

December 2007

# AN OUNCE

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



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## CONTACT US

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## SAFE COSMETICS CAMPAIGN

HELP US COLLECT 5000 NAMES BY JANUARY 15

**O**n November 16, PCN members joined **Breast Cancer Action Montreal (BCAM)** in taking action on labeling of personal care products. November 16<sup>th</sup> marked the first anniversary of legislation in Canada requiring the disclosure of ingredients in personal care products. One year on, however, Canadians are no better protected, as many of the ingredients are inadequately tested, and their effects are not known. For example, some of us might know that an ingredient in a bottle of sunscreen, Triethanolamine, has been associated with an increase in liver and kidney tumours in tests on mice, but most of us would not.

We need mutagens, carcinogens, or teratogens, and other harmful

substances out of the products we use every day. Until then, we must ensure that not only are ingredients disclosed on labels, but so are their health effects.

In January, Prevent Cancer Now and BCAM will present petitions calling on the government to do protect our health and support our right to know, but we need your help.

[Download a copy of the petition](#) (or many!) and collect signatures over the holidays, then mail it back to PCN by January 15<sup>th</sup>. Pass one around at your book club, post one in your local health food store, and bring one to your office party. Washing your hair shouldn't put your health at risk!

Together, we can make a big difference.

## Have a GREEN Season!



**T**his year, consider the impact your choice makes on the environment and our health. Packaging, wrapping, and unwanted gifts end up in landfill or being incinerated. Shipping goods long distances contributes to greenhouse gases and pollution.

There are many ways in which you, your friends and family can enjoy a sustainable holiday season. Here are some tips to help you make choices that will reduce your impact.

- Make sure, if you buy a tree, that you get it from a grower who does not use pesticides.
- Avoid receiving gifts you don't want or need by arranging to exchange "Gift Exemption Vouchers" with friends or loved ones.
- Don't buy gifts that are over-packaged!

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# PLEASE SUPPORT PREVENT CANCER NOW

**T**he holidays are a special time to share with loved ones and to remember those no longer with us. Almost everyone is affected one way or another by cancer. Some are joyfully celebrating another year of health, but others are not so lucky. Over the course of their lives, 1 in 2 men and 1 in 3 women will be diagnosed with cancer. In 2007, over 70,000 people died of cancer. That is just plain wrong!

Research tells us that most cancers are preventable, and this is what our work is focused on. Prevent Cancer Now is a young non-profit organization with a vision to eliminate the preventable causes of cancer. We have important work to do.

At the same time that gains in survival rates are being made through cancer treatment, the rates of childhood cancers are growing, so that cancer is the number two cause of death for children. Children are born with dozens of chemicals in their bodies that did not exist just two decades earlier, including toxic flame retardants from fabrics. Meanwhile, of the millions of dollars spent on cancer research each year, only 2% is devoted to primary prevention (as opposed to early detection, which many cancer organizations classify as "prevention".)

## **Prevent Cancer Now needs your support to carry out our important work to:**

- Advocate for cancer prevention with governments and other decision-makers. (Our goal is to increase research dollars spent on cancer from the current 2% to 50%.)

- Foster a growing network of groups and individuals who share the goal of cancer prevention.
- Educate the public on actions that individuals, communities, businesses, and governments can take to reduce or eliminate cancer-causing exposures.
- Bring together the latest research and expertise at national cancer prevention conferences (a process we started with our first conference in May 2007).
- Maintain a strong presence in the national and local media.

If you know someone who had to go through the ordeal of cancer treatment, or want to make sure your loved ones never have to, please join me at **Prevent Cancer Now!** As a member, you will receive:

- Access to practical information on how to eliminate carcinogens from your home, school, work and community
- Support for local environmental-health campaigns
- The chance to meet like-minded people at social activities and conferences
- Our quarterly e-bulletin on cancer prevention, *An Ounce*
- The knowledge that you are supporting a team of very committed people who are working hard to eliminate the preventable causes of cancer in Canada.

You can become a member by visiting us at [www.preventcancernow.ca](http://www.preventcancernow.ca) or by clicking [HERE](#). Individual memberships cost \$25 a year.

## **Give a donation**

Would you consider giving a donation in memory of a family member, friend or colleague? Prevent Cancer Now will send a card on your behalf acknowledging your thoughtful donation, and we will post your words on our website's Wall of Hope (*to be developed*). Please note that **Prevent Cancer Now** is in the process of becoming a registered charity. Until that is complete, we are unable to provide tax receipts.

## **Give membership to Prevent Cancer Now as a gift**

Consider giving someone who shares these concerns a membership in Prevent Cancer Now as a gift.

## **Become a monthly donor**

Would you also consider giving monthly, and becoming a Prevent Cancer Now Champion? You can arrange to have a monthly donation charged to your credit card, or you can donate by cheque.

