

# Help us to **PREVENT** cancer today

**“Cancer affects  
everybody, doesn’t it?”**

Laura Goodbourn, cancer researcher,  
WCRF fundraiser, daughter of Bob Mayes,  
who died of cancer in 2017

[wcrf-uk.org](http://wcrf-uk.org)





# What if you could stop some people getting cancer?



Laura Goodbourn knows too much about cancer. Her Dad was diagnosed in 2017 and though she's a cancer researcher by profession, she felt as helpless as anyone. "I couldn't actually physically help him, so I thought there must be something to do."

She signed up to run the London Marathon for World Cancer Research Fund (WCRF) in 2018, though she'd never run so far before. "I know he was really proud," she says. Laura's Dad cheered her on through her training, but sadly, he died before the marathon itself. "It helped me cope because I was able to talk about it and feel like I was doing some good rather than sitting around feeling sorry for myself."

Laura works on cancer treatments at the Peninsula Clinical Trials Unit, University of Plymouth. "Working in research definitely made my choice of charity easier. Prevention is better than cure, and if we can put money into a charity that's doing all this research that could potentially prevent you from getting cancer, why would you not want to try?"

"My Dad wasn't very adventurous with his food. He used to have a lot of processed meat, sausages and things like that, and now he's gone I can't help but sit back and wonder if he'd not eaten that, things might be different."

"Cancer affects everybody, doesn't it? One in two people now get cancer. So the chances are I'm going to get cancer. How can I stop that? WCRF are doing an amazing job and we should all get behind them."

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Laura Goodbourn

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## Together we can

- 40% of cancers are preventable.
- But only 5% of UK cancer funding research goes on prevention.
- That's why WCRF's work is vital.
- We've been funding research into the links between lifestyle and cancer since 1990.
- We turn that research into practical guidance that everyone – scientists, clinicians and ordinary people – can trust and use.
- Our work saves lives – but there's much more to do.



# WCRF researchers are saving lives today



Dr Kostas Tsilidis is an epidemiologist. He leads a WCRF-funded research project at the University of Ioannina in Greece and Imperial College in London.

“My research is primarily in the prevention of cancer and the good thing about WCRF is that it particularly focuses on the role of diet, nutrition, physical activity and obesity in cancer prevention.

“The problem is that the link between diet and cancer is difficult to study. One reason is that diet is complicated. We have hundreds of foods which are consumed together, so when you eat a burger, you at the same time most likely eat French fries and maybe also a soft drink.

“So it’s difficult to test for the individual, independent effects of foods. We’re trying to use more modern methods to tackle some of these issues.”

Kostas’s results are already changing lives. Thanks to his team, for example, we now know that there is no point taking Vitamin D supplements to stave off cancer – they found no link when they analysed the data.

Many more results are in the pipeline and we’re excited to see what else Kostas and the team find.



**We know poor diet, low activity and cancer are linked – but why?**

“ Knowledge has increased immensely in the last decades in this area, but there are still gaps and things we need to learn.

**Dr Kostas Tsilidis**

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## WCRF’s research

- 144,000 people in the UK get a cancer that could have been prevented.
- Researching the links between lifestyle and cancer is complex work – it takes time and money.
- Since 1990 WCRF has funded over £110 million in research.
- WCRF-funded studies show a clear link between cancer and diet, physical activity and weight.
- We have a powerful body of scientific evidence, though there is always more to know.
- We have built a good picture of how people can adjust their diet and lifestyle and reduce their risk of cancer.
- Now we want to understand why our diet and activity can cause cancer. What is happening in our cells?
- Knowing what is happening in our cells when we develop cancer means we can give even better guidance to people to help them prevent cancer.
- It will also help people to live with cancer: we are finding that diet and lifestyle play a key role.



# One in two people will get cancer: we can end this

“If you can give yourself a better chance of not getting cancer, by research and a bit of advice, then why wouldn’t you?” says Carl Villiers.

James Radford and Carl Villiers are friends who know too well the grief of cancer. James’s Mum, Nan and aunt died of cancer and now his step-mother is dying too. Both have inherited disorders that make them more likely to develop cancer. They’ve both lost friends to cancer.

James and Carl are taking things into their own hands. Not only do they live healthy lives, enjoying good food and plenty of exercise, but they fundraise energetically for WCRF – they raised almost £8,000 last year.

Carl says, “We’re doing stuff for WCRF because there are hundreds of charities out there trying to find a cure, hundreds of charities supporting families, but there’s no one other than WCRF that is looking at ways you can help yourself.”

They run marathons, organise fancy dress parties, travel the country doing treadmill challenges, and everywhere they talk to people.



