

CANCER

a Lifestyle Disease

CANCER & YOU



Cancer Foundation of India
KOLKATA

Cancer – *truths & myths*

The more you know...the less you fear



- ❖ A disease
- ❖ Cancer leads to death
- ❖ Not really treatable
- ❖ Treatment is exorbitantly expensive
- ❖ ...

***Cancer is on the rise
the world over***



Why Cancer is on the Rise?

The more you know...the less you fear



- ❖ Improved Detection, Diagnosis & Recording of cases
- ❖ Higher average life expectancy (*37 yrs in 1947 to 68.9 yrs in 2013*)
- ❖ Increased urbanization, more pollution
- ❖ Changed Dietary-style and Social norms (*late marriage, fewer children*)
- ❖ Lack of physical exercise
- ❖ More Tobacco products & alcohol consumption



Cancer in India

The more you know...the less you fear



60-70% Cancer cases in India are Lifestyle-oriented

By 2020,

75%

of all cancer deaths in the world will be in the developing countries



Lifestyle

The more you know...the less you fear



What guides our life?

**Home & Work # Physical & mental state
Social & Cultural environment**

Occupational, Atmospheric chemicals, Radiations,
Certain drugs and hormones
Cultural, Behavioral and Dietary practices

Today's lifestyle

**High stress # Irregular hours
Addiction – tobacco etc.
Sedentary lifestyle...**



Prevention Strategies

The more you know...the less you fear



Primary Prevention

Self-managed - Risk Reduction

Secondary Prevention

Cancer Screening – Early detection

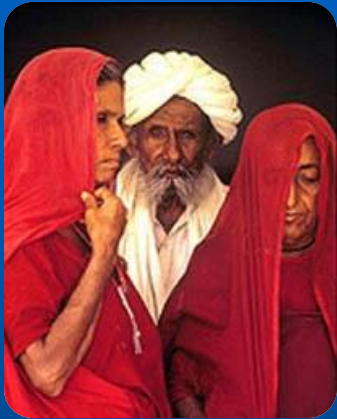
Tertiary Prevention

Clinical Intervention



Major Cancers in INDIA

The more you know...the less you fear



Men

Oral cavity

Lung

Pharynx & larynx

Stomach

Esophagus

Women

Cervix

Breast

Ovary

Oral Cavity

Lung

Most high-risk cancers are
associated with lifestyle



Mantra for PREVENTION

The more you know...the less you fear



✓ **ADAPT** preventive strategies in life-style

✓ **RETAIN** preventive elements of traditional Indian life
– social & dietary

Cancer is curable if detected early



Tobacco – the killer

The more you know...the less you fear



**40% - 50% cancers are
due to TOBACCO**

All addictive forms of Tobacco derived from leaf

Cigarette

Bidi

Gutkha

Khaini

Zarda

Snuff

Pan masala with tobacco...



How to Prevent

The more you know...the less you fear



ORAL CANCER

Primary Prevention reduces risk

Avoid Tobacco & alcohol

Consume Healthy nutritious food

Secondary Prevention (visual inspection)

reduces risk

Oral leukoplakia / submucous fibrosis

Intervention

Vit. E (800 iu/d;6 m). beta-carotene
(180mg/w;6m), trials on Turmeric, Tea...



Tobacco-induced symptoms

The more you know...the less you fear



SMOKING

- Persistent cough
- Sudden change in voice
- Uneasy breathing
- Difficult Swallowing

CHEWING

- White patch inside mouth
- Mouth ulcers
- Cheek Thickening
- Gradual locking of jaw



Quitting Tobacco

The more you know...the less you fear



It is possible to quit tobacco

- ✓ **DECIDE** that you want to quit
- ✓ **STOP** tobacco use totally
- ✓ **AVOID** situations that increase urge
- ✓ **BE CONSCIOUS** of your health

STAY STOPPED!



How to Prevent

The more you know...the less you fear



BREAST CANCER

Primary Prevention

reduces risk

Weight control; abstinence from smoking & alcohol; exercise; Normal reproductive life

Secondary Prevention

improves prognosis

Mammography; Clinical breast exam (CBE);
Breast self-exam (BSE)



Breast Examination

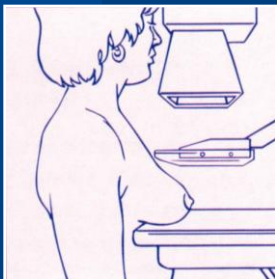
The more you know...the less you fear



- ✓ **Breast self-examination (BSE):**
from 20 years: once a month



- ✓ **Clinical Breast examination (CBE):**
after 30 years: every 1 to 3 years



- ✓ **Mammography:**
after 40 years; on clinician advice

Continue BSE regardless



How to Prevent

The more you know...the less you fear



CERVICAL CANCER

Primary Prevention

reduces risk

Increase in age at marriage, low parity,
improved hygiene

Secondary Prevention

treatment of pre-cancerous lesions

VIA (cervicoscopy); PAP cytology;
colposcopy

Intervention

Cryotherapy & other procedures



Common Symptoms

The more you know...the less you fear



Change in Bowel or Bladder habits

A sore that does not Heal

Unusual Bleeding or Discharge

Thickening/Lump in the body

Indigestion/Difficulty in Swallowing

Obvious Change in wart or Mole

Nagging Cough or Hoarseness



Care for Yourself!

The more you know...the less you fear



- ✓ **AVOID** suspected or proven dietary elements
- ✓ **AVOID** Tobacco & Alcohol
- ✓ **HAVE** nutritious food - green vegetables, spices, tea & fruits
- ✓ **MAINTAIN** normal reproductive life
- ✓ **EXERCISE** & control weight





Stay healthy...



Cancer
Foundation of
India