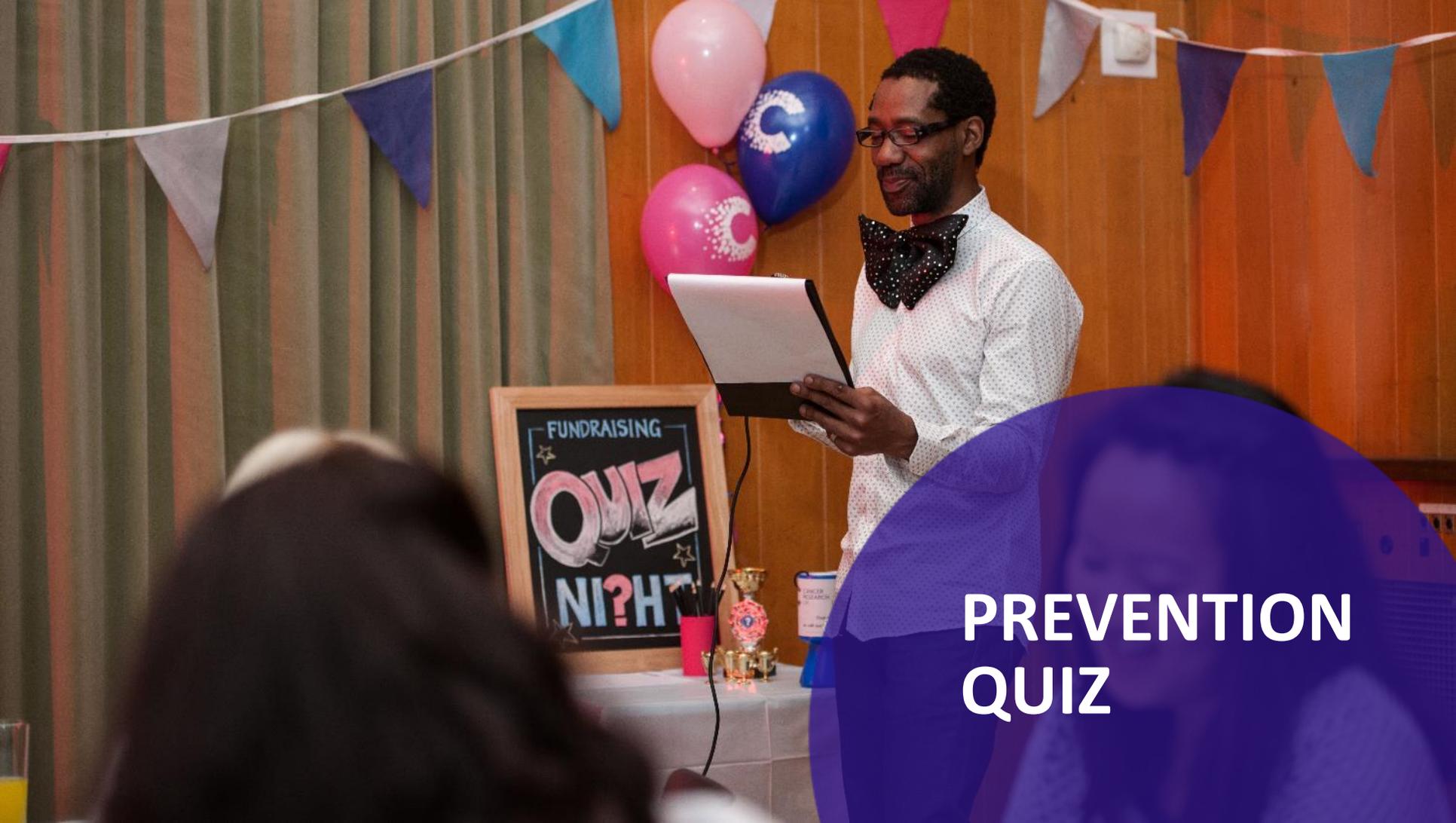
E: Tracy.mann@cancer.org.uk

M: 07872983523



WHAT WE WILL COVER

- Introduction
- Tobacco
- Overweight/obesity
- Diet
- Alcohol
- Sun/UV
- Physical activity
- Risks at work
- Infections
- Radiation
- Not breastfeeding
- HRT
- Facilitating lifestyle changes
- Deprivation
- Men
- BME
- Conclusion



PREVENTION QUIZ

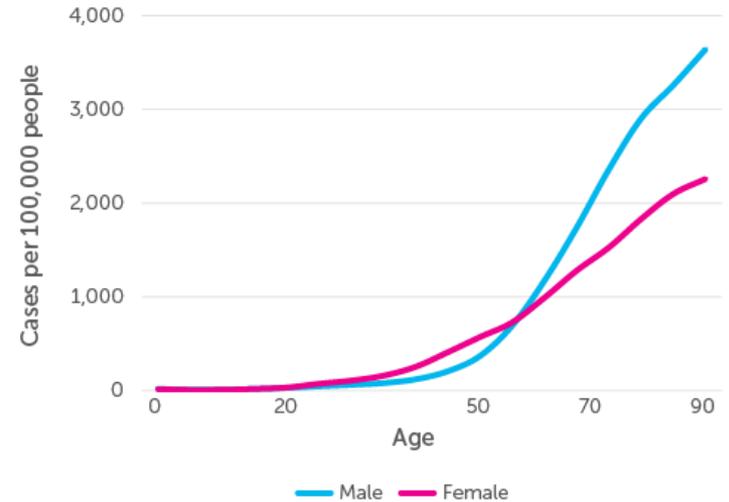
QUIZ

What is the **main risk factor** for cancer?

- A: Smoking
- B: Being older
- C: Family history
- D: Drinking alcohol
- E: Using deodorants

CANCER IS MORE COMMON IN OLDER PEOPLE

Half of all cancers are in people over the age of 70, but living healthily can reduce the risk whatever your age. Get to know your body and tell your doctor about any unusual or persistent changes.



All Cancers Excluding Non-Melanoma Skin Cancer (C00-97 Excl. C44): 2012-2014
Age-Specific Incidence Rates per 100,000 Population, UK
Source: cruk.org/cancerstats

LET'S BEAT CANCER SOONER
cruk.org



QUIZ

How many cases of cancer in the UK could be prevented through changes to lifestyle and other factors?

A: Cancer can't be prevented

B: About 1 in 10

C: Over 9 in 10

D: More than 4 in 10

QUIZ

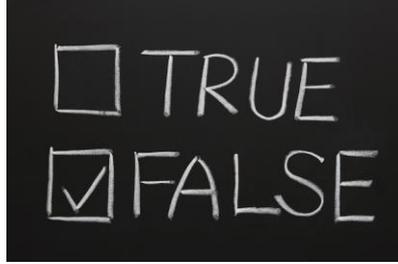
Which, out of the following, **does not** cause cancer?

- A: Being overweight
- B: Drinking alcohol
- C: Being stressed
- D: Being unsafe in the sun
- E: Smoking
- F: Eating an unhealthy diet

QUIZ

What is the **main preventable cause** of cancer?

