

PREVENT
CANCER

A red speech bubble graphic with a white outline, pointing downwards and to the left. The word "NOW" is written in white, bold, sans-serif capital letters inside the bubble.

NOW

DON'T KEEP THIS!
PLEASE SHARE IT WITH OTHERS.

PREVENTION IS THE CURE

‘The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease.’

Thomas Edison spoke these words almost 100 years ago. He must have foreseen a future where doctors would master the diseases of his time, by building up the body’s natural immune system, by promoting a healthy environment, and by fully understanding the causes of diseases so they could be prevented. What would he say now, about how far we’ve come since he spoke those words? The cure for cancer was promised within five years by U.S. President, Richard Nixon - in 1971! It remains as elusive as ever. The feared words, “You have cancer,” are still heard by over 175,000 Canadians every year. While much work is carried out and much money is spent to supposedly find that cure, cancer prevention receives little attention or funding.

Prevent Cancer Now is a Canadian non-profit organization dedicated to changing all that, to eliminating or reducing the preventable causes of cancer. In other words, to prove that for cancer, “prevention is the cure.”



WHAT IS PREVENT CANCER NOW ALL ABOUT?

We got our start in 2007 with an international conference in Ottawa. Dedicated to eliminating the preventable causes of cancer, we fill a gap in our current health care system's priorities. Primary cancer prevention consumes less than 2% of the funding for cancer research in Canada. We believe that amount, and thus the resulting effort, is at best inadequate and at worst, a disgrace. Stopping cancer before it starts should be our number one priority.

At least 80% of cancers are preventable.

Prevent Cancer Now works to eliminate the preventable causes of cancer. We aim to:

- 1 Educate and inform Canadians about cancer and what they can do now to prevent it.
- 2 Devote more funds to primary cancer prevention.
- 3 Ban asbestos, pesticides, and garbage incineration.
- 4 Support a green chemistry plan to replace/remove harmful chemicals in our environment.
- 5 Promote an organic nation centered around organic agriculture.
- 6 Support the development of safer, renewable, energy sources.

WHAT SHOULD I KNOW



ABOUT CANCER?

Clearly cancer is one of the most dreaded of all diseases. It is insidious, often initiated in the body years or decades before it becomes apparent. While the disease tends to affect the elderly more often, it strikes people at any age, including newborns. As for treatment options, the typical approaches are brutal: surgery, chemotherapy, radiation and long-term hormone treatments. Some have said the treatments are worse than the disease itself. Certainly the resulting disfigurement, the side effects, and such long-term impacts as “Chemo-fog”, make cancer treatment abhorrent, and something we should be working to avoid at all costs.

WHAT CAUSES CANCER?



Cancer is not just an inevitable disease, nor is it based strictly on bad luck. There are many very real risk factors associated with cancer, some in our control and others not so much. Smoking is perhaps the best known of these as Health Canada states that 85% of all lung cancers are caused by tobacco use. Environmental causes are another major determinant, probably responsible for 50% or more cancer incidences although their 'share' is typically estimated at far less than this. As an example, cancer rates near heavily industrialized areas tend to be higher. Obesity, poor diet, alcohol consumption, excessive sun exposure, and inactivity are other known risk factors. While hereditary factors do have some bearing on one's propensity to contract cancer, it is perhaps in the 5-10% range and even at that, we can take preventive measures to stop these inherited factors from 'triggering' a cancer. Rather than merely treat the disease, we believe more work is required to properly identify the causes of cancer and eliminate or reduce these causes. At the very least, we should be applying what we already know to prevent cancers. And we know quite a bit!

HOW CAN WE PREVENT CANCER?

First of all let's recognize that most, if not all cancer, can be prevented.

Some of the most obvious ways are to stop smoking, eat more fresh, organic fruit and vegetables, limit alcohol consumption, and exercise regularly. There is much, much more to be done, particularly on the environmental side. We need to reduce cancer-causing substances from the air we breathe, the water we drink, the food we eat, the products we use, the places we live, learn and work, and from the industries around us. In fact, there is little use in doing everything we can on the personal level to prevent cancer, if all around us our environment is still polluted with cancer-causing chemicals. For this purpose, we need to exert pressure at the political and corporate level to demand and to get the necessary action. We need more collective action.

