

Reduce Your Risk Of Cancer With Four Simple Steps

(NAPSA)—Cancer touches nearly everyone at some point in life. Chances are, you or a family member has confronted cancer. In the U.S., one in two men and one in three women will be diagnosed with cancer during their lifetime.

Most Americans understand the importance of maintaining a healthy lifestyle, but it may come as a surprise that even small lifestyle improvements can reduce the risk of developing cancer.

To help Americans better understand how they can reduce their risk of cancer, C-Change, a national cancer coalition, is spearheading a communication initiative designed to facilitate the adoption of uniform consumer-tested messages by cancer and other health organizations for use in their respective public communication and education efforts. These messages center on the following simple steps adults can take to reduce their risk of cancer:

- **Check Your Status**—Talk to your doctor about the screenings recommended for you
- **Improve Your Diet**—Make fruits, vegetables and whole grains a larger portion of your diet
- **Increase Your Activity**—Find small ways, like taking the stairs or parking farther away, to get a few extra steps in each day
- **Quit Smoking**—Support groups, free hotlines and other resources are available to help you quit.

“We have an enormous opportunity as individuals to take steps to reduce our risk of cancer,” said Tom Kean, executive director of C-Change. “One of the goals of C-Change through its member organizations is to help Americans



C-Change empowers Americans to take steps to reduce their cancer risk.

understand that small changes to your everyday lifestyle can make a big difference and, ultimately, help Americans reduce their risk of cancer.”

Former President George Bush and Barbara Bush are starring in a new series of television public service announcements (PSAs), produced by the Ad Council, a member of C-Change, to further spread the message of prevention. The PSAs may also be adopted by C-Change member organizations in their own educational materials.

A recent survey conducted on behalf of C-Change shows Americans are not aware of the important role they play in cancer prevention. Less than half of those surveyed felt knowledgeable about ways to reduce their risk, and only 47 percent of Americans over age 35 think they can make a difference in their cancer risk.

According to the American Cancer Society, at least half of all new cancer cases could be prevented or detected at earlier, more curable stages through screenings. The C-Change survey revealed that only 52 percent of Americans regularly get medically screened.

For more information, visit www.C-ChangeTogether.org.