



World Cancer
Research Fund
International

CANADIAN PARTNERSHIP
AGAINST CANCER



PARTENARIAT CANADIEN
CONTRE LE CANCER

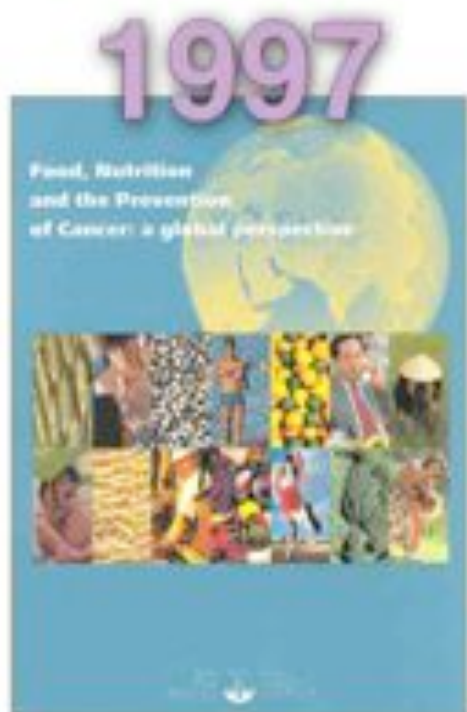
Policy and Action for Cancer Prevention: Food, Nutrition, and Physical Activity: a global perspective



Kate Allen

World Cancer Research
Fund International

Our Global Reports



Food, Nutrition and the Prevention of Cancer: a global perspective



Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective



Policy and Action for Cancer Prevention

RECOMMENDATIONS

BODY FATNESS

Be as lean as possible within the normal range of body weight

PHYSICAL ACTIVITY

Be physically active as part of everyday life

FOODS AND DRINKS THAT PROMOTE WEIGHT GAIN

Limit consumption of energy-dense foods
Avoid sugary drinks

PLANT FOODS

Eat mostly foods of plant origin

ANIMAL FOODS

Limit intake of red meat and avoid processed meat

ALCOHOLIC DRINKS

Limit alcoholic drinks

PRESERVATION, PROCESSING, PREPARATION

Limit consumption of salt
Avoid mouldy cereals (grains) or pulses (legumes)

DIETARY SUPPLEMENTS

Aim to meet nutritional needs through diet alone

BREASTFEEDING

Mothers to breastfeed; children to be breastfed

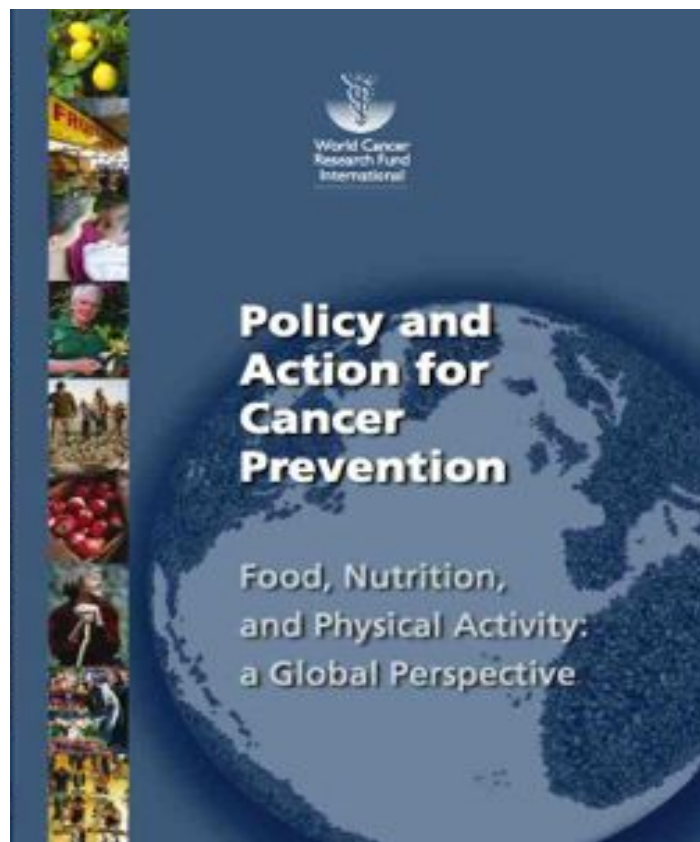
CANCER SURVIVORS

Follow the recommendations for cancer prevention

Recommendations from the 2007 WCRF/ AICR Expert Report

The Panel emphasises the importance of not smoking and of avoiding exposure to tobacco smoke

