

Towards a cancer prevention program for the ACT and SE NSW region. A background paper and mapping exercise

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This project, commenced in the previous financial year, has been completed. The following is a summary of the report's recommendations which will provide a framework for action within The Cancer Council ACT:

Tobacco

1. Reduce initiation of tobacco use through a range of strategies including legislation, making cigarettes more expensive, educating and informing, targeting youth within a broad community based campaign.
2. Support mass media advertising campaigns.
3. Reduce the demand for tobacco through taxation that matches or exceeds increases in wages (increase the "real" price of tobacco).
4. Continue to provide a variety of high quality cessation services for those who wish to quit, including quit telephone support and self help educational materials.
5. Support programs and initiatives which involve primary healthcare professionals providing cessation support.
6. Continue to normalise smokefree environments.

Physical Activity

1. Create supportive environments for physical activity by further developing active transport options and safe, accessible public environments for physical activity.
2. Promote physical activity for general health benefits.
3. Support community groups to enable people to be physically active through improving access to their services and providing programs for underserved groups.
4. Support educational policies, curriculum and after school programming that encourages activity.
5. Encourage workplaces to support employees to be physically active.
6. Develop individually adapted behaviour change programs with a GP or primary care practitioner referral component in the ACT.

Nutrition

1. Improve monitoring and surveillance of dietary practices in the ACT.
2. Increase the demand for fruit and vegetables by supporting and complementing the "Go for 2 fruit & 5 veg" campaign.
3. Improve individual access to affordable fruits and vegetables in the ACT and region.
4. Decrease the promotion of less healthy food choices to children and availability of less healthy foods in schools.

Obesity and Overweight

1. Improve monitoring and surveillance of weight status of ACT adults and children.
2. Increase the impact of current ACT nutrition and physical activity programs on obesity and overweight, through better coordination of programs in a more comprehensive approach with reduced duplication of efforts.

Ultraviolet Radiation

1. Support the efforts of the National Skin Cancer Awareness Campaign (summer 2006–07) with ACT specific media and education initiatives aimed at the most vulnerable populations, children and outdoor workers.
2. Create supportive environments for sun protection through promoting the provision of shade and policies promoting sun protective clothing in environments such as schools, workplaces and recreation settings.
3. Improve early detection of melanomas through education and supportive efforts aimed at the general public and general practitioners.