

**PREVENT OBESITY. PREVENT CANCER.**



CANCER  
RESEARCH  
UK

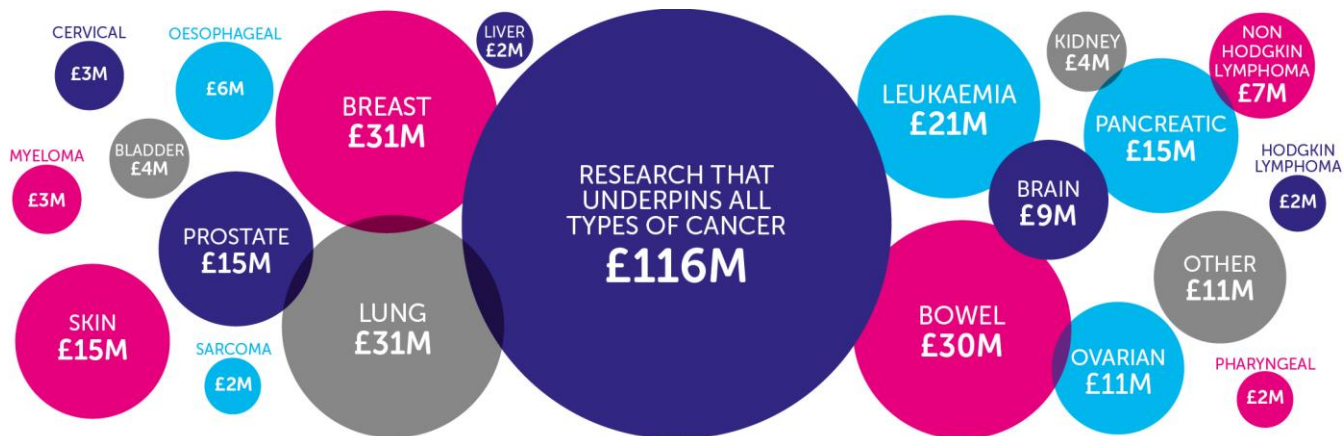
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# Obesity: Key issues for Scotland

## Cancer Research UK

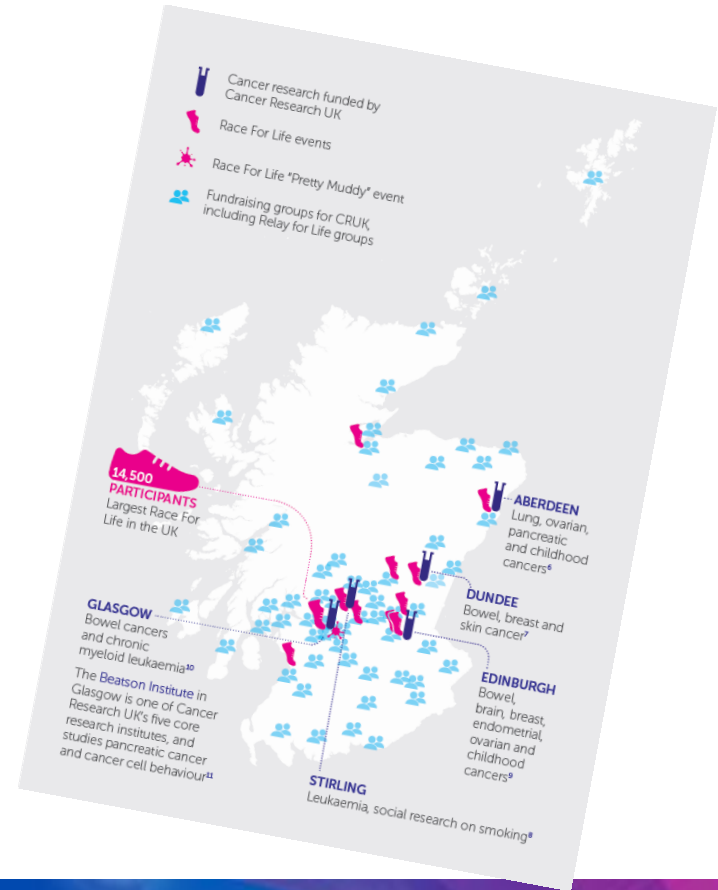
- Cancer Research UK
- Our presence in Scotland
- Cancer prevention and CRUK
- Policy priorities: Obesity

