



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

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Cancer Society to host launch of international report

The prevention of cancer worldwide is one of the most pressing challenges facing scientists and public health policy-makers. A recently published report suggests that food, nutrition and physical activity play a central part in prevention.

The New Zealand launch of, *'Food Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective,'* will be hosted by the Cancer Society with the support of SPARC and the HSC.

"We believe this report, the result of a five year process examining the world's research literature, by a panel of the world's leading scientists, supported by observers from United Nations and other international groups, is ground breaking," said Cancer Society Health Promotion Manager, Dr Jan Pearson, "and we are delighted to have the opportunity to launch it in New Zealand."

"The main focus of the report is on nutritional and other biological and associated factors that modify the risk of cancer. It also examines the relevance of food, nutrition and physical activity to people living with cancer, and to the prevention of recurrent cancer.

In the final chapter the panel outlines some public health goals and personal recommendations based on their findings. Eight general and two special goals and recommendations are detailed. In each case a general recommendation is followed by public health goals and/or personal recommendations, together with further explanation or clarification.

"The expert panel firmly believes that if the goals and recommendations are effectively implemented they will make a significant contribution towards the prevention and control of cancer throughout the world and reduce the incidence of cancer for people, families, and communities.

"Our expert speakers at the launch will review the goals and recommendations in light of the New Zealand context and explore whether we need to do more to ensure the environment supports people to change their behaviour. The Cancer Society considers issues of food security, removal of GST on healthy food, food advertising and food labeling need to be urgently addressed," added Dr Pearson.

Speakers at the launch:

Professor Jim Mann: Obesity and Cancer (Prof Mann was part of the expert panel)

Professor Lynn Ferguson: Food and Cancer Prof Ferguson was part of the review group

Professor Grant Schofield, Physical Activity and Cancer prevention: A road map for New Zealand.

Chad Paraone: Translating Evidence into Action

The Cancer Society of New Zealand is the leading charity dedicated to reducing the incidence of cancer and ensuring the best cancer care for everyone in New Zealand.

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Media enquiries

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Interested media people are welcome to attend, please let us know as places are limited.