Dear reader,

Cancer. It’s a word we often avoid saying, let alone thinking about. And as men, we are less likely to do things for the good of our health than women (according to the statistics anyway). But by taking action now, you can make cancer less likely in your future.

As a doctor, I’m still amazed that so many people don’t know that their lifestyle has an impact on their risk of getting cancer – instead, cancer is seen as either unavoidable or something that ‘won’t happen to me’.

But it is worth thinking about. We are not powerless against cancer. In fact, if everyone in the UK followed World Cancer Research Fund’s recommendations on diet and lifestyle, around 80,000 cases of cancer could be prevented every year. That’s nearly a full house at Wembley Stadium.

If that’s a crowd you want to be part of, this booklet is a great place to start. Written with you and me in mind, it looks at what we men are most at risk of and gives tips that are more likely to fit with our lives and how we like to spend our time.

Read this booklet and start taking steps to improve your odds of a healthier, cancer-free future.

Kindest regards

Professor Martin Wiseman
Medical Doctor and Medical and Scientific Adviser, World Cancer Research Fund
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Men’s health – the facts

67% of men aged 20 or over in the UK are classified as overweight or obese (2014)

1/3 of the most common cancers could be prevented if everyone ate a healthy diet, maintained a healthy weight and was physically active

MEN ARE 14% more likely to develop cancer than women

Cancer is the leading cause of death in men (England and Wales, 2013)

About 14% more likely to develop cancer than women
1 in 10 men drink more than the government’s weekly recommendation in one day – that’s equal to 7 pints of beer (2014)

Only about 5-10% of all cancers result from specific inherited genes

Prostate, bowel and lung cancer are the most common cancers among men, making up more than half of all cancers developed in the UK

Only 25% of men eat the recommended 5 a day (2013)
Common cancers in men

Please note: having any of the symptoms described below doesn’t mean that you have cancer, but it’s best to visit your GP and get checked out. It’s also a good idea to find out if any types of cancer run in your family, and to speak to your GP if you are concerned.

1 **Prostate cancer**
   About 47,200 new cases in UK men a year
   Possible symptoms: weak or reduced urine flow; need to urinate frequently; difficulty or pain passing urine; blood in urine or semen.
   Lifestyle risk factors: there is strong evidence that being overweight increases risk of advanced prostate cancer.
   Early detection: men aged 50 and over can have a PSA test (which measures prostate-specific antigen in the blood) if they have discussed it with their GP. It is an initial test for helping diagnose prostate cancer but raised levels can also be caused by other conditions: [www.cancerscreening.nhs.uk/prostate](http://www.cancerscreening.nhs.uk/prostate)

2 **Lung cancer**
   About 24,400 new cases in UK men a year
   Possible symptoms: a cough that lasts for more than three weeks; coughing up blood; unexplained weight loss; shortness of breath; chest pain.
   Lifestyle risk factors: smoking causes almost 90 per cent of lung cancers, so the most important thing you can do to reduce your risk is to not smoke or to give up smoking.

3 **Bowel cancer**
   About 23,350 new cases in UK men a year
   Possible symptoms: bleeding from the back passage; abdominal pain; change in bowel habit; a lump in abdomen.
   Lifestyle risk factors: a diet high in red meat; drinking alcohol (especially harmful if combined with smoking); eating processed meats; being overweight; smoking; being inactive; a diet low in fibre.
   Early detection: the NHS Bowel Cancer Screening Programme provides screening for all men aged 60 and over: [www.cancerscreening.nhs.uk/bowel](http://www.cancerscreening.nhs.uk/bowel)
4 **Bladder cancer**  
*About 7,450 new cases in UK men a year*  
Possible symptoms: blood in the urine (but this isn’t always visible); sudden or frequent need to urinate; pain when you urinate. These symptoms are more commonly caused by a urine infection, but it is important to get checked out by your GP.  
Lifestyle risk factors: smoking; some occupational exposures, such as metalworking; and possibly a diet low in vegetables and fruit.

5 **Kidney cancer**  
*About 7,300 new cases in UK men a year*  
Possible symptoms: no obvious symptoms in early stages. Blood in the urine may be detected.  
Lifestyle risk factors: being overweight; smoking. Heavy use of painkillers, like ibuprofen, may also be a risk factor.

