World Cancer Research Fund

World Cancer Research Fund Annual Review 2017–2018

A message from Marilyn Gentry

It has been a truly exciting year at World Cancer Research Fund (WCRF), with the long-anticipated launch of our trailblazing Diet and Cancer Report, '***Diet, Nutrition, Physical Activity and Cancer: a Global Perspective***' at the Royal Society, London.

Part of our flagship **Continuous Update Project** (CUP), the world's largest, most authoritative and up-to-date source of on-going scientific research on cancer prevention and survivorship, this brand new report is our third comprehensive expert analysis of decades of worldwide cancer data, and provides an innovative blueprint for beating cancer.

Although around 40 per cent of cancers are preventable, one in two people will be diagnosed with cancer in their lifetimes. Together we can end this. Together we can rewrite the future.

Through this landmark report we can ensure that everyone, from researchers to policymakers to the public, has the most up-to-date, reliable information on how to reduce the risk of developing cancer at their fingertips. The report also highlights crucial areas for future research into reducing the global burden of cancer – and ultimately saving as many lives as possible.

Sadly, 2018 was also the year that we announced the death of our longstanding Board chairman, Laurence Isaacson CBE, who passed away on 23 October 2018 at the age of 75, following a short illness.

Laurence joined the WCRF UK board in 2002, becoming chairman in 2011, and contributed greatly to the work of the charity, as well as being fully involved in the wider WCRF network.

Building on Lawrence’s incredible legacy, our pioneering cancer prevention work will continue to help even more people have healthier, cancer-free futures, and we hope to expand our board soon to reflect our on-going commitment to a world where no one develops a preventable cancer.

Marilyn Gentry, Founder & Chief Executive

Our vision, mission and goals

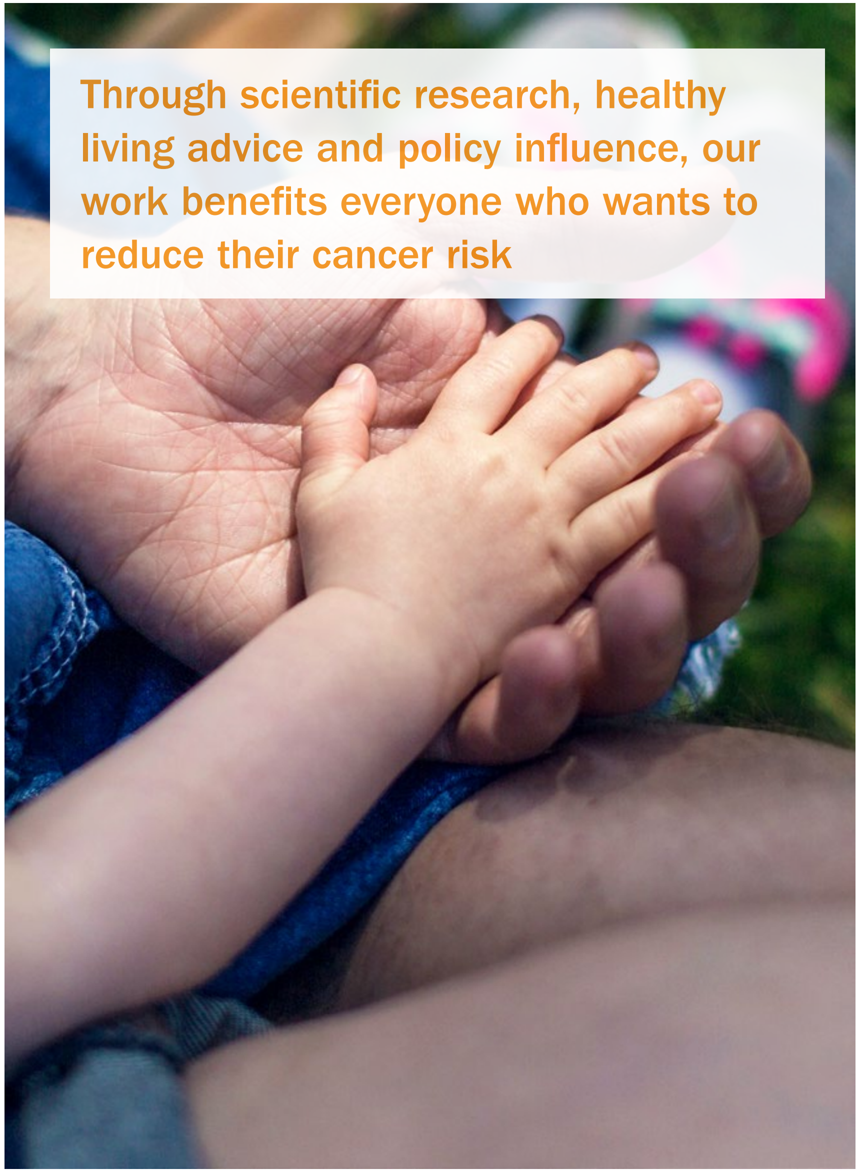
We want to live in a world where no one develops a preventable cancer

