

What is Cancer

Module 1

Aims

- ▶ We will learn what cancer is
- ▶ Risk factors and Prevention
- ▶ Touch on some specific cancers
- ▶ Talk about barriers to seeking help and advice and what we can do to overcome these barriers
- ▶ Talk about ~ Cancer Myths
- ▶ Further sources of information and help

Early Presentation of Cancer Symptoms

- ▶ 1 in 2 of us will get cancer in their lifetime.
- ▶ Estimated up to 10,000 deaths in the UK can be avoided EVERY year if efforts to improve diagnosis and early presentation are increased
- ▶ That's 27 lives every day

Why?



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Prostate,
breast, lung and bowel are the most
frequently diagnosed cancers in
Leeds.



Screening usage below
national average.

Keeping it Simple – the Messages

- It's okay to talk about Cancer
- Early Detection Saves Lives

**If something feels strange for
YOU for 3 weeks ...**

Go to Your GP (now)

What is Cancer?

- ▶ Cancer is a condition where some cells in your body go wrong, they grow and reproduce invading and destroying healthy tissue.
- ▶ There are over 200 different types of cancer because there are over 200 different types of body cells.
- ▶ They clump together in a lump which we call a tumour.
- ▶ They can also spread and affect other parts of the body - metastasis.

Risk Factors

Inherited / can't change

- ▶ Age
- ▶ Family History
- ▶ inherited genes

External - can change / avoid

- ▶ Lifestyle - alcohol, smoking, sun exposure, weight, diet
- ▶ External factors - exposure to chemicals

Barriers to cancer diagnosis

- ▶ Fear of finding out you've got cancer - diagnosis = death
- ▶ Embarrassment of talking about it and the procedure
- ▶ Knowledge and understanding
- ▶ Trust in what's true - has it come from a reliable source?
- ▶ White coat syndrome - fear of hospitals, gp, medical staff
- ▶ Beliefs

What can we do to
reduce our risk of
getting cancer?
Prevention

Reduce Your Risk



Physical Activity

- ▶ Exercising a lot helps to reduce risk of breast and bowel cancer.
- ▶ It also helps to maintain a healthy weight, preventing 13 cancers.
- ▶ It does not mean planned exercise e.g. going to the gym or exercise class. It can be cleaning your home, walking & gardening.

Why is being active good for me?

Here are some of the ways that you and your family might benefit from being more active:

Keep a healthy weight



Reduce risk of cancer



Improve mood and reduce stress



Reduce risk of heart disease



Reduce risk of dementia and depression



Reduce risk of osteoarthritis



Reduce risk of falls in older adults



Chance to socialise



Develop new skills





4 IN 10 CANCERS CAN BE PREVENTED

These are proven ways to reduce the risk of cancer.
Larger circles indicate greater impact on cancer risk.

LIFESTYLE



OTHER



Let's beat cancer **sooner**
cruk.org/health



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Prevention

- ▶ Eat a balanced diet rich in vegetables and fibre
- ▶ Keep active
- ▶ Maintain a healthy weight
- ▶ Don't smoke
- ▶ Drink less alcohol
- ▶ Limit sun exposure
- ▶ If something doesn't feel right get it checked out

What messages are people getting?

Media Myth or Fantasy?



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Mobile phones may cause cancer, warn world health chiefs: After years of contradictory claims, an authoritative verdict

By FIONA MACRAE
UPDATED: 09:45, 1 June 2011

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Mobile phone owners were urged to limit their use last night after the World Health Organisation admitted they may cause cancer.

The UN's health agency advised 'pragmatic' measures to reduce exposure, such as using hands-free kits and texting instead of calling.

The disturbing report marks the first time the WHO has linked mobiles with cancer, and follows earlier research linking just half an hour's use a day with up to 40 per cent higher odds of brain cancer.

However the mobile phone industry was quick to point out that the



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HEALTHY LIVING

Can cancer be prevented?

Smoking and tobacco

Alcohol

Diet and healthy eating

Obesity and weight

Exercise and activity

Sun and UV

HPV

Hormones

Harmful substances

Cancer controversies

Air travel

Cancer clusters

Cosmetics

Deodorants

Hair dyes

Medical x-rays

Mobile phones

Pesticides

Plastic bottles

Power lines

Shift work

Stress

'Superfoods'

Talcum powder

Health in your community

Mobile phones and cancer

So far, the scientific evidence shows it is unlikely that mobile phones could increase the risk of cancer. But we do not know enough to completely rule out a risk.

In 2011, the International Agency for Research on Cancer classified mobile phones for the first time in their 'gold-standard' rating system. They rated the devices as 'group 2B' - meaning that they could 'possibly' cause cancer in humans. Read more about the new classification on our [Science Update Blog](#).

What does the evidence say?

The vast majority of studies have found that mobile phones do not increase the risk of brain tumours, or any other type of cancer.

