

## Our Mission

To eliminate preventable contributors to cancer

## Our Goals

- Build a Canada-wide movement for cancer prevention.
- Work with and support individuals, communities, workers, businesses, governments and groups to recognize, reduce and eliminate exposures contributing to cancer.
- Entrench use of the Precautionary Principle, using the Substitution Principle (least-toxic options).
- Increase funds for primary prevention.
- Improve regulations and policies to end exposures to carcinogens.

## What We Do

- Provide public education.
- Run focused campaigns.
- Promote member and group development and activities.
- Research contributors to cancer.

## Support *Prevent Cancer Now!*

Donate to our work in education, advocacy and prevention research.

Please visit

[www.PreventCancerNow.ca](http://www.PreventCancerNow.ca)

Click on “Donate Now”

Tel: 866 202-3389

[info@preventcancer.ca](mailto:info@preventcancer.ca)

PREVENT  
CANCER **NOW**



Chris Pollack - iStockphoto

## A Canada-Wide Movement to Eliminate Preventable Contributors to Cancer

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[www.PreventCancerNow.ca](http://www.PreventCancerNow.ca)

## JOIN US IN MAKING CANCER PREVENTION A PRIORITY!

*Prevent Cancer Now* does not accept that Canada's epidemic rates of cancer are the price we must pay for modern living.

We are no longer prepared to accept that cancer has become a recognized disease of childhood; that our loved ones must stoically accept brutal cancer treatments while awaiting an uncertain fate; that our young people are losing out on the best years of their lives through increasing rates of cancer; and that workers in many occupations are dying in order to make a living.

A cancer diagnosis brings not only alarm and distress; cancer costs billions of dollars for treatment, plus indirect costs to patients, families, caregivers and society.

We now know that a majority of cancers are preventable. To focus on treatment and 'the cure' for cancer is good and necessary. To focus on eliminating the root causes of cancer is better, so that we can eventually end the scourge of this preventable disease.

## WHAT CAN YOU DO TO HELP PREVENT CANCER NOW?

Go to our website and:

- Educate yourself, get weekly tips.
- Sign up for our informative newsletter, *An Ounce*.
- Make a donation to support our work.
- Join us! Become a member of PCN, spread the word, take action.
- Volunteer your time and expertise.

[www.PreventCancerNow.ca](http://www.PreventCancerNow.ca)

## Why Cancer Prevention?

### Because it Works!

In 2014, about 190,000 Canadians were diagnosed with cancer, and about 40% of them will die from it. They are our mothers, brothers, daughters, sons, grandparents, best friends, co-workers and neighbours. They're young and old, male and female, rich and poor — of every race, colour and creed.

The economic cost of cancer is immense. The physical and emotional burden simply can't be measured, both for patients and their loved ones.

**But we have good news!**

**MANY cancers can be prevented.**

**If we take bold action for prevention:**

- *Thousands of Canadians will never hear the dreaded words, "You have cancer."*
- *Thousands will not suffer cancer treatment themselves or for loved ones.*
- *Billions of dollars will be saved in health care and other costs to patients, families and society.*

### Prevent Cancer Now works to:

- Spread awareness on what people can do NOW to prevent cancer.
- Ban asbestos, lawn pesticides, incineration and sources of carcinogens in consumer products.
- Support a "green chemistry" plan — replacing harmful chemicals with safer ones in products and processes.
- Promote an organic nation — replace the current petroleum-based, chemical system with organic agriculture.
- Support renewable energy — replace coal, petroleum and nuclear-based power with more sustainable sources.
- Support informed regulation and decisions, based on high quality science.

## You CAN Prevent Cancer Now

Cancer often takes a very long time to develop, but exposure to cancer causing substances begins before birth. Expectant mothers, children and teenagers are more susceptible to harm from environmental carcinogens and chemicals that interfere with our hormones.

To protect yourself from getting cancer, or a recurrence, choose foods, personal and home & garden products, toys and medical tests that will minimize your hazardous exposure. Build up your body's natural protective systems to fight off cancer.

**For more information go to**

[www.PreventCancerNow.ca](http://www.PreventCancerNow.ca)

**Do Not Smoke. Get help to quit.**

**Eat a Largely Plant-based, Organic Diet**

**Choose:** more locally grown organic food, fruits and vegetables, beans, whole grains, and (a little) wild fish. Drink filtered water.

**Consume less:** meat, processed foods (including refined sugar and grains) and alcohol.

Promote affordable organic foods through community gardens, co-ops and advocacy.

**Be physically active**

Physical activity helps to maintain a healthy body weight, reduces levels of stress and improves function, all of which reduce our risk of cancer.

**Adults:** Get *at least* 30 minutes of moderate to vigorous physical activity 3-5 days a week. It is great to sweat!

**Children and adolescents:** Play actively at least an hour a day.

**Be a Cancer Smart Consumer & Worker**

**Personal care products:** Go fragrance-free, with simple and even organic products. Avoid creams, sunscreens and other products containing triclosan, parabens, acrylamide, talc, petroleum jelly, "laureth," or nano-ingredients ... see our website for more information.

**Cleaning products:** Most cleaning can be done with vinegar, baking soda or salt. They work just as well, and are much cheaper! Alternatively, use certified eco-choices.

**Cooking and Storing Food:** Use glass or stainless steel containers and cookware. Throw out Teflon, and never microwave food in plastic containers.

**Pesticides:** Just don't use them! There are many good alternatives and strategies. If you don't have one already, work for better pesticide laws. We'll help!

**Work to implement alternatives** to exposures that contribute to cancer.

**Avoid Radiation**

**Wireless Devices:** Use wired technologies whenever possible. Invest in a headset and keep phone calls brief, or text message. Keep devices away from the body, per instructions. Children should not use wireless devices.

**Check your basement for radon.**

**Medical radiation:** Question your doctor and dentist to be sure that x-rays, CT scans and other tests are absolutely necessary.

**Make a Difference**

Learn more about how to prevent cancer. Join PCN! Check out our website for ideas on how to advocate for action on prevention. Help leave a healthy legacy for our children.

December, 2016