Our mission is to champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity so that we can help people make informed lifestyle choices and reduce their cancer risk.

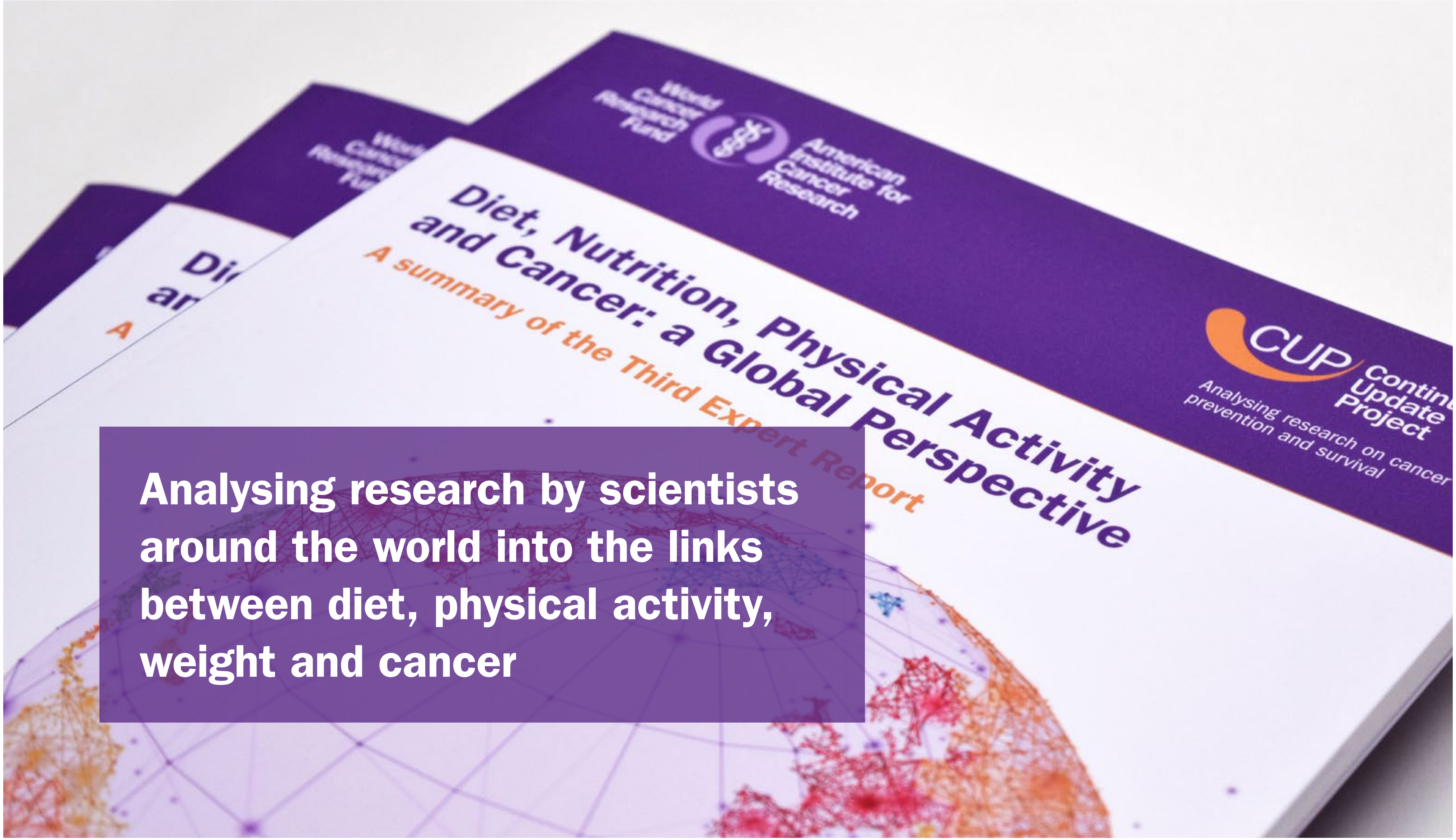
What we do

In the UK, cancer affects one in two people. We investigate the causes of cancer and help people to understand what they can do to prevent it by:

- **FUNDING scientific research into the links between cancer and lifestyle, particularly diet, weight and physical activity.**
- **ANALYSING all the research in this area from around the world to ensure our message is current and based on the most accurate evidence.**
- **GIVING people practical, easy-to-understand advice about how to reduce their risk of cancer.**
- **WORKING with governments and decision-makers to influence policy.**



We share science, not myths



Analysing research by scientists around the world into the links between diet, physical activity, weight and cancer

