



Interventions for **C**ancer **P**revention
in **P**rimary Care

Background

- Up to 40% of cancer cases attributable to lifestyle factors such as smoking, alcohol, diet, weight and physical activity
- Low public awareness of cancer risk
 - Only 3% of the UK population aware that being overweight can ↑ risk
 - Less than a third aware that ↑ PA or ↓ alcohol can ↓ risk
 - 1 in 7 believe cancer is unmodifiable



Background

- Providing cancer risk information can:
 - Improve accuracy of perceived risk without increasing worry
 - Enhance response-efficacy
 - Increase intention to have cancer screening
- The risk factors are also the same as for many other conditions
- But, cancer is rarely discussed in practice and unlike similar tools for cardiovascular disease, cancer tools are rarely used in practice

Aim

1. To develop and test very brief cancer risk-based interventions targeted at increasing understanding of cancer risk and the benefits of lifestyle change that could be delivered in primary care.

Overview

1. Develop and select interventions (Feb – Oct 2017)
2. Pilot the interventions (Oct 2017 – April 2018)
3. A feasibility study of incorporating the interventions into NHS Health Checks and other settings (July 2018 – April 2019)

1. Development and selection of interventions

1. Development of risk algorithms
2. Review of literature on risk communication and behaviour change techniques
3. Development of prototype interventions
4. Focus groups with healthcare professionals
5. Adaptation of prototype interventions
6. Feedback from healthcare professionals via questionnaire
7. Consensus meeting with experts

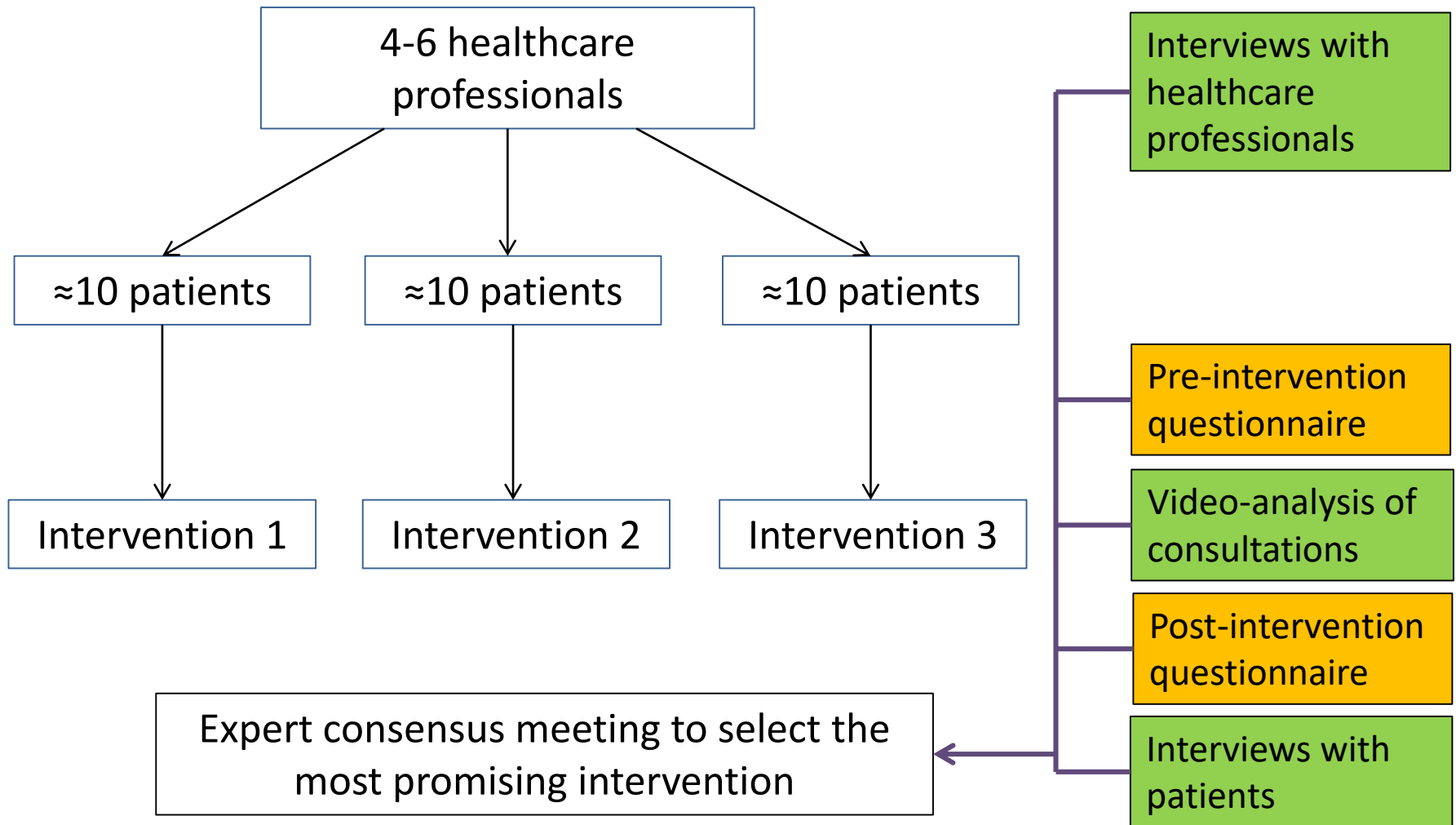
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2. Piloting the interventions



