

September 2007

AN OUNCE

A CANADA-WIDE MOVEMENT TO ELIMINATE THE PREVENTABLE CAUSES OF CANCER

PREVENT
CANCER
NOW

IN THIS ISSUE:

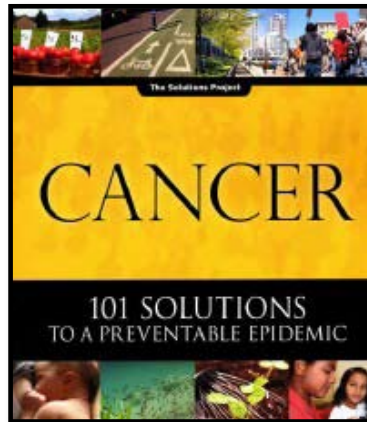
- ▶ [New Book on Cancer Prevention Released](#)
- ▶ [Conference Proceedings Now Available on Website](#)
- ▶ [In the News](#)
- ▶ [Membership Drive](#)
- ▶ [About Us](#)

CONTACT US

Prevent Cancer Now
192 Bolton Street
Ottawa, Ontario
K1N 5B3
phone: 613-482-8124

info@preventcancer.ca

www.preventcancer.ca



HOT OFF THE PRESSES —

CANCER — 101 SOLUTIONS TO A PREVENTABLE EPIDEMIC

By Liz Armstrong, Guy Dauncey, and Anne Wordsworth

HOW TO PREVENT CANCER BEFORE IT STARTS

This ground-breaking book provides solutions for everyone — from business to labour to government, practical tools for parents, youth, individuals, and action groups

What they're saying...

"This book sends an urgent wake-up call...Some may be challenged by the passion of this book, but no one can dispute the grounds on which it rests."

Dr. Devra Davis

"This book delivers on the promise of its title. It is a well-researched and comprehensive analysis of today's cancer epidemic. Its practical recommendations are illustrated by encouraging examples of successful initiatives that will surely inspire readers to action."

Hon. Ruth Grier, Former Minister of Environment and Minister of Health, Ontario

ORDER YOUR COPY NOW — a portion of the proceeds of sales through PCN's web site goes to support the advocacy and public education work we do on cancer prevention. [Click HERE](#) for more information on how to obtain your copy!

CONFERENCE PROCEEDINGS NOW ONLINE: CANCER: IT'S ABOUT PREVENTION. IT'S ABOUT TIME!

The proceedings of the conference are now available on the PCN website. Workshops and plenaries were recorded, and are available as MP3 files for a small fee that covers the cd and postage. You can order individual workshops or the whole set, which will be shipped on cd. Please [click here](#) to download MP3s.

Also on the website are the handouts and presentations from the various sessions. Please click here to link to the session handouts and presentations.

Thanks again to all who helped make the conference a great success!

IN THE NEWS:

Click on title to follow link to more information

[How cancer research dollars are spent — Quest for cure gets 56%, prevention just 2%](#)

By André Picard *Globe and Mail*
September 12, 2007

Canada spends at least half a billion dollars a year on cancer research, money that comes from a gamut of sources, from tax dollars to fundraising runs. But only 2 per cent of the research dollars go to bolstering prevention, compared with 22 per cent on improving treatment and 56 per cent on trying to unravel the biology and etiology of cancer, according to a new study by the Canadian Cancer Research Alliance.

[Fat, chance and cancer](#)

A dramatic increase in a deadly form of esophagus cancer linked to obesity suggests excess body fat is driving the disease. David

Whiteman, a senior research fellow at the Queensland Institute of Medical Research, said adenocarcinoma had increased five fold in the past 25 years in Australia — an “unprecedented” rise.

[Tangerine peel ‘kills cancer’](#)

A compound extracted from tangerine peel can kill certain human cancer cells, research shows. A team from Leicester School of Pharmacy found Salvestrol Q40 was turned into a toxic compound in cancer cells, destroying them.

