



**Cancer Society of New Zealand
Te Rōpū Mate Pukupuku o Aotearoa**

National Office
Level 6, Wakefield House
90 The Terrace
PO Box 10847
Wellington

Telephone: 64 4 494-7270
Facsimile: 64 4 494-7271

Websites: www.cancernz.org.nz
www.daffodilday.org.nz

Email: admin@cancer.org.nz

1st November 2007

**Food, Nutrition, Physical Activity
and the Prevention of Cancer: a Global Perspective.**

The Cancer Society of New Zealand has welcomed the report released by the World Cancer Research Fund (WCRF) '*Food, Nutrition, Physical Activity and the Prevention of Cancer: a Global Perspective.*'

"This significant report has taken five years to prepare. It evaluates all the existing evidence and brings together information from many major research studies. It emphasises everything we have been saying about healthy diets, plenty of exercise, maintaining a healthy body weight, and moderation in alcohol," said Dr Jan Pearson, Health Promotion Manager for the Cancer Society.

"The report endorses the direction taken by the HEHA and Mission On campaigns and what we'd like to see now is more public health policy that ensures all New Zealanders can have access to healthy food and a lifestyle that ensures a reduced risk of cancer".

"The message in the report is that cancer risk is influenced by the whole accumulated life experience, and is not something that just happens to people. We now have stronger evidence that personal risk can be changed," added Dr Pearson.

Dr Pearson said that essentially the messages remain the same, but are strengthened by the review of the evidence. "The finding that excess body weight is a significant risk for cancer confirms the importance of the need to address obesity and the need for government action in this area. Being more active and avoiding energy dense foods are key to maintaining a healthy weight.

**- Ends -
Media enquiries**

Lynne St.Clair-Chapman, National Communications Manager
(04) 494 7195 / Mob: 027 4444 150,

Dr Jan Pearson
Health Promotion Manager
04 494 7276 / Mob 0274 517 359