

# Complex Realities – Innovative Solutions:

## Cancer prevention through stakeholder engagement across risk factors in high and middle-income countries

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World Cancer Research Fund International



World Cancer Congress  
Kuala Lumpur, Malaysia  
1–4 Oct 2018

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Track 1


Disclosure of interest: None declared

# Overview





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- Setting the scene
- Five 'lightning' case studies
- Discussion with audience

**Please be upstanding!**



**Please feel free to take standing and stretch breaks at the back of the room and break up that sedentary time!**

    @thescpn #WeCanICan #SCPN2016

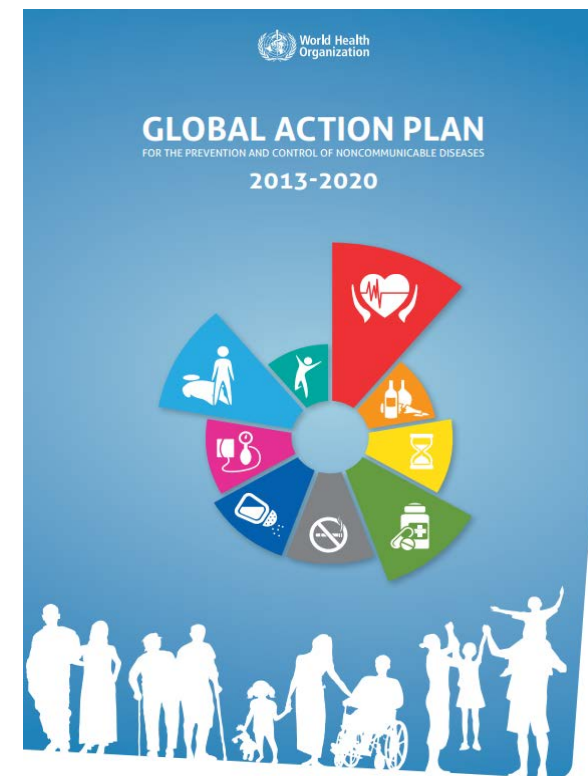
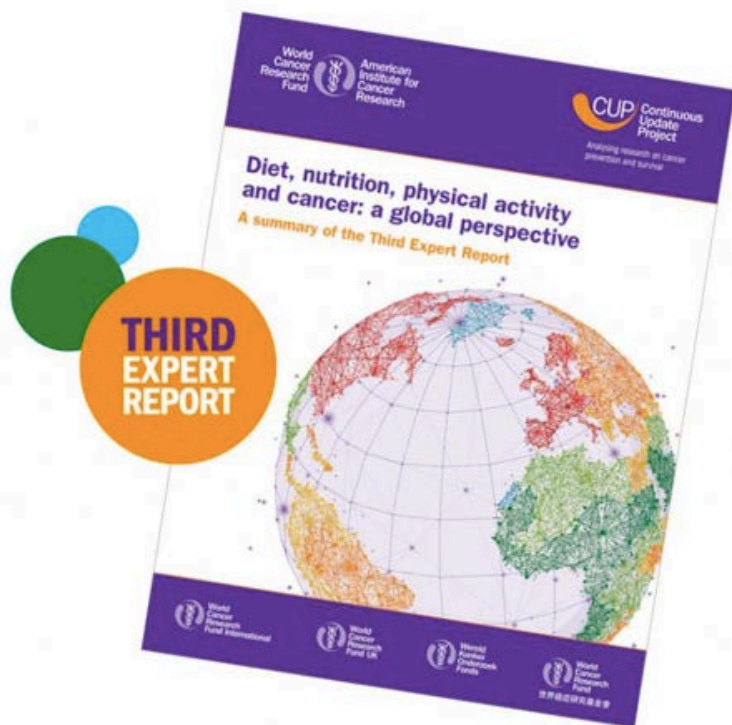
**SCPN**  **Scottish Cancer Prevention Network**

# Cancer societies

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- Canadian Cancer Society
  - Cancer Council NSW (Australia)
  - Cancer Council Victoria (Australia)
  - Cancer Research UK
  - Cancer Society of Finland
  - Caribbean Cancer Alliance
  - Danish Cancer Society
  - Healthy Caribbean Coalition
  - Irish Cancer Society
  - National Cancer Society of Malaysia
  - Norwegian Cancer Society
  - Scottish Cancer Prevention Network

