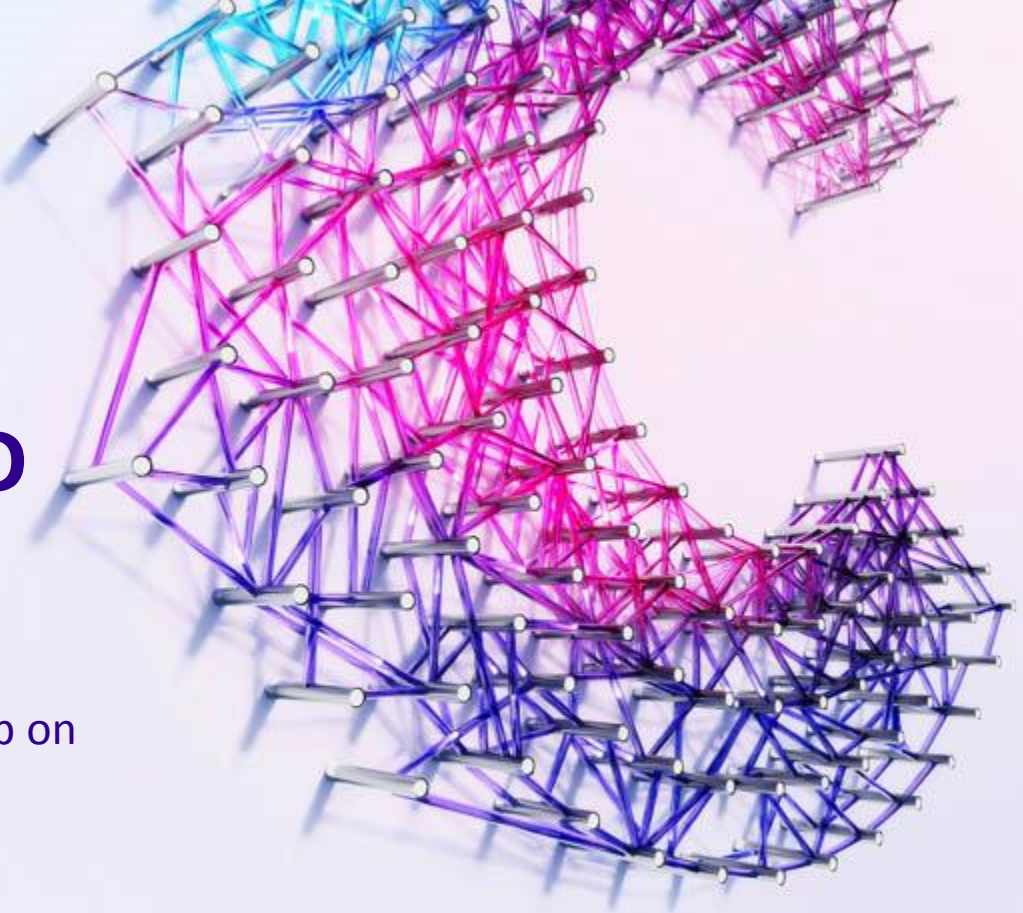


OBESITY AND CANCER: INEQUALITIES AND OPPORTUNITIES

Scottish Parliament Cross-Party Group on
Health Inequalities

26 October 2017



OVERVIEW

- **What's the scale** of obesity in Scotland? What's the **link with cancer**?
- Why is obesity **more common** among **more deprived** communities?
- What **opportunities** are there address the problem?

OB_S_Y
causes cancer

Guess what is the biggest
preventable cause of cancer
after smoking.

cruk.org.uk/getthefacts



Cancer Research UK is a registered charity in England and Wales (1089060), Scotland (SC039022) and also has a US 501(c)(3) Cancer Research UK USA.

