

Eating your way to better health! : things you can do NOW to reduce your cancer risk / World Cancer Research Fund.

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About the World Cancer Research Fund

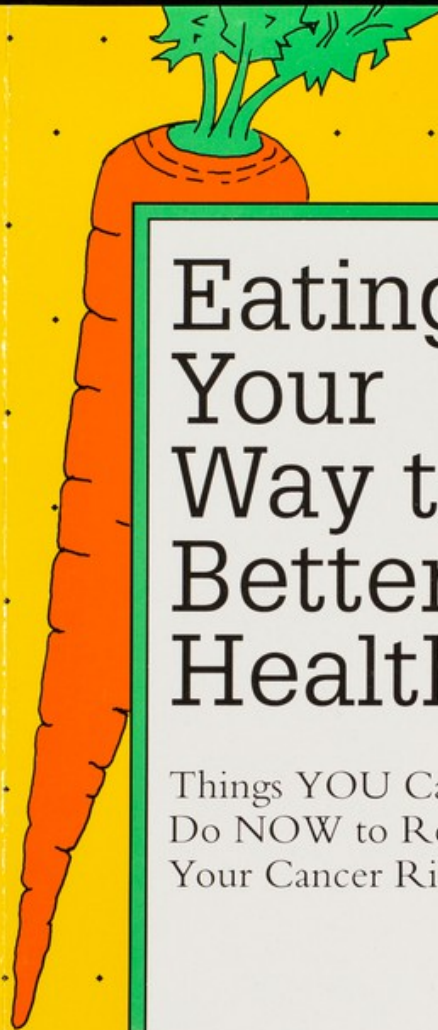
The World Cancer Research Fund (WCRF) is an independent, publicly supported registered charity working to stop cancer before it starts.

The WCRF works in two ways: through its commitment to the support and funding of research into the diet-cancer link; and through educating the public to reduce their cancer risk by eating a better diet.

Wide agreement exists in the research community that approximately 35% of all cancer deaths are related to dietary factors. Yet we see relatively little work in this area, either to explore the connection between diet and cancer, or to bring what we do know to a high level of public awareness. The WCRF was established in order to fill this void; focussing exclusively on the issue of diet, nutrition and cancer.

Making a Memorial Gift

Memorial gifts mean that you can remember a departed loved one, and help us fight the battle against cancer, by giving a donation to the World Cancer Research Fund in his or her memory. Alternatively you can leave a gift In Honour of someone special in your life. To find out more please tick the appropriate box overleaf and return the form to WCRF at the address shown.



Eating Your Way to Better Health!

Things YOU Can Do NOW to Reduce Your Cancer Risk

World Cancer Research Fund

Administrative Office
11-12 Buckingham Gate
London SW1E 6LB
Registered Charity No. 1000739

“Can the foods I eat affect my cancer risk?”

It is estimated that 35% of all cancer deaths are linked to our diets, and that as many as 40% to 60% of all cancers are diet related. That may seem like bad news, but actually it needn't be. It means that something as simple as eating a healthier diet can have a significant impact on lowering cancer risk.

“What do foods have to do with cancer risk?”

Research has shown that the foods you eat have a significant effect on your body's ability to protect itself against cancer. Some foods, especially fruits, vegetables and whole grains, appear to play an important role in reducing cancer risk. Other foods, especially high fat foods, seem to make it easier for cancer to develop or progress.

“There are so many special diets around. Why should I just follow one for lower cancer risk?”

The Dietary Guidelines to Lower Cancer Risk is not a special diet. It is a practical approach to good nutrition and healthier eating. The Guidelines described in this leaflet are compatible with dietary recommendations for reducing heart disease and lowering cholesterol. Following the WCRF Guidelines can mean better overall health.

“I can't afford to eat special foods all the time even though it may lower my cancer risk.”

Eating for lower cancer risk doesn't require special foods, complicated diets or extra expense. In fact, following the Dietary Guidelines to Lower Cancer Risk can often be less expensive. Most importantly, it can mean better overall health.

“Can special foods protect me from getting cancer?”

There are no “magic” foods that will prevent cancer. But research has shown that eating a balanced, low-fat diet including a wide variety of foods, especially fruits, vegetables and whole grains, may be the most important thing you can do to lower your cancer risk. Much research remains to be done into the causes of cancer, but it is clear our food choices can help protect us.

“Cancer is a terrible disease, but why should I worry about eating for lower cancer risk?”

Cancer strikes more than 250,000 people in the UK each year and causes over 160,000 deaths. It is estimated that one out of three of us will be struck with some form of cancer in our lifetime. If making some simple, but effective changes in our diets can reduce these numbers, it makes a great deal of sense for most of us to consider making such changes.