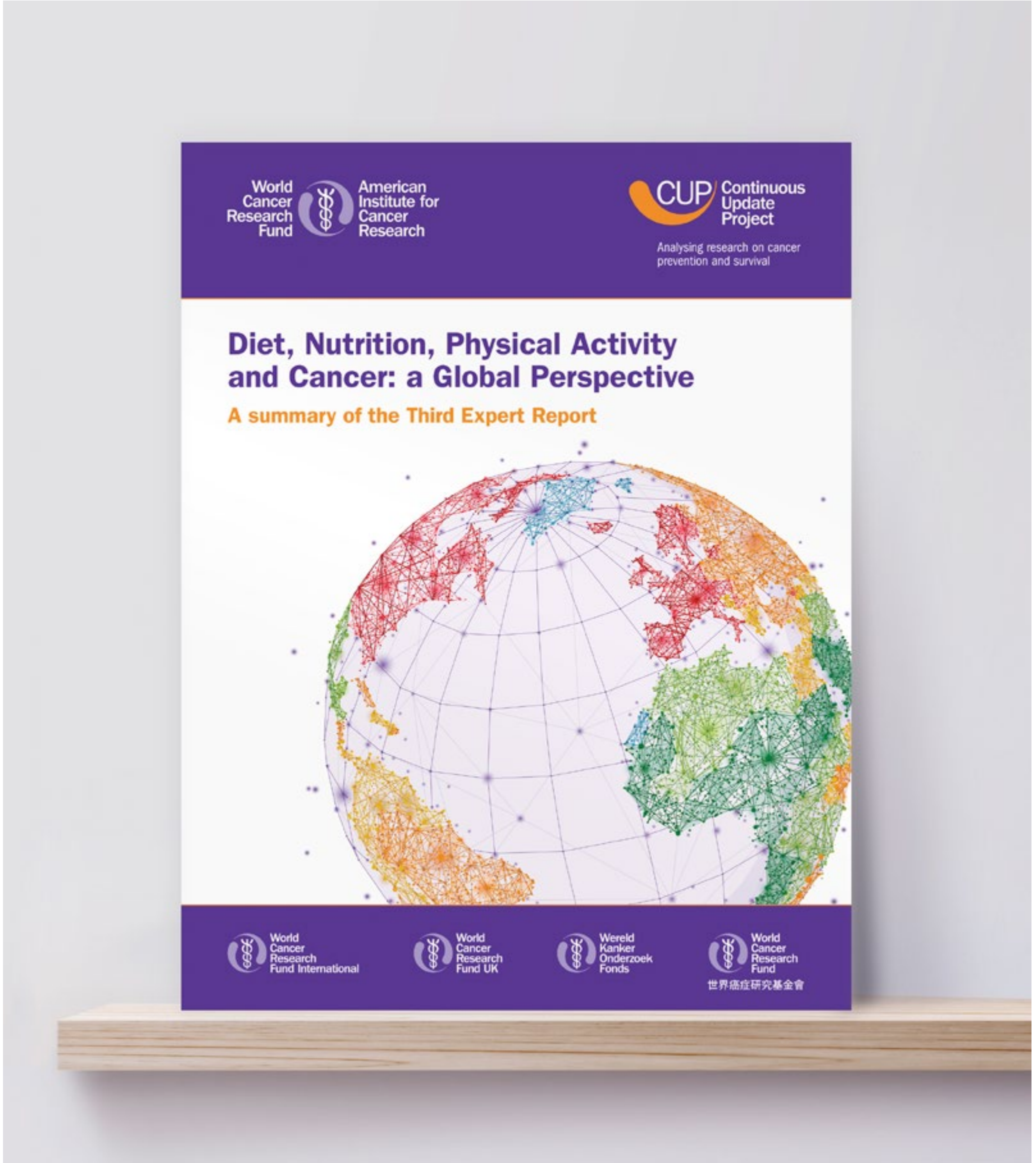
Our Diet and Cancer Report

For the last 30 years we have been committed to saving as many lives as possible by funding innovative scientific research into the indisputable links between diet, nutrition, physical activity and cancer.

Our Third Expert Report, in partnership with the American Institute for Cancer Research (AICR), '***Diet, Nutrition, Physical Activity and Cancer: a Global Perspective***', is no exception.

Published on May 24, 2018, the report builds on the work of our groundbreaking **First and Second Expert Reports**, and translates complex scientific data captured by our flagship **Continuous Update Project** (CUP), into accurate, accessible **Cancer Prevention Recommendations** to support people to make healthier lifestyle choices for a cancer-free future.

This groundbreaking body of global research is an evaluation of decades of cutting-edge cancer prevention evidence, and will underpin international guidelines and policy for cancer prevention in all four corners of the world for years to come.



Our Continuous Update Project (CUP)

What is the CUP?

Forming the cornerstone of all our work, the **CUP** is the world's largest cancer prevention database, based at Imperial College, London. Trusted by oncology experts worldwide, and regularly evaluated by an independent panel of leading cancer experts, it is the only authoritative scientific resource of its kind in the world.

The CUP currently contains nearly 10,000 papers on cancer prevention and survival, and involves a dedicated team of over 140 scientists from over 17 different countries, with researchers able to examine the database in real time as it is constantly updated.

The CUP also provides health professionals with reliable, timely information about how people can reduce their cancer risk.

Why is the CUP so important?

Expert reports

CUP findings inform our Expert Reports, which give a comprehensive analysis of the worldwide body of evidence on cancer prevention.

Reports on individual cancers

Analysis from the CUP helps us to produce regular reports on individual cancers. This year, we published reports on the links between diet, weight and physical activity and bladder, stomach and oesophageal cancers.

Cancer Prevention Recommendations

Our 10 recommendations to help everyone reduce their cancer risk are based on the latest scientific evidence available from the CUP.

Future research priorties

The CUP helps us identify priority areas for research in the future.

Evidence-based Cancer Prevention Recommendations: A 21st century blueprint for beating cancer

One of the hardest things for people worried about cancer is the deluge of conflicting advice. We cut through the jargon and turn the latest evidence-based research into practical, straightforward advice and information to help anyone who wants to reduce their risk of developing cancer.

We are currently experiencing a global obesity epidemic, declining physical activity among both children and adults in many parts of the world, and an increase in the consumption of energy-dense foods.

