



World
Cancer
Research
Fund

CANCER PREVENTION ACTION WEEK

15–21 June 2026

SCIENCE NOT FICTION

Campaign toolkit

#ScienceNotFiction
wcrf.org/CPAW2026

Preventing cancer. Saving lives

ABOUT CANCER PREVENTION ACTION WEEK

Cancer Prevention Action Week is an annual campaign led by World Cancer Research Fund to raise awareness of cancer prevention and support people to make informed choices about their health.

This year's campaign

Science Not Fiction – Evidence Saves Lives

Health information is everywhere, with online information able to travel fast. While much of it can be helpful, it is often over-simplified or taken out of context. From unproven or risky supplements and “miracle superfoods” to extreme diets and alcohol claims, misleading information can divert attention from what we know really helps reduce cancer risk.

SCIENCE
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When that happens, it becomes much harder to know what information to trust. Cancer prevention should be grounded in evidence, not trends.

Why this matters

People are increasingly exposed to health information from a wide range of sources, including social media, and it can be difficult to distinguish between evidence-based guidance and opinion.

This is having real-world impact:

- confusion about cancer prevention
- uncertainty about what health information to trust
- growing reliance on simplified or unverified health information

Healthcare professionals and organisations play a key role in:

- reinforcing evidence-based information
- supporting people to make sense of health information
- building confidence in trusted sources

KEY CAMPAIGN MESSAGES

- Health information sourced online can be helpful, but it doesn't always reflect the full scientific picture
- Misleading or incomplete information about cancer prevention is widespread
- This can make it harder for people to make informed decisions about their health
- Evidence-based guidance remains the most reliable way to reduce cancer risk



Core prevention messages

Supplements

- When it comes to cancer prevention, do not rely on supplements
- Most people can get what they need from a healthy, balanced diet (unless advised otherwise by a health professional)

Diet

- No single food can prevent cancer
- Eating a healthy balanced diet, including wholegrains, vegetables, fruit and beans, matters most to support health and reduce cancer risk
- Limit red meat and processed meat, fast and ultraprocessed food and sugary drinks

Body weight and physical activity

- For cancer prevention, try to maintain a healthy bodyweight and be physically active

Alcohol

- Alcohol increases cancer risk
- There is no safe limit when it comes to cancer prevention

THE TRUST TEST

To help people sense-check health information, we've developed the TRUST Test – a simple tool to support more confident decision-making

The TRUST Test will be available to share from the 15 June

HOW YOU CAN SUPPORT THE CAMPAIGN

We encourage healthcare professionals and partner organisations to use your platforms to amplify evidence-based cancer prevention messages. You can:

Share campaign messages



- Use your social media channels, newsletters and websites
- Re-share World Cancer Research Fund's campaign content

Support your audiences



- Acknowledge that navigating health information can be difficult
- Encourage people to question what they see online
- Signpost to trusted, evidence-based sources such as the World Cancer Research Fund website for cancer prevention

Use the TRUST Test (available from the 15 June)



- Share it with your networks and contacts
- Use it to support conversations about health information

Follow World Cancer Research Fund on [LinkedIn](#), [Instagram](#), [Facebook](#), [TikTok](#) and [YouTube](#)
Use our hashtag [#ScienceNotFiction](#)



For healthcare professionals

Healthcare professionals are at the frontline of conversations with members of the public seeking health information. These conversations are increasingly shaped by health misinformation. We provide you with practical tools and resources to support those discussions. You can:



Sign up to our Health Professional package

for news, updates and resources to support you in practice



Join our FREE supplements webinar

to explore the evidence around supplements and cancer prevention, and how to respond to common questions



Download our free patient information resources

to use in consultations and share with patients



Use the TRUST Test

as a simple framework to help patients sense-check health information (available from the 15 June)

Research and insights

New research from World Cancer Research Fund highlights the scale of misinformation and its impact on both healthcare professionals and the public in the UK

The main findings and downloadable assets will be available from 15 June

SOCIAL MEDIA MESSAGING

Here are some suggested social media messages that you can copy and post. Tag us in your posts and be sure to change the handle for each platform so we can reshare.

General:

Health information is everywhere, but it doesn't always tell the full story.

This @WCRFUK
#CancerPreventionActionWeek,
we're supporting people to
make sense of the information
they see online.

#ScienceNotFiction

TRUST Test:

Not sure what to believe online?

Try @WCRFUK TRUST Test – a
simple way to sense-check health
information.

#ScienceNotFiction

Diet:

No single food can prevent
cancer.

It's the overall pattern that
matters, such as including
wholegrains, vegetables, fruit
and beans and limiting red meat
and processed meat, fast food
and sugary drinks.

#ScienceNotFiction @WCRFUK

Supplements:

When it comes to cancer prevention,
do not rely on supplements.

A healthy, balanced diet matters
most.

#ScienceNotFiction @WCRFUK

Alcohol:

Alcohol increases cancer risk.

There is no safe limit when it comes
to cancer prevention.

#ScienceNotFiction @WCRFUK

f @WoCRF

ig @WCRFUK

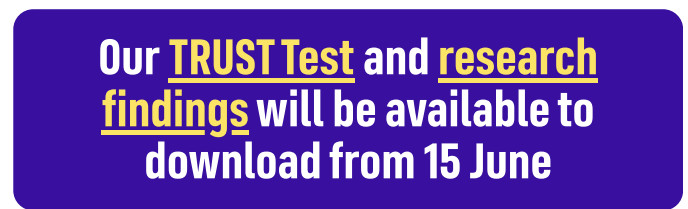
yt @WCRFUK

in linkedin.company/wcrf

ts @worldcancerresearchfund

SOCIAL MEDIA SHARES

Accompany your messages with one of our ready-made shares. Assets will continue to be added as they are developed. Visit our website to keep up to date.



Health information resources

We have lots of resources you can download and share.



- Use our resources and campaign assets and share the campaign across your channels
- Share the TRUST Test and encourage your audience to use it when they come across health information
- Get in touch with us if you need any support

COMMUNICATION TIPS

When communicating with the public:

- Keep messages clear and simple
- Focus on evidence and overall patterns, not individual claims
- Avoid repeating or amplifying misleading information
- Use trusted sources and signpost where possible

Call to action

Encourage your audiences to:

- Think critically about the health information they see
- Use the TRUST Test
- Seek information from trusted, evidence-based sources such as those with the PIF TICK

At World Cancer Research Fund, our cancer prevention guidance is grounded in decades of global research into diet, bodyweight, physical activity and cancer.

We bring together the best available evidence to help people make informed choices about their health – without hype or false promises.

Because when it comes to cancer prevention, evidence saves lives.

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Stay connected



Check out more resources from World Cancer Research Fund to inspire you to take part in Cancer Prevention Action Week 2026!

wcrf.org/CPAW2026

Media enquiries: pr@wcrf.org

Health professional enquiries: publichealth@wcrf.org

Policy enquiries: policy@wcrf.org

Social media enquiries: web@wcrf.org

Sign up to our eNewsletter: wcrf.org/newsletter

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