- A: Being unsafe in the sun
- B: Smoking
- C: A lack of physical activity
- D: Eating an unhealthy diet
- E: Drinking alcohol
- F: Being overweight



THINGS THAT CAUSE CANCER

- Air travel
- Baby bottles
- Beer
- Bras
- Bubble bath
- Childlessness
- Chocolate
- English breakfast
- Left-handedness
- Pickles
- Skiing
- Shaving
- Sun cream
- Tea
- Vitamins
- Wi-Fi
- Worcestershire sauce
- Working

THINGS THAT CAUSE AND PREVENT CANCER

- Allergies
- Bread
- Caffeine
- Children
- Chocolate
- Dieting
- Fruit
- Gardening
- Measles
- Milk
- Mobile phones
- Mouthwash
- Rice
- Statins
- Stress
- Tanning pills
- Tea
- Vitamins

THINGS THAT PREVENT CANCER

- Almonds
- Brussel sprouts
- Coconut shells
- Countryside
- Dancing
- Eating slowly
- Housework
- Ketchup
- Leeks
- Magnets
- Masturbation
- Migraine
- Mushrooms
- Pasta
- Pumpkins
- Pets
- Relaxation
- Viagra



INTRODUCTION



Achieving World-Class Cancer Outcomes: Taking the strategy forward

Over 300,000 new cancer cases by 2020

- 6 core elements
- 96 recommendations
- 8 in relation to prevention

Prevention

#	Recommendation summary
2	• To publish a tobacco control plan
3	• To publish a national obesity action plan
4	• To develop a national strategy to address alcohol consumption
5	• To determine the level at which HPV vaccination for boys would be cost-effective and roll out
8	• To provide lifestyle advice to cancer patients
12	• To establish a cancer screening team under the Director of Screening in PHE
13	• To examine the evidence for lung and ovarian cancer screening
14	• To evaluate the potential for risk-based prevention and surveillance programmes



4 IN 10 CANCERS CAN BE PREVENTED

These are proven ways to reduce the risk of cancer. Larger circles indicate greater impact on cancer risk.



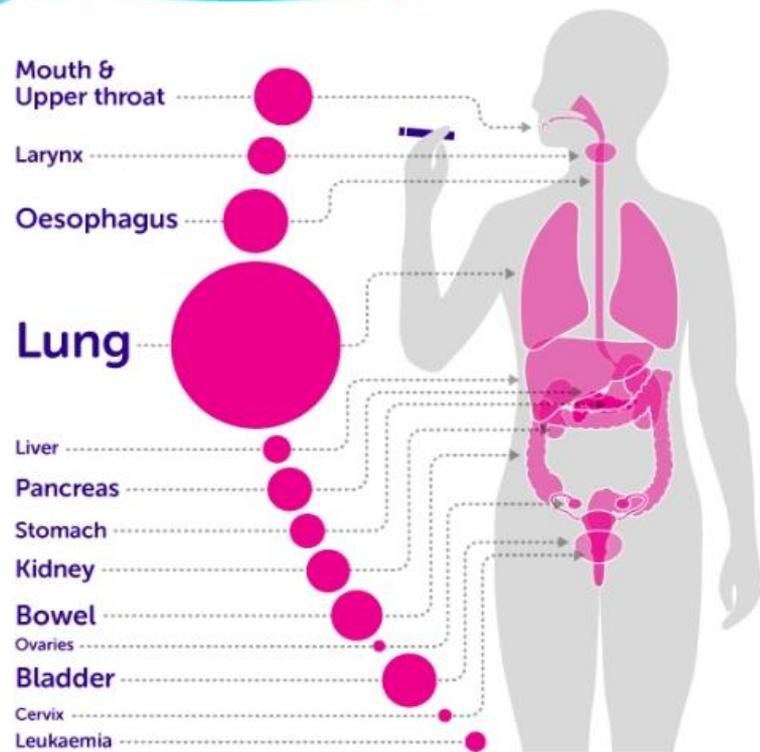


TOBACCO

Not smoking could prevent **64,500** cancers every year in the UK



**SMOKING
CAN CAUSE AT LEAST
14 TYPES OF CANCER**



 Larger circles indicate cancers with more UK cancer cases linked to smoking



²³ Smokers: 7X increased risk

Long-term regular users of smokeless tobacco:
11X increased risk

Smoking



Smoking is the largest single preventable cause of cancer each year in the UK



Smoking



The percentage of adults smoking cigarettes in this LA (8.1%) is lower than the England average (15.5%).

NHS East and North Herts CCG area

WHAT'S IN A CIGARETTE?

BENZENE

An industrial solvent,
refined from crude oil



POLONIUM-210

A highly radioactive
element

BERYLLIUM

Used in nuclear reactors



POLYCYCLIC AROMATIC HYDROCARBONS

A group of dangerous
DNA-damaging chemicals,
including benzo(a)pyrene



CHROMIUM

Used to manufacture
dye, paints and alloys



1,3-BUTADIENE

Used in rubber
manufacturing



ARSENIC

A poison

FORMALDEHYDE

Used as a preservative
in science laboratories
and mortuaries



CADMIUM

Used in batteries



When a cigarette burns
it releases a dangerous
cocktail of over 5,000
different chemicals – many
of which can cause cancer



LET'S BEAT CANCER **SOONER**
cruk.org

The best thing
that smokers
can do is **stop
smoking
completely**

WHAT'S THE MOST SUCCESSFUL WAY TO STOP SMOKING?

SUPPORT AND MEDICATION

Combined specialist support and prescription medication*



E-CIGARETTES

Using electronic cigarettes without professional support



NRT

Using Nicotine Replacement Therapy without professional support from a Stop Smoking Service



COLD TURKEY

Quitting with no support



*Visit [nhs.uk/smokefree](https://www.nhs.uk/smokefree)

LET'S BEAT CANCER **SOONER**
[cruk.org/smoking](https://www.cruk.org/smoking)

E-CIGARETTES

All evidence so far suggest they are **safer than tobacco cigarettes**, although **long term effects are not known**.

RCGP recommends GPs:

- Provide advice on relative risk of smoking and e-cigarette use
- Actively engage with smokers who want to quit with the help of e-cigarettes
- Encourage smokers who want to use e-cigarettes as an aid to quit smoking to seek the support of local stop smoking services

Taken from <http://www.rcgp.org.uk/clinical-and-research/clinical-news/to-vape-or-not-to-vape-the-rcgp-position-on-ecigarettes.aspx>



OTHER FORMS OF TOBACCO

There is **no safe way to use tobacco.**

- **Cigars and pipes:** known to increase the risk of many cancer types.
- **Roll-up tobacco:** contains the same cancer-causing chemicals as manufactured cigarettes.
- **Smoking bidis:** cause the same types of cancer as other tobacco products.
- **Shisha:** contains tobacco.
- **Smokeless tobacco:** causes oral cancer and is harmful to health.



WHAT YOU CAN DO AS A HEALTHCARE PROFESSIONAL

- ✓ Refer patients to Stop Smoking Services.
- ✓ Send personalised letters.
- ✓ There is evidence that brief intervention (a tailored conversation around current behavior and opportunities to make changes) from GPs can encourage smoking cessation.



STOPPING SMOKING ALSO REDUCES THE RISK OF...



