

***World Cancer:
The Importance of Prevention***

Antoine Gaber

Statistics

- Each year 7million people worldwide die from cancer and 11 million new cases are diagnosed
- Cancer kills 1 in 8 of those who die worldwide and claims twice as many lives as AIDS
- More deaths each year are caused by cancer than by AIDS, tuberculosis and malaria combined

Situation Analysis

- Despite the knowledge about the prevention and treatment of cancer has significantly increased, the number of people diagnosed with cancer each year and those who eventually die from it continues to increase
- Worldwide cancer control can only be effective if it is given priority at the highest decision making levels.

Situation Analysis

- Complacency and inaction on the part of the International Community will effectively contribute to more than 10 million deaths every year by 2020
- Cancer is largely preventable and the most curable of the major life-threatening diseases today.

Situation Analysis

- In spite of the unprecedented understanding of the root causes of cancer, the gap between what is scientifically feasible and what is being applied continues to widen

Promoting Cancer Prevention, Early Detection

- Global trends in cancer control can be significantly improved through sustained strategies or primary prevention and early detection
- Even with today's sophisticated communications technology, many people are NOT aware that most cancers are preventable, (43% of ALL cancers types can be prevented)

Promoting Cancer Prevention, Early Detection

- By applying existing evidence-based knowledge, it is possible to prevent at least one third of the almost 11 million cases of cancer diagnosed annually throughout the world.
- An additional one third can be treated successfully if detected early
- For the first time in history, the prospect of eradicating specific cancers through vaccination has been made possible

Promoting Cancer Prevention, Early Detection

- In low and middle-income Countries, 80% to 90% of patients with cancer already suffer from advanced and incurable cancers at the time of diagnosis.
- Screening, early detection, and health education are critical to the cessation of this trend.

Promoting Cancer Prevention, Early Detection

- From a global perspective, there is a strong justification for focusing cancer prevention activities on 3 main cancer-causing factors:
 - TOBACCO,
 - UNHEALTHY DIET / LACK OF EXERCISE / LIFE STYLE, and
 - INFECTION (i.e. Human Papilloma virus (HPV), Hepatitis B)

World Cancer Day

4 February 2007

- Initiative adopted during the World Summit Against Cancer for the New Millennium(2000)
- Calls for an alliance between researchers, healthcare professionals, patients, government, industry, and media- to fight cancer and its greatest allies, which are:
 - fear,
 - ignorance and
 - complacency

World Cancer Day

OBJECTIVES

- **Raise Awareness** on the profound and universal impact of cancer on human life and human suffering
- **Increase understanding of the solutions that exist.** Deliver key evidence-based cancer prevention measures to the community at large, as well a curative and palliative interventions to people with cancer and their caregivers.

World Cancer Day

OBJECTIVES

- **Translate knowledge into action.** Find a wide array of choices from which to find remedies and solutions to fight cancer
- **Generate a movement that stimulates collective responsibilities and action.** Families, community-based groups, professional societies, national governments and the international community must support the delivery of programs and services to all persons affected by cancer, as well as fight for better access to basic health services worldwide.

***Breast Cancer:
the Importance of Prevention***

Breast Cancer

- Breast cancer is the most common cancer in women, followed by lung cancer
- More women die from lung cancer than from breast cancer

Breast Cancer Mortality is Decreasing

- Every year since 1993, deaths due to breast cancer have been decreasing
- The decrease is believed to be due to:
 - organized mammography screening
 - improved drug treatment following breast cancer surgery “adjuvant therapy”

What are Risk Factors for Breast Cancer

- Being a woman¹
- Family history¹
- Previous breast cancer¹
- Increasing age¹
 - 8 out of 10 breast cancers are in women 50 and over¹
- Having dense breast tissue (difficult to detect by mammography)

1. Cancer Care Ontario. www.cancercare.on.ca

2. Boyd et al. *New England Journal of Medicine*. 2007, January 18. pages 227-36.

Breast Cancer Screening

- Aimed at women with no symptoms or previous history of cancer
 - “target population”, age 50-69, screened every 2 years

What You Can Do

Recommendations (Canada):

Ages 50-69

Mammogram and clinical
breast exam every 2 years

Ages 40-49
and over 69

Discuss mammography with
your doctor

Why Mammography?

Some cancers are not found until they reach this size:



A mammogram can find cancer when it is only this size:



How to Reduce Your Risk of Cancer

1. Be a non-smoker
2. Eat healthy food and limit alcohol
3. Be active
4. Be sensible in the sun
5. Follow cancer screening guidelines
6. Report changes in your health to your doctor
7. Use caution with hazardous materials

Conclusions

- The opportunity for collective action has never been greater and the need never been more urgent to fight cancer.
- Only through public health efforts targeting prevention and early detection, as well as advances in cancer treatment that we will be able to make drastic changes in cancer outcome around the world.