Policy and Action for Cancer Prevention



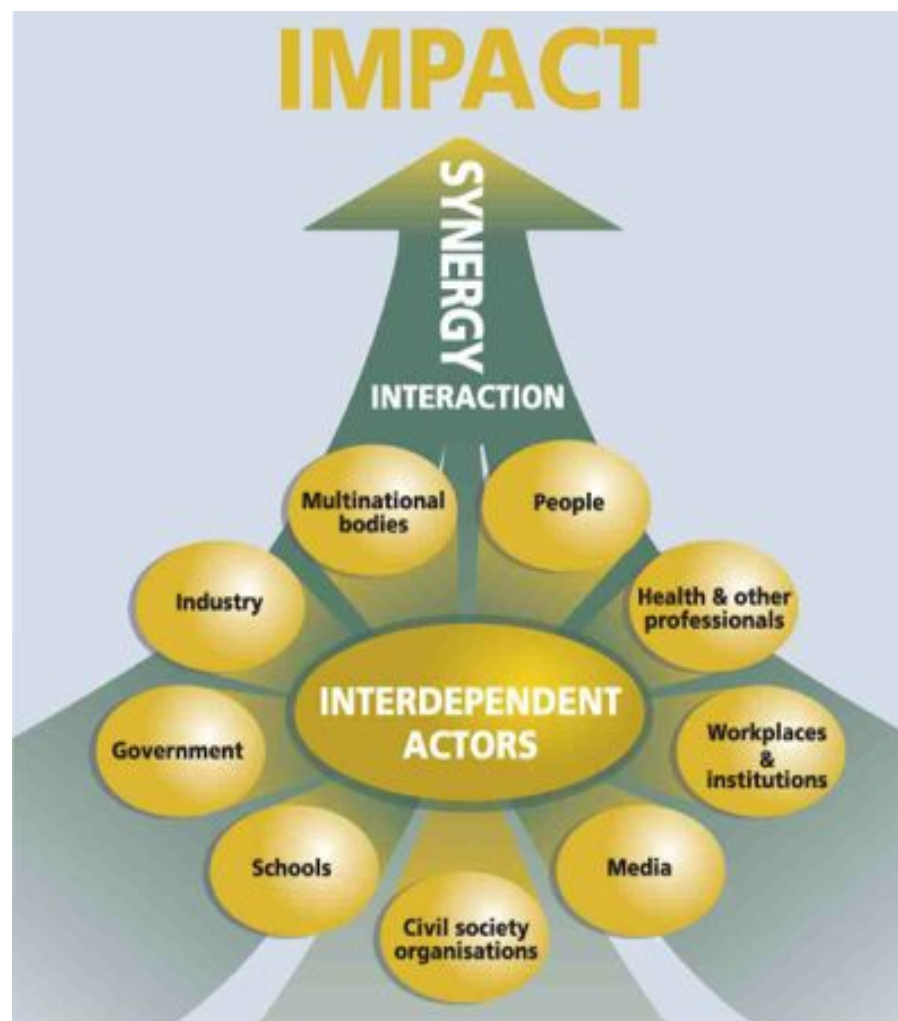
Starts from the understanding that cancer is mostly **environmentally determined** and **largely preventable**