Stroke

COPD

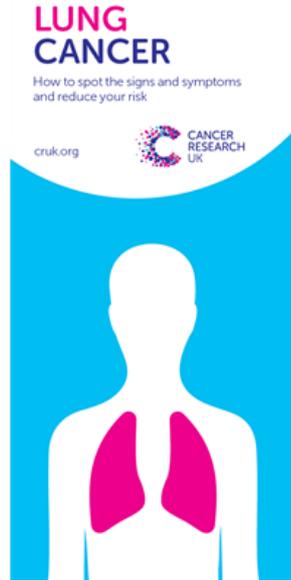
Coronary heart
disease

Heart attack

Pneumonia

Cerebrovascular
disease

CRUK RESOURCES TO SUPPORT YOU



Use CRUK publications:

- You can be smoke free.
- Lung cancer.

Order these from:

<http://publications.cancerresearchuk.org/>



**OVERWEIGHT
AND OBESITY**



EVEN SMALL REDUCTIONS IN
OBESITY COULD PREVENT CANCER
AND SAVE MONEY

Reducing rates of overweight and
obesity by 1% every year could...

AVOID
64,200
CASES OF CANCER
OVER THE NEXT
20 YEARS

SAVE
£40M
IN THE ANNUAL
COST OF NHS
CANCER CARE

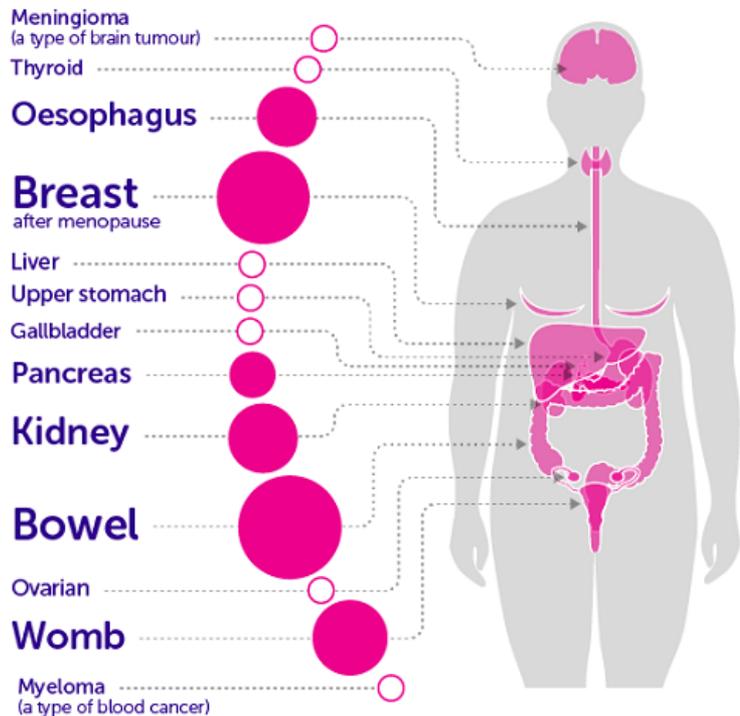
AVOID
7,300
CASES OF CANCER
ANNUALLY FROM 2035

LET'S BEAT CANCER **SOONER**
cruk.org



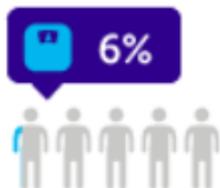
BEING OVERWEIGHT CAN CAUSE 13 TYPES OF CANCER

- Larger circles indicate cancers with more UK cases linked to being overweight or obese
- Number of linked cases are currently being calculated and will be available in 2017



At least **18,000**
cancer cases in the
UK each year could
be linked to excess
bodyweight

Caused by obesity



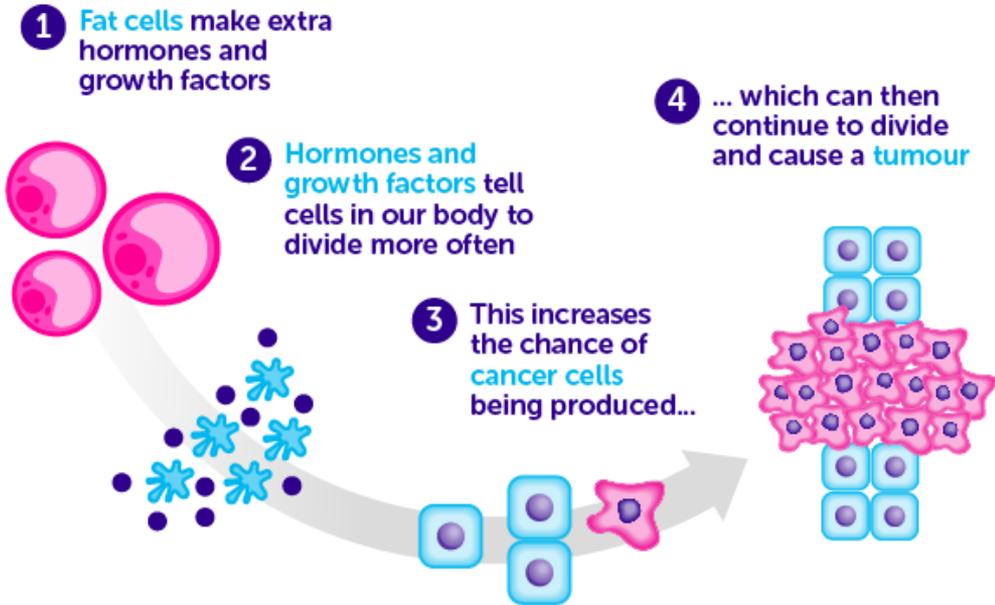
Overweight and obesity
is the UK's biggest
cause of cancer after
smoking

Childhood



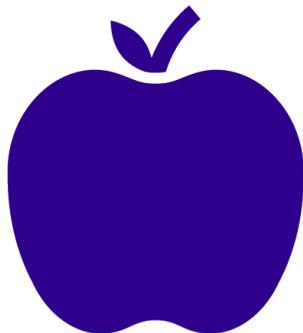
Children aged 2-15
overweight or obese,
UK

HOW COULD BEING OVERWEIGHT CAUSE CANCER?



Research has identified **three main ways** that being overweight and obesity could lead to cancer

REDUCING THE RISK



WHAT YOU CAN DO AS A HEALTHCARE PROFESSIONAL

- ✓ Weigh your patients.
- ✓ Refer patients to a weight management programme if one is available.
- ✓ Have information on healthy eating in waiting room areas.
- ✓ A conversation between a GP and patient about weight has been shown to be effective at triggering weight loss in overweight or obese patients.



KEEPING A HEALTHY WEIGHT ALSO REDUCES THE RISK OF...



Stroke

Type 2 diabetes

Coronary heart disease

CRUK RESOURCES TO SUPPORT YOU



Use CRUK publications:

- Watch your weight: cut your cancer risk.
- Let's eat and drink healthily

Order these from:

<http://publications.cancerresearchuk.org/>

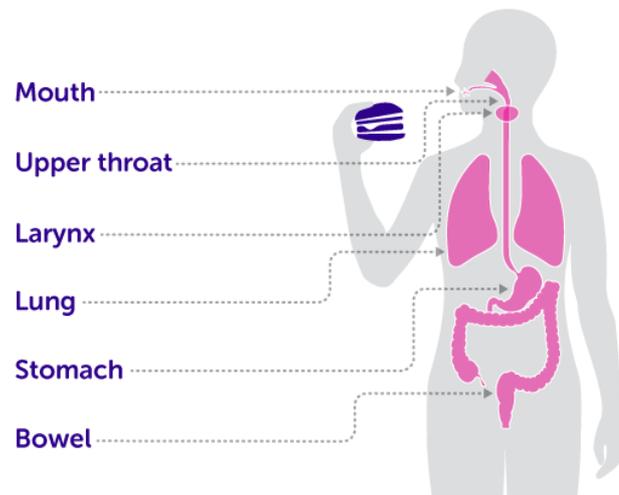


DIET

An estimated **5%** cancer cases are linked to eating **too few fruits and vegetables**, **2%** to eating **too little fibre** and **3%** to eating **any red and processed meat**



UNHEALTHY DIETS
COULD INCREASE THE RISK
OF 6 TYPES OF CANCER



IMPROVE YOUR DIET

EAT MORE...



