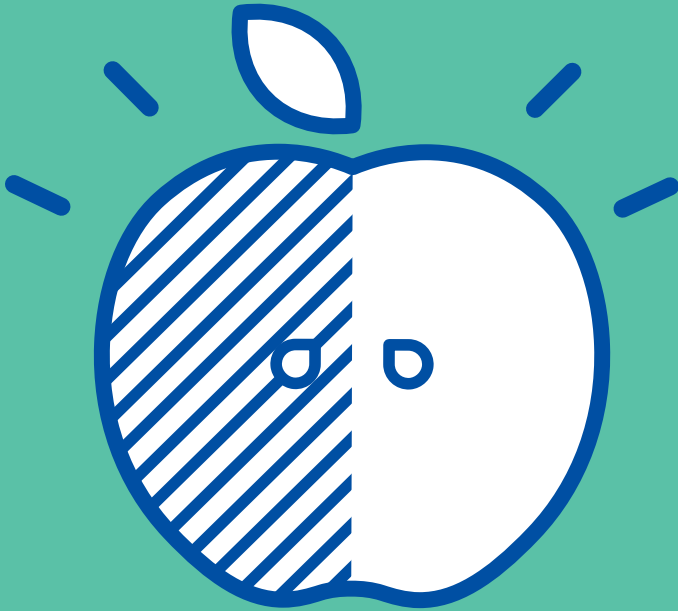


**WORLD
CANCER
DAY2016**

I CAN



**MAKE HEALTHY
LIFESTYLE CHOICES**



ON 4 FEB
#WeCanICan
#WorldCancerDay

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I CAN — MAKE HEALTHY LIFESTYLE CHOICES



Everyone can take steps to reduce their risk of cancer by choosing healthy options including quitting smoking, keeping physically active and choosing healthy food and drinks.

Tobacco use is the single largest preventable cause of cancer globally. Quitting smoking will have a major positive impact on an individual's health and that of their families and friends. The good news is that quitting at any age is beneficial, increasing life expectancy and improving quality of life¹.

Individuals can also reduce their risk of many common cancers by maintaining a healthy weight, and making physical activity part of their everyday lives^{2,3}. Being overweight or obese increases the risk of ten cancers - bowel, breast, uterine, ovarian, pancreatic, oesophagus, kidney, liver, advanced prostate and gallbladder cancers^{4,5}. Alcohol is also strongly linked with an increased risk

of several cancers. Reducing alcohol consumption decreases the risk of cancers of the mouth, pharynx, larynx, oesophagus, bowel, liver and breast⁶. Overall, more than a third of common cancers could be prevented by a healthy diet, being physically active and maintaining a healthy body weight.

Reducing exposure to ultraviolet (UV) radiation from the sun and other sources, such as solariums, is also important to reduce the risk of many skin cancers⁷.

EVERYONE CAN MAKE HEALTHY LIFESTYLE CHOICES TO REDUCE THEIR RISK OF CANCER.

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