# Why we come together



# Intended outcomes of session

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- Further **understanding** of engaging key stakeholders in areas of nutrition, diet, physical activity, tobacco, overweight & obesity
- Show **diversity** of approaches across risk factors, countries, and stakeholders
- **Assess and compare** approaches and interventions in prevention of cancer
- Reflect on **suitability and adaptability** of interventions in other settings

# Introducing the speakers

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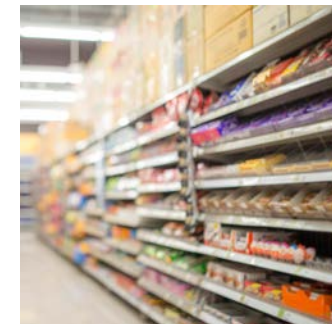
- *Heidi Löflund-Kuusela*, Cancer Society of Finland  
Young people, webpages, physical activity, nutrition
- *Donal Buggy*, Irish Cancer Society:  
Young people, socio-economic background, social media, smoking
- *Annie Anderson*, Scottish Cancer Prevention Network:  
Women, printed magazine, breast screening setting
- *Nadia Inez*, Malaysian Cancer Society:  
Private sector, employees, health screenings, CSR
- *Trevor Hassell*, Healthy Caribbean Coalition:  
Women & girls, policymakers, CSO capacity building



# Speaker points

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- **What** were the intervention(s)?
- **Who** were the stakeholders?
- **What** were the results?
- **What** are the implications?





# Key questions

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1. What are the **parameters** by which we should assess suitability and adaptability of interventions for other settings?
2. What are the main **barriers and opportunities** for cancer societies to develop and implement innovative stakeholder engagement initiatives?
3. What is our **role and responsibility** in ensuring cancer prevention reaches all parts of the population?
4. How should governments **support** cancer societies and how should cancer societies support governments?



**Louise Meincke**

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# IUNS INTERNATIONAL TASK FORCE ON NUTRITION AND CANCER

- ◆ Established April 2018 for coordinated action on nutrition and cancer
- ◆ Catalyst for global expansion of capacity and to promote activities in research, education and practice, from clinical & public health policy perspectives
- ◆ For more info visit WCRF International/UICC stands, or contact [nutritionandcancer@wcrf.org](mailto:nutritionandcancer@wcrf.org)



# Engaging with young people on health promotion

– case study from Finland on a health promoting digital service site for youngsters

Eeva Ollila, [eeva.ollila@cancer.fi](mailto:eeva.ollila@cancer.fi) and Heidi Löflund-Kuusela, [heidi.loflund-kuusela@cancer.fi](mailto:heidi.loflund-kuusela@cancer.fi), Cancer Society of Finland



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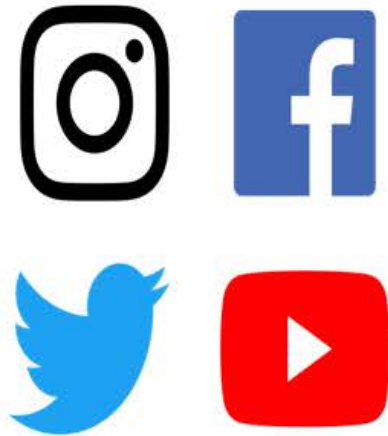
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Disclosure of interest: None declared

# Website for youngsters with integrated social media channels on cancer determinants, [www.fressis.fi](http://www.fressis.fi)