Fruit & veg



High fibre foods

EAT LESS...



Processed & red meat



High calorie foods

LET'S BEAT CANCER SOONER
cruk.org



Deficiency of Vit C, E & A:
atrophy of oral mucosa -
more susceptible to
carcinogens

DIET CAN DIRECTLY AFFECT CANCER RISK

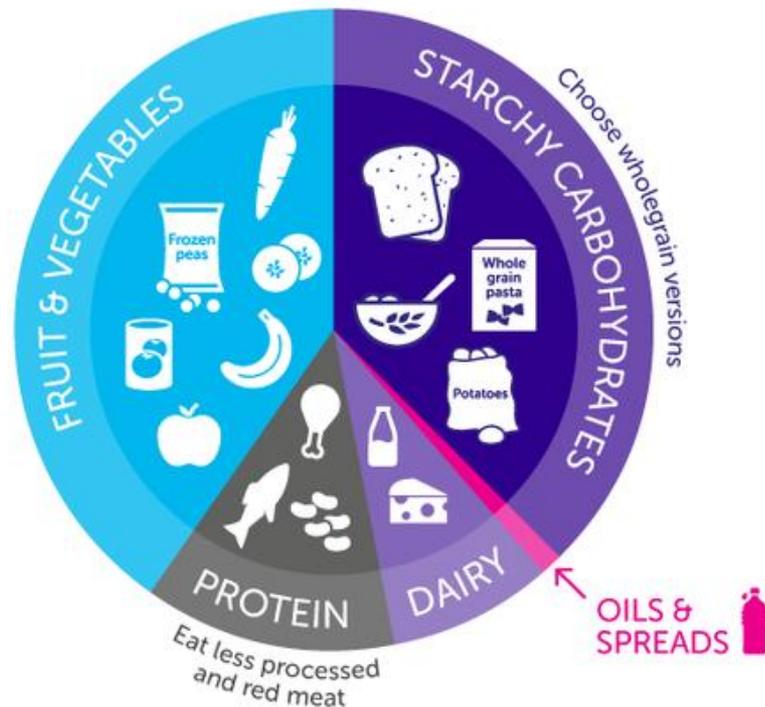
Increase
risk



Decrease
risk



Reduce the risk of cancer by enjoying a healthy balanced diet



This shows how much of what you eat should come from each food group for a healthy balanced diet. It is based on information from Public Health England.

CRUK RESOURCES TO SUPPORT YOU



Use CRUK publications:

- Watch your weight: cut your cancer risk.
- Let's eat and drink healthily

Order these from:

<http://publications.cancerresearchuk.org/>



ALCOHOL



ALCOHOL CAN CAUSE 7 TYPES OF CANCER

Mouth &
Upper throat



Larynx



Oesophagus



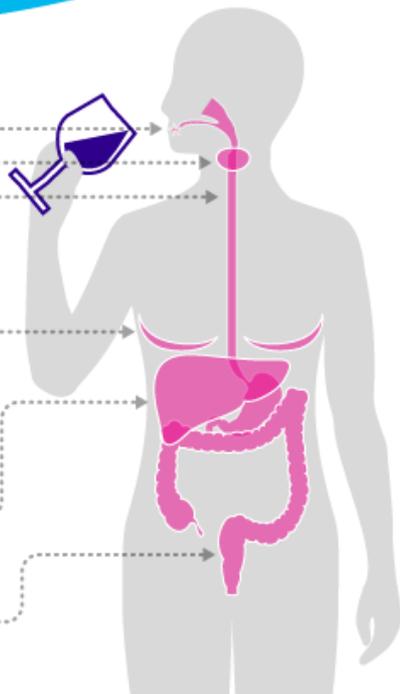
Breast
in women



Liver



Bowel



An estimated
12,800 of cancer
cases in the UK
are linked to
alcohol
consumption

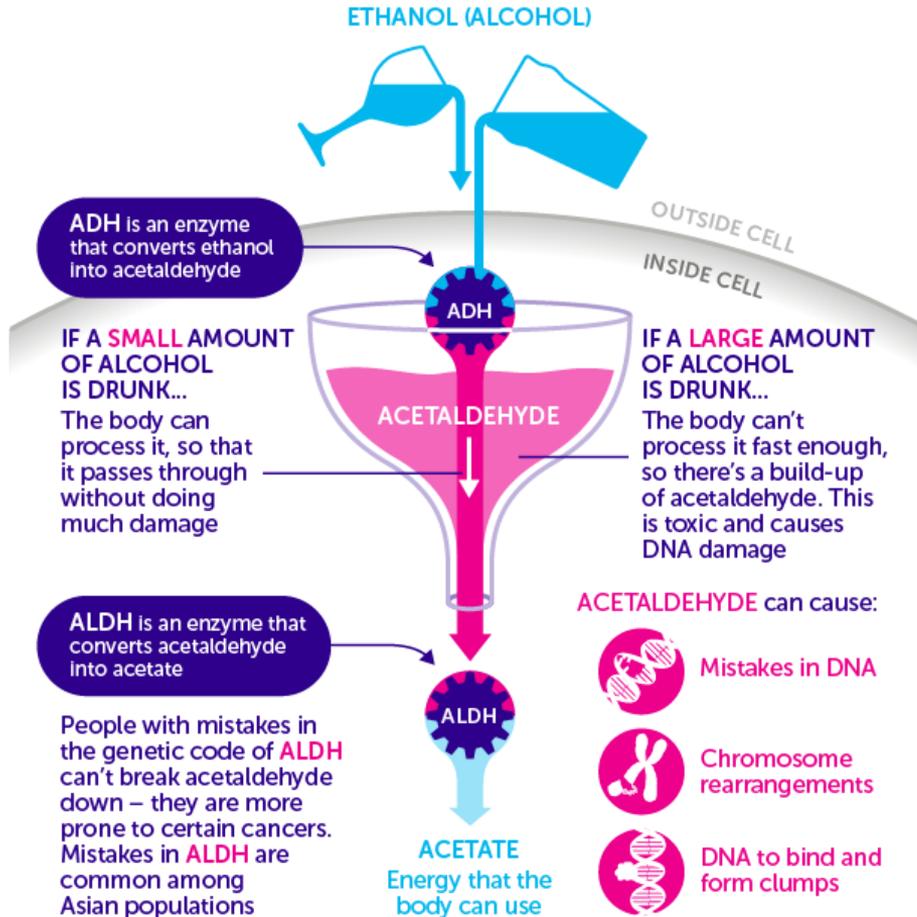
 Larger circles indicate cancers with more UK cancer cases linked to drinking alcohol

Dehydrates mucosa,
increases permeability and
acts as solvent for
carcinogens

Potentiates the effects of
tobacco

Heavy tobacco use and drinking increases the risk by x 38!