6 **Mouth and throat (pharynx and larynx) cancer**  
*About 7,250 new cases in UK men a year*  
Possible symptoms: ulcers that won’t heal; soreness in the mouth or tongue; red or white patches in the mouth or throat; discomfort when chewing or swallowing; a lump in the lip, mouth or throat.  
Lifestyle risk factors: smoking or chewing tobacco; drinking alcohol (especially harmful if combined with smoking); a diet low in vegetables and fruit. Exposure to human papilloma virus (HPV), which can be transmitted through oral sex, may also be a risk factor.  
Early detection: visit your dentist regularly and ask them to check for any early warning signs.

7 **Malignant melanoma**  
*About 7,150 new cases in UK men a year*  
Possible symptoms: a mole that has increased in size, changed shape (especially with an irregular edge), become darker in colour, has become itchy, inflamed or started bleeding; or the development of a new mole or skin change.  
Lifestyle risk factors: ultraviolet light from sun exposure or sunbed use.  
Early detection: get any changes to your skin or moles checked out by your GP.
Cancer prevention checklist

Many people think that cancer is the result of our genetics or bad luck, but science has shown that we aren’t powerless against cancer. About a third of the most common cancers could be prevented if we all:

- Stayed active
- Ate less high-calorie processed foods, like crisps, chocolate and fried foods
- Drank less sugary drinks, like cola
- Ate more greens and grains, like vegetables, fruit, wholegrains and pulses (beans, peas and lentils)
- Ate less red meat and avoid processed meat, like bacon and ham
- Drank little, if any, alcohol
- Ate less salt and salty foods
- Kept a healthy weight

Take action for your health

No doubt you will already be doing some of the points in the checklist. For others, making small adjustments to your lifestyle could make a big difference to your health.

Take the quiz on the next page to see how healthy your lifestyle is right now. Then keep reading to work out what changes you could make to help you towards a healthier, cancer-free future.
**How healthy are you?**

1. How often are you active for 30 minutes or more a day? Any activity that raises your heart rate and makes you breathe deeper counts, and the 30 minutes don’t have to be done in one go.
   a) Most days
   b) 3–4 days a week
   c) Less than 3 days a week

2. How many portions of fruit and vegetables (80g, or a large handful) do you eat a day?
   a) 5 or more
   b) 3–4
   c) 2 or less

3. How often do you eat red meat (beef, pork, lamb)?
   a) I don’t eat red meat; or up to 3 times a week
   b) 4–5 times a week
   c) Every day

4. Do you add salt to your food?
   a) No
   b) Yes, but I am trying to cut down
   c) Yes

5. When you’re thirsty, what do you tend to drink?
   a) Water or unsweetened tea or coffee
   b) Vary between a) and c)
   c) Sugary soft drinks like cola or energy drinks; fruit juice; or tea or coffee (with sugar)

6. How much alcohol do you drink? One drink equals a small glass (125ml) of wine, half a pint of beer, or a single measure of spirits.
   a) I don’t drink alcohol; or only 1 or 2 drinks occasionally
   b) Up to 7 drinks a week
   c) 8 or more drinks a week

7. Do you smoke?
   a) No
   b) Yes, but I am trying to give up
   c) Yes

8. Do you know your weight and Body Mass Index (BMI)?
   a) Yes, I am a healthy weight
   b) Yes, I need to lose weight
   c) No

**How did you score?**

**Mostly As**
Well done, you seem to be living a healthy lifestyle already. Keep reading for extra tips and suggestions to help you maintain your health.

**Mostly Bs**
You’re on the right track, but there’s room for improvement. Keep reading to see what else you can do to be healthier and reduce your cancer risk.

**Mostly Cs**
Your lifestyle needs improvement. Even making small changes could make a big difference to your health and your risk of developing cancer. Keep reading to see how easy it can be.
Stay active

Life can often get in the way of staying active. But making time for physical activity is important for your health. Doing at least 30 minutes of moderate to high intensity physical activity every day can reduce your risk of cancer as well as help you maintain a healthy weight and feel great. Whatever your age or level of fitness, it is never too late to start.

The facts on activity

➢ One in 5 men do less than 30 minutes of activity a week (England, 2012).

➢ About 1 in 8 cases of bowel cancer in the UK could be prevented by being active for 30 minutes a day at least five times a week.

➢ Activity helps move food through your digestive system more quickly, reducing the amount of time that any cancer-causing substances are in contact with the lining of the bowel.