Peoples' choices are affected by **external factors**

Changes are needed to enable people to make **healthy choices**

Prescription for action to help achieve public health goals

Impact of Concerted Action



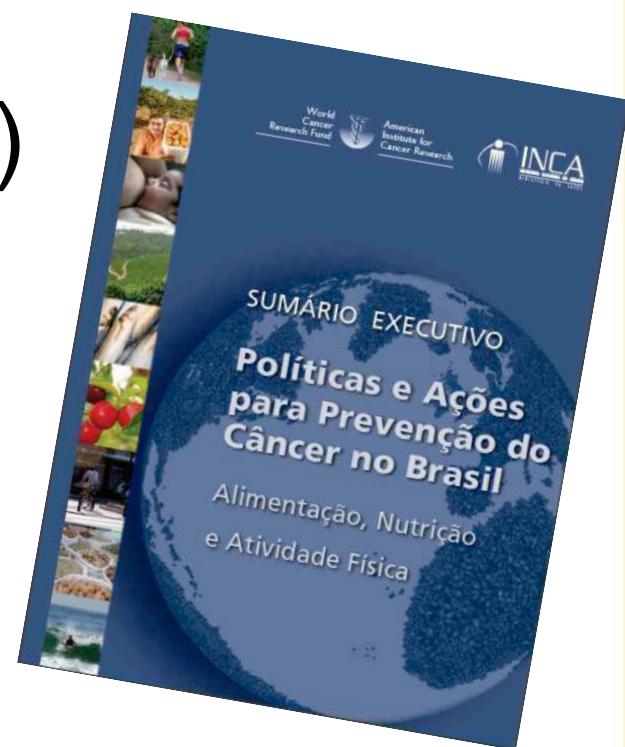
- Everyone has a role
- Action to be coherent
- Leadership from
 - Government
 - Health professionals