Consent

Risk tool / website

Estimating the risk of developing the five most common preventable cancers over the next 10 years

Age (years)

56

The number of parents, brothers and sisters or children who have had lung, bowel, bladder, kidney or oesophageal cancer

2

Your values
now

BMI

26

Smoking status

Ex-smoker

Alcohol (units per week)

25

Fruit and vegetables
(portions per day)

2

Red and processed meat
(portions per week)

6

Physical activity (hours per
week)

1

Reset

Calculate
risk

Estimating the risk of developing the five most common preventable cancers in men over the next 10 years

Age (years)

56

The number of parents, brothers and sisters or children who have had lung, bowel, bladder, kidney or oesophageal cancer

2

Your values
now

Ideal values

BMI

26

22.5

Smoking status

Ex-smoker

Ex-smoker

Alcohol (units per week)

25

14

Fruit and vegetables
(portions per day)

2

5

Red and processed meat
(portions per week)

6

3

Physical activity (hours per
week)

1

3

Reset

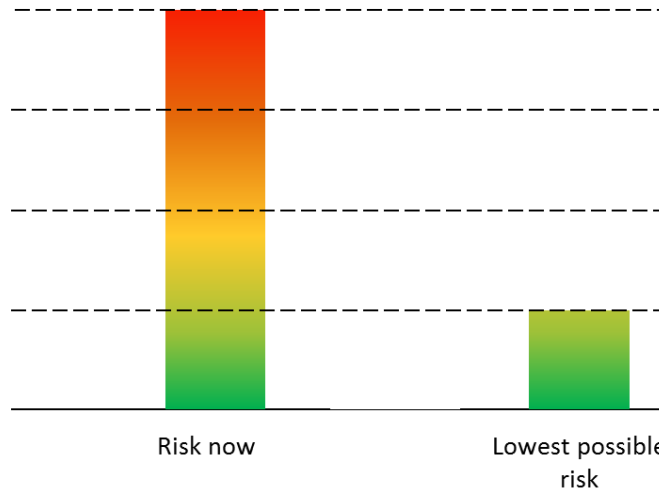
Compared to the lowest possible risk for men of your age with the same family history, the risk for men with your current lifestyle is:

Four times lowest
possible risk

Three times lowest
possible risk

Twice lowest
possible risk

Lowest possible
risk with all ideal
values for all
lifestyle factors



Estimating the risk of developing the five most common preventable cancers over the next 10 years

Age (years)

56

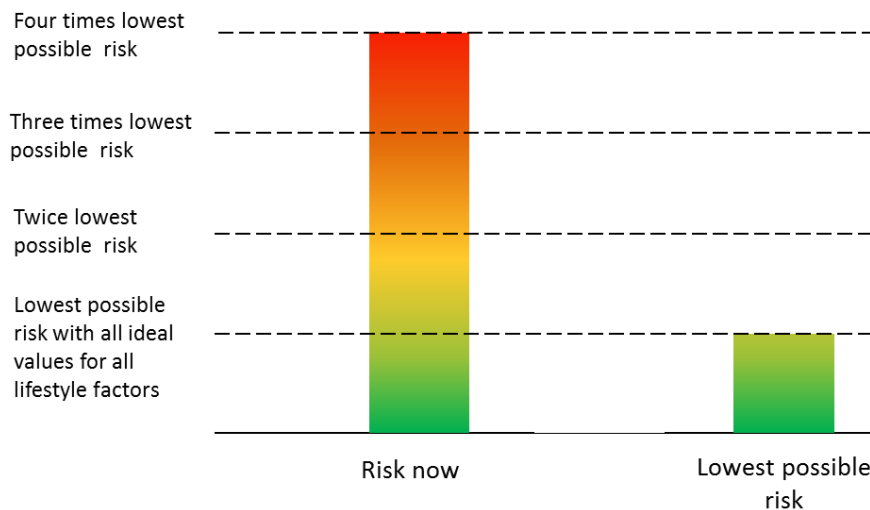
The number of parents, brothers and sisters or children who have had lung, bowel, bladder, kidney or oesophageal cancer

2

	Your values now	Your new target values	Ideal values
BMI	26		22.5
Smoking status	Ex-smoker		Ex-smoker
Alcohol (units per week)	25		14
Fruit and vegetables (portions per day)	2		5
Red and processed meat (portions per week)	6		3
Physical activity (hours per week)	1		3

Reset
Calculate new risk

Compared to the lowest possible risk for people of your age and sex with the same family history, the risk for people with your current lifestyle is:



Estimating the risk of developing the five most common preventable cancers over the next 10 years

Age (years)

