



Canadian
Cancer
Society

BRITISH COLUMBIA AND YUKON

Preventing Cancer

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IAT 431 October 2013





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Every day,

60

British Columbians & Yukoners
are diagnosed with cancer.

cancer.ca



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Every day,

26

British Columbians & Yukoners
die from cancer.

cancer.ca



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Vision

Creating a world where no Canadian fears cancer.

Mission

The eradication of cancer and the enhancement of the quality of life of people living with cancer.



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Leads cancer **PREVENTION** initiatives

Funds outstanding cancer **RESEARCH**

Delivers trusted information and
compassionate **SUPPORT**

Is powered by **VOLUNTEERS**

And is funded by courageous **GIVING**

PREVENTION

About half of all cancers can be prevented through healthy living and policies that protect the health of everyone.





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The ULTIMATE Goal:

Healthy choices become easier choices in an enabling environment, ultimately reducing the number of preventable cancers.



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Think of it as ...
a philosophy



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Tobacco



Tobacco

- Smoking is the single biggest cause of cancer in the world killing 6000 BCers each year.
- Accounts for 30% of cancer deaths and 85% of lung cancers
- Second-hand smoke kills
- Hundreds of chemicals in second-hand smoke are toxic; more than 50 of them can cause cancer.



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High Risk Populations

- Youth
- Low education levels
- Aboriginal





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**Goal: reduce smoking rates in BC
from 14% to 9% by 2018**



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WHAT'S WRONG WITH THIS PICTURE?

Tobacco
should not
come in
**CANDY
FLAVOURS.**





1. Flavoured Tobacco

- Cigars, cigarillos, water pipes and chew tobacco in candy flavors
- Packaged to look like candy or lip gloss
- Low cost and candy flavor

- Who are tobacco companies targeting?
- Is this fair?



Regulation

- Gov' t of Canada banned candy-flavored cigarillos (1.4 grams or less) but gaps still exist...
 - Any cigarillo >1.4 grams is still on the market
 - Water pipes, shisha, hookah claim to offer herbal mixtures but often are sold with tobacco
 - Chew tobacco often packaged to look like gum or mints



2. Smoke-free Campuses

- Ban across UBC's campus

Why?

- No safe level of second-hand smoke exposure
- De-normalizes smoking and encourages smokers to cut back
- Provides healthy role models for children and youth
- Reduce litter and help out the environment
- Universities are leaders of change



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UNIVERSITY OF
ALBERTA



HOLLAND
COLLEGE

Prince Edward Island



DALHOUSIE
UNIVERSITY

Inspiring Minds

UBC Butt Count



OKANAGAN



THE NORTHERN ALBERTA
INSTITUTE OF TECHNOLOGY



THOMPSON RIVERS
UNIVERSITY



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3. E-cigarettes

YouTube CA

0:34 / 2:29



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TRENDING/ LINDSAY LOHAN LEAVES REHAB | SIMON COWELL EXPECTING BABY | LADY GAGA: R

NEWS/ Bruno Mars Invests in Electronic Cigarette Company

by Josh Grossberg

Thu., May. 30, 2013 11:54 AM PDT



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Twitter

Bruno Mars is smokin'—and we're not just talking about his live performances.

The "Grenade" crooner has announced he's investing in privately owned electronic cigarette company, NJOY, after recently acquiring a taste for its product.

In a statement to E! News, Mars offered a ringing endorsement of the nicotine booster, which doesn't give off any tobacco smoke or odor.

WATCH: Baby Bruno Mars teaches Pauly Shore how to dance!

"I've been using NJOY Kings instead of cigarettes these days, and I'm sticking to it," the 27-year-old popster said. "I believe in the product and the company's mission."

A few weeks ago, he also [tweeted](#) about his hankering for an e-cig along with a [pic](#) of him holding one.

"Day 1 E-Cig, Gotta do it!!! This is for you mom," he wrote.

PHOTOS: These stars enjoy regular ciggies





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Why might this be a health concern?

- Marketed as smoking cessation or tobacco replacement
- Benefits and risks of e-cigs are uncertain as they have been poorly studied.
- Re-invigorating popularity of tobacco use



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Tanning is Out

cancer.ca



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Tanning Gone Bad. Tanning Is Out



Tanning Gone Bad. Tanning is Out.





