Building a healthier tomorrow: 
*The power of prevention to create a world with more birthdays*

John R. Seffrin, PhD
Chief Executive Officer, American Cancer Society
The particular objects for which the corporation is to be formed are as follows: To collect, collate and disseminate information concerning the symptoms, diagnosis, treatment and prevention of cancer; to investigate the conditions under which cancer is found; and to compile statistics in regard thereto."

-- Mission statement, from certificate of incorporation, 1922
The American Cancer Society ... *Today*

- Largest voluntary health organization dedicated to fighting cancer
- Corporate Center in Atlanta with 11 geographic Divisions across the US
- Working in more than 5,100 communities and around the world to save lives by helping people stay well, get well, find cures, and fight back
- Volunteer grassroots army of more than 3 million; staff of 6,000 nationwide
- Available 24 hours a day, 365 days a year with information and support at 1-800-227-2345 and cancer.org
Facts of life ... or death ... about cancer

1. How cancer develops is no longer a mystery ... either in how it develops in a person or how it becomes an epidemic in a population.

2. Most human cancer (considerably more than one-half) could be prevented throughout a normal human life span.

3. Most cancer illness, suffering, and death could be avoided throughout a normal human life span.

4. When faced with terminal cancer, state-of-the-art care at end of life results in death with dignity for most cancer patients.
Facts of life ... or death ... about cancer

5. Further reductions in the overall cancer mortality rates will have a significant beneficial effect on the US economy.

6. Cancer can be brought under control as a major public health problem in the United States early in this century if we do the right things.

7. If we fail to intervene with state-of-the art knowledge and proven interventions (both medical and public health), cancer will inevitably become the leading cause of death in the United States by 2018.
Facts of life ... or death ... about cancer

8. Today, cancer is potentially the most preventable and the most curable of the major chronic, life-threatening diseases facing Americans ... if we do the right things.
Cancer in the US, 1990-2008:
Survival Rising,
Mortality Decreasing

Cancer ... Today

Data from the National Cancer Institute on estimated number of cancer survivors and age-adjusted cancer deaths per 100,000 people
Total Number of Cancer Deaths Averted

Total: More than 1.3 million cancer deaths averted

From 1991 to 2010 in Men and from 1992 to 2010 in Women
How Can We Continue this Progress?

Prevention

Research

Access
The Power of Prevention

- Prevention is the best policy
- Prevention is a “best buy”
- Prevention is the best cure
- Prevention is best for the economy
The Cancer Link

• **1 in 3** cancer deaths are due to nutrition and physical activity factors, including overweight and obesity.
• Leading modifiable cancer risk factor for people who don’t use tobacco.
• Being overweight also increases risk for cancer recurrence & decreases likelihood of survival for many cancers.
## The Cancer Link: BMI

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Established</td>
<td>Probable</td>
</tr>
<tr>
<td>Colon/rectum</td>
<td>Gall bladder</td>
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<tr>
<td>Kidney</td>
<td>Liver</td>
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<tr>
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<tr>
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<td>Prostate</td>
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Source: American Cancer Society. *Cancer Prevention & Early Detection Facts & Figures 2013*
ACS Cancer Prevention Guidelines

Recommendations for individuals:

- Achieve and maintain a healthy weight.
- Adopt a physically active lifestyle.
- Consume a healthy diet, with an emphasis on plant foods.
- Limit consumption of alcoholic beverages.
Recommendations for communities:

- Increase access to affordable, healthy foods in communities, worksites, and schools.
- Decrease access to and marketing of foods of low nutritional value, particularly to youth.
- Provide safe, enjoyable, and accessible environments for physical activity in schools and worksites, and for transportation and recreation in communities.
But even though we know what to do, so often …

... we’re not doing it.
Prevalence of Self-Reported Obesity Among US Adults

Trends in Childhood Obesity


- 2 to 5 years
  - NHANES I (1971-74)
  - NHANES II (1976-80)
  - NHANES III (1988-94)
  - NHANES 1999-2002
  - NHANES 2003-06
  - NHANES 2007-08

- 6 to 11 years
  - NHANES I (1971-74)
  - NHANES II (1976-80)
  - NHANES III (1988-94)
  - NHANES 1999-2002
  - NHANES 2003-06
  - NHANES 2007-08

- 12 to 19 years
  - NHANES I (1971-74)
  - NHANES II (1976-80)
  - NHANES III (1988-94)
  - NHANES 1999-2002
  - NHANES 2003-06
  - NHANES 2007-08
The Power of Schools

- Schools are where children and teens spend half their time, and consume at least $\frac{1}{3}$ of their daily calories, during the school year.

- ACS and ACS CAN are strong supporters of robust school policies that create healthy, supportive learning environments and help establish lifelong healthy behaviors.
Coordinated School Health

• 1992: ACS sponsored a major National Youth Summit that resulted in a national plan for improving school health education

• Led to development of National Health Education Standards (NHES)

• We were instrumental in providing NHES implementation training in more than 40 states, which now use the NHES as the framework for school health education requirements.
Advocating for Healthier Schools

Four key issues where we can make a difference:

1. Increasing **funding** for NuPA research and programs – at all levels of government
2. Strong school **nutrition** standards
3. Reducing **marketing** of unhealthy foods and beverages, especially to youth
4. **PE** and physical activity in schools
1. Increasing Funding

Protect and Increase Funding for Research and Programs

- NIH and CDC appropriations
- Prevention and Public Health Fund
- Community Transformation Grant program
- State government appropriations
2. Nutrition Standards

Strong federal standards provide a baseline:

• Updated national standards for lunch took effect recently

• First minimum national standards for competitive foods and beverages will take effect in Fall 2014

• States and localities can still enact stronger standards
3. Food Marketing

- Reduce marketing of unhealthy foods and beverages
- Promote healthy foods and beverages
- Particularly focus on youth
4. Physical Education

ACS CAN advocates for more frequent, quality physical education in all K-12 schools.

- Increased time requirements: >150 minutes/week for elementary; > 225 minutes/week for middle and high schools
- Increase percentage of class time students are physically active (> 50%)
- Supplement (but not replace) with additional school-based physical activity
Relay Recess and Relay Field Day

• An opportunity to unite students, school personnel, and parents to create a world with more birthdays

• Brings cancer education and community service to the classroom in a fun and exciting way

• Gives students the chance to get out of the classroom and have fun with entertainment and activities that reinforce what they have learned

• Unique and customizable to the host school
Cancer ... *Tomorrow*

*What is the Quickest Way to More Birthdays?*

A. Prevent preventable cancers.

B. Treat those that are treatable and curable.

C. Fix the fixable within health care systems.

D. Provide state-of-the-art care and palliation to all those who need it.
Products/Tools That Will Help Us Get There

- Human genome mapped
- Framework Convention on Tobacco Control
- Platforms
  - ACS CAN
  - NCD Alliance
- Advocates
- Vaccines
- Best buys
- Targeted therapies
Cancer ... Tomorrow

1,000 lives/day in the U.S.

10,000 lives/day worldwide
We save lives and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org  |  1.800.227.2345

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