If these current trends continue, overweight and obesity are likely to overtake smoking as the number one risk for cancer.

There is strong evidence from the CUP, for example, that being overweight or obese puts you at increased risk of at least 12 cancers: liver, ovary, prostate, stomach, mouth pharynx and larynx, colorectum, breast, gallbladder, kidney, oesophagus, pancreas and endometrium. This represents five more cancers than identified in the Second Expert Report, published in 2007.

The Diet and Cancer Report also found that drinking alcohol is strongly linked to an increased risk of bowel, breast, liver, mouth and throat, oesophagus and stomach cancers – one more than shown in the WCRF findings a decade ago.

Our panel of world-renowned independent experts from across the globe have reviewed decades of evidence and from their conclusions have developed the most reliable cancer prevention advice currently available. This is summarised in our Cancer Prevention Recommendations above, designed to help people make healthy choices in their daily lives to reduce their risk of cancer:

- **Be a healthy weight**
- **Be physically active**
- **Eat a diet rich in wholegrains, vegetables, fruit, pulses and beans**
- **Limit consumption of 'fast foods' and other processed foods high in fat, starches or sugars**
- **Limit consumption of red and processed meat, sugar-sweetended drinks, and alcohol**
- **Do not use supplements for cancer prevention**
- **For mothers, breastfeed your baby, if possible**
- **After a cancer diagnosis: follow our recommendations, if you can**

A global communications success story

We devoted all our energies to promoting the Diet and Cancer Report worldwide this year.

To influence a truly global audience with our **Diet and Cancer Report**, for the first time a shortened summary was translated into Chinese (Mandarin), and our Cancer Prevention Recommendations were translated into Chinese (Mandarin), French, German, and Spanish.

Key media highlights included BBC Radio 4's flagship *Today* programme, ITV's *This Morning*, the front page of the *Daily Telegraph* and the *Sun*, a half-page story in *The Times*, coverage in all main UK national newspapers, as well as significant regional and local coverage.

Which? magazine ran a feature in its July issue about our Diet and Cancer report and common food myths, including which foods can and can't cause cancer.

Finally, in August the 'Angry Chef', Anthony Warner, also wrote a full-page article in the *Sunday Times* magazine praising the findings of the report.

Cancer Prevention...
through research

Other cancer charities focus on treatment. We're different. We focus on prevention.

World Cancer Research Fund wants to live in a world where no one develops a preventable cancer. That's why we have funded £104 million of research into cancer prevention and survival through lifestyle since 1991.

Since inception, we have invested £104 million in research projects that contribute to filling gaps in our scientific knowledge about cancer. Our research looks at the links between diet, weight, physical activity and cancer.

Every year we invest in research across different areas of science, including both review projects, such as the Continuous Update Project, and traditional laboratory-based projects.

Highlights from the research we funded this year

We are proud to have funded 11 new innovative research projects this year that will contribute to filling gaps in our scientific knowledge about cancer. These include:

- A project on the mechanisms underlying the effect of body fatness on the risk of developing **postmenopausal breast cancer.**
- A project studying childhood growth and body size across the life course and the pathways to **breast cancer.**
- A pilot study on the association between BMI and **head and neck cancer survival.**
- A piece of research studying body composition and chemotherapy toxicity in women with **early breast cancer.**
- A study investigating the role of polyphenols in **colorectal cancer** development.

We have also commissioned a project led by Professor Edward Giovannucci at the Harvard TH Chan School of Public Health to understand the influence of the major factors that can affect estimates of how much cancer can be attributed to diet, physical activity and body weight. Such estimates of how much cancer is preventable in a population can be valuable to individuals, medical and health professionals and governments for planning purposes as they can inform how medical and research resources are devoted to cancer prevention.

Cancer Prevention...
through policy and influence

We use our global voice to influence health policy at the highest level. We are trusted advisers to governments, the United Nations and other top-level international organisations, including the World Health Organization (WHO).

This year, World Cancer Research Fund International was awarded a major European Union Horizon 2020 Research and Innovation grant, as part of a large consortium involving 13 other top research and advocacy organisations.

