

Pre-recorded Video Interviews for Policy Report Launch

Professor Junshi Chen

Interview questions

- 1. How does this report relate to the 2007 diet and cancer report?**
- 2. What is the overall message coming out of this Policy Report?**
- 3. Can you give some examples of the recommendations?**
- 4. What sort of difference can this report make to China?**
- 5. What does this report tell us about the number of cancers that could be prevented?**
- 6. What needs to happen now?**

1) What is the relationship between the 2007 diet and cancer report and the 2009 Policy Report?

This Policy Report and the 2007 diet and cancer report are complementary - they go together. The 2007 diet and cancer report provided 10 Recommendations based on science. Now, the 10 Recommendations need to be implemented and take a series of actions. What will be the policy and what are the actions needed, and those are the main contents of the Secondary Report. For example, one of the Recommendations in the 2007 diet and cancer report is body fitness, and there is a public goal that is to maintain the population BMI between 21 and 23. There is also an individual recommendation to keep your body weight at the lower end of normal BMI. So those public goals and personal recommendations need to be implemented so the goals could be met. That is why we have the second Policy Report.

2) What is the overall message coming out of this Policy Report?(2:03)

I think the key message of this 2009 policy report is to tell the readers that in order to implement the 10 Recommendations all the actors in our society should act together. All the actors include the government, the individuals, civil organisations, food industries, schools, hospitals, and so forth. That means whoever is involved or is relevant to the cancer reduction campaign should be involved and engaged, they should work together in an integrated form from their own position. For example, the role of the government is to develop proper policy, and the role of the industry is to produce healthy food, so there are all kinds of examples. I'll give you one example; this is to promote physical activity, that is the main Recommendation from the 2007 report. And In order to promote physical activity we need actions from all the different actors, including all the actors, which I just mentioned. So this is a concerted effort; it is not just one person's business. Cancer prevention needs to have a joint effort of all the actors; it's not only the business of the healthcare professionals, not just the business of the individuals. I think this is the overall message of the Policy Report.

3) What are the examples of the policy recommendations?(4:40)

In this 2009 Policy Report, there are 48 policy recommendations addressed to 9 different types of actors who are relevant in the cancer control and prevention campaign. I've already mentioned about some of the actors including government, media, civil organisations, food industries, schools, and so forth. So I'll just give you one or two examples of the recommendations. One example is for the government. The role of the government is not only to develop proper policy; the government has other roles including education. The government will develop educational programmes for disseminating proper scientific information to all the relevant organisations and individuals. Another example is the food industry. As I mentioned earlier, the food industry needs to play at least two roles. One is to provide and develop healthier food. For example one of the Recommendations is to reduce salt intake from the diet in order to prevent gastric cancer. Therefore the role of the food industry is to reduce the salt content of all kinds of processed food. Of course, the role of food industry is not limited to their own product. The food industry, in terms of their social responsibility should also engage themselves in all kinds of education programmes to the consumers to raise awareness of a healthy lifestyle to the consumers. So 48 recommendations seems quite a lot, I don't think people can remember, but I think these are the examples addressed to different actors in the whole campaign and I just mentioned the government and the food industry but of course there are more examples.

4) What are the differences that could this report make?(08:16)

The 2009 Policy Report and the previous diet and cancer report are complimentary and go together, the differences should be assessed in combination of these two reports.

The diet and cancer report has 10 Recommendations. The Policy Report has 48 recommendations. The difference they can make obviously is to reduce cancer rates around the whole world. If those recommendations could be implemented I am quite confident a significant reduction of cancer rates, at least all these major cancer rates could be significantly reduced. I want to emphasise the differences that this report can make is not only limited to cancer, it can also make a difference in the reduction of all rates of non-communicable diseases such as coronary heart disease, diabetes, hypertension, stroke etc. All together this is quite a significant health burden to the individuals and to our society. This is because all these recommendations prepared by this cancer report could also be used in the prevention and control of other non-communicable diseases. They are all in line, they are not in conflict. That's why this is only a cancer report? no, this is not only a cancer report, but also affects the other chronic diseases.

5) What does the report tell us how many cancers could be prevented?(10:52)

If all the recommendations on diet and physical activity could be implemented, the report provides a series of estimates on the number of cancer cases that could be prevented and the overall message is that in developed countries like the USA and UK, 1/3 of cancer cases could be prevented every year. In less developed countries such as Brazil and China, the number is about 1/4, that is 25 % of cancers could be

reduced. This is the overall estimate. I would like to give you a little information on China. In the recent 30 years, there was an 80% increase in cancer deaths in China. In terms of the number of cancer death cases, that is 1.7 million cancer deaths every year occurred in China. According to the report, 25% could be prevented, around 430,000 cancer deaths could be prevented. We also have to be aware that not all the cancers have the same incidence. For example oesophageal cancer is one of the major cancers in China. We have about 200,000 death cases from this alone. According to the Policy Report, the percentage of oesophageal cancer in China that could be prevented is about 44%. That is 90,000 cancer deaths from oesophageal cancer alone. I think this reduction is very significant in terms of the people's lives and also the family burden as well as the national and societal burden. This is quite a significant achievement. Of course these are only scientific estimates, in order to realise all these numbers we need to act together as the report recommends and work very hard for all kinds of actions need to be taken based on the 48 recommendations of this report.

6) What needs to happen now? (15:03)

In other words, what should we do based on this Policy Report? I think the first thing that needs to happen is to disseminate the overall message from this report, that is to raise the awareness of all the actors we have mentioned previously. I think awareness is the first thing. Secondly all the actors need to act together in order to make a difference. In the context of the Chinese situation, the Chinese government is trying now very hard to develop policies in controlling all kinds of non-communicable diseases including cancer. There is a mid-term cancer control and prevention plan that was developed by the ministry of health, which covered 2005 to 2010, and the new policy and strategies are being developed. I think the report will provide a good reference for the minister of health in China to further develop the policies and national strategies in cancer control and prevention. This is obviously what is needed in China. I would like to re-emphasize the importance of raising awareness not only to individual consumers but also to all the relevant actors including government, media, schools, civil organisations, health professionals, etc. These are the actions that need to be taken but in China I am quite convinced that these two reports, the 2007 cancer report and the 2009 Policy Report could be used by the Chinese Ministry of Health as one of the important references in their planning of cancer control and prevention and also all kinds of other non-communicable diseases.