**WHAT'S THE
SCALE OF OBESITY
IN SCOTLAND?
WHAT'S THE LINK
WITH CANCER?**

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



CANCER
RESEARCH
UK

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

Oesophagus

Breast

after menopause

Pancreas

Kidney

Bowel

Womb

Meningioma
(a type of brain tumour)

Thyroid

Liver

Upper stomach

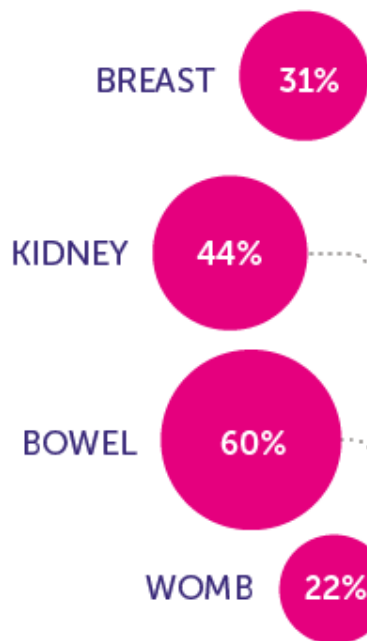
Gallbladder

Ovarian

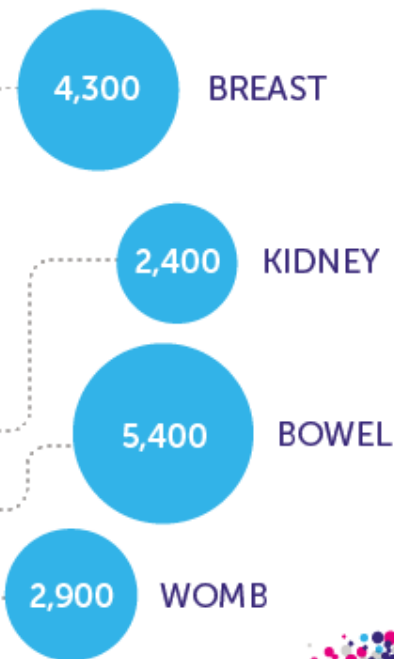
Myeloma
(a type of blood cancer)

OVERWEIGHT/OBESITY AND CANCER RISK AWARENESS

% who correctly thought being overweight or obese increased the risk of the following cancers



Number of cancer cases caused by being overweight or obese in the UK each year



LET'S BEAT CANCER SOONER
cruk.org



CANCER
RESEARCH
UK

PUBLIC AWARENESS OF THE INCREASED CANCER RISK CAUSED BY BEING OVERWEIGHT/OBESE

Around **3 in 4 people** did not think cancer could result from being overweight or obese.*



**WHY IS OBESITY
MORE COMMON
AMONG MORE
DEPRIVED
COMMUNITIES?**

ADULT/CHILDHOOD OBESITY RATES BY DEPRIVATION

There is a correlation between levels of deprivation and rates of obesity

Percentage of adults (aged 16+) with BMI over 25				
Least deprived	4	3	2	Most deprived
57	65	69	71	65

Percentage of children (aged 2-15) with BMI over 25				
Least deprived	4	3	2	Most deprived
22	28	28	41	27