[Experts Offer Tips on Lung Cancer Prevention](#)

People, especially smokers, should not rely on vitamin and mineral supplements to prevent lung cancer, say members of the American College of Chest Physicians in their second annual guide to lung cancer prevention, care and treatment. The new evidence-based guidelines also include a strong

statement opposing the use of low-dose CT scans for the general screening of lung cancer.

[Study shows avocados prevent mouth cancer](#)

Avocados may help prevent mouth cancer and reduce the growth of pre-cancerous cells, new research has revealed. Scientists at the Ohio State University claim that extracts from Hass avocados could kill oral cancer cells as well as arrest their growth. The researchers believe the fruit works because of its high level of phytochemicals — plant compounds thought to have health-protecting qualities, and often found in dark coloured fruits and vegetables. “We think these phytochemicals either stop the growth of pre-cancerous cells in the body or they kill the pre-cancerous cells without affecting normal cells,” said the lead author of the study, Steven D’Ambrosio.

PCN MEMBERSHIP DRIVE

If you haven’t joined us yet, please [CLICK HERE](#) and sign up now.

As a member of PCN, you will continue to receive “An Ounce”. In addition, you will soon see some exciting developments:

Action Areas – The newly expanded Board of Directors is reviewing your suggestions and action plans for issues to pursue and will be reporting on our future goals shortly.

Interactive Website – To help you all get involved, options for a new, discussion-friendly website are being explored. The site will provide a forum all of your good ideas and activities.

Membership Drive – Given the cancer rates in Canada, we are sure many more people want to get involved to Prevent Cancer Now. We hope to have 1000 members by the end of 2008, and are busy preparing a number of incentives to help bring people on board.

Fundraising Drive – Staff and volunteers are busy at work identifying sources of funding for our programs and communications initiatives. More on this in the coming months. In the meantime, if you are interested in helping kick-start our efforts, please consider making a donation, or better yet, becoming a monthly donor. Every little bit helps.

- If you sign up as a monthly donor of \$10 per month or more, you will get a free copy of the book, “*Cancer: 101 Solutions to a Preventable Epidemic*” — go to www.preventcancer.ca for more information on the book.

As our numbers grow, so too will our influence, as we work together to Prevent Cancer Now!

ABOUT PREVENT CANCER NOW (PCN)

Our purpose is to build and sustain a Canada-wide movement that will generate the resolve and the actions required to eliminate the preventable causes of cancer.

Our goals are:

- To create a broadly-based, national movement for cancer prevention and environmental health promotion encompassing environmental, labour, business, health, science, aboriginal, women's, children's, and other sectors of Canadian society.
- To work toward the eradication of environmental and workplace exposures to carcinogens and other health hazards that cause thousands of Canadians to become ill and die from cancers that could be prevented.
- To educate the public on the dangers of cancer-causing exposures, and actions that individuals, businesses, governments, and society as a whole can take to reduce or eliminate these exposures.
- To promote and improve existing and new federal, provincial and municipal legislation, standards, regulations, and policies that will protect both public health and the health of workers exposed to carcinogens on the job.
- To promote the use of the precautionary principle to protect Canada's people and environment from exposures that cause cancer and undermine immunity.
- To foster local, provincial, national, and international connections to broaden and deepen Canada's cancer prevention movement

THANK YOU FOR YOUR INTEREST IN CANCER PREVENTION

We hope you will join us in making cancer prevention a priority in Canada and around the world.

With your donation, Prevent Cancer Now will be a leading advocate for changing the way we all approach the cancer issue. Together, we can shift the focus from dealing with the tail end of the problem of cancer at the expense of preventing it.

PLEASE support our work so that we can continue to advocate for cancer prevention with government and other decision makers, to foster a growing network of groups and individuals sharing a common goal of prevention, and to bring together the latest research and experts at our national Cancer Prevention Conference in 2007.

Thanks so much, and keep in touch!

Angela Rickman
PREVENT CANCER NOW