

PREVENT OBESITY. PREVENT CANCER.



Obesity and Cancer: Key issues for Scotland

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Outline

- Cancer Research UK
- Obesity and Cancer
- Our Policy Priorities
 - Price promotions
 - Junk food marketing

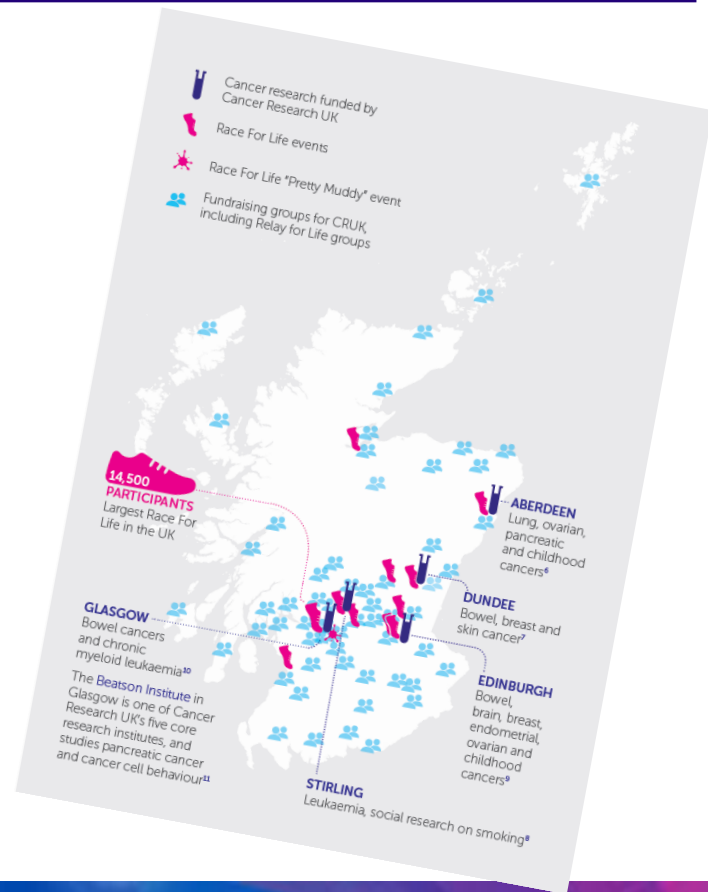
What we do



Cancer Research UK in Scotland



- £33m
- 129,000
- 200,000



Our Strategy



Cancer Awareness



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

Obesity and Cancer

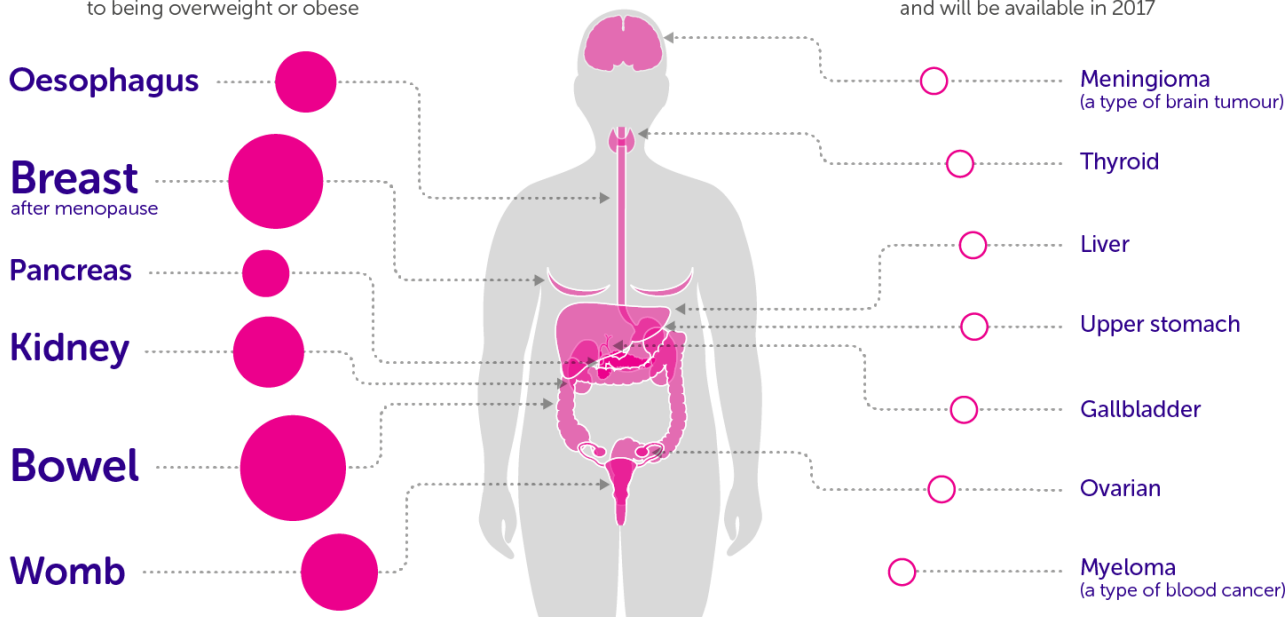
- Overweight and obesity is responsible for around 18,100 cancers in the UK every year.
- If current trends continue, it will lead to a further 670,000 cancer cases over the next 20 years.
- Overweight and obesity is linked to some of the most common types of cancer like breast and bowel cancer –and some of the hardest to treat like pancreatic and oesophageal cancer.
- Obesity remains a big problem in Scotland, with more than 28% of children and 65% adults either overweight or obese.

