



**iPAAC**  
INNOVATIVE PARTNERSHIP  
FOR ACTION AGAINST CANCER

# Sustainable cancer prevention

Pekka Jousilahti, MD, PhD

Finnish Institute for Health and Welfare (THL)

---

13 - 14 December 2021

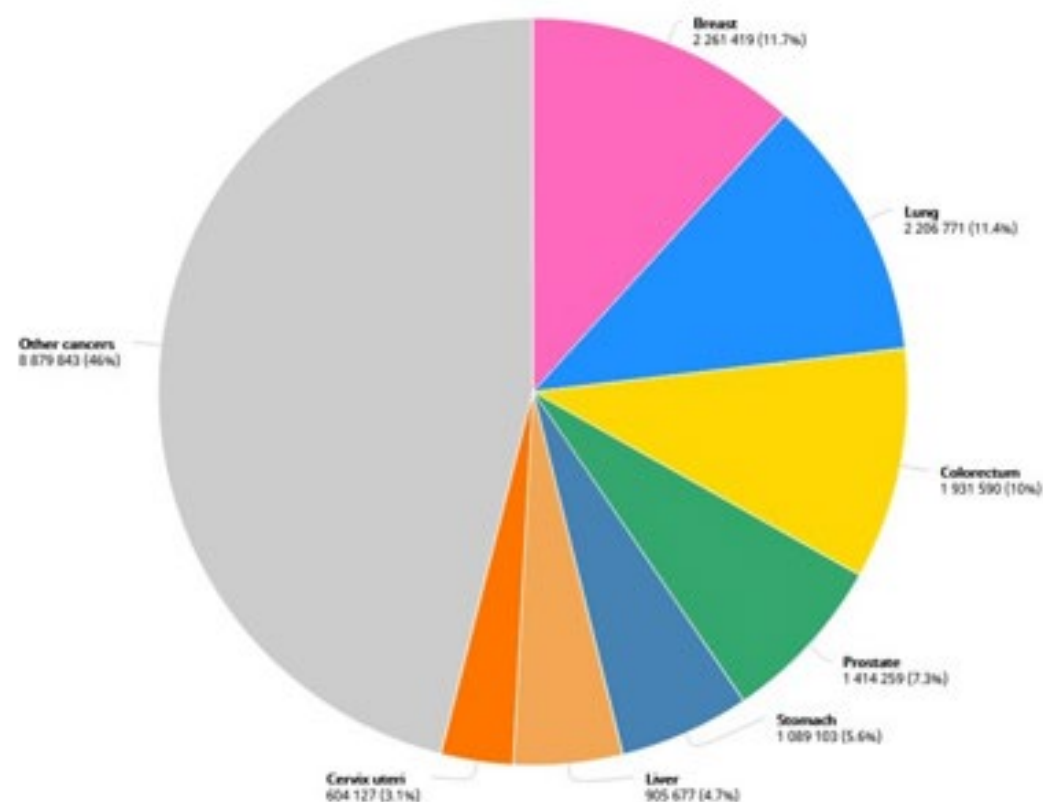


Co-funded by  
the Health Programme  
of the European Union

- Reducing cancer burden in Europe – what needs to be done now
- Strategies and their implementation
  - HiAP
  - European Code Against Cancer
- Primary prevention from an equity perspective
- Developing innovations and finding solutions
- Specific perspectives
  - Tobacco and alcohol
  - Health literacy
- Sustainable future
  - Planetary health: sustainable diet as an example