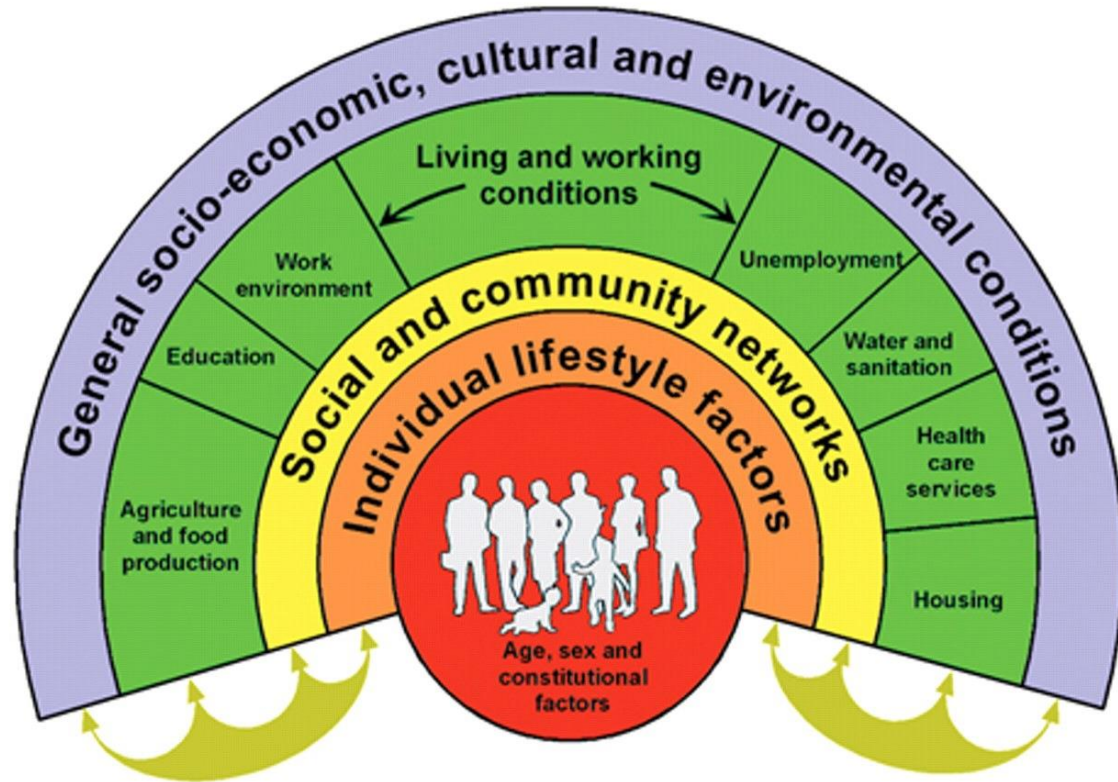
INEQUALITIES IN DIETARY CONSUMPTION

Only 12% of children (2-15) and 21% of adults (16+) ate 5 fruit and vegetables daily

Almost twice as many children (42%) from the most deprived quintile consume soft drinks on a daily basis compared to the least deprived (23%)



EXPLAINING OBESITY AND INEQUALITY



**WHAT ACTION
CAN WE TAKE?
WHAT ARE THE
OPPORTUNITIES?**

SCALE DOWN CANCER – PRICE PROMOTIONS

We want the Scottish Government **to commit to regulating** multi-buy price promotions (offers including ‘buy one get one free’ and ‘X for £Y’)

Forthcoming Scottish Government **obesity strategy** a major opportunity

The obesity strategy will be published in Summer **2018**



DON'T LET SCOTLAND'S PRICE PROMOTIONS WEIGH US DOWN



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



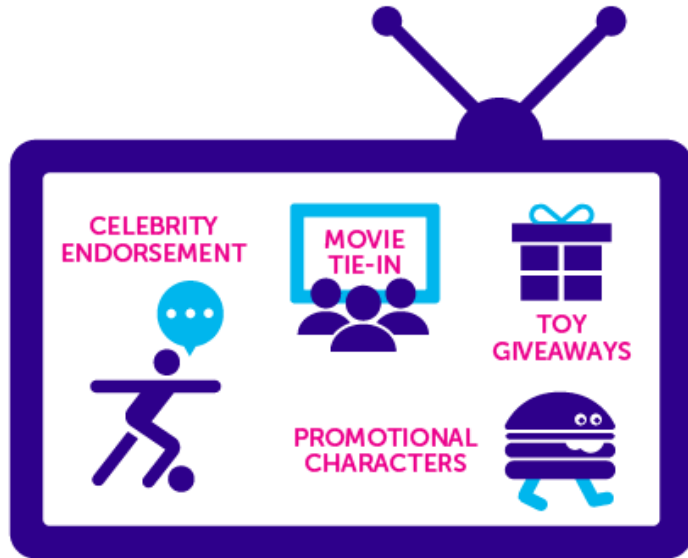
7 in 10 parents believe that shifting discounts away from junk food would improve their children's diet.



9 in 10 parents believe supermarket promotions impact what they buy during their weekly shop.

JUNK FOOD MARKETING

WHAT TACTICS ARE USED IN JUNK FOOD TV ADVERTS TO HOOK CHILDREN?



LET'S BEAT CANCER SOONER
To act now, visit cruk.org/junkfreetv



REFORMULATION AND SOFT DRINKS LEVY

Reformulating fat, sugar and salt levels in food and drink is a cost-effective policy to reduce levels of obesity.

- Working with Public Health England (PHE) and industry to reduce sugar and calories in food
- Updating official UK Government information on portion sizing for the first time in 20+ years.



Soft drinks industry levy (SDIL) introduced. Short-lived, but will raise revenue and may reduce consumption

DISCUSSION