➢ Activity burns calories so can help to reduce the amount of body fat you carry, which is linked to several types of cancer.

➢ Being active can lower insulin resistance (a condition where the hormone insulin becomes less effective at lowering blood sugar levels) which has been shown to have a role in cancer development.

Challenge yourself to get active

Aim to be active for at least 30 minutes every day. If that sounds like a lot, remember, it all adds up. Three bursts of 10 minutes still count.

Keeping a personal activity diary is a great way to see how active you are at the moment and to work out where and when you could fit in more activity. Download and start filling in your free Physical Activity Diary today:

wcrf-uk.org/uk/here-help/publications-and-resources
Practical tips for getting active

▶ **Active transport.** Rather than using public transport or driving to work, try cycling, jogging or even power walking for part or all of your journey.

▶ **Be proactive.** Make small adjustments to your normal routine like taking the stairs; walking up the escalator; or getting up to talk to a colleague.

▶ **Lunch break.** If you work in an office, use your lunch break to get active. Maybe you have a gym nearby where you can go for a swim or attend a class, or simply stick on your trainers and go for a run? Bringing in your lunch makes this even easier.

▶ **Keep it fun.** An activity you enjoy is much easier to stick to. Inviting a friend, family member or colleague for a game of tennis or to join you for a jog can make it more fun for you and help make them healthier too.

Other pros of being active

▶ Reduces risk of heart disease, stroke and Type 2 diabetes
▶ Eases symptoms of arthritis
▶ Reduces risk of depression and anxiety
▶ Reduces risk of cognitive decline and dementia
▶ Improves balance
▶ Helps lower blood pressure
▶ Improves blood cholesterol levels
Mix up your movement

Being active doesn’t just mean going for a run. There are three basic types of physical activity: cardiovascular (‘cardio’) activity, strength training, and stretching. Each one helps your body in a different way so for the best result, aim to include all three in your routine.

Cardiovascular activities

Activities that raise your heart rate and make you breathe deeper for a period of time.

- **Frequency:** Fit in some cardiovascular activity every day.
- **Intensity:** Aim for moderate (where you are still able talk) to vigorous (where talking becomes difficult and you might be out of breath).
- **Time:** 30 to 60 minutes. This can be all in one go or spread throughout the day.
- **Type:** Includes brisk walking, jogging, playing football or squash, cycling and swimming.

Strength training

Activities that work your muscles against weight or resistance to increase strength.

- **Frequency:** Two or more days a week.
- **Intensity:** You should be able to complete eight to 12 repetitions of each exercise.
- **Time:** 20 to 30 minutes, exercising a range of muscle groups within this time.
- **Type:** Includes using free weights, weight machines or exercises that use your own body weight, such as doing press-ups. Remember to work all the major muscle groups across the week (abdomen, arms, back, chest, gluteal muscles, legs and shoulders).
Stretching

Stretching is important for improved flexibility and balance. Aim to include exercises that work your joints through their full range of motion as part of your exercise routine. These exercises tend to be gentle so they don’t count towards your recommended 30 minutes of activity.

Warming up

It’s important to warm up before doing any exercise. Gentle exercises, like jogging, warms up the muscles and joints so there’s a lower risk of injury, particularly from strength exercises and stretching.

Feel the burn

Here is a rough guide to how many calories you would burn during 30 minutes of physical activity*:

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<th>Calories</th>
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<tr>
<td>Swimming</td>
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</tr>
<tr>
<td>Jogging</td>
<td>290</td>
</tr>
<tr>
<td>Gardening</td>
<td>170</td>
</tr>
<tr>
<td>Weight training</td>
<td>140</td>
</tr>
<tr>
<td>Cycling</td>
<td>330</td>
</tr>
</tbody>
</table>

*Based on the average UK man, weighing 83.6kg (13st 2lb)

Check out how many calories your favourite exercise burns: www.wcrf-uk.org/exercise-calculator
Eat well

Looking at what you put on your plate at mealtimes is a simple way to start checking if what you eat could be healthier. For a healthy, balanced meal, at least three-quarters of your plate should be made up of vegetables, beans and grains. So rather than being an afterthought, make greens the focus of your meals.