**tobacco**



**alcohol**



**e-cigarette**



**sexual health**



**snus**



**sun protection**



**food**



**positive mental health**

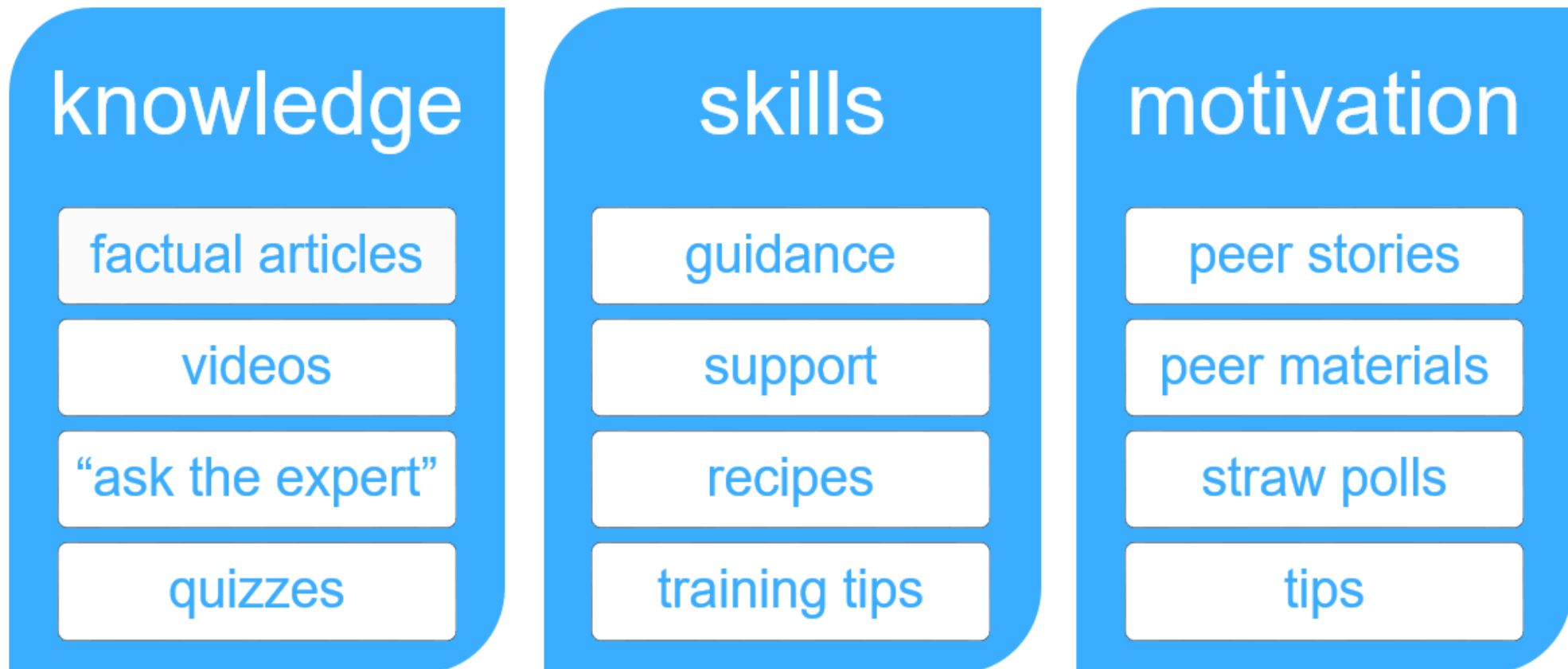


**physical activity**



**life management**

# Versatile health promotion materials planned, produced and evaluated with user involvement



# Results, implications and challenges

- Youngsters are interested in promoting their health: During the last 12 months, 140 000 sessions took place by 114 000 users
- Essential to engage with youngsters in planning, execution and evaluation of the materials, but it requires time and commitment
- Special efforts needed to reach and engage those with greater life style risks than average

# Thank you!

Heidi Löflund-Kuusela, [heidi.loflund.kuusela@cancer.fi](mailto:heidi.loflund.kuusela@cancer.fi)

Eeva Ollila, [eeva.Ollila@cancer.fi](mailto:eeva.Ollila@cancer.fi)



# Empowering young people as cancer prevention champions using social media platforms – case study from Ireland

SESSION: Complex realities – innovative solutions: Cancer prevention through stakeholder engagement across risk factors in high and middle-income countries

Donal Buggy

Head of Services and Advocacy

Irish Cancer Society



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# X-HALE





# X-HALE: A Tobacco Free Generation in the Making



**X-HALE**  
SHORT FILM COMPETITION 2017

SMOKING KILLS 1 IN 2 WHO SMOKE...

YOUR YOUTH GROUP CAN MAKE A FILM TO SAVE LIVES!