**A gift of £500 would fund a day of world-leading medical research.**

**James:** “When we were training we were giving out the WCRF leaflets, and people were asking questions - what can we do?”

**Carl:** “Lots of people are very interested in that, trying to give themselves that little bit of boost and a better chance.”

**Carl Villiers and James Radford**



## Our world-class research projects

Every WCRF research project improves our understanding of cancer risk and how to reduce it. Every project can save lives.

### Prostate cancer, The University of Bristol

Which men are at risk of developing an aggressive form of prostate cancer? Are certain types of nutrients linked to this cancer?

### DNA, diabetes and cancer risk, Imperial College, London

What is the link between diabetes and three common cancers – colorectal, prostate and postmenopausal breast cancer? If the researchers find the link between type 2 diabetes and cancer risk, we could save many lives through clinical and public health strategies.

### Toxic side-effects of chemotherapy, University of Southampton

Which women are most at risk of toxic side-effects of chemotherapy? If we know this, we can improve the way chemotherapy is offered to women with early breast cancer so they can receive more effective treatments, with less harm.





# We share science, not myths



“The massive body of research the WCRF gathers is the most reliable information source for cancer prevention and survivorship available in the world today.

**Diarmuid Duggan, Senior Dietician,  
Bon Secours Hospital, Cork**

Diarmuid Duggan is a senior dietitian who works with people on their cancer journey and people who struggle with obesity at the Bon Secours Hospital in Cork, Ireland.

He says, “I had a young health professional in my outpatients today. She has a background of science and medicine behind her but was really struggling with her diagnosis and was full of worry about her future.

“She had been searching through the internet and was getting all this conflicting information about what she should and shouldn’t be doing to help her prevent and cure her cancer, and this uncertainty was adding to her anxiety.

“What you try to do is present the best evidence that you have available to you as a health professional and help facilitate the individual to make their best informed decision.

“I could give their latest 2018 recommendations to my patient and reassure her of the strength of the evidence it is based on. It is a very powerful motivating tool to have at my disposal and I know she felt very reassured.

“We also spoke about how to move towards meeting these guidelines to help prevent her cancer from reoccurring.

“Changing behaviours and sustaining behaviour change can be very challenging in themselves so I encourage

individuals to aim to make small sustainable changes rather than trying to change everything overnight.

“We used some of the WCRF excellent tools available on their website to help in this respect, as well as the healthy living after cancer booklet that cancer survivors may find very helpful.”

## We turn research into practical help

We turn our evidence into practical information that everyone can use to reduce their risk of cancer. This is a core part of our work.

We produce all kinds of resources including recipes, information booklets, calorie calculators, meal planners and more.

- Nearly 25,000 patients and health professionals use our information and resources every month.
- Our Cancer Health Check is an online tool that only takes five minutes to complete.
- People can put in factors like the amount of physical activity they do, and get advice and support to help them make everyday changes.
- We now produce resources for people living with cancer too.
- Our publications and resources are NHS England Information Standard approved.



**A gift of £2,000 could fund 800 cancer prevention advice booklets. Every booklet could help someone to lower their cancer risk and lead a healthier lifestyle.**

# The world's largest database of cancer prevention research

There is so much confusing and contradictory information about cancer, risks, cures, diets and pills that even clinicians can struggle to know how to advise their patients.

Our Continuous Update Project (CUP) unravels the evidence. The result is the world's largest database of scientific research on diet, nutrition, physical activity and cancer prevention and survival.

The CUP is constantly updated and managed by a team of researchers at Imperial College, London, and involves over 140 scientists from over 17 different countries.

Researchers can examine the database in real time, as it is updated. It currently contains almost 10,000 papers on cancer prevention and survival.

The CUP is trusted around the globe and underpins international guidelines for cancer prevention.

## Clear, consistent and trusted information

Governments and public health bodies around the world use our reports. They trust our evidence so they can plan ways to help people avoid cancer, with confidence that they really will make a difference.

Every year we produce reports on specific cancers that bring together the newest research and guidelines.

Over the last 12 months we have published CUP reports that update cancer prevention evidence for colorectal cancer, breast cancer, mouth, pharynx and larynx cancers, and lung cancer. Our most recent report is on body fatness and weight gain and risk of cancer.