EWG'S SHOPPER'S GUIDE TO PESTICIDES™

DIRTY DOZEN™ Buy These Organic			CLEAN 15™ Lowest in Pesticides		
WORST	1	Apples	BEST	1	Onions
	2	Celery		2	Sweet Corn
	3	Strawberries		3	Pineapple
	4	Peaches		4	Avocados
	5	Spinach		5	Asparagus
	6	Nectarines (Imported)		6	Sweet Peas
	7	Grapes (Imported)		7	Mangoes
	8	Sweet Bell Peppers		8	Eggplant
	9	Potatoes		9	Cantaloupe (Domestic)
	10	Blueberries (Domestic)		10	Kiwi
	11	Lettuce		11	Cabbage
	12	Kale / Collard Greens		12	Watermelon
		13	Sweet Potatoes		
		14	Grapefruit		
		15	Mushrooms		

www.foodnews.org

WHAT YOU CAN DO RIGHT NOW TO PREVENT CANCER

While there are literally hundreds of things you can do to help prevent cancer or a recurrence, here are 12 you can choose to do now:

- 1 Choose a whole food, plant-based, organic diet, as fresh, raw and local as possible.
- 2 Drink lots of pure water, filtered if necessary.
- 3 Consume less meat, dairy, sugar, white flour and salt; eat more fruit and vegetables.
- 4 Be physically active, and get outdoors to do it.
- 5 Choose personal care products wisely, without methyl, butyl paraben, acrylamide, or formaldehyde.

6 Use vinegar, baking soda and water for most household cleaning.

7 Use glass or stainless steel for food storage and cooking and don't burn or char your food.

8 Don't use pesticides and fight to stop their use in your community.

9 Limit use of cell phones and cordless phones — don't let young children use them at all.

10 Get some sunshine for the vitamin D but be sure you cover up so you don't burn.

11 Question the need for X-rays and CT scans recommended by doctors and dentists.

12 Learn more and take action to help prevent cancer in your community.

See www.preventcancer.ca for more ways to prevent cancer.



HOW CAN I LEARN MORE?

We strongly advise you to make your health a priority.

There is no substitute for good health and it is much easier to stay healthy than it is to regain your health after losing it. Our web site, **preventcancernow.ca** provides useful information on your health and cancer prevention. It also has links and sources for other related news, materials, videos, etc. One good book to read and keep as a reference, is *Cancer: 101 Solutions to a Preventable Epidemic* by two of the founders of our organization, Liz Armstrong and Guy Dauncey.



There are a number of medical web sites that freely offer helpful advice and direction that you and your family can use. Here are just a few of those:

www.drmcDougall.com

www.drweil.com

tcolincampbell.org

www.doctoroz.com

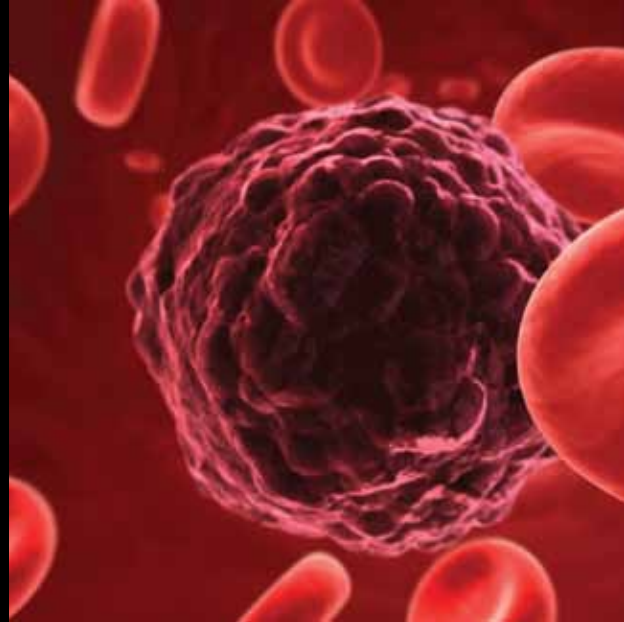
www.cancer.ca

www.ewg.org

www.mercola.com

HOW DOES CANCER DEVELOP?