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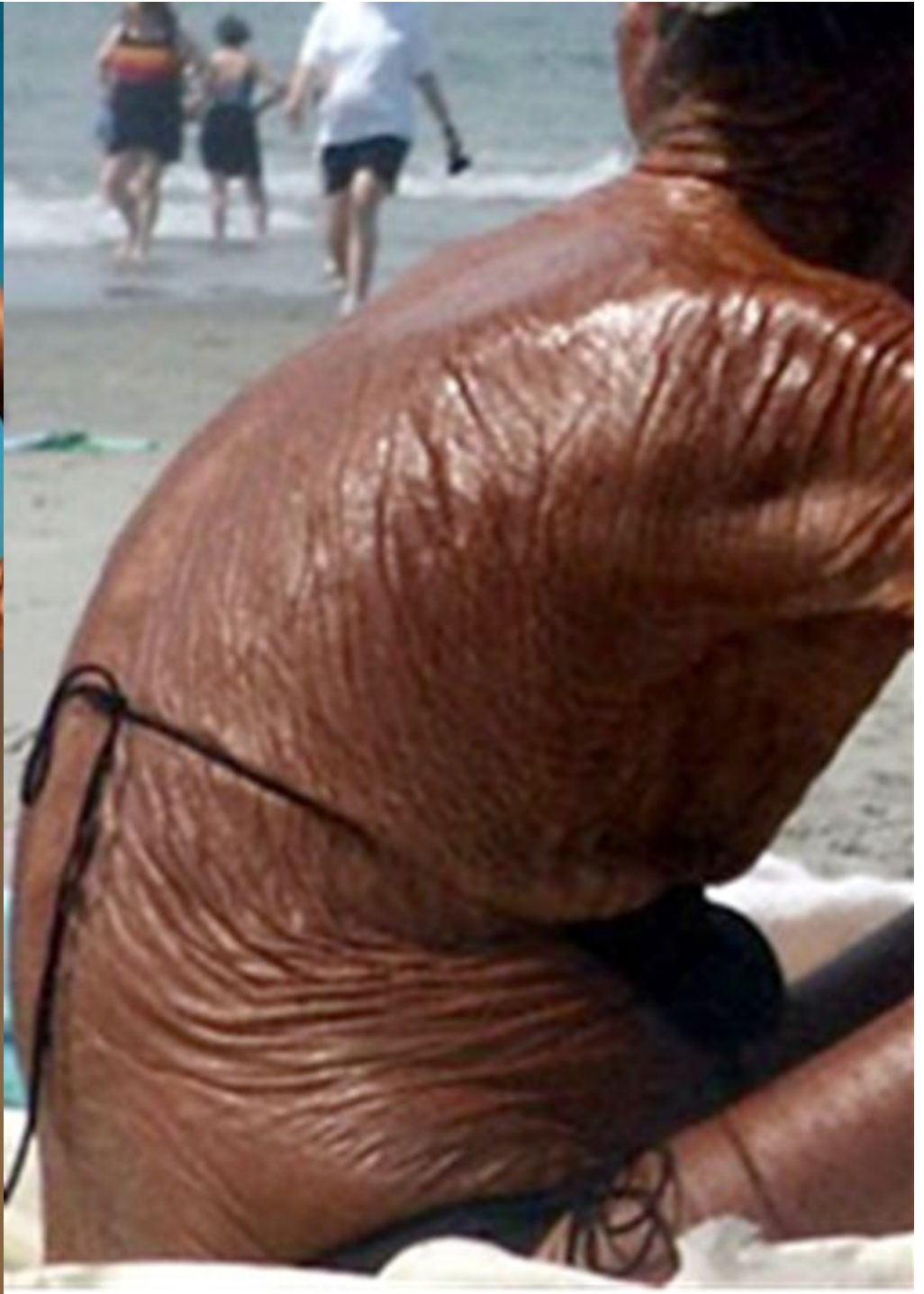
Skin cancer is the most common form of cancer in Canada – and is mostly preventable.



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What influences our tanning behaviors?





True or False

Having a tan is healthy.

False. When your skin colour changes, it's damaged and that can lead to premature aging and skin cancer.

Sun damage is only temporary.

Sun damage adds up over time. The skin can repair superficial damage like the redness and soreness of sunburn, but the underlying damage remains. It may take 10 to 30 years for cancer to develop from repeated exposure.



True or False

A high SPF sunscreen is all you need to protect yourself from the sun.

Sunscreen alone doesn't offer complete protection from sun damage. Sunscreen is only one part of effective sun protection.

- Reduce sun exposure between 11- 4pm or when the UV index is 3 or more
- Stay in the shade
- Wear loose fitting clothing, a wide-brimmed hat and sunglasses



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True or False

People with dark skin can't get too much sun

While people with light coloured skin are at a greater risk for developing melanoma, people with dark skin also increase their cancer risk by being exposed to the sun and indoor tanning beds. People with dark skin should practice the same sun sense behaviours at all times.



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True or False

Getting a base tan protects skin from the sun.

A tan offers almost no protection from sunlight or burning. Some tanning beds can expose you to 5 times more radiation than the sun. Tanning beds do more harm than the sun.



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**TANNING
IS OUT**





What you should watch for

- A birthmark or mole that changes shape, colour, size or surface
- New growths on your skin – pale, pearly nodules that may grow larger and crust or red, scaly, sharply defined patches
- A sore that doesn't heal
- Patches of skin that bleed, ooze, swell, itch or becomes red or bumpy
- Check your skin regularly!



Melanoma & Non-melanoma

Melanoma

- mostly preventable
- most common form of cancer for people between the ages of 15-29
- Melanoma is the most **serious** type of skin cancer.

Non-melanoma

- 81,300 new cases of non-melanoma skin cancer diagnosed in Canada in 2012.



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How can we de-popularize tanning?

<http://myonething.ca>

Video: What if tanning was out?



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Asbestos



What is Asbestos?