**FREE TRAINING & RESOURCES!**

**WIN PRIZES!**

VISIT [WWW.CANCER.IE/XHALE](http://WWW.CANCER.IE/XHALE)  
FOR MORE INFORMATION &  
TO APPLY FOR A FILM GRANT  
GRANT CALL DEADLINE... MARCH 1ST

 Irish Cancer Society



A smoking education and prevention resource for use with young people in formal and non-formal education settings.

**X-HALE TRAINING**

 Irish Cancer Society

The National Cancer Charity



**SMOKING... WHAT'S THE STORY?**

**A Licking Addiction**  
Nicotine is a very addictive drug. It's what makes you want to smoke again and again. It's also what makes it so hard to stop.

**A Matter of Money**  
Smoking costs a lot of money. It's a waste of money that could be used for other things.

**Airless Mouth**  
Smoking can cause bad breath and make your mouth dry.

**Fading Fitness**  
Smoking can make you feel tired and out of breath. It can also make your heart and lungs weaker.

**Stealing Chemicals**  
Smoking can cause you to lose weight and make your skin look older.

**Shove and Death**  
Smoking can cause you to die earlier than you would if you didn't smoke.

**But sure how to say no?**  
You can say no to smoking. You can say no to the pressure of your friends. You can say no to the pressure of the media.

**Second-hand smoke**  
Second-hand smoke is just as bad as the smoke you breathe in when you smoke.

**Not so cool in reality...**  
Smoking is not as cool as it seems. It can cause a lot of health problems.

**Poor planet Earth**  
Smoking is bad for the environment. It causes air pollution and global warming.

For more information about smoking go to [www.cancer.ie/xhale](http://www.cancer.ie/xhale)

 Irish Cancer Society



**HOW TO SAY NO TO SMOKING**

Saying no to cigarettes can be tough but it's worth the effort for your health, your pocket, the planet and everyone around you. Here's some tips on what to do and say if you're ever put under pressure to smoke...

**WHAT TO DO**

- Stand tall, hold your head high and speak with confidence.
- Remind yourself of the risks of smoking and why you're saying no.
- Remember that you don't need to smoke to be cool or fit in, real friends like you for who you are.
- Walk away if you feel uncomfortable.
- Don't suffer in silence or give in, talk to someone you trust if you're feeling under pressure.

**WHAT TO SAY**

- I don't smoke.
- It's not my style.
- I don't want my clothes, hair and breath to stink, it's disgusting!
- Whitened, yellow teeth and brown fingers are not a good look.
- I like to be active, shoving lungs hold you back.
- I can think of better things to do with my cash.

**NO THANKS.**

**X-HALE**  
[www.cancer.ie/xhale](http://www.cancer.ie/xhale)

 Irish Cancer Society



**ARSENIC** Rat Poison

**METHANE** Sewer Gas

**ACETONE** Nail Varnish Remover

**AMMONIA** Toilet Cleaner

**CADMIUM** Batteries

**BUTANE** Lighter Fuel

**RADON** Radioactive Gas

**METHANOL** Rocket Fuel

**NICOTINE** Pesticide

**CARBON MONOXIDE** Car Exhaust

**TAR** Road Surfaces

**Nicotine** - A fast acting and addictive drug that increases heart rate and blood pressure.

**Carbon Monoxide** - A poisonous gas that enters your bloodstream and interferes with the working of your heart and blood vessels.

**Tar** - A sticky brown substance that collects in your lungs and can cause cancer.

**X-HALE**  
[www.cancer.ie/xhale](http://www.cancer.ie/xhale)

 Irish Cancer Society

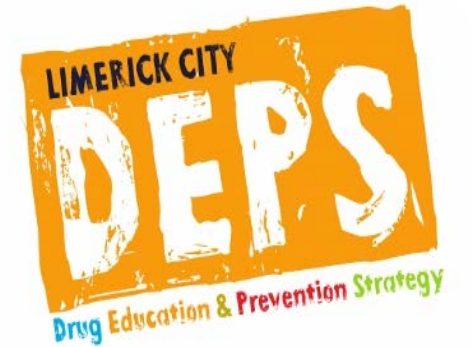
# Impact of X-HALE

- X-HALE participants are significantly more likely to perceive that there is a great risk involved with occasional smoking (40.6% vs. 21%) and smoking one or more packs per day (75.5% vs. 67%).
- X-HALE participants perceive significantly lower likelihood of positive outcomes and a higher likelihood of negative consequences of smoking.
- X-HALE participants significantly more likely to report advertising as an important factor that influences young people to start smoking in comparison to post primary sample (89.6% vs. 68.7%)
- *“Taking part has meant a lot cause now I realise that it is more harmful than I thought and it encourages me to help my friends to stop.”*
- For more information and to read the full X-HALE evaluation report visit [www.cancer.ie/xhale](http://www.cancer.ie/xhale) and click on downloads and resources

