Obesity: Key issues for Scotland
Cancer Research UK
Outline

• Cancer Research UK
• Our presence in Scotland
• Cancer prevention and CRUK
• Policy priorities: Obesity
What we do

RESEARCH THAT UNDERPINS ALL TYPES OF CANCER
£116M

- Breast £31M
- Lung £31M
- Bowel £30M
- Leukaemia £21M
- Pancreatic £15M
- Brain £9M
- Kidney £4M
- Other £11M
- Non-Hodgkin Lymphoma £7M
- Hodgkin Lymphoma £2M
- Ovarian £11M
- Pharyngeal £2M

- Skin £15M
- Cervical £3M
- Oesophageal £6M
- Bladder £4M
- Prostate £15M
- Liver £2M
- Myeloma £3M
- Sarcoma £2M
Cancer Research UK in Scotland

- £33m
- 129,000
- 200,000
Our strategy

Accelerating progress to beat cancer sooner

1 in 4 1970s survival rate

2 in 4 today’s survival rate

3 in 4 survive cancer within the next 20 years
Cancer Prevention

- Prevention has a renewed focus in CRUK’s new strategy
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.
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.¹

Over a quarter of Scottish children and two-thirds of Scottish adults are either overweight or obese.²
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
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.

WHAT WE NEED TO TACKLE CHILDREN'S OBESITY =

JUNK FREE TV + SUGARY DRINKS LEVY + REFORMULATION OF EVERYDAY FOOD
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
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