

## C-Change Campaign to Cut Cancer in Half



**Key Facts:** One in two cancer cases can be prevented by changes in tobacco use, nutrition, physical fitness and affordable early detection; we know from science how to make these changes

**Goal:** Reduce cancer cases by about 50% with what we already know will work

*C-Change believes that the Nation needs a strong coordinated effort by private businesses, non-for-profit organizations, and government to reduce the risk of cancer through aggressive action at the national, state, and local levels*



**Overall Strategy:** Marshal a concerted new effort on the risk reduction front of the war on cancer

We will use proven ways to change six risks associated with getting cancer. We will:

1. Reduce tobacco consumption
2. Increase physical activity
3. Improve nutrition habits
4. Increase evidence-based screening and early detection
5. Increase proven cancer-preventive vaccinations
6. Increase protection against excessive UV light exposure



**Key Approaches:**

1. Build a bold new, powerful, sustained, and consistent education and advocacy campaign to reach the public and policy makers for the purpose of driving science based changes that will reduce the risk of cancer in the Nation
2. Engage the Nation's public opinion leaders to support and advocate for policies and programs leading to major national improvements in reducing the risk of cancer



## C-Change Platform

*Evidence-based policies, interventions, and outcomes supported by C-Change*

### Risk-specific

#### **Reduce tobacco consumption**

- Increase the price of all tobacco products, state tobacco taxes, and federal excise taxes on tobacco products
- Use a portion of tobacco tax revenues to provide meaningful support for tobacco control programs
- Support laws prohibiting smoking in public places
- Implement mass media campaigns to raise awareness at national, state, and/or local about tobacco use
- Promote U.S. ratification of the Framework Convention for Tobacco Control (FCTC)
- Build and sustain comprehensive tobacco control programs at the state and local levels
- Strengthen the national infrastructure for tobacco cessation services including support for quit lines
- Promote risk identification and counseling for patients who use tobacco products
- Support strong FDA actions to reduce the death toll from tobacco use

#### **Reduce physical inactivity, poor diet, overweight and obesity**

- Implement campaigns promoting physical activity
- Promote community interventions to increase physical activity
- Increase availability of nutritional information in restaurants
- Increase availability in schools of physical activity and healthy foods and eliminate excessive availability of unhealthy foods
- Reduce marketing of unhealthy foods targeting children, adolescents, and youth
- Promote risk identification and counseling for obese and overweight patients

#### **Promote evidence-based screening and early detection**

- Promote United States Preventive Services Task Force (USPSTF) recommendations on cancer screening related to breast, cervical, lung, and colorectal cancers
- Educate and inform on the benefits of breast, cervical, lung, and colorectal cancer screening as per USPSTF guidelines
- Educate patients to make fully informed decisions about prostate cancer screening in consult with their physicians

#### **Increase vaccination against viruses that cause cancer**

- Make Hepatitis B (HBV) vaccine available for everyone to prevent liver cancer
- Make human papillomavirus (HPV) vaccine available for adolescent girls to prevent cervical cancers
- Increase education on the benefits, risks, and myths associated with the HPV and HBV vaccines

#### **Protect against excessive ultraviolet light exposure**

- Promote proven sun-safety behaviors
- Eliminate promotion for tanning beds, particularly toward children and adolescents
- Inspect and regulate tanning beds and services

### Cross-cutting

C-Change supports the following changes that cut across multiple risks:

- Promote full utilization of preventive health benefits through employers, private health insurance, Medicaid, and Medicare
- Promote accreditation by businesses under the CEO Cancer Gold Standard™
- Promote implementation of the U.S Department of Health and Human Services National Prevention Strategy including healthy communities, preventive clinical and community services, empowered individuals, and eliminating health disparities
- Advocate for the federal government to dedicate sufficient funds to key primary prevention and early detection strategies, such as the Prevention Fund and Centers for Disease Control (CDC) funding
- Support research to develop more and better ways to reduce the risk of cancer