Overleaf: discover healthier eating with the “Low Risk” Cancer Cookbook.”

Eating Well Can Mean Better Health!

It's true. Choosing the right foods may lower your risk of many types of cancer, as well as of heart disease and other health problems.

Making The Right Food Choices

It's easy. The World Cancer Research Fund offers dietary recommendations that could mean better health for you and your family. They're not complicated to follow and they don't mean special foods, difficult preparation or extra expense. Just as importantly, the Dietary Guidelines to Lower Cancer Risk are recommendations which can mean better health.

World Cancer Research Fund Dietary Guidelines To Lower Cancer Risk

1. Cut down the amount of fat in your diet, both saturated and unsaturated, from the current average of approximately 42% to a level of 30% of total calories.
2. Eat more fruits, vegetables and whole grains.
3. Consume salt-cured, salt-pickled and smoked foods only in moderation.
4. Drink alcohol only in moderation, if at all.

Getting Started On Eating For Better Health

One of the easiest, yet most important changes you can make is to choose a diet lower in fat. Experts say you should get 30% or less of your daily calories from fat, not the 42% which is our current national average.

Changing to a lower fat diet is not difficult. Reduced fat dairy products, and smaller and leaner portions of meat can help you reach that 30% goal. So can learning to recognise some of the hidden sources of fat in your diet. Butter or margarine, cooking oils, regular salad dressing, nuts, and even many types of baked goods may all be adding large amounts of fat to your daily diet. You don't have to cut out these foods completely, just remember to eat them only in moderation.

Following The Dietary Guidelines

Start now. Even minor changes in food choices can mean a healthier diet. Just skipping some high fat foods, or eating smaller portions of those foods and adding more fruits and vegetables to your daily diet will make a difference.

Choose fruit instead of a high fat dessert. Turn down that second helping of meat at dinner and have extra vegetables instead. Have chicken, with the skin removed, or fish, instead of higher fat red meat. Try semi-skimmed or skimmed milk instead of full fat.

Make the changes gradually. You don't have to change your whole diet overnight. But even a few small changes is a start on the road to a healthier diet and lower cancer risk.





Ideas For A Healthier Diet To Help Lower Cancer Risk

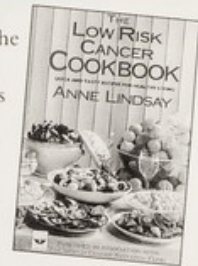
- Trim all visible fat from meat and poultry
- Reduce the fat in poultry by removing and discarding the skin
- Choose low fat dairy products instead of those high in fat
- Reduce the amount of fat used in cooking
- Use salad dressing only sparingly
- Amend baking recipes by using only half to three-quarters the amount of fat recommended
- Buy bread made from whole grain flour
- In baking, use whole wheat flour instead of refined flour
- Use brown, unpolished rice rather than the white, polished variety
- Get your vitamin C from broccoli, brassicas, red and green peppers, tomato juice and citrus fruits
- Eat plenty of broccoli, carrots, sweet potatoes, marrows and spinach as they are good sources of vitamin A
- For the most nutrients, eat vegetables raw when possible, or else cook quickly by steaming or stir-frying
- Cut down on nuts and seeds, which are naturally high in fat content
- Drink fruit and vegetable juices instead of tea, coffee and carbonated drinks

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THE WCRF "LOW RISK CANCER COOKBOOK"

A great way to discover how tasty healthy eating can be is to delve into the "Low Risk Cancer Cookbook." It is packed with almost 200 tempting ideas for superb starters, mouth-watering main meals and delicious desserts – all created to help you meet the Dietary Guidelines to Lower Cancer Risk.



Written by best-selling author Anne Lindsay and published by Grub Street Publishers, the "Low Risk Cancer Cookbook" includes colour photographs and easy-to-follow recipes which are sure to become firm family favourites.

The WCRF "Low Risk Cancer Cookbook" is yours for a donation of £10 or more in support of WCRF's cancer research and education programmes.

Yes, please send me the WCRF "Low Risk Cancer Cookbook." I am making a donation of:
 £10 £15 £20 £50
(proceeds go to benefit WCRF's cancer research and education programmes)

Donation enclosed (payable to WCRF)

Please charge my: Visa Access

Account No:

Expiry Date: _____

Name: _____

Address: _____

Please tell me more about the WCRF Memorial Gift Programme (see over).

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Tear off and return this form to:

**World Cancer Research Fund
FREEPOST (SW7037)
11-12 Buckingham Gate
London SW1E 6YY**