The Recommendations

<p>CIVIL SOCIETY ORGANISATIONS¹</p> <p>AIM Create, advocate, and develop sustainable policies and actions that ensure healthy food, nutrition, and physical activity for all</p> <p>RECOMMENDATIONS <i>All civil society organisations</i></p> <p>Create, develop, and press governments and other actors² to implement effective policies and programmes for nutrition and physical activity</p> <p><i>Civil society organisations concerned with public health</i></p> <p>Hold other actors to account regarding their policies and actions on food, nutrition, and physical activity, including the prevention of cancer</p> <p>Mobilise the media and public opinion in support of improved public health, including healthy nutrition, sustained physical activity, and the prevention of cancer</p> <p>Form alliances with associated civil society organisations including those concerned with public policy, justice, equity, and environmental protection</p> <p>Advocate traditional cultures and ways of life when these generate healthy, diverse, and sustainable dietary patterns and regular physical activity</p> <p><small>1. International, national, and local civil society organisations. Includes public interest and consumer organisations, professional and scientific bodies, political parties, trades unions, religious groups, women's groups, and small farming and fishing co-operatives. Excludes industry and business interest organisations, and the media. 2. All other actors are multinational bodies, industry, media, schools, workplaces and other institutions, health and other professionals, and people, and also other civil society organisations.</small></p>	<p>GOVERNMENT¹</p> <p>AIM Use legislation, pricing, and other policies at all levels of government to promote healthy patterns of diet and physical activity</p> <p>RECOMMENDATIONS</p> <p><i>All governments</i></p> <p>Examine, audit, and revise legislation and regulations so that they protect public health and prevent disease, including cancer²</p> <p>Ensure that built and external environments are designed and maintained in ways that facilitate physical activity and other healthy behaviour³</p> <p>Encourage safe, nutrient-dense, and relatively unprocessed foods and drinks and discourage sugary and alcoholic drinks, 'fast food', and other processed foods^{4,5}</p> <p>Require schools to provide meals to high nutritional standards and facilities for recreation and sport, and to include nutrition and physical activity in core curricula⁶</p> <p>Require all government and publicly funded facilities that provide catering to ensure that their meals, foods, and drinks are of high nutritional quality⁷</p> <p>Require widespread dedicated walking and cycling facilities throughout built and external environments</p> <p>Restrict advertising and marketing of 'fast food' and other processed foods⁸ and sugary drinks to children, on television, in other media, and in supermarkets⁹</p> <p>Incorporate UN recommendations on breastfeeding into law or appropriate public health and consumer protection rules¹⁰</p> <p>Give greater priority to research on, and programmes to improve, public health including the prevention of cancer and other diseases¹¹</p> <p>Establish and maintain publicly funded information and education on, and surveillance of, food, nutrition, and physical activity status</p>	<p>HEALTH AND OTHER PROFESSIONALS¹</p> <p>AIM Conduct professional practice to realise the potential for promoting health including cancer prevention</p> <p>RECOMMENDATIONS</p> <p><i>All professionals</i></p> <p>Include food, nutrition, physical activity, and cancer prevention in core professional training and continuing development</p> <p>Work with other disciplines to help understand, to improve public health, including cancer prevention, through food, nutrition, and physical activity</p> <p><i>Health professionals</i></p> <p>Prioritise public health including cancer prevention, food, nutrition, and physical activity</p> <p>INDUSTRY¹</p> <p>AIM Emphasise the priority given to public health including cancer prevention in strategic planning and action</p> <p>RECOMMENDATIONS</p> <p><i>Built environment industries²</i></p> <p>Plan, commission, construct, and operate built environments so as to protect public health and facilitate physical activity</p> <p><i>Food and drink industries³</i></p> <p>Make public health an explicit priority in all stages of food systems including product research, development, formulation and reformulation, and promotion</p> <p>Ensure that healthy meals, snacks, foods, and drinks are competitively priced compared with other products</p> <p>Collaborate in order to stop advertising, promotion, and easy availability of sugary and unhealthy foods to children⁴</p> <p>Ensure that marketing and promotion of breastmilk substitutes and complementary foods follow the terms of UN codes and strategies on infant and young child feeding⁵</p> <p>Ensure accuracy, uniformity, and availability of product information in all advertising and promotion and on food labels⁶</p> <p><i>Physical activity industry⁷</i></p> <p>Promote goods and services that encourage participation in physical activity by people of all ages, rather than in competitive or elite sporting performance</p> <p><i>Entertainment and leisure industry</i></p> <p>Give higher priority to entertainment products and services that enable everybody, especially children and young people, to be physically active</p> <p><small>1. Doctors, dietitians, nurses, and other health professionals. Includes public health professionals. This and all recommendations to do with breastfeeding endorse the UN Strategy on Infant and Young Child Feeding. 2. Such as planning, design, construction and provision of health centres and sports facilities. 3. Owners, directors, editors, journalists, and other opinion formers from the lay, technical, and specialist broadcast, print, and electronic media and entertainment communication industries, and the advertising, publicity and public relations industries. 4. Owners, directors, editors, journalists, and other opinion formers from the lay, technical, and specialist broadcast, print, and electronic media and entertainment communication industries, and the advertising, publicity and public relations industries. 5. Includes all managers and directors in all workplaces, public and private. 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As members of networks, communities, clubs, families, and households.</small></p> <p>WORKPLACES AND INSTITUTIONS¹</p> <p>AIM Institute and implement policies that promote physical activity, and healthy meals and body weight</p> <p>RECOMMENDATIONS</p> <p><i>Workplaces and institutions</i></p> <p>Use price and other incentives to encourage healthy eating and active commuting, and to discourage motorised transport</p> <p>Ensure that physical environments are designed or adapted and maintained to facilitate physical activity and weight control</p> <p>Encourage sustained breastfeeding with supportive environments and employment contracts, and access to childcare</p> <p>Do not allow vending machines that offer snacks high in sugar, fat, or salt, or sugary drinks, and withdraw such 'fast foods' and drinks from canteens</p> <p><i>Institutions</i></p> <p>Provide healthy meals, facilities for physical activity, and access to advice on nutrition, fitness, weight control, and disease prevention</p> <p><small>1. 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<p>MULTINATIONAL BODIES¹</p> <p>AIM Originate and promote coordinated strategies that protect public health through food, nutrition, and physical activity</p> <p>RECOMMENDATIONS</p> <p><i>All multinational bodies</i></p> <p>Build the protection and maintenance of public health² into all relevant agriculture, food, health, economic, trade, environmental, and other agreements</p> <p><i>United Nations bodies</i></p> <p>Work together to ensure integrated policies among all relevant agencies</p> <p><small>1. Includes policy-makers and decision-takers in international political, economic, and trade bodies such as the International Monetary Fund, the World Bank, the World Trade Organization, the European Union, the North American Free Trade Association, the southern Latin American trade association (Mercosur) and others, as well as the United Nations (UN) and its constituent bodies. Key UN organisations include the Food and Agriculture Organization, the World Health Organization, the Pan American Health Organization, the International Agency for Research on Cancer, the United Nations Children's Fund, the United Nations Development Programme, the UN Educational, Scientific and Cultural Organization, the World Food Programme, the International Labour Office, and many others. Also includes inter-UN bodies concerned with food and nutrition, notably the UN System Standing Committee on Nutrition and the Codex Alimentarius Commission. 2. Includes the prevention of cancer and other chronic diseases. Thus, the European Union, the World Bank, the International Monetary Fund, the World Trade Organization, the Codex Alimentarius Commission, and other multinational bodies, especially those whose decisions have the force of law or that are otherwise binding, need to incorporate prevention and maintenance of public health as an inalienable part of their work.</small></p>	<p>SCHOOLS¹</p> <p>AIM Make food systems, food, nutrition, and regular physical activity essential parts of school life and learning</p> <p>RECOMMENDATIONS</p> <p>Provide healthy daily meals for all staff and pupils, together with facilities for active recreation, activity, and sports²</p> <p>Incorporate food and nutrition (including food preparation and cooking skills) and physical education into the mandatory core curriculum³</p> <p>Ensure that teaching materials are independently originated and free from commercial bias</p> <p>Do not allow vending machines that offer snacks high in sugar, fat or salt, or sugary drinks, and withdraw such 'fast foods' and drinks from school canteens⁴</p> <p><small>1. 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National and Regional Summaries

