POLICY AND PUBLIC AFFAIRS

Advancing the development and implementation of effective policies worldwide to help people reduce their risk of cancer and other non-communicable diseases

In official relations with the World Health Organization (WHO) since 2016

www.wcrf.org
Our work focuses on two main goals:

- The wider implementation of more effective policies to enable individuals to follow our Cancer Prevention Recommendations
- To move cancer and other NCDs higher up the international policy agenda

Our strategy

We believe that governments worldwide should develop, implement and evaluate evidence-informed policies to enable individuals to make informed lifestyle choices that will reduce their risk of cancer and other non-communicable diseases (NCDs).

We focus on providing evidence-based policy advice, to encourage national and international policymakers to take comprehensive action in public health areas related to diet, weight and physical activity.

“Your official relations status with the WHO acknowledges your undoubted credibility and importance to the cancer community. It represents an important recognition of your organisations’s expertise and solid reputation acquired within the health community.”

Dr Cary Adams,
Chief Executive Officer,
Union for International Cancer Control
Our priorities and activities

To achieve our goals, our strategy includes four key priorities:

- **ADVANCING the evidence for policy:**
  Our NOURISHING framework is an innovative approach to updating, interpreting and communicating the evidence for policies promoting healthy diets. Our Policy Advisory Group helps us to effectively meet the evidence needs of the policymaking community.

- **BUILDING relationships:**
  We work closely with the WHO as the main international health agency, as well as other inter-governmental agencies, such as the Food and Agricultural Organization (FAO) and national governments.

- **ENGAGING with civil society:**
  We work in partnership with a variety of organisations, including those active in NCD prevention, consumer rights and international development to ensure NCDs are seen as a top priority by policymakers worldwide.

- **COMMUNICATING globally:**
  We produce policy documents and briefings on topics related to diet, weight and physical activity in the prevention of cancer and other NCDs, present at international conferences and events, and participate in working groups and advisory boards.

"World Cancer Research Fund International’s NOURISHING framework provides a valuable structure to identify nutrition policy actions. We’ve used NOURISHING in Canada to help develop strategies to promote healthier diets. The accompanying policy database has proven really useful in identifying examples of policies in place around the world."

Dr Hasan Hutchinson,
Director General,
Office of Nutrition Policy and Promotion, Health Canada
NOURISHING framework

We developed the NOURISHING framework to highlight where governments need to take action to promote healthier diets and reduce overweight and obesity. The framework brings together ten policy areas across three domains: food environment, food system and behaviour change communication. The framework is accompanied by a regularly updated policy database, providing an extensive overview of implemented government policy actions from around the world. It is a tool designed to help policymakers worldwide to:

- Identify where action is needed to promote healthy diets to prevent cancer and other NCDs
- Select and tailor options suitable for different populations and contexts
- Assess if an approach is sufficiently comprehensive

www.wcrf.org/NOURISHING
WCRF International’s Cancer Prevention Recommendations

Be a healthy weight
Keep your weight as low as you can within the healthy range.

Move more
Be physically active for at least 30 minutes every day, and sit less.

Avoid high-calorie foods and sugary drinks
Limit high-calorie foods (particularly processed foods high in fat or added sugar, or low in fibre) and avoid sugary drinks.

Enjoy more grains, veg, fruit and beans
Eat a wide variety of wholegrains, vegetables, fruit and pulses such as beans.

Limit red meat and avoid processed meat
Eat no more than 500g (cooked weight) a week of red meat, such as beef, pork and lamb. Eat little, if any, processed meat such as ham and bacon.

For cancer prevention, don’t drink alcohol
For cancer prevention, it’s best not to drink alcohol. If you do, limit alcoholic drinks and follow national guidelines.

Eat less salt and avoid mouldy grains & cereals
Limit your salt intake to less than 6g (2.4g sodium) a day by adding less salt and eating less food processed with salt.
Avoid mouldy grains and cereals as they may be contaminated by aflatoxins.

For cancer prevention, don’t rely on supplements
Eat a healthy diet rather than relying on supplements to protect against cancer.

If you can, breastfeed your baby
If you can, breastfeed your baby for six months before adding other liquids and foods.

Cancer survivors should follow our Recommendations (where possible)
After cancer treatment, the best advice is to follow the Cancer Prevention Recommendations. Check with your health professional.
About us

World Cancer Research Fund International is the world’s leading authority on cancer prevention research related to diet, weight and physical activity.

Our vision is to live in a world where no one develops a preventable cancer.

World Cancer Research Fund International is a not-for-profit organisation that leads and unifies a network of cancer charities with a global reach. These cancer charities are based in Europe, the Americas and Asia, giving us a global voice to inform people of cancer prevention.

Through our Official Relations status with the WHO we support global health initiatives, which promote policies aimed at preventing cancer and other non-communicable diseases.

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