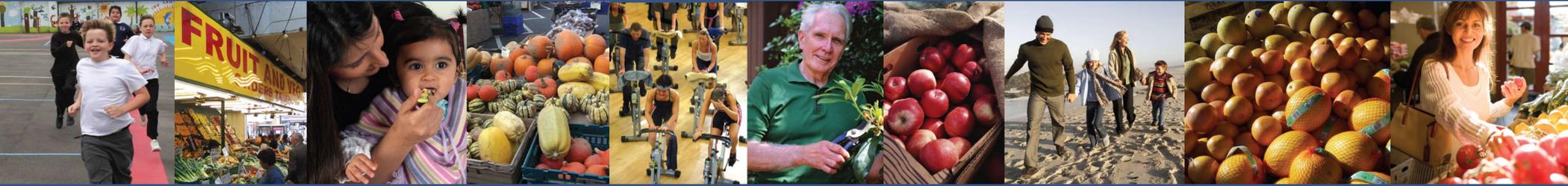


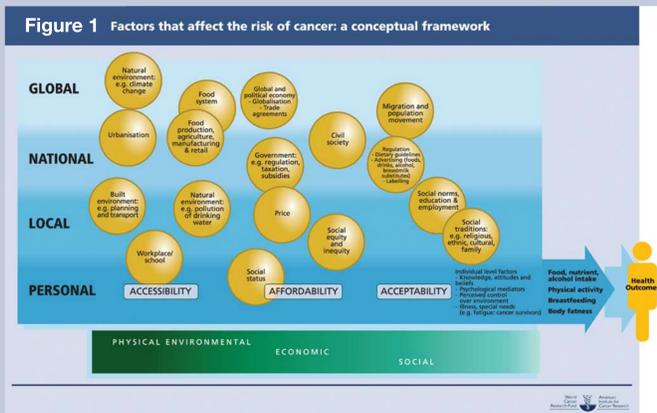
# WCRF/AICR Policy and Action for Cancer Prevention: Food, Nutrition and Physical Activity

Prescilla Perera, Martin Wiseman, Lisa Cooney, Kate Allen  
World Cancer Research Fund International, London, UK



## Background

- ◆ Cancer is largely preventable
  - About a third of the most common cancers in the UK could be prevented through food, nutrition, physical activity and weight management
- ◆ Personal and population risk of cancer is mostly determined by external factors (Figure 1)



- ◆ Education and information
  - Essential, but alone not effective in generating sustained behaviour change
- ◆ Public policies need to be based on robust evidence in order to protect and promote public health

## Recommendations



- ◆ 48 recommendations were made to actors within nine groups across society
  - Aimed at policy-makers and decision-takers at all levels from global and national to municipal and local
- ◆ Leadership is needed, especially from:
  - Government
  - Health Professionals
- All actors need to work together to ensure initiatives are successful and have lasting impact

## An example of recommendations to an actor group

### HEALTH AND OTHER PROFESSIONALS

- AIM**
- Conduct professional practice to realise the potential for promoting health including cancer prevention
- RECOMMENDATIONS**
- All professionals**
- Include food, nutrition, physical activity, and cancer prevention in core professional training and continuing development
  - Work with other disciplines to help understand how to improve public health, including cancer prevention, through food, nutrition, and physical activity
- Health professionals**
- Prioritise public health including cancer prevention, and food, nutrition, and physical activity, in core training, practice, and professional development
  - Take a lead in educating and working with colleagues, other professionals, and other actors to improve public health including cancer prevention
  - Involve people as family and community members, and take account of their personal characteristics in all types of professional practice

## Objectives

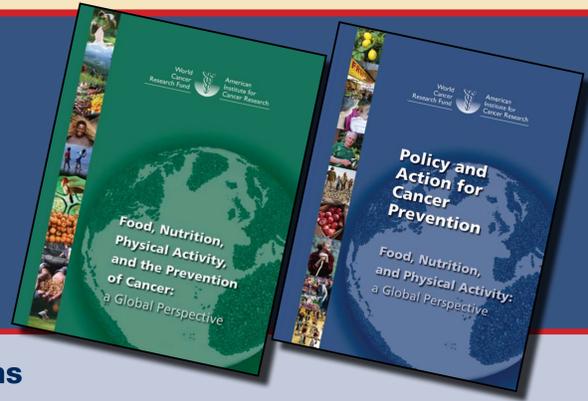
- ◆ To comprehensively summarise and evaluate the policy evidence relating to food, nutrition, physical activity, and body fatness
- ◆ To make recommendations for rational policies and effective actions at all levels, involving all actors, to help achieve the public health goals of the 2007 WCRF/AICR Report *Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective*

## Methods

- ◆ A Panel of international experts judged the evidence and made recommendations for policies and actions. The evidence was based on two systematic reviews commissioned from independent research institutions supplemented with further information from the Panel and external reviewers
- ◆ Evidence was summarised according to the impact on:
  - Patterns of diet
  - Breastfeeding
  - Overweight and obesity
  - Physical activity
- within the four domains:
  - Physical environment
  - Economic
  - Social
  - Personal
- ◆ Options for potential actions were identified and evaluated using the following criteria:
  - Political feasibility and acceptability
  - Potential impact
  - General acceptability
  - Cost
  - Timeframe
  - Transferability
- ◆ Panel judged the nature and quality of the evidence based on (see example in Figure 2):
  - Level of confidence in the evidence
  - Potential impact of enacted public policies on patterns of diet, physical activity, body fatness and associated factors on cancer risk

Figure 2 Civil society - Level of confidence in evidence and potential impact of actions

	LEVEL OF CONFIDENCE IN EVIDENCE			POTENTIAL IMPACT OF ACTIONS		
	High	Medium	Low	High	Medium	Low
Advocacy and pressure to encourage governments, industry, employers, and other actors to improve public health		✓			✓	
Intervention in the community, schools, and workplaces	✓				✓	



## Conclusions

- ◆ The prevention of cancer worldwide is urgent
- ◆ Implementing the recommendations will help change the choices that people make, reducing their risk of cancer and other chronic diseases
- ◆ Concerted action by all actors is needed in order for changes in society to happen

Executive summaries based on the policy report are available for the US, Brazil (Portuguese) and Latin America (Spanish)

## Bibliography

- 1) WCRF (2009) Policy and Action for Cancer Prevention. Food, Nutrition, Physical Activity: a Global Perspective. Available from [www.dietandcancerreport.org](http://www.dietandcancerreport.org).
- 2) WCRF (2007) Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. Available from [www.dietandcancerreport.org](http://www.dietandcancerreport.org).