# Stakeholders



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive



# Implications for Low & Middle Income Countries

Three take away messages:-

- Connecting with novel partners can help to reach new audiences and amplify the impact of your message.
- Using social networks and new communications platforms can widely connect a young audience with a cancer prevention message.
- Embedding cancer prevention objectives into the strategy of partners and collaborators can be a cost effective and impactful way of delivering a powerful cancer prevention message.

# Further Information Contact Information

Sarah Chadwick

Cancer Prevention Officer  
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(00353)12316624

For more information please visit:

[www.cancer.ie/xhale](http://www.cancer.ie/xhale)

X-HALE

thexgenerationxhale



# Cancer prevention within a breast screening setting

SESSION: Complex realities – innovative solutions: Cancer prevention through stakeholder engagement across risk factors in high and middle-income countries

Professor Annie Anderson

Co-Director, Centre for Research into Cancer Prevention and Screening, University of Dundee

Scottish Cancer Prevention Network



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Disclosure of interest: None declared



# Cancer prevention within a breast screening setting

Professor Annie S. Anderson  
Dr Maureen Macleod  
Centre for Research on  
Cancer Prevention and Screening  
University of Dundee, Scotland



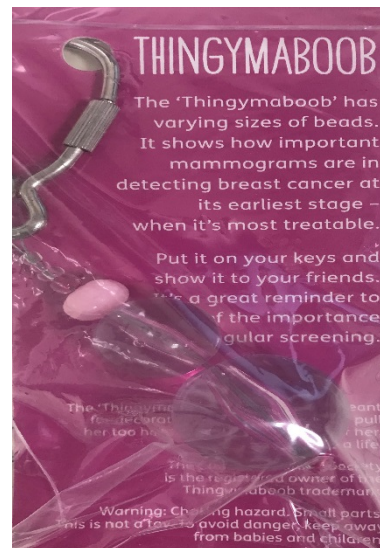
# Aims

To develop a lifestyle magazine for use in breast screening clinics to:

- provide lifestyle breast cancer risk reduction information in an informative, interesting and useful manner
- increase the credibility of current scientific knowledge around modifiable lifestyle behaviours, screening and early detection

# Intervention

magazine + free gift to all women intentions to improve diet, physical activity and body weight



# Stakeholders

- Breast screening staff
  - Routine clinics
  - Family history clinics
- Women aged 50 to 74 years
  - 73% of women attend for breast screening
  - 175,000 attend per annum
  - Breast clinics acceptable place to discuss breast cancer prevention

# Results

- 8381 (92%) magazines given out and 15.5% returned evaluations
- Higher uptake if handed to women vs availability on stand
- Over 65% said intervention useful + informative
- Over 80% improved knowledge
- Over 93% improved motivation
- Over 94% like to make changes to lifestyle
- 68% said the intervention would not impact on screening attendance
- 31% said intervention would make them more likely to attend screening

# Implications

- Opportunity to raise awareness of lifestyle and breast cancer prevention
- Minimises time by HP staff but setting endorses messages
- Reported impact on behaviour encouraging
- Unlikely to have effect on screening uptake

# Complex realities, innovative solutions: Cancer prevention through stakeholder engagement across risk factors in high- and middle-income countries

