

# A decade of success

Over the last 10 years WCRF UK has leapt forward with our cancer prevention research, linking diet, weight and being active to cancer risk. Here we share some of the highlights.



**October 2001**  
**Biggest ever review**  
 We announced WCRF UK would fund the most comprehensive report on diet, physical activity and cancer prevention research. Our Second Expert Report was published six years later.



**May 2004**  
**Spreading the message**  
 WCRF UK launched its first national annual Cancer Prevention Week in May 2004 to take our research and cancer prevention message to the public. This is now an annual part of our education programme: each year we educate people about healthy living on *Fruity Friday*.



**January 2007**  
**Continuing research**  
 Work started on the Continuous Update Project. This project will continuously collect and analyse all the evidence relating to diet, physical activity, weight and cancer, which will keep our cancer prevention advice and research up-to-date into the future.



**August 2008**  
**Daily fry-up serves up cancer risk**  
 WCRF UK showed in the Second Expert Report that eating just 150g of processed meat a day – the equivalent of about two sausages and three rashers of bacon – increases bowel cancer risk by 63 per cent.



## On course for the future . . .

As well as updating our science findings in our **Continuous Update Project** and continuing to fund **new research**, we also launched a new educational programme – **the WCRF International Academy** – in 2009. Activities will vary from a one-day workshop on a particular area of cancer prevention through to longer in-depth courses. The aim of the Academy is to provide educational materials and activities for various audiences, ranging from scientists to the general public, about the importance of healthy living for reducing cancer risk.

WCRF International contributed to a two-week International Course in Nutritional Epidemiology at Imperial College, London, in September 2009 as part of the Academy initiative. Many epidemiological studies observe groups of people over time and relate characteristics, such as their diet or physical activity levels, to their later risk of disease. This work can show us what changes to diet and lifestyle could reduce cancer risk. Together with other types of research, these studies can help us to make recommendations which can reduce the risk of cancer on a national or global level.



The course included lectures by some of the world's leading experts and 34 places were offered to postgraduates specialising in this field. WCRF International offered six funded fellowships to outstanding applicants. Dr Panagiota Mitrou, Science and Research Programme Manager, said: "The WCRF International fellowships show our commitment to educating promising scientists and developing lifelong relationships with future leaders in diet and cancer research."

September 2009

## Supporters are key to WCRF UK's success



Muriel Hirst, who celebrated her 80th birthday in June, has a lifelong interest in cancer prevention research. This is why she recently decided to fund WCRF fellowships on the Nutritional Epidemiology course. Muriel (pictured above, centre, with the funded fellows) has been a WCRF UK supporter for nearly 20 years and is a devoted advocate of healthy living to help prevent cancer.

"I understand the importance and impact that this course will have in educating prospective researchers in the field of cancer prevention," says Muriel. "I get great pleasure from supporting worthwhile projects, especially in this case as I have had the opportunity to meet the six funded students who have benefited from the training this course provided."

Her interest in cancer research was prompted by incidences of the disease in her own family. Her elder brother developed prostate cancer before passing away in 1994. Earlier this year she honoured the memory of her niece, who battled with cancer for a number of years, by setting up a Forever Fund allowing WCRF UK to support research to help prevent cancer in others.

Muriel still tries to be active in her everyday life. Despite suffering some trouble from arthritis, she spends time looking after her garden. "As I'm not as active as I once was, I realise it is important that I eat a healthy diet and avoid putting on any weight. I try to eat vegetables, such as carrots and greens, and I visit the country market every Friday to buy fresh fruits and vegetables."

2000



WCRF UK started its support of the Boyd-Orr cohort in 2002. This is a very important study group that explores diet and weight change in children and how these affect cancer risk in later life.

October 2002

In 2007 a **WCRF UK-funded study showed a high red meat intake in the diet might increase bowel cancer risk due to haem, an iron-containing compound which gives red meat its colour.**



**Expert advice**  
 Our Second Expert Report brought together and evaluated research from thousands of relevant studies. Compiling the report involved over 100 scientists from 30 different countries. This allowed us to publish our 10 Recommendations for Cancer Prevention. There were press launches in London, Washington DC and Hong Kong.

November 2004

**Join up for prevention**  
 WCRF UK joined forces with 10 other organisations to launch the National Prevention Research Initiative (NPRI), which pledged to spend £11 million on preventative research. In 2008, a commitment was made by the NPRI, now comprising WCRF UK and 15 other organisations, to provide a further £12 million towards research.

**"Walking an extra 2,000 steps and reducing energy intake by as little as 100 calories a day could eliminate 90 per cent of the population's weight gain." Professor Mike Lean, University of Glasgow, WCRF UK conference, 2006**

**Policy for prevention**  
 The launch of the WCRF/AICR Policy Report was the most read story on the BBC News website in February. In the report we recommended policies and effective actions for all, from individuals to governments, on how to achieve public health goals.

February 2009

**Ham off the menu**  
 We educated parents across the nation about the link between processed meats and cancer. We were a top news story, featured on TV programmes such as *BBC Breakfast News* and the *News at Ten*.

August 2009

**Our Policy Report included the percentages of common cancer cases that could be prevented. In the UK about 42 per cent of breast cancer cases, 43 per cent of bowel cancer cases and 33 per cent of lung cancer cases could be prevented by eating healthily, maintaining a healthy weight and being active.**



## FREE OFFER!



*This booklet will show you how eating a healthy, balanced diet can reduce your cancer risk. See page 2.*

2010 and beyond...