Obesity and Cancer

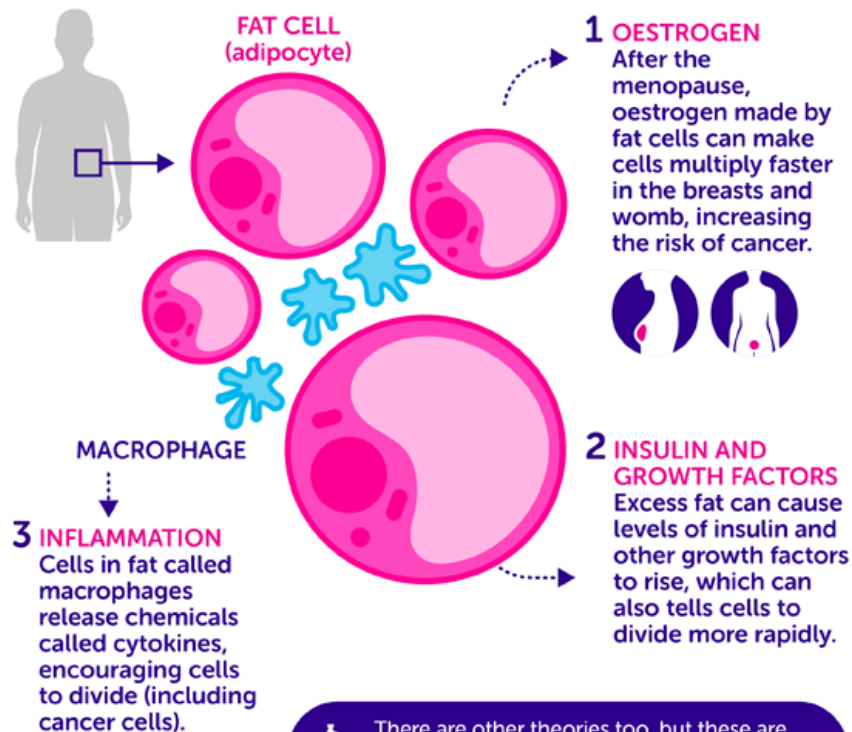
BEING OVERWEIGHT CAN CAUSE 13 TYPES OF CANCER

●●● Larger circles indicate cancers with more UK cases linked to being overweight or obese

○ Number of linked cases are currently being calculated and will be available in 2017



How Could Obesity Lead to Cancer?



There are other theories too, but these are the main ideas being studied. More research is needed to understand this in more detail.

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)

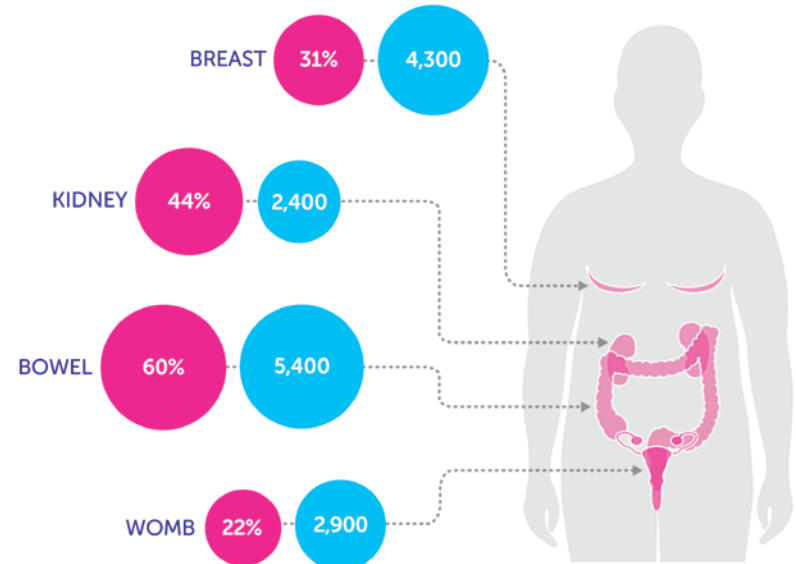
KEY FINDINGS:

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



THE OBESITY PROBLEM IN SCOTLAND



Scotland's levels of obesity are the **worst** in the UK.