Engaging with the private sector – Case Study from  
Malaysia

Nadia Inez Junazli

Education Development Department

The National Cancer Society Malaysia



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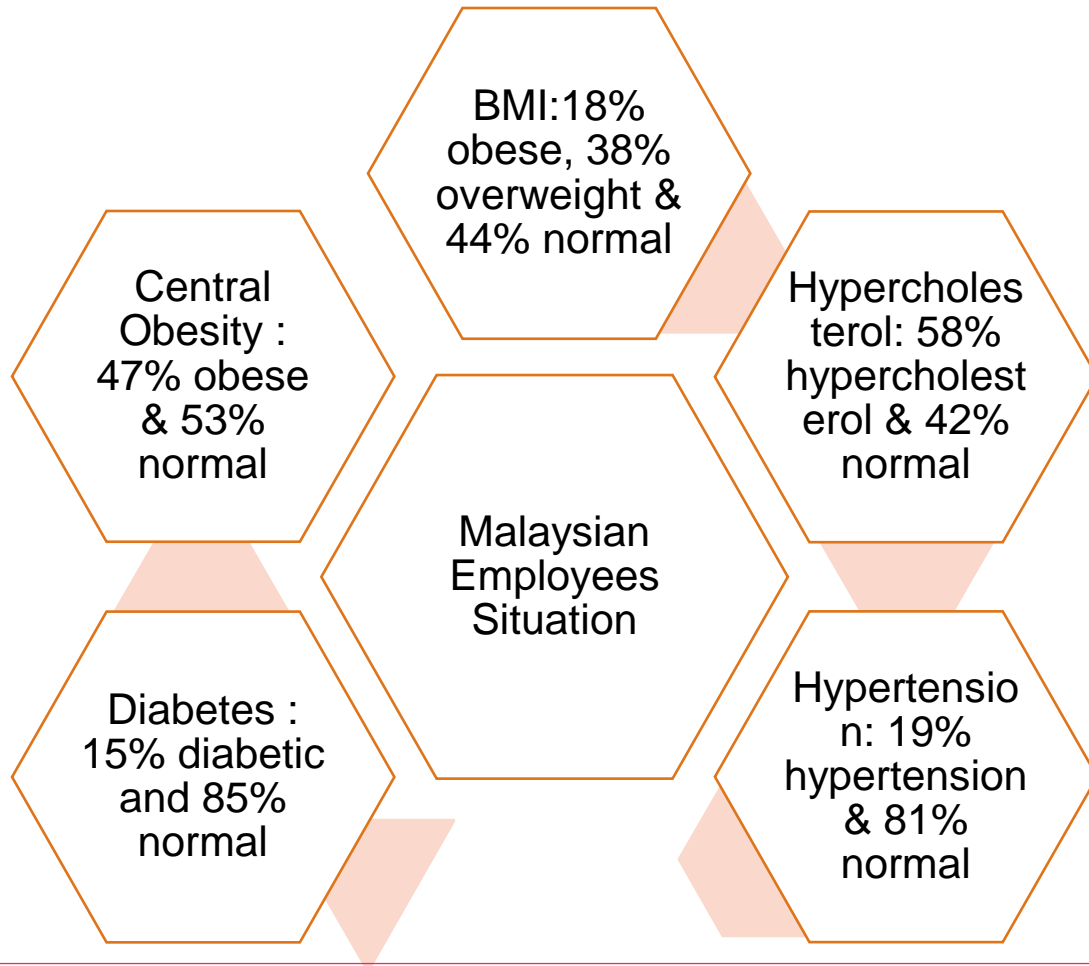
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Disclosure of interest: None declared



# Malaysian Workers Health Status in Malaysia

According to a recent survey of Social Security Organization (SOCSO) in Malaysia conducted by the University of Malaya,



# Main findings of NCSM intervention programme

NCSM has recently conducted the Corporate Health Programme, focusing on smoking cessation & weight management and found that



# How did we encourage employees in private sector?



## Regular monitoring of employees

- Regular basic screenings and reports to update employees on health status



## Digital support

- Distribution of health information via e-mail
  - WhatsApp support
- Toll-free support