The largest study so far on mobile phones and cancer is a [Danish study](#), which looked at over 420,000 people. It found no link between mobile phones and any type of cancer including brain cancers and leukaemia. Reports from the [Interphone study](#), which included over 6,000 people with brain cancer from 13 countries, have also found that brain cancer is not more common among mobile phone users.

Some studies have suggested that people with brain cancer are more likely to have tumours on the side of their head that they say they hold their phone to. But in these studies, their overall risk of brain cancer is usually not any higher. And in some cases, they were less likely to develop a tumour on the opposite side of their head.

This strange "side-of-head effect" is probably due to problems with the way the research studies were designed. These studies ask people with cancer to remember how they used their phones, often many years ago.

But they may not be able to accurately remember the details about their phone use. And, more importantly, some people's answers may be biased if they had previously heard about a connection between phones and cancer in the media. Their tumours could also affect their memory.

Research in this field is still ongoing and Cancer Research UK will continue to look for any new evidence.



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Making Every Contact Count in Salford

Is your bra bad for you?

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Health risks caused by ill-fitting bras that don't offer the correct support can range from constricted breathing, back pain and restricted circulation to muscle strain and irritable bowel syndrome.

Some studies have even suggested a link to breast cancer.

We investigate why wearing a bra that doesn't fit could damage your health.

Three years ago, a U.S. study carried out by scientists Sidney Ross Singer and Soma Grismaijer surveyed 4,700 women and concluded that the odds of getting breast cancer increased dramatically the longer women wore bras.

The survey showed that those who had breast cancer were also the ones who reported wearing bras for more than 12 hours a day.

The study concluded that the constricting effect of bras suppressed the lymphatic system below the armpits, blocking an internal network of vessels supposed to flush toxic wastes from the body.

Over time, these toxins accumulate in the breast tissues and create an environment in which cells can turn cancerous.

However, many breast specialists and breast cancer organisations have disputed this study.

Are you wearing the right bra?

the odds of getting
breast cancer
increased
dramatically the
longer women wore
bras





They might cool and comfortable but flip-flops may 'raise your risk of getting skin cancer'

By FIONA MACRAE

Last updated at 12:30 AM on 13th June 2008

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They are terribly comfortable, and terribly fashionable. But flip-flops and sandals could also be terribly bad for your health.

Experts have warned that such flimsy footwear increases our risk of skin cancer.

The straps leave delicate areas exposed - and too few of us think to apply sunscreen there.

Podiatric surgeon Anthony Kontos has urged women either to apply high-factor cream regularly, or choose closed shoes.

Mr Kontos, of the London Foot and Ankle Clinic, said that cancerous changes on the feet, such as moles and bruises, are often overlooked or mistaken for less sinister conditions.

He said: 'The tops of the feet are very sensitive to the sun. The skin is very thin there and it hasn't had a base coat throughout the year, as the arms might.

'With the increasing popularity of open-toed sandals and flip-flops, feet often have an intense blast of sunlight.

'People are generally aware of checking other parts of their body for suspicious moles but they're unlikely to examine their feet.'

Skin cancer can occur on the soles of the feet, as well as on the tops, between the toes and under the nails.



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The plastic bottle is your

pl

By JC

Last


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HEALTHY LIVING

Can cancer be prevented?

Smoking and tobacco

Alcohol

Diet and healthy eating

Obesity and weight

Exercise and activity

Sun and UV

HPV

Hormones

Harmful substances

▼ **Cancer controversies**

Air travel

Plastic bottles

What do the claims about plastics involve?

A group of hoax emails have been doing the rounds for a few years warning about the so-called dangers of plastic bottles, containers and films. The emails generally warn people about one or more of the following:

- freezing water in plastic bottles
- reusing plastic water bottles
- leaving plastic bottles in cars
- microwaving food in plastic containers or covered with plastic films



However, there is no convincing scientific evidence to back up these claims or to suggest that any of these products could cause cancer.

fastest-growing drinks industry, worth £1.2 billion a year.

Truths

- ▶ You can't catch cancer
- ▶ You can't get cancer from someone else

Russell Howard's Daily Mail song....





Contacting Your GP

- ▶ Your GP surgery is still open for business, and you are not wasting anyone's time by contacting them.
- ▶ If it is difficult to get an appointment – persevere. Cancer is a high priority, and GPs want to see you.
- ▶ Your first appointment might be by telephone or video chat. If the doctor feels a face-to-face consultation would be best, you may be invited to attend the surgery in person.
- ▶ Your doctor will decide the best option for you.

If something looks or feels unusual to you, speak to your GP.

Further Information

- ▶ Macmillan
- ▶ Cancer Research UK
- ▶ Coppafeel.org
- ▶ Breastcancer.org
- ▶ Prostate Cancer UK
- ▶ NHS.uk
- ▶ Leeds cancer.com
- ▶ Check us out on Leeds Cancer Awareness Facebook, Instagram and Twitter.