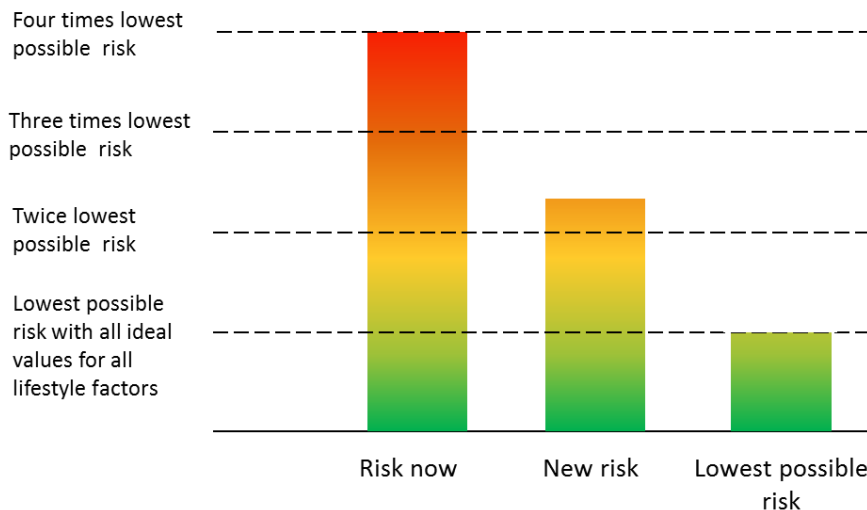
56

The number of parents, brothers and sisters or children who have had lung, bowel, bladder, kidney or oesophageal cancer

2

	Your values now	Your new target values	Ideal values
BMI	26	24	22.5
Smoking status	Ex-smoker	Ex-smoker	Ex-smoker
Alcohol (units per week)	25	16	14
Fruit and vegetables (portions per day)	2	3	5
Red and processed meat (portions per week)	6	3	3
Physical activity (hours per week)	1	1	3
	Reset	Calculate new risk	

Compared to the lowest possible risk for people of your age and sex with the same family history, the risk for people with your current lifestyle is:



Estimating the risk of developing the five most common preventable cancers over the next 10 years

Age (years)

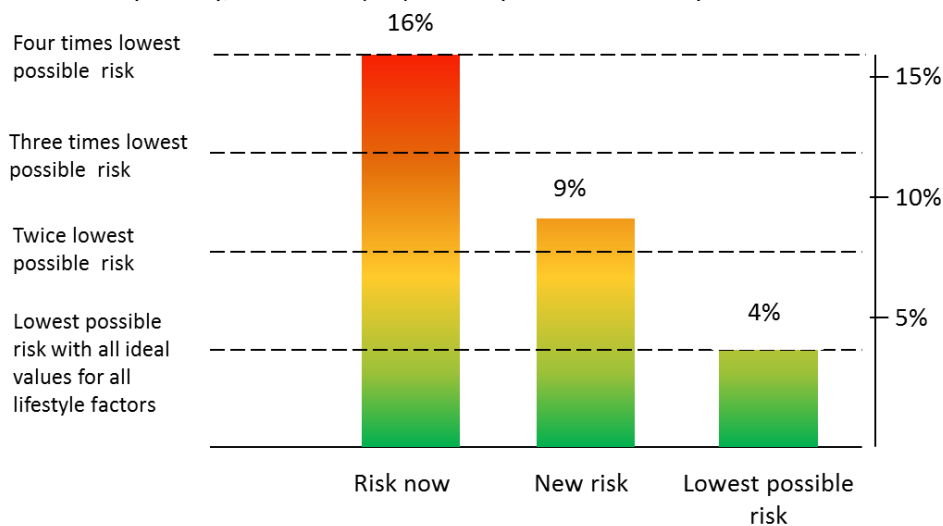
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<div>Reset</div> <div>Calculate new risk</div>			

Compared to the lowest possible risk for people of your age and sex with the same family history, the risk for people with your current lifestyle is:



To see more details about how we estimated these risks click [here](#)

Leaflet to support behaviour change

Fruit & Vegetables

Fruit and vegetables contain lots of important nutrients, which are vital for a healthy diet. They are low in calories and are an excellent source of fibre. Both of which can help you to keep at a healthy weight. Eating more fruit and vegetables can particularly help to reduce your risk of mouth, throat and lung cancers.



Experts suggest we eat 5 or more portions of fruit and vegetables each day. A portion is the same as a **medium-sized apple, a handful or small fruit, or 3 tablespoons of vegetables.**



"I try to eat 5 portions of colourful fruit and vegetables each day"
(Name XX, aged XX)

What **small** changes could you make to include more fruit and vegetables in your diet?

Some ways that have worked for others include:

- ◆ Add fruit to your breakfast cereal
- ◆ Prepare raw vegetables carrots, peppers, cherry tomatoes, cucumber sticks to snack on during the day
- ◆ Try adding a side salad to your lunch/dinner
- ◆ Include an extra portion of vegetables to your dinner
- ◆ Have a piece of fruit as your dessert each day



If you think it would help you, you can use this space to write down the ideas that could work for you....

- 1)
- 2)
- 3)