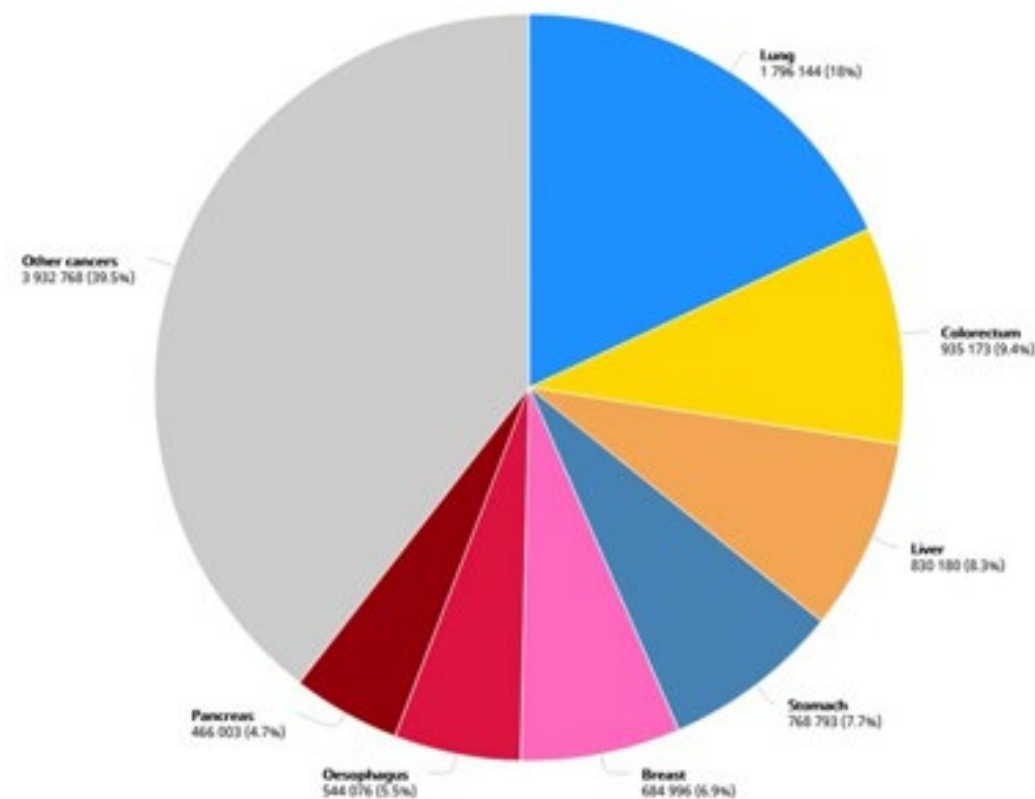
# Top-5 cancers worldwide, 2020

## Incidence



19.2 million new cases

## Mortality



9.9 million deaths

International Agency for Research on Cancer



GLOBAL CANCER  
OBSERVATORY

# CANCER PREVENTION

Who gets cancer?

Describe the occurrence

Why do we get cancer?