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



LET'S BEAT CANCER **SOONER**
cruk.org/ScaleDownCancer

Childhood Obesity

HOW DOES OBESITY IN CHILDHOOD AFFECT CANCER RISK AS AN ADULT?



LET'S BEAT CANCER **SOONER**
cruk.org/health

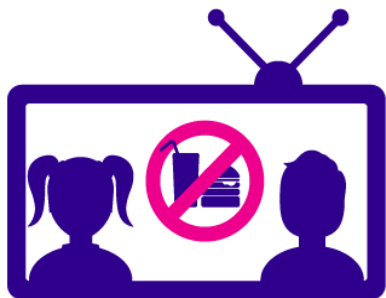
Source: cruk.org/childhoodobesity



CANCER
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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 Government level, there is more we can do in Scotland.

The planned 2017 Diet and Obesity Strategy presents an important opportunity for tackling this problem.

We are keen to work with others to ensure the strategy is robust.

Policy Priorities



We're calling for a comprehensive strategy to tackle obesity in Scotland.

This will require a focus on improving the quality of children and adults' diets and tackling the wider factors that lead to overconsumption of unhealthy food.

Our two priorities are:

- Measures to restrict multi-buy discounts and related price promotions
- A continued call to encourage the UK Government to restrict junk food marketing on TV

THE OBESITY PROBLEM IN SCOTLAND



Nearly **40%** of all calories are purchased as a result of price promotions.

LET'S BEAT CANCER **SOONER**
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PRICE PROMOTIONS:

Research suggests price promotions are one of the strongest marketing factors predicting total energy intake and obesity (Chandon and Wansink, 2012).

These promotions are widely used to market food to children and young people (Hawkes, 2009)

Price promotions increase the amount of food and drink people buy by around one-fifth, and increase sugar purchased from higher sugar foods and drinks by 6% (Public Health England, 2015).

Price based promotions are among the most salient forms of marketing to young people in Scotland (Cairns, 2015).

Around 53% of regular soft drinks and 42% of energy from fats and saturated fats were purchased as a result of price promotions (Food Standards Scotland, 2016).

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

7 in 10 Scottish adults support a ban on supermarket promotions on junk food.*

8 in 10 Scottish adults think there is a problem with obesity in Scotland.†

2 in 10 Scottish adults think the Scottish Government has shown a leadership role in reducing obesity.†

* Unpublished polling, n=142 Scottish Adults, 1-2 December 2016

† Unpublished polling, n=1145 Scottish Adults, 2-6 December 2016.

THE OBESITY PROBLEM IN SCOTLAND



7 in 10 adults in Scotland support banning supermarket promotions on unhealthy food.



LET'S BEAT CANCER **SOONER**
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Lessons from Alcohol and Tobacco Policy



HOW TO ACHIEVE EFFECTIVE CHANGE

Incremental gains: Not 'passing the buck' to other sectors that influence bodyweight, but promoting high impact population-level measures that make incremental gains over a sustained period of time.

Price can be an effective lever: Particularly among more price-sensitive consumers who may consume more of the product.

Comprehensive approach: Ensuring that comprehensive policy approach is adopted, rather than individual policies that may be perceived as 'easier' to implement but are less likely to achieve meaningful change on their own.

SUMMARY

Obesity is a complex condition and not linked to a single product. Food and beverage industry actors do have an important role to play to reformulate their products, and as such direct comparisons with the tobacco industry may not be appropriate. However...

Lessons from Alcohol and Tobacco Policy



LEARNING FROM THE SOFT DRINKS INDUSTRY LEVY

We note arguments used by certain industry actors to undermine the Soft Drinks Industry Levy in the UK. Examples include:

Economics: Expressing concerns over jobs and economic costs, often with accounting to the benefits to other sectors. There is an important role to communicate the costs of obesity.

Astroturfing: These are 'grassroots' organisations that may receive funding support from industry actors.

Passing the buck: Suggesting other industry sectors should be focused on, rather than their own.

LEARNING FROM ALCOHOL ETC. (SCOTLAND) ACT 2010

Establishing guidance on the best way to monitor trends in sales when evaluating (self-report vs. Nielsen).

Need for a comprehensive approach that cannot be easily circumvented.

Thank you



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