HOW ALCOHOL CAUSES CANCER



Once it has been drunk, alcohol (ethanol) is converted into **acetaldehyde** which can cause cancer by **damaging DNA**

HOW MANY UNITS ARE IN YOUR DRINK?



2 UNITS
179 calories

A pint of ordinary strength (3-4%) lager, cider or bitter
20 mins of jogging



JUST UNDER 10 UNITS
540 calories

1 bottle of wine (13%)
1 hour of jogging



3 UNITS
247 calories

A pint of premium strength (5-5.5%) lager, cider or bitter
27 mins of jogging



2 UNITS
126 calories

A 175 ml glass of wine (13%)
14 mins of jogging



1 UNIT
59 (NB not inc mixer)

A small single (25 ml) measure of spirits (40%) with or without a mixer
7 mins of jogging



JUST UNDER 3.5 UNITS
180 calories

A large 250 ml glass of wine (13%)
20 mins of jogging



JUST UNDER 3 UNITS
165 (NB not inc mixer)

A large double (2 x 35 ml) measure of spirits (40%)
19 mins of jogging



JUST UNDER 1.5 UNITS
198 calories

A 275 ml bottle of alcopop (5%)
22 mins of jogging

The more you **cut**
down alcohol the
more you **lower your**
cancer risk

Calories sourced from: Change 4 Life drinks tracker <http://www.nhs.uk/change4life/Pages/understanding-alcohol.aspx>
Activity sourced from: <https://www.bhf.org.uk/heart-health/preventing-heart-disease/staying-active/exercise-calorie-calculator>

WHAT YOU CAN DO AS A HEALTHCARE PROFESSIONAL



- ✓ Screen patients to assess their alcohol harm using an effective screening tool, and offer structured brief advice to hazardous/harmful drinkers.
- ✓ Refer to specialist services when appropriate i.e. those who are dependent on alcohol.
- ✓ Discuss alcohol intake with patients who are newly registering with the practice, at regular chronic disease or medicine reviews.

REDUCING ALCOHOL CONSUMPTION ALSO REDUCES THE RISK OF...



Stroke

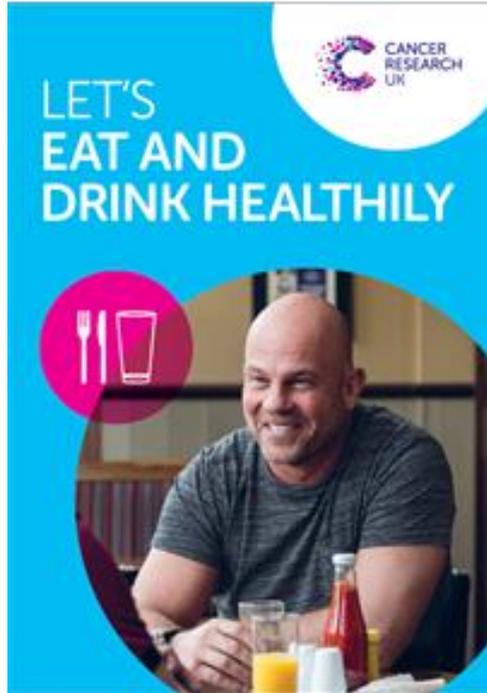
Liver Disease

Heart Disease

Brain Damage

**Damage to the
nervous system**

CRUK RESOURCES TO SUPPORT YOU



Use CRUK publications:

- Let's eat and drink healthily

Order these from:

<http://publications.cancerresearchuk.org/>



SUN AND UV



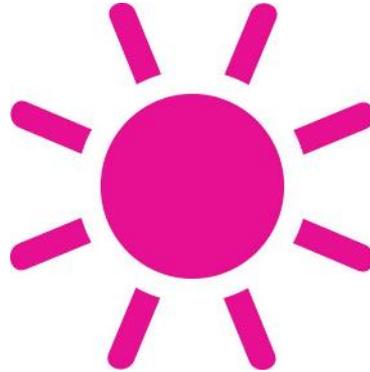
11,500 cancer cases
could be prevented
each year in the UK

Be SunSmart



THE NATIONAL PICTURE

In 2014, there
were **15,419**
new cases of
melanoma skin
cancer in the UK



HOW UV RADIATION CAUSES CANCER

- UV rays can damage to the DNA in our cells.
- This damage can build up and cause cells to grow out of control, leading skin cancer.



Watch our video at <https://www.youtube.com/watch?v=kmqhzG8QamU>

REDUCING THE RISK OF SKIN CANCER

- Spend time in the shade when the sun is strong (between 11am and 3pm).
- Cover up with a t-shirt, wide-brim hat and sunglasses.
- Use a sunscreen of at least SPF15 and 4 stars. Use generously and reapply regularly.



CRUK RESOURCES TO SUPPORT YOU



Use CRUK publications:

- Skin cancer.
- Let's stay safe in the sun.

Order these from:

<http://publications.cancerresearchuk.org/>



**PHYSICAL
ACTIVITY**



BEING PHYSICALLY INACTIVE
COULD CAUSE 3 TYPES
OF CANCER

An estimated **3,400 cancer cases** in the UK are linked to being physically inactive

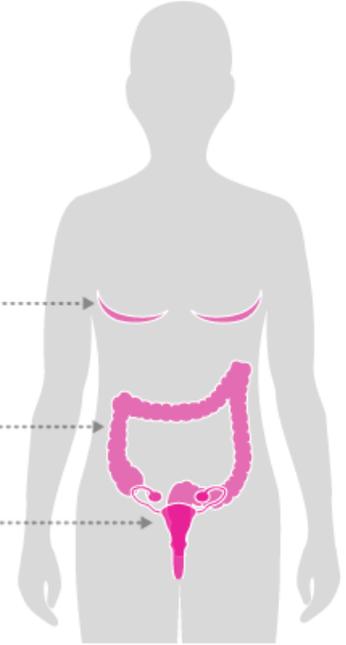
Breast
after menopause



Bowel



Womb



••• Larger circles indicate cancers with more UK cancer cases linked to being physically inactive

WE WILL BEAT CANCER SOONER
cruk.org



BEING PHYSICALLY ACTIVE CAN..

Control levels of
inflammation

Change
hormone levels



Help food move
through our
bowels

...and therefore **help prevent cancer**

The Government recommends at least **2 ½ hours** of moderate activity every week



BEING PHYSICALLY ACTIVE ALSO REDUCES THE RISK OF...



Osteoarthritis

Depression

Dementia

Stroke

Falls (among
older adults)

Type 2 diabetes

Coronary heart disease

CRUK RESOURCES TO SUPPORT YOU



Use CRUK publications:

- 10 top tips for a healthy weight

• Order these from:

<http://publications.cancerresearchuk.org/>



RISKS AT WORK

RISKS AT WORK

- An estimated **12,100** of cancer cases in the UK each year are linked to occupational exposures.
- Mechanism causing cancer varies depending on the exposure.
- Cancer Research UK encourages workers/employers to ensure that they are meeting legal requirements to protect workers' health.