# What we do



# Cancer Research UK in Scotland

- £33m
- 129,000
- 200,000

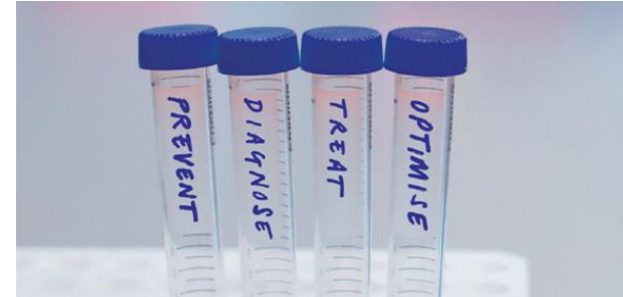


# Our strategy

Accelerating progress  
to beat cancer sooner



# Cancer Prevention

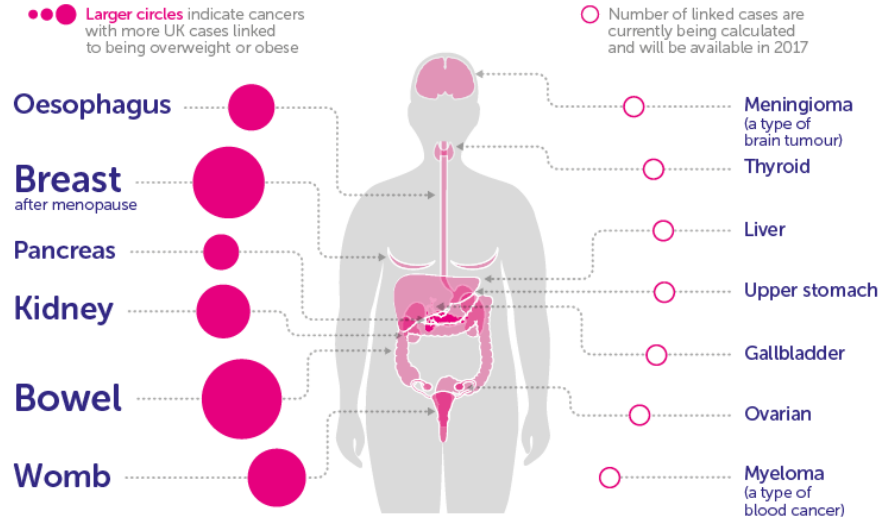


- Prevention has a renewed focus in CRUK's new strategy

# Obesity and Cancer

- Overweight and obesity is responsible for around **18,100** cancers in the UK every year
- If current trends continue, it will lead to a further **670,000 cancer cases** over the next 20 years.
- Overweight and obesity is linked to some of the most common types of cancer like **breast and bowel cancer** –and some of the hardest to treat like **pancreatic and oesophageal cancer**.

## BEING OVERWEIGHT CAN CAUSE 13 TYPES OF CANCER



# Obesity in Scotland

- **Obesity remains a big problem in Scotland**
- More than 28% of children and 65% adults are either overweight or obese.
- Scotland is the 'heaviest' of the UK nations.
- **Inequalities: Obesity has negative correlation with SES**
- In Scotland, 45% of children from the most deprived quintile consume non-diet soft drinks on a daily basis, compared to 30% from the least deprived quintile.

Scotland's levels of obesity are the **worst** in the UK.<sup>1</sup>

Over a **quarter** of Scottish children and **two-thirds** of Scottish adults are either overweight or obese.<sup>2</sup>





# Obesity Awareness

**AIM:** To measure public awareness of the link between obesity and cancer in the UK adult population

## METHODS:

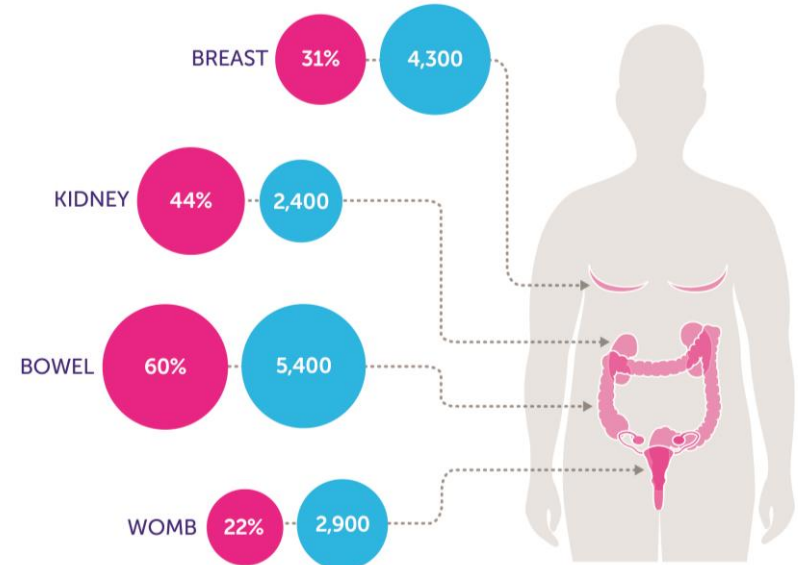
- Online cross-sectional survey
- 3293 participants (adult, UK-wide)

**KEY FINDINGS:** Low levels of awareness with only 1 in 4 linking obesity and cancer when unprompted

## AWARENESS OF FOUR CANCER TYPES LINKED TO OVERWEIGHT AND OBESITY

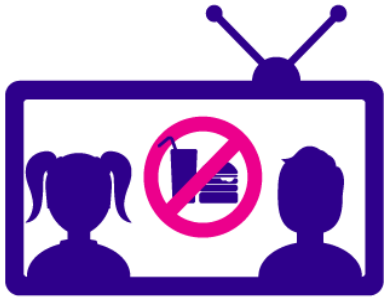
% who correctly thought being overweight or obese increased the risk of the following cancers

Number of cases caused by being overweight or obese in the UK each year



# Policy priorities

WHAT WE NEED TO TACKLE CHILDREN'S OBESITY =



JUNK FREE TV



SUGARY  
DRINKS LEVY



Sugar	↓
Fat	↓
Salt	↓

REFORMULATION OF  
EVERYDAY FOOD

While some measures require action at a UK Govt level, there is more we can do in Scotland.

The planned 2017 Diet and Obesity Strategy presents an important opportunity for tackling this problem, and we are keen to work with others to ensure it's a robust strategy.

# Policy priorities



We're calling for a comprehensive strategy to tackle obesity in Scotland. It should include:

- A focus on improving the quality of children and adults' diets and tackling the wider factors that lead to overconsumption of unhealthy food
- Measures to restrict multi-buy discounts and related promotions

# Policy priorities

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**Polling conducted by Cancer Research UK shows that there's clear support from people in Scotland for action against obesity.**

**Three-quarters of Scottish adults support fewer price promotions on junk food.**

Thank you

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