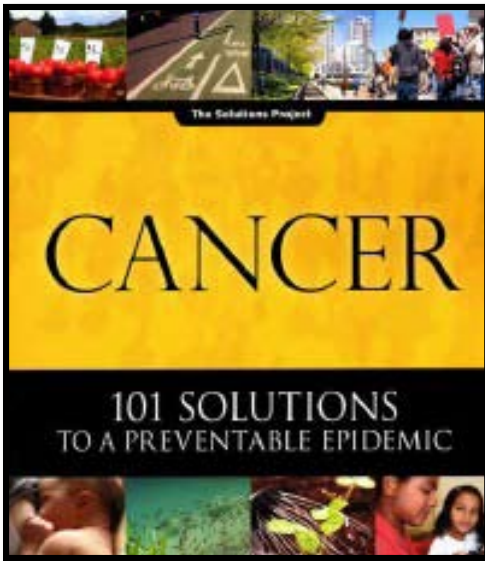
## **A thank you gift**

If you make a donation of more than \$100 or \$10 a month, we'll send you a free copy of **Cancer: 101 Solutions to a Preventable Epidemic** by Liz Armstrong, Guy Dauncey and Anne Wordsworth. (Retail value of \$27.95.)

There is so much that needs to be done if we are to eliminate the preventable causes of cancer. To act on what we know is possible, we need your help.

With kind wishes,

Angela Rickman  
info@preventcancernow.ca



# Cancer — 101 Solutions to a Preventable Epidemic

By Liz Armstrong, Guy Dauncey, and Anne Wordsworth

## HOW TO PREVENT CANCER BEFORE IT STARTS

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

**MAKES A GREAT GIFT — CHECK OUT THE SPECIAL PRICING ON OUR WEBSITE.**

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!

## IN THE NEWS:

[Click on title to follow link to more information](#)

### Working the graveyard shift can give you cancer

**L**ike UV rays and diesel exhaust fumes, working the graveyard shift will soon be listed as a “probable” cause of cancer. It is a surprising step validating a concept once considered wacky. And it is based on research that finds higher rates of breast and prostate cancer among women and men whose work day starts after dark. Next month, the International Agency for Research on Cancer, the cancer arm of the World Health Organization, will add overnight shift work as a probable carcinogen.

### CT Scans Raise Cancer Risk

**M**illions of Americans, especially children, are needlessly getting dangerous radiation from “super X-rays” that raise the risk of cancer and are increasingly used to diagnose medical problems, a new report warns. In a few decades, as many as 2 percent of all cancers in the United States might be

due to radiation from CT scans given now, according to the authors of the report. Some experts say that estimate is overly alarming. But they agree with the need to curb these tests particularly in children, who are more susceptible to radiation and more likely to develop cancer from it.

### [Consuming whole grains reduces cancer risk](#)

**N**ew research has revealed that having two portions of whole grains such as wholemeal bread and brown rice on a daily basis may almost halve the risk of developing pancreatic cancer. According to the research, carried out by the University of California, San Francisco, a diet rich in these ingredients and other whole grain foods could bring about a substantial reduction in the risk of developing this form of cancer. In the study of more than 2,000 men and women, a clear link between the amount of whole grains eaten and the chance of developing pancreatic cancer was revealed.

### [Urban women show higher breast density](#)

**W**omen who live in cities have denser breasts than those who live in suburban and rural areas, making them more likely to develop breast cancer, according to a study presented at the annual meeting of the Radiological Society of North America. Perhaps unsurprisingly, given the context of the presentation, the study was used to support increased mammograms.

### [Rising price of healthier food choices is putting good nutrition out of reach](#)

**A**s food prices rise, the costs of lower-calorie foods are rising the fastest, according to a University of Washington study appearing in the December issue of the Journal of the American Dietetic Association. As the prices of fresh fruit and vegetables have jumped nearly 20 percent in the past two years, the UW researchers say, a nutritious diet may be moving out of the reach of some.

## 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.

**W**e 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**

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- Consider making a donation to a good cause in your friend's or loved one's name, or give a membership to an organization you support — Prevent Cancer Now is a good start — **click here for more info!**
- Give a certificate for a service you can provide — free snow shoveling, gardening, or babysitting are all welcome to over-worked, stressed out friends.
- Don't be afraid to give second-hand — pass along a book you loved or a funky tea cup you found at a garage sale.
- Support local organic agriculture — give a gift certificate for fresh local produce to a CSA (Community Supported Agriculture) Farm or local Food Box Program
- Buy locally produced goods, artwork, and crafts.
- Tickets to a play or concert can help make happy memories.
- Re-use wrapping paper and gift bags, or use a pillow case tied with a ribbon for sweaters or bigger items
- Use LED lights for your decorating
- Thread popcorn and cranberries as decorations that the birds can enjoy after the holidays.
- Spend some time with those you care about!