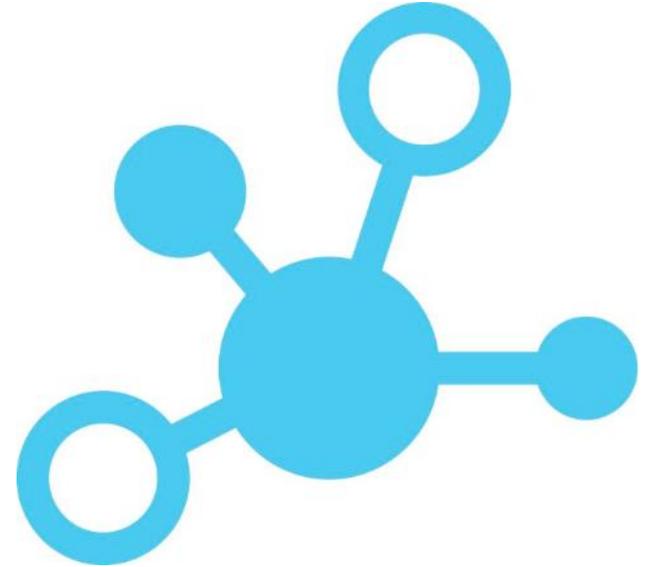




INFECTIONS

INFECTIONS

- An estimated **10,600** cancer cases in the UK each year are linked to infections.
- Infections are linked to 12 different types of cancer.
- Human papillomavirus (cervix and oral) and Helicobacter pylori (stomach) have the highest proportions of cases linked to them.



REDUCING THE RISK

- **HPV:**
 - CRUK encourages those offered to take up vaccination.
- **H. pylori**
 - Treating the whole population for H.Pylori isn't practical, so focus is largely on other risk factors.

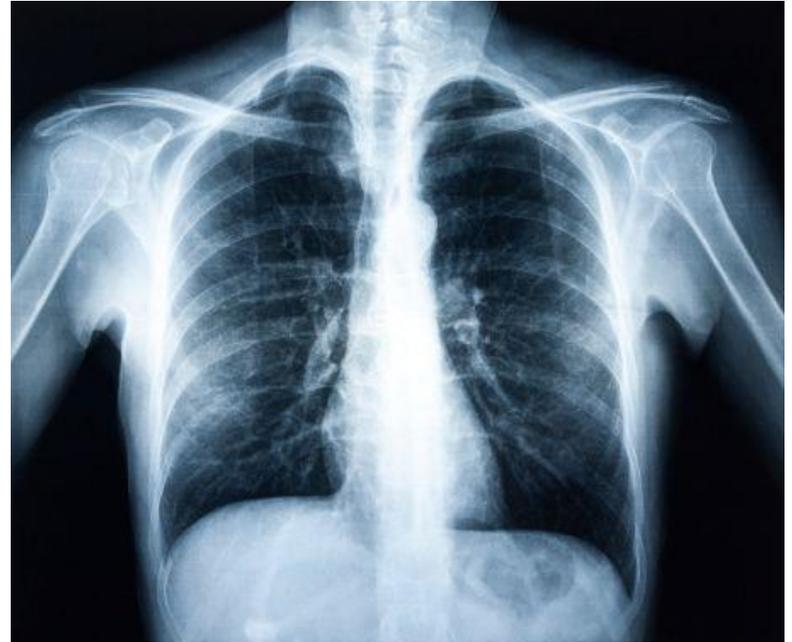




RADIATION

RADIATION AND CANCER

- Ionising radiation is 'high energy' radiation. This is used in X-rays and CT scans but also found in our environment.
- An estimated **6,100** cancer cases in the UK each year are linked to ionising radiation exposure.
- The risk from medical imaging is very low, and where scans are medically indicated, the risk from radiation is outweighed by the potential benefits of the imaging to the patient.





**NOT
BREASTFEEDING**

NOT BREASTFEEDING AND CANCER

- An estimated **2,700** cancer cases in the UK each year are linked to women not breastfeeding.
- Not breast feeding is linked to a higher risk of ovarian and breast cancer.
- Whether or not to breast-feed is a personal choice.





HRT

HRT

- An estimated **1,700** cancer cases in women in the UK each year are linked to HRT.
- HRT has both risk and benefits – these vary by type of HRT and duration of use.
- See NICE clinical knowledge summary and menopause guidance for more.

HORMONE REPLACEMENT THERAPY (HRT) – RISKS AND BENEFITS

HRT is still an effective short-term treatment for menopausal symptoms, but has risks as well as benefits

THE RISKS



2 more women get **BREAST cancer**



1 more woman gets **OVARIAN cancer**



HRT can also affect **womb cancer** risk, but this depends on many factors including type of HRT



It can also increase the risks of other conditions, such as **heart disease** and **strokes**

THE BENEFITS



HRT reduces the symptoms of the **menopause**



It can make a significant difference to a woman's **quality of life**



It may slightly **reduce the risk** of bowel cancer and some other diseases



If you have any questions or concerns about taking HRT, talk to your GP



DEPRIVATION

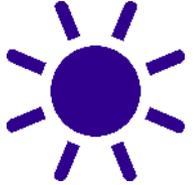
DEPRIVATION AND CANCER

- Relationship between deprivation and cancer is complex.
- Certain types of cancer are more likely to be diagnosed in the most deprived groups.
- For other types of cancer (e.g. breast and prostate) mortality is higher despite incidence being lower.



DEPRIVATION AND RISK FACTORS FOR CANCER

- Variation in levels of smoking are a key factor.
- There are differences in food consumption between more/less affluent groups.
- Adult obesity is related to social class (women).
- People in manual employment may be more active than those in non-manual jobs.



DEPRIVATION AND HEALTH LITERACY

- More disadvantaged socioeconomic groups can experience low health literacy.
- This is linked with unhealthy lifestyle behaviours - poor diet, smoking, lack of physical activity.

Supporting health literacy

What you can do

Present information in different ways (e.g. pictorial, oral)

Use plain English

Using a range of different media to present health information (e.g. leaflets, online)



MEN

MEN AND HEALTH INEQUALITIES



- In the UK, cancer outcomes among boys and men continue to be substantially worse than among girls and women.
- Men of different ages, ethnicities and social backgrounds access health services less frequently than women.
- Higher levels of alcohol consumption and smoking than women.

ENGAGING WITH MEN ABOUT THEIR HEALTH

- **Barriers:** Multitude of barriers preventing men from accessing primary care: opening hours; appointment-booking systems; perception of services aimed at women.
- **Training:** Supporting HCPs to communicate better with men e.g. raising embarrassing issues.
- **Outreach:** Coordinate with community outreach teams to conduct health promotion work where men go and feel comfortable such as leisure centres, football stadiums, and pubs (see resources below).
- **Useful resources:** Men's Health Forum toolkit & [Men's Health and Primary Care](#) - report by European Men's Health Forum.





**BLACK, MINORITY
AND ETHNIC
COMMUNITIES**

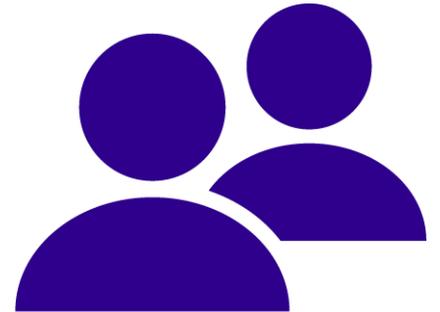
BME AND CANCER RISK FACTORS



- **Smoking:** Smoking tobacco broadly the same as white groups, but chewing tobacco higher.
- **Physical Activity:** Lower levels of activity among BME groups.
- **Obesity:** Varies by group (e.g. higher rates for Black African, lower for Chinese).
- **Alcohol:** Almost all BME groups are less likely to binge drink.
- **Diet:** Higher intake of fruit and veg for most groups.