- Fibrous minerals that are extremely durable, heat-resistant and inexpensive.
- Was used extensively in construction and other industries
- Banned in 90's but...
- Still exists in many buildings and products today





Asbestos & Cancer

- People are exposed to asbestos by inhaling fibres in the air they breathe
- No safe exposure to asbestos; even low levels of exposure can increase cancer risk
- Lung cancer, mesothelioma, laryngeal cancer, ovarian cancer and possibly others.
- Using tobacco products and being exposed to asbestos greatly increases your chances of lung cancer

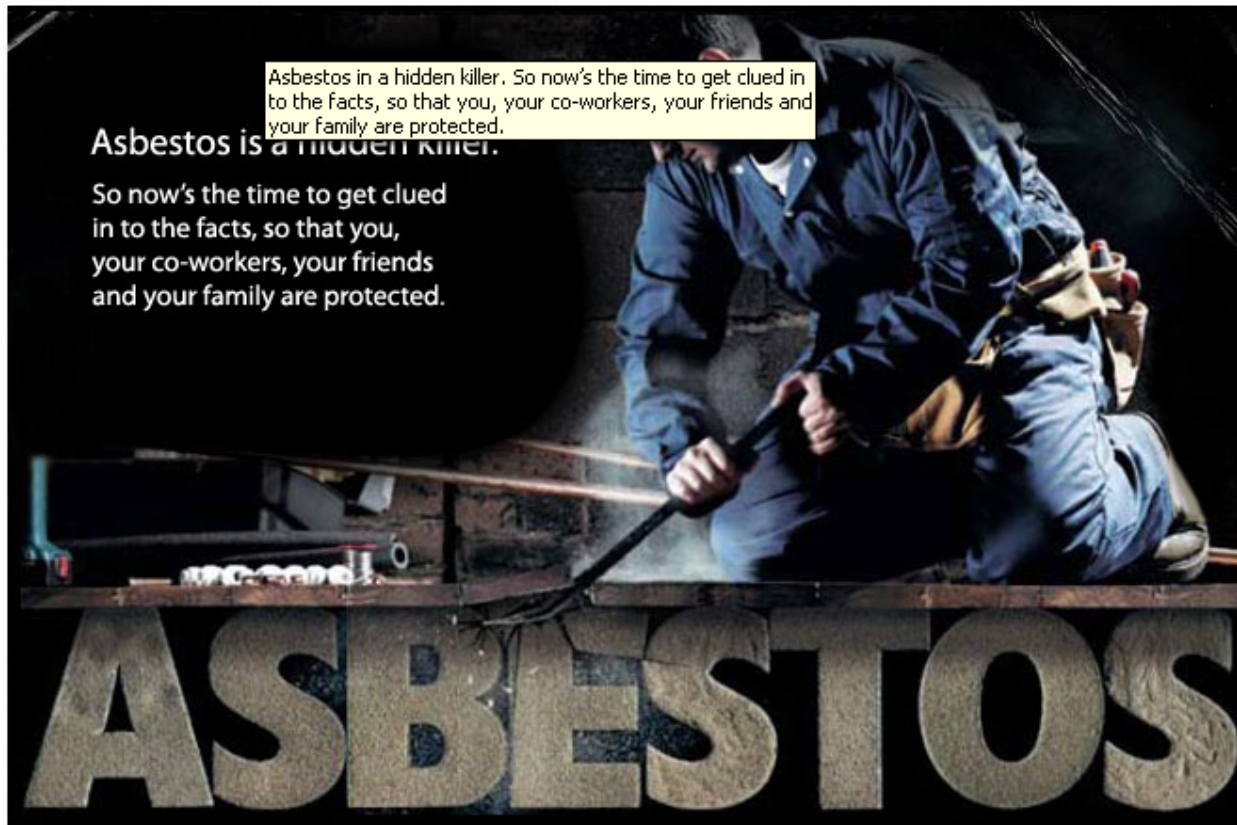


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Who might be at risk for asbestos exposure?



Asbestos is a hidden killer. So now's the time to get clued in to the facts, so that you, your co-workers, your friends and your family are protected.

Asbestos is a hidden killer.

So now's the time to get clued in to the facts, so that you, your co-workers, your friends and your family are protected.



Common uses of asbestos

Examples of where asbestos is frequently found.

TAKE A LOOK



Paul Douglas

The oncologist said "Go home, do your paperwork. You've got three to six months to live."

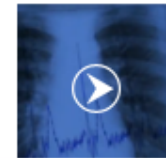
LEARN MORE

Resources

[Asbestos video](#)

[FAQs for homeowners](#)

[Contact us](#)



What if I'm exposed?

Find out what you can do if you're exposed to a hazardous substance like asbestos.



LEARN MORE

Where is it found?

Find out where asbestos can be hiding in your house.



GET SEARCHING





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What ideas do you have?

- Flavored tobacco
- Smoke-free campuses
- E-cigarettes
- Tanning is Out
- Reduce Asbestos Exposure



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Questions?

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More information

cancer.ca (Cancer Information and Statistics)

myonething.ca (Cancer Prevention)

facebook.com/tanningisout