## Face to Face support

- Personal counselling



## Reward incentive

- Group and individual competition

# Encouraging the employees and engaging the private sector

Pitching  
the idea to  
corporate  
companies



Creating a healthy workplace

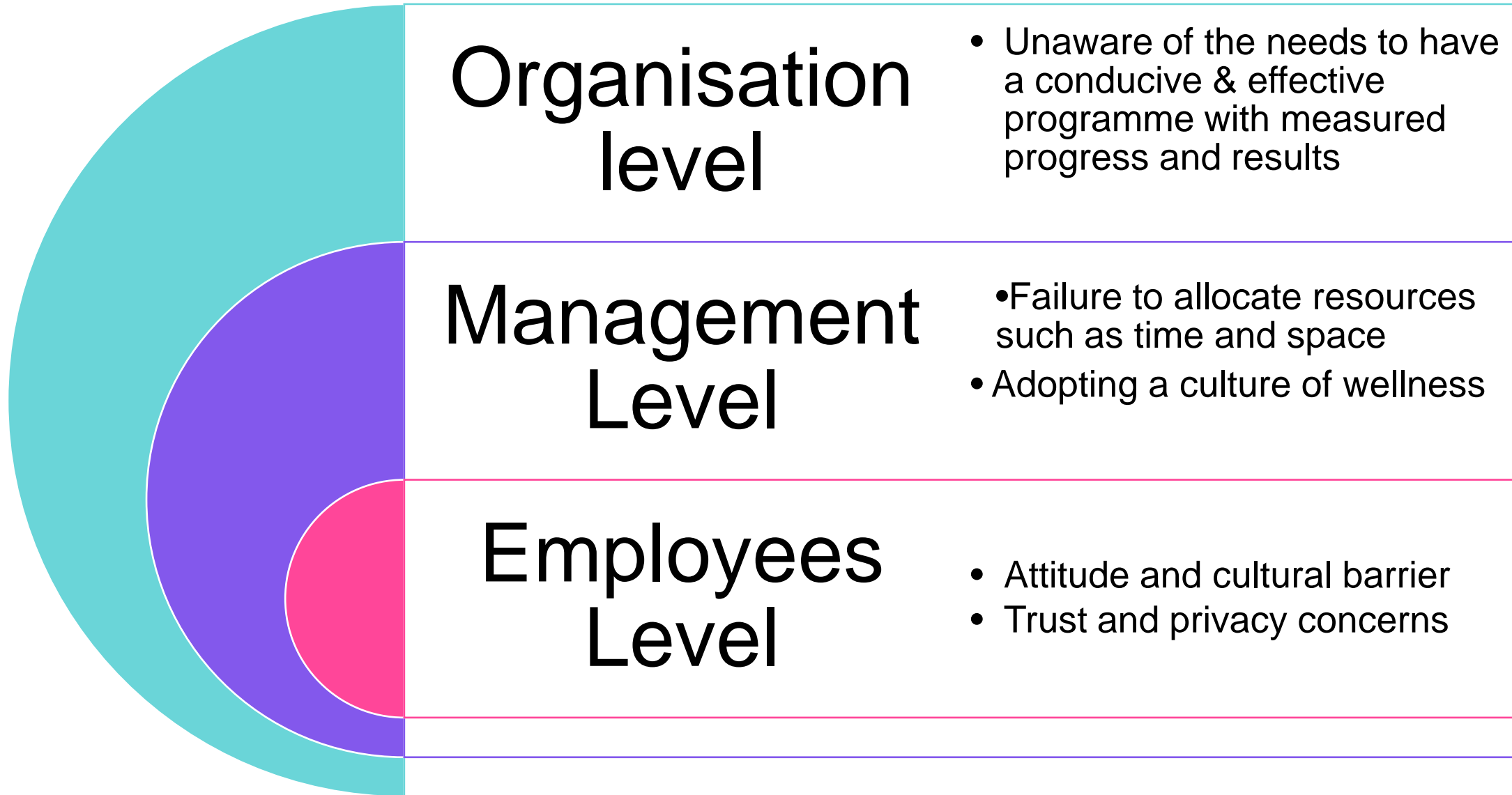
- Personal benefit to employees
- Positive outcome for employers



Human Resource Development

- Capacity building: Developing a new set of skills for employees

# Challenges faced to engage private companies





# Adapting the programme to other national context

## Best ways to roll out the programme

Encouraging employees to have a long term behaviour change in health - offer rewards for sustainable steps taken

Support system to drive engagement - fun and educational sessions, face to face and digital support

Comprehensive reporting on employee engagement to motivate employers to roll out the programme in a long run

Encouraging organisations to adopt the right working culture - flexibility and hiring employees with the right attitude