SUPPORTING BME GROUPS

- Have literature available in different languages relevant to local population mix.
- Low literacy among older BME groups – use plain English/pictorial information.
- Make sure patients are aware that they can attend with family members.
- Make use of commissioned translation and interpreting services.
- Utilise prominent community leaders to assist with health promotion via word of mouth (e.g. Luton Case study).





**PEOPLE WITH
LEARNING
DISABILITIES**

PEOPLE WITH LEARNING DISABILITIES

- A learning disability is a type of disability that usually has a significant impact on a person's life.
- A person with a learning disability finds it harder than others to learn, understand and communicate.



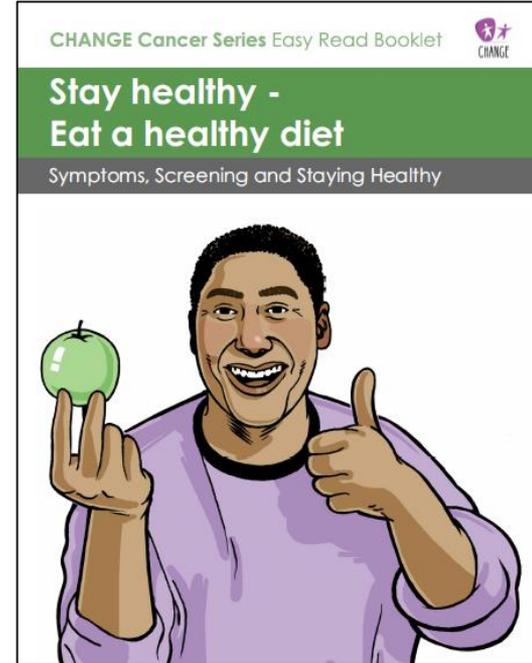
SUPPORTING PEOPLE WITH LEARNING DISABILITIES



- Health care needs of people with learning disabilities often go unmet.
- Higher prevalence of obesity
- Supporting healthy lifestyle essential to improving health outcomes.

RESOURCES FOR HEALTHCARE PROFESSIONALS

- 'Accessible Information Standard'
- Macmillan publications in easy read format.
- Easy health website (www.easyhealth.org.uk)





**FACILITATING
LIFESTYLE
CHANGE**

FACILITATING LIFESTYLE CHANGE

- There are a number of tools/techniques to facilitate lifestyle change.
- There is strong evidence for brief interventions (particularly in smoking cessation and alcohol).
- A brief intervention is a tailored conversation with an individual around current behaviour and opportunities to make a change.

BARRIERS

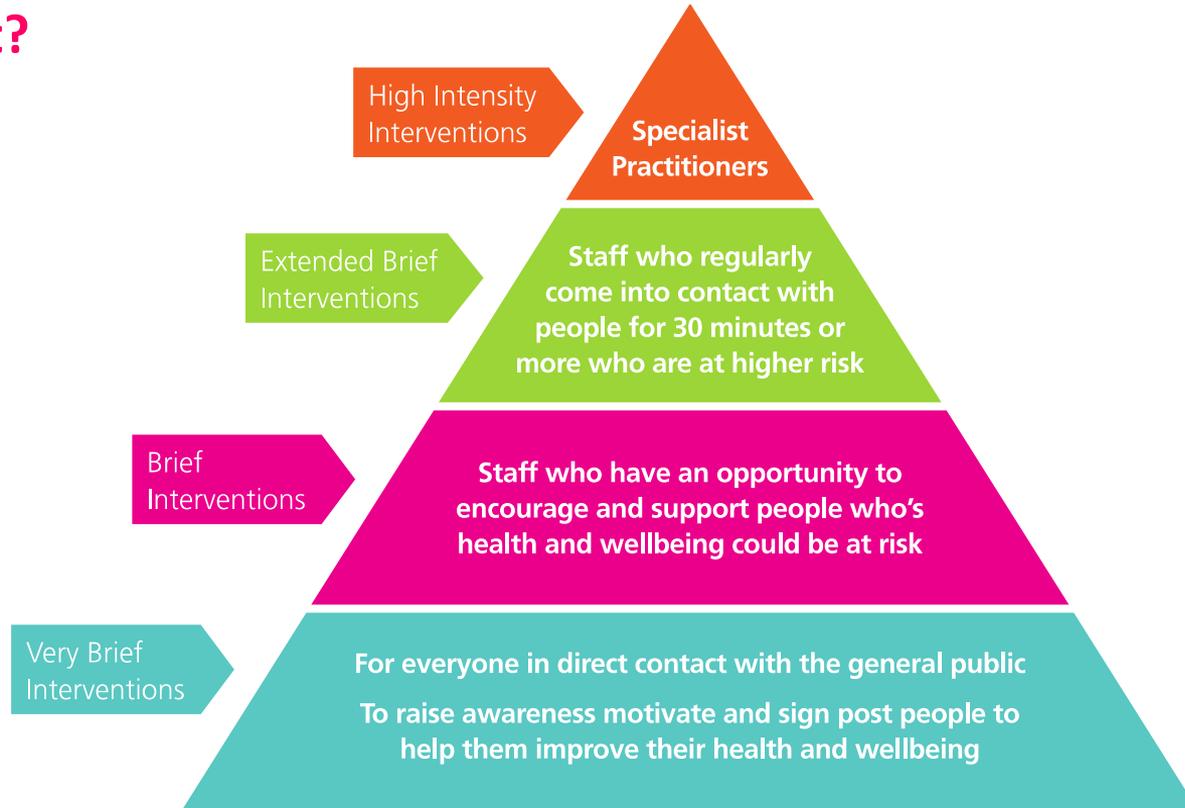
How can I talk to someone about weight management/healthy eating or smoking when I'm overweight or smoke?

I haven't had enough training in how to raise the issue of cancer prevention and lifestyle risk.

We have far too much to do in an appointment, I couldn't possibly open it up to a discussion on living a healthy lifestyle as this would take far too much time.

It's not my job to talk about these things – my job is to cure people.

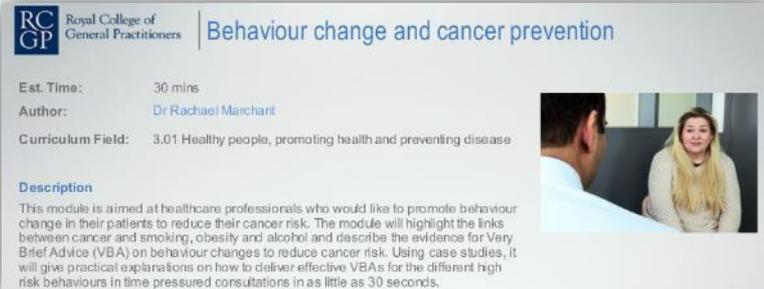
Very Brief Advice – what is it?



Behaviour change interventions mapped to NICE Behaviour Change: Individual Approaches
<https://www.nice.org.uk/Guidance/PH49>

FACILITATING LIFESTYLE CHANGE

- Time identified as a key barrier to undertaking brief interventions.
- Very Brief Advice can be as little as 30 seconds.
- Currently limited evidence: CRUK/RCGP Behaviour Change and Cancer Prevention e-learning module developed has potential to contribute to evidence base.



