

40% of all cancers preventable

World Cancer Day 2010 (Thursday, 4th February 2010), led by UICC, its members and with the support of the World Health Organisation (WHO), aims to raise awareness of the importance of actively reducing cancer risk through the 2010 Cancer Can Be Prevented Too campaign.

According to the International Union against Cancer (UICC) more than 40% of all cancers could be prevented by better lifestyle choices.

The campaign hinges on the importance proactive cancer prevention by eliminating the primary cancer culprits of smoking, excessive alcohol consumption, obesity and excessive sun exposure while embracing healthy habits such as better food choices and regular exercise.

Improved dietary habits, especially in the light of rising obesity worldwide, must be central to the fight against cancer. The rise in obesity-related cancers is also very important and generally not so well known. According to the WHO, dietary factors, physical inactivity, overweight and obesity are estimated to account for approximately 30% of cancers in Western countries, making diet and physical activity second only to tobacco as a preventable cause of cancer.

“The 2010 World Cancer Day campaign emphasises that we have the power to make better choices and thereby reduce our cancer risk. There are many practical things that we can all do, such as quitting smoking, improving our daily habits and going for regular check-ups,” says Leon Spamer, brand manager for Oncology at AstraZeneca, pharmaceutical manufacturer and oncology research house.

Apart from lifestyle choices, early detection is the first defence for cancer survival, “For example, lung cancer, if diagnosed early has a very high success rate but unfortunately 2 in 3 cases are only detected in the late stages of the disease. At this point while it is possible to manage the disease through traditional methods such as chemotherapy and radiotherapy as well as newer more personalised medical therapies, overall survival drops dramatically,” adds Spamer.

The WHO estimates that 1.3 million people die of lung cancer every year making it the leading cause of cancer-related deaths worldwide.

According to the IARC 2008 World Cancer Report, The worldwide cancer burden is projected to reach 26 million new diagnoses in the year 2030 and 17 million deaths, with the most rapid increases occurring in low and middle-income countries. Developing countries, including South Africa, where resources, healthcare facilities, personnel are limited and likely to be the most affected.

Resources and additional information about World Cancer Day can be found on the UICC sponsored website at www.worldcancercampaign.org.

For more information about the prevention, detection and treatment of lung, prostate and breast cancer visit www.mycancer.co.za.

For more, visit: <https://www.bizcommunity.com>