- Brazilian (Portuguese)
 - Latin American (Spanish)
 - US and Canadian (English/French)
-
- Tailored to local context
 - Used as a policy tool



Diet and Cancer Report website

The screenshot shows the homepage of the Diet and Cancer Report website. The header features the logos of the World Cancer Research Fund and the American Institute for Cancer Research, along with the title "Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective". A navigation bar includes links to Home, Continuous Update Project, Second Expert Report, Policy Report, Conferences, and Resource Downloads. A sidebar on the left lists sections: Overview, People, Recommendations, Preventability estimates, Policy Report contents, and National summaries. The main content area is titled "Policy Report" and includes a description of the report's purpose. Below this, there are four featured sections: "Overview" (with a book cover image), "People" (with a photo of experts), "Recommendations" (with a pyramid diagram), and "Preventability estimates" (with a human torso diagram). A date stamp "June 22, 2012" is visible on the left.

World Cancer Research Fund American Institute for Cancer Research Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective

Home Continuous Update Project Second Expert Report Policy Report Conferences Resource Downloads

Overview People Recommendations Preventability estimates Policy Report contents National summaries

Home: Policy Report

Policy Report

WCRF/AICR's Policy and Action for Cancer Prevention provides evidence-based recommendations to key groups in society on how to help people make healthier choices to reduce their chances of developing cancer.

WCRF/AICR's [Second Expert Report](#) sets out personal recommendations for people as well as goals for the population as a whole. Setting these targets was a vital first step. Equally important is understanding how to achieve them. This is the reason we published an evidence-based Policy Report.

Our Global Network is dedicated to funding research and health education programmes into the links between diet, nutrition, physical activity, body fatness and cancer risk.

June 22, 2012

Overview

Find out how the WCRF/AICR Policy Report was produced.

People

Meet the experts behind the Policy Report.

Recommendations

View the 48 Recommendations aimed at nine actor groups.

Preventability estimates

View preventability estimates for UK, US, Brazil and China.

dietandcancerreport.org
Resource downloads