There are more than 200 types of cancer, many of which have devastating consequences. *International Innovation* lays down the facts about the causes of cancer and describes ways it can be prevented.

**what?**

It all starts with a single cell that has a genetic fault. Generally, the body eliminates damaged or old cells to prevent them from dividing and passing on errors. However, sometimes these mutant cells are not destroyed, and they begin to form new cells, which can eventually clump together and form a tumour. Not all tumours are deadly; in fact, benign ones can often be removed and never return. However, malignant tumours are cancerous, and if left unchecked, they can kill the person who carries them.

**when?**

In 2012, the three most common cancers diagnosed were those of the:

- **Lung**
  - 13.0% of the total
  - 1.8 million cases
- **Breast**
  - 11.9% of the total
  - 1.7 million cases
- **Large Bowel**
  - 9.7% of the total
  - 1.4 million cases

The risk of being diagnosed with cancer increases with age. About 77% of all cancers are diagnosed in people after the age of 55.

**why?**

Cancer can start for many reasons. Some people are born with genetic predispositions towards cancer, while other cancers have multifactorial beginnings that arise from lifestyle choices:

1. **Poor Diet** – eating too few fruits and vegetables and too much red meat, salt and fibre can increase cancer risk
2. **Alcohol** – 4% of total cancers are linked to alcohol. It increases the risk of mouth, liver, breast, bowel and throat cancers
3. **Being Overweight or Obese** – this can lead to an increased risk of bowel and pancreatic cancers, which may be due to the fact that these individuals tend to have increased insulin levels
4. **Tobacco** – 1 in 5 cancer deaths are due to lung cancer, which is predominantly caused by smoking. Lung cancer is the most preventable form of cancer death in the world
who?

In 2012, the worldwide burden of cancer rose to an estimated **14 million** new cases per year. This figure is expected to rise to **22 million** cases annually within the next two decades.

**CANCER INCIDENCE**

- **205 out of every 100,000 men are diagnosed with cancer.**
- **Cancer incidence is 25% higher in men than women.**
- **205 out of every 100,000 men are diagnosed with cancer.**
- **Cancer affects 165 women per 100,000.**
- **Breast cancer is the most common cancer in women, followed by lung cancer.**

**WOMEN**

WHERE?

CANCER CAN APPEAR IN ANY LOCATION OF THE BODY. THE MOST DEADLY TUMOURS APPEAR IN THE:

- **LUNGS** – 1.6 million cases, 19.4% of total cancer deaths.
- **LIVER** – 0.8 million instances, 9.1% of total cancer deaths.
- **STOMACH** – 0.7 million cases, 8.8% of total cancer deaths.

HOW CAN WE BEAT IT?

NEARLY 1 OUT OF 3 CANCERS CAN BE PREVENTED

1. **Stop smoking.**
2. **Exercise moderately. Aim for 150 minutes per week.**
3. **Drink less alcohol.**
4. **Limit exposure to the sun and other forms of radiation.**
5. **Vaccinate against cancer-causing infections like the human papillomavirus.**
6. **Reduce exposure to environmental pollution.**
7. **Eat less red meat, fewer animal fats and less salt, sugar, lard and butter.**
8. **Eat more fibre, oily fish, whole grain cereals, bread, brown rice, fruits and vegetables.**