Under normal conditions, cells in our bodies reproduce, die off, and reproduce again, as needed. When cancer strikes, this balance is thrown off, and cells reproduce out of control, resulting in tumours. These tumours can invade surrounding body tissue and sometimes, through a process known as metastasis, cancer cells break off and travel via the blood and lymph system to other parts of the body and form tumours there. The cancer tumours actually set up their own blood vessels, in effect living off the very body systems they can end up destroying.



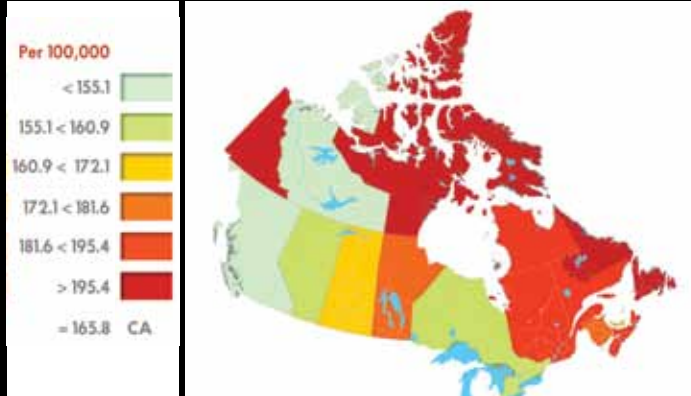
HOW PREVALENT IS CANCER?

Cancer is Canada's top killer. You have more chance of dying from cancer than any other way. According to Statistics Canada, about 75,000 Canadians will die from cancer in 2011 and about 178,000 will get it for the first time. About 40% of women and 45% of men

will contract cancer and one quarter of us will ultimately die from it.

Cancer rates are higher in the Atlantic Provinces and the lowest rates are in British Columbia. Within provinces there are cancer clusters or 'hot spots', although these have not been studied at the local level except for one report recently carried out in New Brunswick. It made the connection between higher cancer rates and higher levels of industrial development in that province.

On a positive note, the rate of cancer survival has improved over the last few years and according to the publication, "Canadian Cancer Statistics 2011", five-year survival rates are at 63%.



A WORD ABOUT TREATMENT

Strictly speaking, at Prevent Cancer Now we deal with preventing cancer, not treating it. Nonetheless, in our work we have learned about cancer treatment and pass along this advice. Don't be afraid to ask your doctor questions or to ask for a second opinion. If a specific treatment is recommended, ask for the predicted outcomes of that treatment and of the other options available to you. Ask what is best for you, not what is the most expedient. It is your health and your future that are on the line. Don't short change yourself and merely accept what is told to you.

Consider complementary and alternative therapies. These more gentle approaches typically try to build up the body's own immune systems to fight the cancer rather than the



more destructive treatments offered by the conventional cancer care system. While reported results are not as easy to find, there have been excellent outcomes through complementary and alternative treatments either alone, or in combination with the conventional methods.

A preferred option may be one that combines the best of conventional and alternative treatments and care. Research your options and choose what you feel is best.

**FINALLY WE SAY
TO YOU:
"DON'T SIT THIS
ONE OUT. DO
SOMETHING."**

Cancer should not be something that just happens to us. It is a disease that can be prevented. You can do many things to help yourself accomplish that. You can join with us to do even more, more for all of us. Contact us for more information, more motivation or to give us your ideas. You can reach us at:

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info@preventcancernow.ca
www.preventcancernow.ca

"A healthy man has a thousand wishes; a sick man has just one."

- Ancient Chinese Proverb

**PREVENT
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NOW

www.preventcancernow.ca

The Prevention is the Cure presentation is supported by:

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