Understand the causes

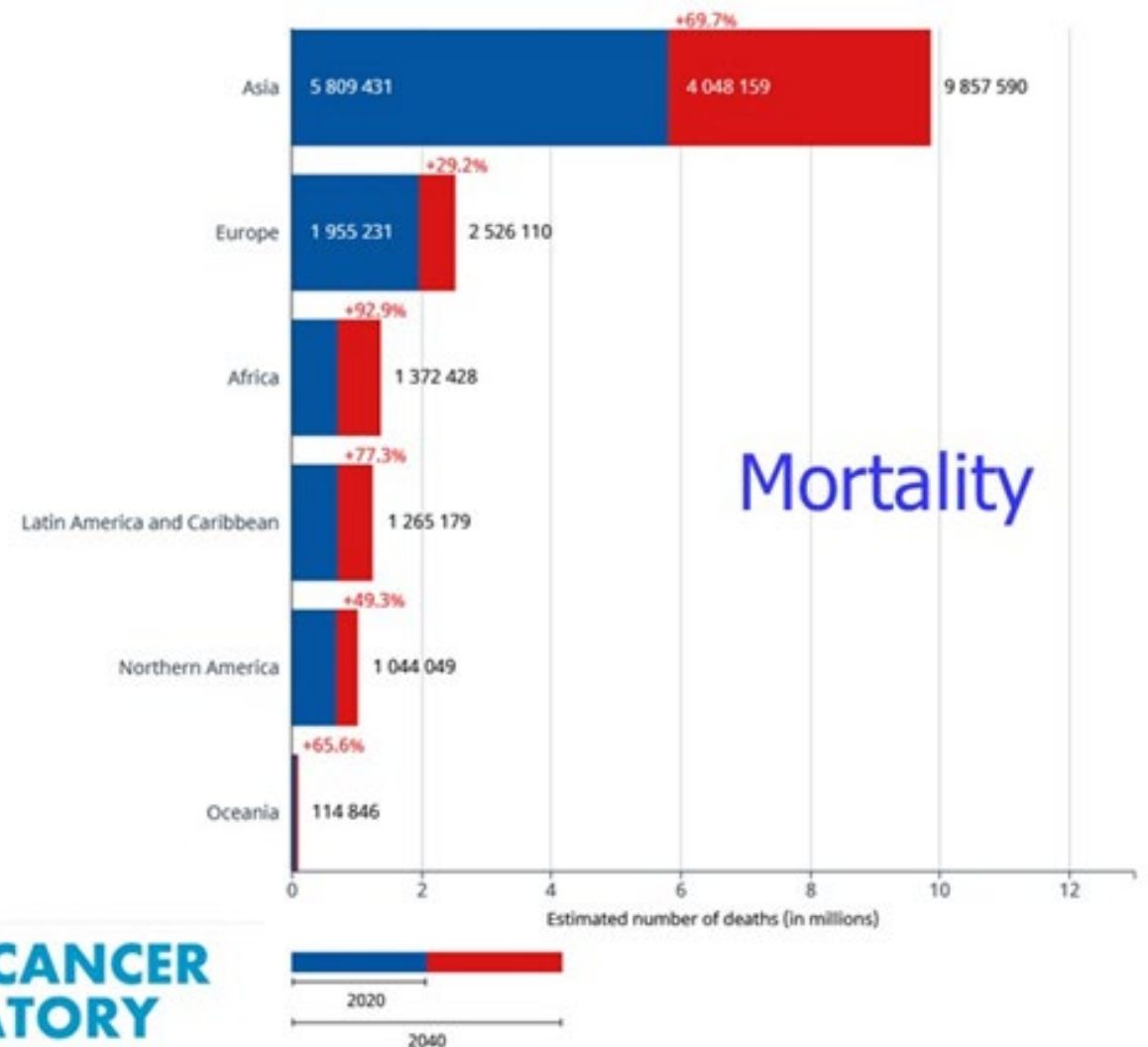
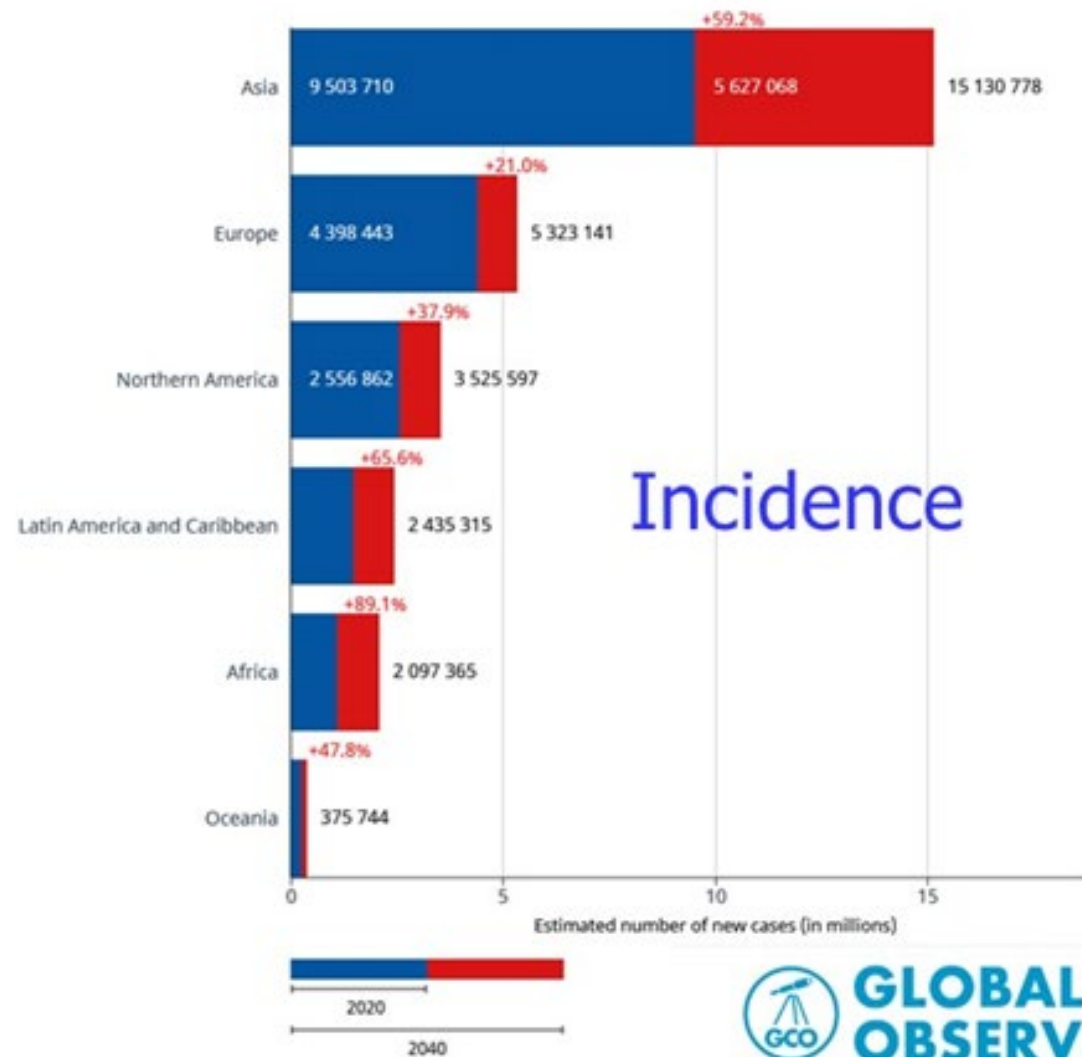
Which measures work to prevent it?