Vegetables and fruit – fresh, frozen, dried, and canned in water or natural juices all count
Grains and cereals eg. rice, oats, pasta, bread, cous cous and unsweetened breakfast cereals – opt for wholegrain varieties
Pulses eg. lentils, chickpeas and beans
Root vegetables eg. sweet potatoes and squash

Meat and other protein foods

Red meat – eating 500g or less (cooked weight) a week will reduce your cancer risk. Read more on pages 16-17
Poultry
Game
Fish
Eggs and dairy – opt for low-fat versions
Nuts
Meat-substitutes eg. tofu and Quorn

The link between plant foods and cancer

They provide vitamins, minerals and phytochemicals, which keep us healthy and help protect cells in the body from damage that may lead to cancer.

They can help you to stay a healthy weight as they are relatively low in calories and contain fibre which can help keep us fuller for longer.

Eating fibre-rich, wholegrain foods such as wholegrain bread, brown rice and pasta, and oats, decreases your risk of bowel cancer.
Practical tips for fitting in your 5 A DAY

Eating five portions of vegetables, fruit and pulses a day may seem like a challenge. Here are some tips to help you succeed:

- **Breakfast boost.** Add chopped banana or berries to your cereal or porridge; or try grilled mushrooms, tomatoes and spinach as part of a healthier cooked breakfast.

- **Stir in spinach.** Add a large handful of spinach to a hot bowl of soup or stew. The heat is enough to cook it so it doesn’t add to cooking time or washing up.

- **Disguise your veg.** If you’re cooking soups, sauces, chilli or stews from scratch, try blending in some vegetables. Carrots, onions, mushrooms, swede, squash and courgettes work well in Bolognese. This also works with beans and lentils.

- **Sunday roast.** Instead of potatoes, try roasting sweet potatoes, squash or parsnips in a little oil. Unlike potatoes, they count towards your 5 A DAY.

Why 5 A DAY?

In line with Government advice, we recommend having at least five portions of vegetables, fruit and pulses a day. As well as containing nutrients, which are vital for health, most of these foods are low in calories and high in fibre making them great for keeping your weight in check without feeling hungry.

**What counts?**

A portion weighs 80g (30g dried or 150ml juiced).

- **Vegetables** like carrots, spinach, broccoli, butternut squash
- **Fruit** like apples, oranges, berries
- **Pulses** like beans, peas and lentils – only counts as 1 portion a day
- **Unsweetened fruit or vegetable juice** – only counts as 1 portion a day

Try to eat a wide variety as different vegetables and fruits contain different nutrients. And aim to eat more vegetables than fruit as they tend to be lower in sugar.
What is processed meat?
Processed meat has been smoked, cured or had salt or chemical preservatives added rather than simply cooked or reformed (like most sausages and burgers). This includes bacon, salami, pastrami, corned beef, pepperoni, chorizo and hot dogs and all types of ham. We recommend avoiding processed meat because we have strong evidence that it is a cause of bowel and stomach cancer, and there is no nutritional need to eat it. It also tends to be high in fat and salt.

Try to eat less than 500g cooked red meat (about 700–750g raw weight) a week and avoid processed meat to reduce your risk of bowel cancer.

Why is some red meat OK?
Red meat (beef, pork and lamb) is a good source of nutrients including protein, iron and zinc. However, eating a varied diet that contains less red meat can still provide you with all the nutrients you need.

The link between red and processed meat and cancer
- Haem, the compound that gives red meat its colour, has been shown to damage the lining of the bowel, which may result in bowel cancer.
- As well as predominately being made from red meat, processed meat contains added nitrites and nitrates, which are thought to cause cancer.
Practical tips to cut down:

▶ Smaller portions (about the size of a deck of cards) mean you can have red meat more often and stick to less than 500g.

▶ Reserve red meat for your main meals, and keep some days red meat-free.

▶ Make red meat go further by adding some beans, chickpeas or mushrooms to bulk up stews, chillies and pasta sauces. They have a meaty texture and are just as filling.

▶ Substitute beef mince for turkey or even Quorn mince – even if you do half and half, you’ll cut calories and they’re just as filling. Boost the flavour with onion, garlic, herbs and spices.

▶ Use smoked paprika instead of chorizo for the flavour kick in your cooking.

▶ Rather than ham in your sandwiches, try hard-boiled eggs, canned tuna (in spring water) or low-fat cheese. Add rocket or spring onion to lift the flavour.

▶ Enjoy a full English breakfast, but as a treat. Try to cut back on the bacon and add more grilled mushrooms and tomatoes.

Red meat – how much a week?