RCGP Royal College of General Practitioners | Behaviour change and cancer prevention

Est. Time: 30 mins
Author: Dr Rachael Marchant
Curriculum Field: 3.01 Healthy people, promoting health and preventing disease

Description

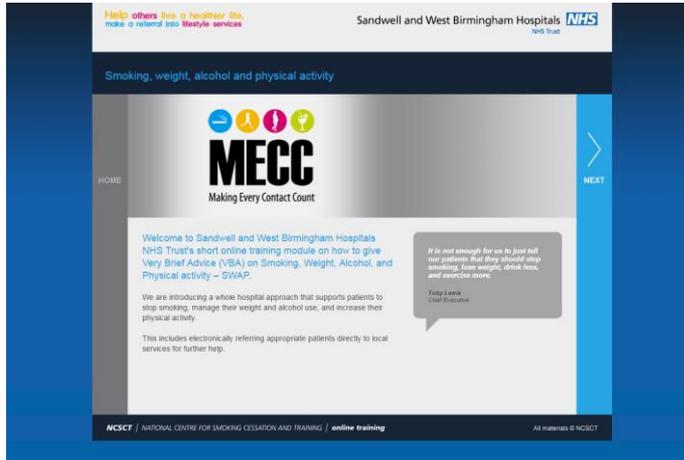
This module is aimed at healthcare professionals who would like to promote behaviour change in their patients to reduce their cancer risk. The module will highlight the links between cancer and smoking, obesity and alcohol and describe the evidence for Very Brief Advice (VBA) on behaviour changes to reduce cancer risk. Using case studies, it will give practical explanations on how to deliver effective VBAs for the different high risk behaviours in time pressured consultations in as little as 30 seconds.



elearning.rcgp.org.uk/course

On line courses available:

- <http://elearning.ncsct.co.uk/swbh> (how to give very brief advice)



- Alcohol Learning Centre (open access):
<http://www.alcohollearningcentre.org.uk/eLearning/IBA/>
- e-Learning for Healthcare (requires login):
<http://www.e-lfh.org.uk/programmes/alcohol/>



For everybody!

<https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources>

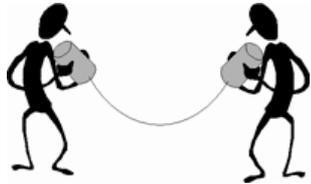
<https://www.hee.nhs.uk/makingeverycontactcount>



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Golden Rules:

- **Keep it light touch**
- **Ask questions about lifestyle if appropriate**
- **Offer support:**
 - It can be really difficult to stop smoking – nicotine addiction is very hard to break but we can help you in lots of different way.
 - If you're ready to stop smoking then I can refer you straight on to our Stop Smoking Service. If you're not quite ready then please take this information to have a read through and come back to see me if you have any questions
 - Some people have to try several times before they eventually stop – it's always best to keep trying
 - Here is some information about how to live a healthy lifestyle, if you would like some support then you can come back and see me or go to one of the support services listed here
- **Have lots of information about preventable cancers (eg leaflets, web links)**
- **Have lots of information to hand out about local support services**
- **Actively listen to people and why they think the changes will be difficult to make**
- **Always be constructive in your responses and non judgemental**

Exercise
TO BE FIT, NOT 'SKINNY'

Eat TO NOURISH
YOUR BODY

AND ALWAYS... **Ignore**
You THE HATERS, DOUBTERS & UNHEALTHY EXAMPLES THAT WERE ONCE FEEDING YOU.

ARE WORTH MORE THAN YOU REALISE.

No matter how slow you go, you are still lapping everybody on the couch.

LOVETHIRPIC.COM

Those who think they have no time for

EXERCISE

will sooner or later have to find time for

ILLNESS.

— EDWARD STANLEY —

WHICH STEP HAVE YOU REACHED TODAY?

“ **SUCCESS** ALL DEPENDS ON THE SECOND LETTER. ”

MEDI 1.877.MED.LOSS
www.medweightlossclinic.com

Case Study

- Mary comes to the surgery with a suspected sprained ankle. When you get Mary's notes up on screen, you notice there is a red flag highlighting the fact Mary smokes around 10 cigarettes per day. Mary is not overweight and drinks on average 4 units of alcohol per week.

How would you deliver 'very brief advice' to Mary?

Case Study

- John comes in to the surgery with a sore throat – he is 45 yrs old. There are no flags in the system so you don't know if he smokes or what his alcohol consumption is. John is very overweight.
- How would you find out more about John's lifestyle? What sort of 'very brief advice' would you give John?



CONCLUSION

MAKING CHANGES

Healthy living reduces the risk of cancer

- Acknowledge making lifestyle changes can be difficult.
- Highlight benefits to wellbeing – both mental and physical health.
- Seek support locally and/or with family & friends.
- Make small changes into long term healthy habits.



CRUK RESOURCES TO SUPPORT YOU

The screenshot shows the Cancer Research UK website with the headline "Causes of cancer and reducing your risk". It features a navigation bar, a search bar, and a main content area with icons for smoking, diet, and alcohol. A key message states: ">4 in 10 UK cases of cancer can be prevented, largely through lifestyle changes." Below this are three service links: "Find a clinical trial", "Cancer Chat forum", and "Nurse helpline". At the bottom, there are three article teasers: "Can cancer be prevented?", "Smoking", and "Obesity and weight".

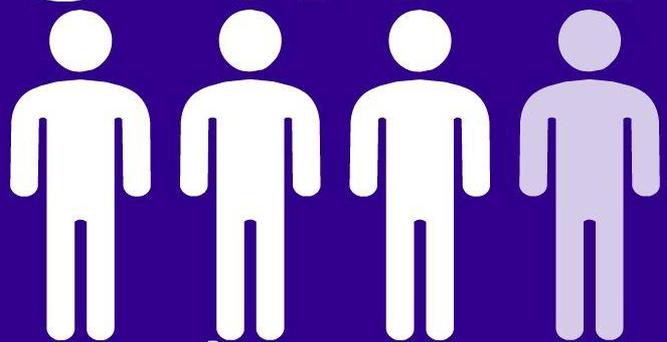
A vertical graphic with the text "DRINK LESS ALCOHOL CUT YOUR CANCER RISK" at the top. Below the text is the Cancer Research UK logo and the URL "cruk.org". The main image shows two glasses of red wine on a wooden table.

The screenshot shows the Cancer Research UK Science blog page. The headline is "A one-off bowel scope helps prevent bowel cancer, but it's taking...". The page features the Cancer Research UK logo, navigation links, and a large histology slide image of the colon.

A vertical graphic with the headline "SKIN DAMAGE. ALSO AVAILABLE IN THE UK." at the top. Below the headline is the text: "You don't have to go to a sunny country to damage your skin. Wherever you are, enjoy the sun safely and reduce your risk of skin cancer with shade, clothes, and sunscreen." Below this is the URL "Find out more at cruk.org.uk/sun". At the bottom, it says "LET'S BEAT CANCER SOONER" and the Cancer Research UK logo.

cruk.org/health  publications.cancerresearchuk.org  scienceblog.cancerresearchuk.org

3 in 4



survive cancer
within the next 20 years

THANK YOU !

Questions?

Your Facilitator is:

Jay.smith@cancer.org.uk

M: 07854 937 969

cruk.org/facilitators