Evaluate data  
Prevention and  
implementation

Mobilising  
the knowledge  
gained  
(Building global  
capacity)

Building capacity  
for research

# The need for cancer prevention facing the projected cancer burden 2020-2040



**GLOBAL CANCER  
OBSERVATORY**

**142 000**  
cases of cancer could have  
been avoided in France



**Proportions of cancers attributable to  
the main risk factors in Metropolitan France**



**Tobacco**



**Alcohol**



**Unbalanced  
diet**



**Overweight  
and obesity**

**Other lifestyle  
risk factors:**



**3%**  
Ultraviolet  
radiation



**0.9%**  
Insufficient  
physical activity



**0.7%**  
Ionizing  
radiation\*



**0.6%**  
Exogenous  
hormones



**0.5%**  
Breastfeeding for less  
than 6 months

\*From medical sources (e.g. diagnostic tests)

**Environmental  
risk factors:**



**4%**  
Infectious  
agents



**3.6%**  
Occupational  
exposures



**1.2%**  
Indoor radon



**0.4%**  
Air pollution



**0.1%**  
Chemical substances  
in the environment



Approximately **180 000 cases of cancer** and **92 000 cancer deaths** were caused by **alcohol** in the WHO European Region in 2018.



cancer  
cases



cancer  
deaths



International Agency for Research on Cancer



World Health  
Organization



REGIONAL OFFICE FOR

World Health  
Organization  
Europe

# Putting the evaluation in context: The 4th Edition of the European Code Against Cancer

International Agency for Research on Cancer



European Code Against Cancer

HOME

12 WAYS

ABOUT CANCER

SCIENTIFIC JUSTIFICATION

ABOUT THE CODE

## European Code Against Cancer

### 12 WAYS TO REDUCE YOUR CANCER RISK

You are here: 12 ways



FIND OUT MORE ABOUT THE 12 RECOMMENDATIONS:



TOBACCO



SUN/UV EXPOSURE



SECOND-HAND SMOKE



POLLUTANTS



HEALTHY BODY WEIGHT



RADIATION



PHYSICAL ACTIVITY



BREASTFEEDING



DIET



VACCINATION AND INFECTIONS



ALCOHOL



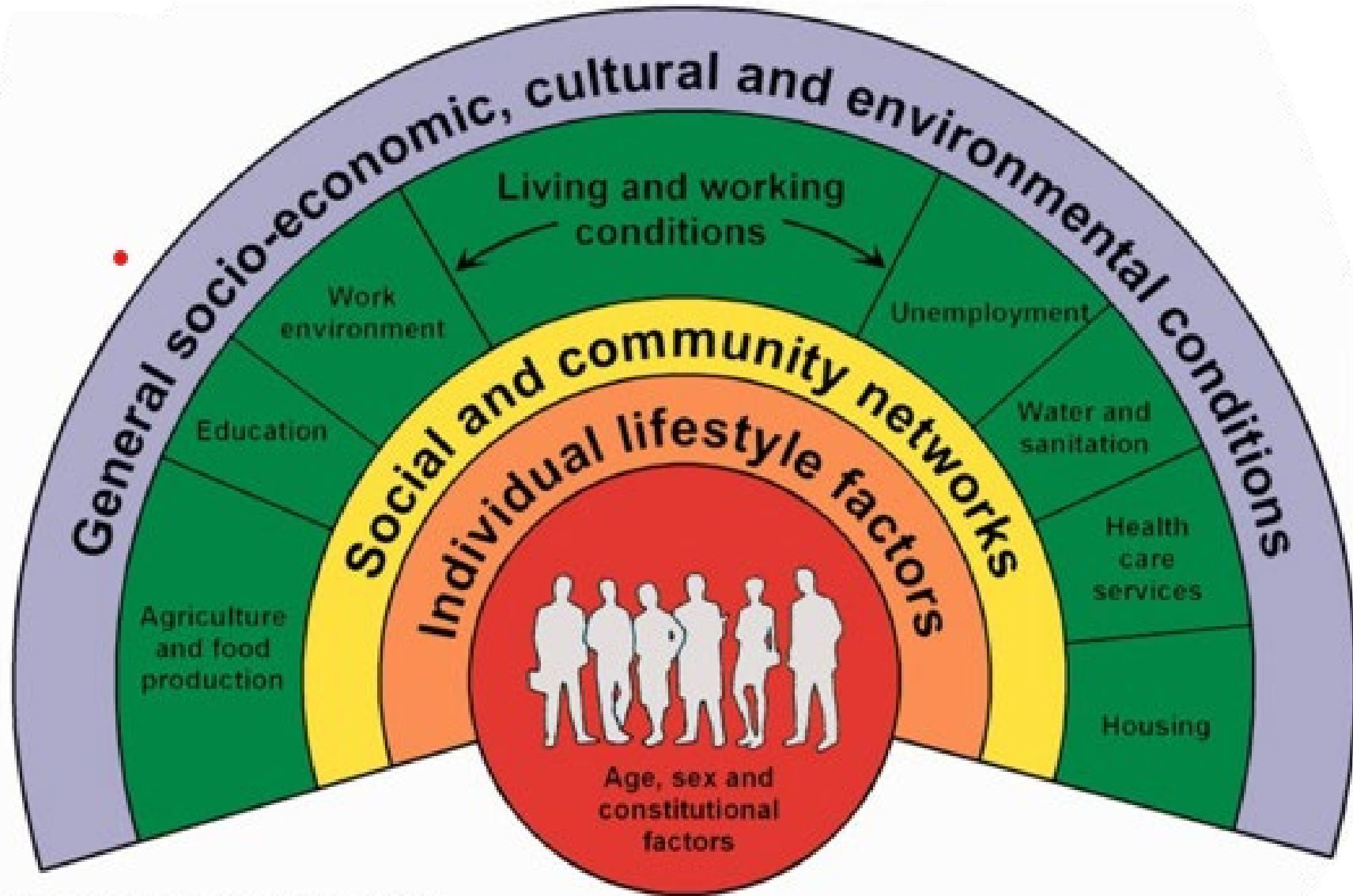
SCREENING

International Agency for Research on Cancer



<http://cancer-code-europe.iarc.fr>





Source: Dahlgren and Whitehead, 1991

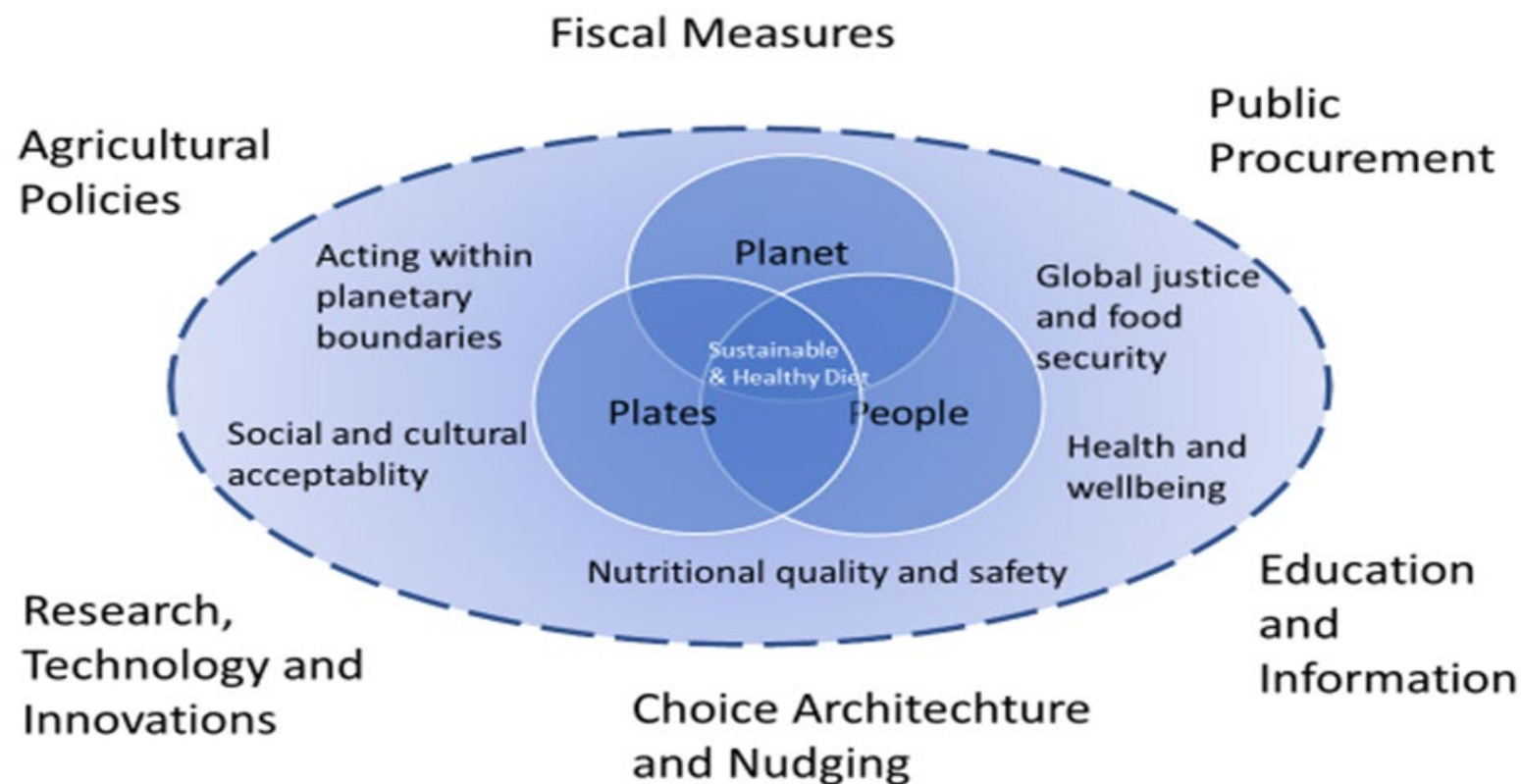
## 6 of the Top 10 Risk Factors for the Global Burden of Disease are Diet Related (in red)

### Females in 2019

1. Child and Maternal Malnutrition
2. High Systolic Blood Pressure
3. Air Pollution
4. High fasting plasma glucose
5. High body mass index
6. Dietary Risks
7. Tobacco
8. Unsafe WASH
9. High LDL Cholesterol
10. Unsafe Sex

### Males in 2019

1. Tobacco
2. Child and Maternal Malnutrition
3. High Systolic Blood Pressure
4. Air Pollution
5. Dietary Risks
6. High fasting plasma glucose
7. High body mass index
8. Alcohol use
9. High LDL Cholesterol
10. Occupational risks



Sarlio 2018

- Europe's Beating Cancer Plan – Health in All Policies
  - Systemic change of our society
  - Provide information, improve health literacy
  - Equity: even though individual behaviours defines most of the (preventable) cancer risk, the whole society support is needed to make the healthy choices easy and possible