Here’s an example of how you could have four meals a week containing medium portions of red meat and still stick to less than 500g (cooked weight):

▶ Spaghetti Bolognese with minced beef = 140g (about 200g raw weight)

▶ Pork or lamb chop = 75g (about 110g raw weight)

▶ Medium steak = 145g (about 210g raw weight)

▶ Roast beef, pork or lamb = 90g (about 130g raw weight)

What can you eat instead?

▶ Non-oily fish like cod and canned tuna (in spring water), and lean poultry, such as skinless, white chicken and turkey meat, are protein-rich, low-calorie alternatives.

▶ Oily fish like salmon, fresh tuna, trout, sardines and mackerel, are good sources of protein as well being rich in healthy omega-3 fats.

▶ Eggs, low-fat dairy and meat-substitutes like beans, tofu and Quorn are also tasty and versatile alternatives to meat.
As well as eating more vegetables, beans and grains, and cutting down on red meat, there are lots of small changes you can make to how you eat that can make a big difference to your health. Try our practical tips and see how easy it can be.

**Plan in advance**
Deciding what you’re going to eat for the week ahead is a great way to avoid relying too much on takeaways and ready meals. It can also help you save money.

**Cut down on junk food**
Processed foods may be tempting but they contain a lot of calories. They also tend to be high in fat, sugar or salt, and low in fibre. Try to cut down on foods like these:
- Pies and pastries
- Chocolate, cakes and biscuits
- Crisps
- Fast foods like chips, fried chicken, pizza and curries

Substitute them for less-processed, nutrient-rich foods such as:
- Vegetables
- Fruit
- Wholegrains, beans, peas and lentils

These foods will keep you feeling fuller for longer.

**Keep an eye on your portion sizes**
Rather than automatically going back for seconds, allow a few minutes before deciding if you are still hungry. **Leftovers don’t need to go to waste** – most foods can be chilled and kept for lunch the next day.
A pinch less salt
The average man in England consumes 9.3g salt a day – that’s well above the **recommended maximum of 6g a day**.

Although the evidence linking added salt to stomach cancer has become less clear – partly because of the difficulty in measuring salt consumption – we cannot rule out the link, and eating too much salt is still a health concern. Therefore we recommend consuming no more than 6g of salt a day – that’s about one teaspoon.

As well as not adding salt when you are cooking or at the table, it is a good idea to **check food labels** as foods like biscuits, soups and breakfast cereals may contain more salt than you expect.

Trim the fat
Fat is high in calories. To cut down, try to:
- Choose low-fat versions of cheese, milk and yoghurt
- Swap butter for low-fat spread or low-fat cream cheese
- Avoid pastry
- Measure out oil with a teaspoon, or use an oil spray
- Opt for low-fat mayonnaise and salad dressings
- Choose lean cuts of meat and trim any visible fat

Use healthy cooking techniques
Baking, steaming, boiling and stir-frying require little or no oil or butter and can be used to cook a variety of foods.
Think about what you drink

Whether it's a glass of wine with a meal, or a pint of beer at the end of a busy day, for many of us, drinking alcohol can become a normal part of day-to-day life. And, while the immediate effects of drinking alcohol are obvious, we often don't think about the longer-term impact on our health.

There is strong scientific evidence that drinking all types of alcoholic drinks can increase your risk of mouth and throat, oesophageal, bowel, stomach and liver cancer. Alcohol is particularly harmful when combined with smoking for some cancer types.

To reduce your cancer risk as much as possible, we recommend not drinking alcohol at all. If you do choose to drink alcohol, follow national guidelines. In the UK the recommendation is to drink no more than 14 units a week, which is roughly equal to seven drinks, spread over at least three days.

Beer belly?

Alcohol can be surprisingly high in calories – one pint of ordinary strength beer or lager contains similar calories to a bag of crisps (about 170 calories) – and offers little of the healthy nutrients your body needs.

Alcohol can also contribute to weight gain by making you feel hungry, so you might eat more than you need.

What is a drink?

A drink contains about 10–15 grams of alcohol, so one drink is the same as:

- Half a pint of normal strength beer, lager or cider (3–5% ABV*)
- One 25ml measure of spirits such as vodka or whisky (40% ABV*)
- One small (125ml) glass of wine (12–13% ABV*)

* Alcohol by volume – the strength or amount of alcohol a drink contains
Swapping sugary drinks for lower calorie alternatives like water, low-calorie soft drinks, or unsweetened tea and coffee with a small amount of milk can help you to keep a healthy weight.

