CANCER
a Lifestyle Disease

Cancer & YOU

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KOLKATA
Cancer - *truths & myths*

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

*Cancer is on the rise the world over*

The more you know...the less you fear
Why Cancer is on the Rise?

- 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
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
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

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

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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
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

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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!**
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

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

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

- 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

The more you know...the less you fear

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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...