- Tobacco and alcohol policies are cornerstones of cancer prevention
  - FCTC > tobacco free Europe – similar approach needed for alcohol
  - Obesity is an increasing challenge
- Cancer prevention has synergies with the prevention of other NCDs
  - Tobacco - alcohol - physical activity - diet
- Sustainable development goals
  - ecological approach > health of the people goes hand in hand with the health of the planet
- Research
  - Prevention of cancer and other NCDs can be based only on good science

## Cancer Society of Finland (CSF) and the Finnish Institute for Health and Welfare (THL)

### 1. PARTICIPATING PARTNERS IN WP 5

#### Associated partners

Finland (CSF, THL), Hungary (OOI), Italy (ISS), Czech (UZIS), France (INCA), Norway (Cancer registry), Slovenia (OIL), Bulgaria (NCPHA), Croatia (CIPH), Lithuania (SAM, VUHSK), Malta (MFM), Netherlands (RIVM), Serbia (IPHS), Spain (ICO, Fisabio, screening partners), Romania (INSP), Greece (7HCR, Crete), Germany (BMG/DKFZ)

International Agency for Research on Cancer (European Code Against Cancer)

Association of European Cancer Leagues (organization of policy conferences)



**THANK YOU!**

<https://www.ipaac.eu/res/file/outputs/wp5/cancer-prevention-in-2020s.pdf>