Swap soft drinks

It is easy to forget that soft drinks contain calories too. Sugary soft drinks – such as cola, lemonade, energy drinks, cordials and squashes – can contribute to weight gain if drunk regularly. They are easy to drink in large quantities without making you feel full.

Unsweetened fruit juice is a good source of vitamins but also contains a lot of sugar so it is best not to drink more than one small glass a day. Similarly, milk contains healthy nutrients like calcium, but is a source of calories too, so opt for skimmed or semi-skimmed versions.

DID YOU KNOW?
A 500ml bottle of cola contains 11 teaspoons of sugar. Imagine putting that in your cup of tea.

How can I drink less alcohol?

► **Savour your drink** – avoid downing your drinks too quickly.
► **Order small measures** – double measures may seem good value but can result in you drinking more.
► **Finish your drink before topping up your glass** – this will help you to keep track of how much you drink.
► **Dilute your drinks** – for example add low-calorie tonic water to a single measure of spirits or lemonade to beer or lager to make a shandy.
► **Keep a few days every week alcohol-free.**
► **Alternate alcoholic drinks with water or non-alcoholic drinks.**
► **Avoid eating salty snacks** – they make you thirsty and encourage you to drink more.

If you need help to cut down on the amount of alcohol you drink, your GP can provide advice and support.
Keep a healthy weight

Did you know that being a healthy weight is the most important way you can reduce your risk of cancer, after choosing not to smoke? With two in three men in the UK currently overweight or obese, as a nation we are doing a lot of potential harm to our health.

We have strong evidence that being overweight increases the risk of many common cancers in men, including:

- Bowel
- Gallbladder
- Kidney
- Liver
- Oesophagus
- Pancreas
- Prostate (advanced)
- Stomach

Being a healthy weight can also help to protect you from heart disease, Type 2 diabetes and other diseases.

Fueling your needs

Your weight is a balancing act between the energy you put in (calories from food and drinks) and the energy you use (for normal daily functions and to fuel physical activity). If you eat or drink more than your body needs, you will put on weight. The reverse is also true: if you regularly use more energy than you take in, you will start to lose weight.

The average adult man needs around 2,500 calories a day

Here are some examples of how much physical activity it takes to burn off those extra calories*:

10-inch deep pan pepperoni pizza = 1168 calories
You need to play football for 104 minutes

1 pint lager = 170 calories
You need to walk briskly for 37 minutes

*Based on the average UK man, weighing 83.6kg (13st 2lb)
The facts on fat

- Storing too much fat encourages the body to produce ‘growth hormones’. Having high levels of these hormones can promote the growth of cancer cells.

- About 1 in 6 cases of cancer in the UK could be prevented if everyone was a healthy weight – that’s about 25,000 new cases every year.

DID YOU KNOW?

Consuming 100 calories a day more than you need can lead to weight gain of 5kg (11lbs) a year.

Check out how many calories your favourite exercise burns:
www.wcrf-uk.org/exercise-calculator
How do you measure up?

Your BMI

Body Mass Index (BMI) is a simple way to check if you are a healthy weight for your height. To work out your BMI, all you need to know is your weight (in kilograms) and your height (in metres).

1. Measure your height, in metres (1 ft = 0.3 m).
2. Weigh yourself, in kilograms (1 stone = 6.35 kg).
3. Divide your weight by your height. Press equals. Then divide this number by your height again to work out your BMI.

<table>
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</thead>
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<td>Underweight</td>
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<tr>
<td>18.5 – 24.9</td>
<td>Healthy weight</td>
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<tr>
<td>25 – 29.9</td>
<td>Overweight</td>
</tr>
<tr>
<td>30 or more</td>
<td>Obese</td>
</tr>
</tbody>
</table>

BMI may not be an accurate indicator for some men, including body builders, athletes, the elderly or those less than 1.5 m/5 ft tall.

Example calculation:

Weight: 70 kg

Height²: (1.7 m x 1.7 m) = BMI of 24.2

Or put your details into our online calculator [www.wcrf-uk.org/bmi-calculator](http://www.wcrf-uk.org/bmi-calculator)
Your waist measurement

Carrying too much fat around the waist is linked to a greater risk of cancer and heart disease. As this is where men tend to carry excess weight, they are particularly at risk.