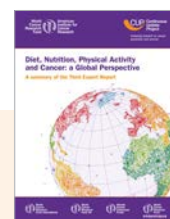


**WCRF is a trusted adviser to  
The World Health Organization**



**I like the fact that the research I do could ultimately make a difference in ordinary people's lives. Most of us know someone who has been affected by cancer, and as cancer rates are rising around the world, our lifestyles are changing as well.**

**Kathryn Beck, Senior Lecturer in Nutrition and Dietetics at Massey University in New Zealand, and WCRF Academy Fellow**



## 2018: up-to-date, global, comprehensive

- We launched our third cancer prevention report, Diet, Nutrition, Physical Activity and Cancer: a global perspective, in May 2018.
- It is the most comprehensive review of diet, lifestyle and cancer ever published.
- The report is based on studies of 17 cancers.
- The studies investigated 51 million people, of whom 3.5 million were diagnosed with cancer.

# A serious challenge: malnutrition during cancer

The symptoms of cancer and side-effects of treatment can make eating a real challenge. Shockingly, this means malnutrition is a big problem for too many cancer patients.

Malnutrition can mean that a patient is not strong enough to withstand treatment. It certainly means they will not have the energy they need to get well.

With the support of the British Dietetic Association, we published Eat Well During Cancer. This booklet helps people choose foods that will help them cope with the different side-effects of cancer, including fatigue and nausea.

We have already distributed the booklet to over 12,000 people.

Now we want to do more.

## Exciting new pilot project working face-to-face with cancer patients

Living Well During Cancer is a new one-year pilot project. We will work face-to-face with people going through the acute phase of cancer treatment.

We will give them practical information to help them overcome the side-effects of the cancer and their treatment, so they can eat healthy and nutritious foods, throughout.

Volunteer Champions will deliver sessions to at least six different cancer support groups in Birmingham and London. Over a year, 600 people living with cancer will receive our specialist support.

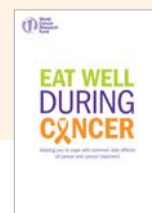


**A gift of £5,000 would help us to launch our new Live Well During Cancer pilot programme.**



## Eating problems during cancer

- In 2015 the UK National Institute for Health Research asked cancer patients about their nutritional problems:
- 69% of cancer patients lost their appetite
- 70% of cancer patients had problems with their taste and smell
- 56% of cancer patients experienced nausea and vomiting
- 53% of cancer patients were not sure what to eat



## We are what we eat

Deborah Howland co-wrote our Eat Well During Cancer booklet. She is a Specialist Dietician working with cancer patients at Torbay and South Devon NHS Foundation Trust.

“One of the things people say to me most often when they are having treatment for head and neck cancer is that they could be eating cardboard – the food they are eating has no taste, its texture is grainy and gritty in the mouths. It’s really difficult for them to push the food around their mouth. Taste changes and a dry mouth are such difficult side-effects to cope with.

“I say to people when they haven’t eaten for a couple of days, ‘Normally before you had your treatment if you missed your breakfast you’d be grumpy by lunchtime. We’ve put gruelling treatment on top, you’re absolutely exhausted and run down already from all of the side-effects of treatment, and if you’re not fuelling your body it’s like a car running on empty. There’s only so long you can go on for.’

“ The only thing we put in our bodies is food and drink and it’s so important that what we put in is nutritious, otherwise we’re just not going to get better... We are what we eat.

**Deborah Howland,  
Specialist Dietician**





# We reach millions of people with life-saving information



We don't want to hear of anyone else dying of a cancer they could have avoided. That's why we do the work we do.

We want everyone to know how they can make changes to their lifestyle that could save their life.

We work with health professionals across the UK: they are in a great position to help people make these changes.

We provide a free, comprehensive support package to healthcare professionals, giving them information, advice, training and strategies to use with patients.

Through publications, events and training, we reach around 12,000 health professionals with our cancer prevention messages. In turn, they can reach millions of patients.

Even this is not enough. Next year we launch a new e-learning module to upskill health professionals working in the community and in clinics. Our module will provide training on nutrition, physical activity and alcohol and cancer, behaviour change, healthy cooking for cancer patients, weight and cancer, cancer myths and eating well during cancer.

Over a year we will train 1,200 people.

## We still have a long way to go

- Three in four people do not know that obesity can cause cancer.
- Nearly half of people wrongly think that stress is directly linked to an increased risk of cancer.
- More than half of people do not know that eating processed meat increases their risk of cancer.

## Our supporters save lives every day

WCRF has supporters from all walks of life because cancer affects all of us. Some give a few pounds, others can be more generous. Each has made a real difference.

Our supporters are united by their determination to save lives. Together we are working towards our goal that no one should die of a preventable cancer.

Thank you for taking the time to consider this appeal.

If you would like more information about our work, please contact Sarah Bicu, Trusts and Foundations Manager:

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**Phone:** 0207 343 4270



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