1. Place the tape measure around your waist, half way between the bottom of your lowest rib and the top of your hip bone. If you have trouble finding this point, then lean to one side and see where the skin folds. This is the point where you can measure your waist.

2. Make sure the tape is straight and snug but isn’t digging into your skin.


As a guide, a healthy waist measurement is: Less than 94cm/37inches for men

Target health

If your BMI or waist measurement is over the healthy range, your health could benefit from losing some weight. Even if you’re at the top of the healthy range, trimming down could be good for you. By using the advice and tips in this booklet, you should soon see your weight shifting in the right direction as well as cutting your cancer risk.

Aim to gradually lose weight by making healthy changes to your diet and adding in more activity: dropping 0.5–1kg (1–2lbs) a week is a realistic goal and one that you can achieve in a healthy way. Once you have achieved your weight loss goal, it’s important to continue eating healthily and being active to help you maintain a healthy weight.
Ready for change?

Now you’ve read how easy it can be to benefit your health and cut your cancer risk by making small changes to your diet and lifestyle, we hope you feel inspired.

If you have some goals in mind but need some extra support to get started, why not download or order our Healthy New You Planner from our website?

Find out more

For more information and advice on healthy living for cancer prevention, visit our website www.wcrf-uk.org or call us on 020 7343 4205.

- For information on the detection and treatment of cancer contact Macmillan Cancer Support. Visit their website, www.macmillan.org.uk, or call 0808 808 0000.
- For general healthy living information, visit www.nhs.uk/livewell
- To find information on NHS Cancer Screening Programmes visit www.cancerscreening.nhs.uk

For any concerns about alcohol and drinking, or to get support:
- The Drinkaware Trust – visit www.drinkaware.co.uk
- Drinkline (a free national helpline) - call 0800 917 8282

World Cancer Research Fund’s healthy eating and lifestyle information is aimed at the general adult population and is not intended to influence individuals who are following special diets (on medical advice) or who have special dietary or exercise needs. The information contained in our health information publications relate to the prevention of cancer. We are unable to give medical advice. For advice on specific cases, please consult your GP or a trained health professional.
Cancer Prevention Recommendations

1 Be a healthy weight.
   Keep your weight as low as you can within the healthy range.

2 Move more.
   Be physically active for at least 30 minutes every day, and sit less.

3 Avoid high-calorie foods and sugary drinks.
   Limit high-calorie foods (particularly processed foods high in fat or added sugar, or low in fibre) and avoid sugary drinks.

4 Enjoy more grains, veg, fruit and beans.
   Eat a wide variety of wholegrains, vegetables, fruit and pulses, such as beans.

5 Limit red meat and avoid processed meat.
   Eat no more than 500g (cooked weight) a week of red meat, such as beef, pork and lamb. Eat little, if any, processed meat, such as ham and bacon.

6 For cancer prevention, don’t drink alcohol.
   For cancer prevention, it’s best not to drink alcohol. If you do, limit alcoholic drinks and follow national guidelines.

7 Eat less salt.
   Limit your salt intake to less than 6g (2.4g sodium) a day by adding less salt and eating less food processed with salt.

8 For cancer prevention, don’t rely on supplements.
   Eat a healthy diet rather than relying on supplements to protect against cancer.

Special Populations:

9 If you can, breastfeed your baby.
   If you can, breastfeed your baby for six months before adding other liquids and foods.

10 Cancer survivors should follow our Recommendations.
   After cancer treatment, the best advice is to follow the Cancer Prevention Recommendations. Check with your health professional.

   And, always remember – do not smoke or chew tobacco.
About World Cancer Research Fund

We are the leading UK charity dedicated to the prevention of cancer. Our mission is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity so that we can help people make informed lifestyle choices to reduce their cancer risk.

Cancer currently affects one in two people in the UK but about a third of the most common cancers could be prevented by following our Cancer Prevention Recommendations. That’s around 80,000 cancer-free lives every year.

The cornerstone of our research programme is our Continuous Update Project (CUP). It’s the world’s largest source of scientific research on cancer prevention and survival through diet, weight and physical activity. The CUP reviews new research findings to ensure our advice is always up-to-date. Find out more: www.wcrf-uk.org/our-research

For tips and advice to reduce your cancer risk, or for more information about World Cancer Research Fund, please contact us on the details below.