The five-year, €10 million study '**Confronting Obesity: Co-Creating policies with youth**' – **CO-CREATE** – focuses on preventing childhood obesity and associated co-morbidities in Europe and the rest of the world by actively involving adolescents in creating, informing and disseminating evidence-based policies.

Through our policy and public affairs work we are currently developing an innovative physical activity framework and policy database to dovetail with our existing online **NOURISHING** tool, which enables governments, policy makers and organisations to search which food and physical activity policies have been used to tackle obesity across the globe.

NOURISHING is now the leading global source of information on this issue, with over 450 implemented government policy actions, and 90 evaluations across 129 countries.

We have also designed and created a new benchmarking index to assess different countries' 'policy status' by tracking and recording the prevalence of childhood overweight and obesity factors all across Europe.

From nutrition labels to sugar taxes we crunch the details to provide governments and policy makers around the world with the information they need to promote healthy diets and physical activity and to reduce obesity.

Our clear, evidence-based information helps people make more informed choices about their health

Cancer Prevention...
through healthy lifestyle choices

Reaching out to more people digitally

Our clear, evidence-based information helps people make more informed choices about their health for a cancer-free future.

Based on the Diet and Cancer report's Cancer Prevention Recommendations, we launched our new interactive online **Cancer Health Check** tool, designed to help people understand what they can do to help reduce their cancer risk through lifestyle changes.

By answering some simple questions around areas such as diet, alcohol intake and exercise habits, people can learn more about how to reduce their cancer risk and find support to kick-start their journey of change.

In the UK we promoted the Cancer Health Check via an advertising campaign, '**Are you making yourself attractive to cancer?**'

Using our **Cancer Prevention Recommendations**, the thought-provoking campaign used the look and feel of glossy magazine covers, with attractive models consuming some of the food and drinks our Recommendations warn against. The images and videos for the campaign were shot by world-famous fashion photographer Rankin, who waived his photographer's fee.

Promotion was mainly centred on Facebook and Instagram, plus paid search and online display adverts. Full-page advertisements in the *Sunday Times* magazine, Saturday *Telegraph* magazine and the London *Evening Standard* were commissioned, as well as billboards in Westfield shopping centres. Rankin also supported us with social media and a media quote.

The results were spectacularly successful, with over 70,000 people visiting the tool and more than half of those completing it.

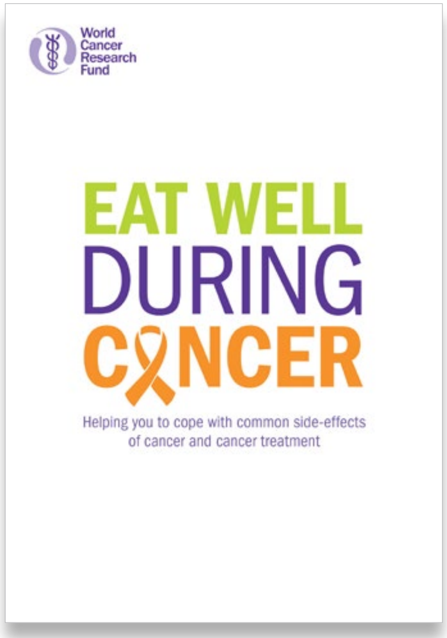
Helping people during their cancer treatment

Our programme to expand our health information for people living with and beyond cancer is gaining pace.

Recent research has shown that there is a lack of healthy nutritional advice for cancer patients to help them cope with the side-effects of cancer treatments.

Indeed, in a survey of cancer patients who were asked what nutritional problems they faced during and after their chemotherapy, 70 per cent said they had changes to their taste and smell; 69 per cent reported a loss in appetite; 56 per cent felt nausea or had vomiting; and 53 per cent said they were unsure of what to eat.

Our **Eat Well During Cancer** booklet, published in September 2017, addresses this gap. The booklet was written with the support and endorsement of the British Dietetic Association's Oncology Specialists Group.



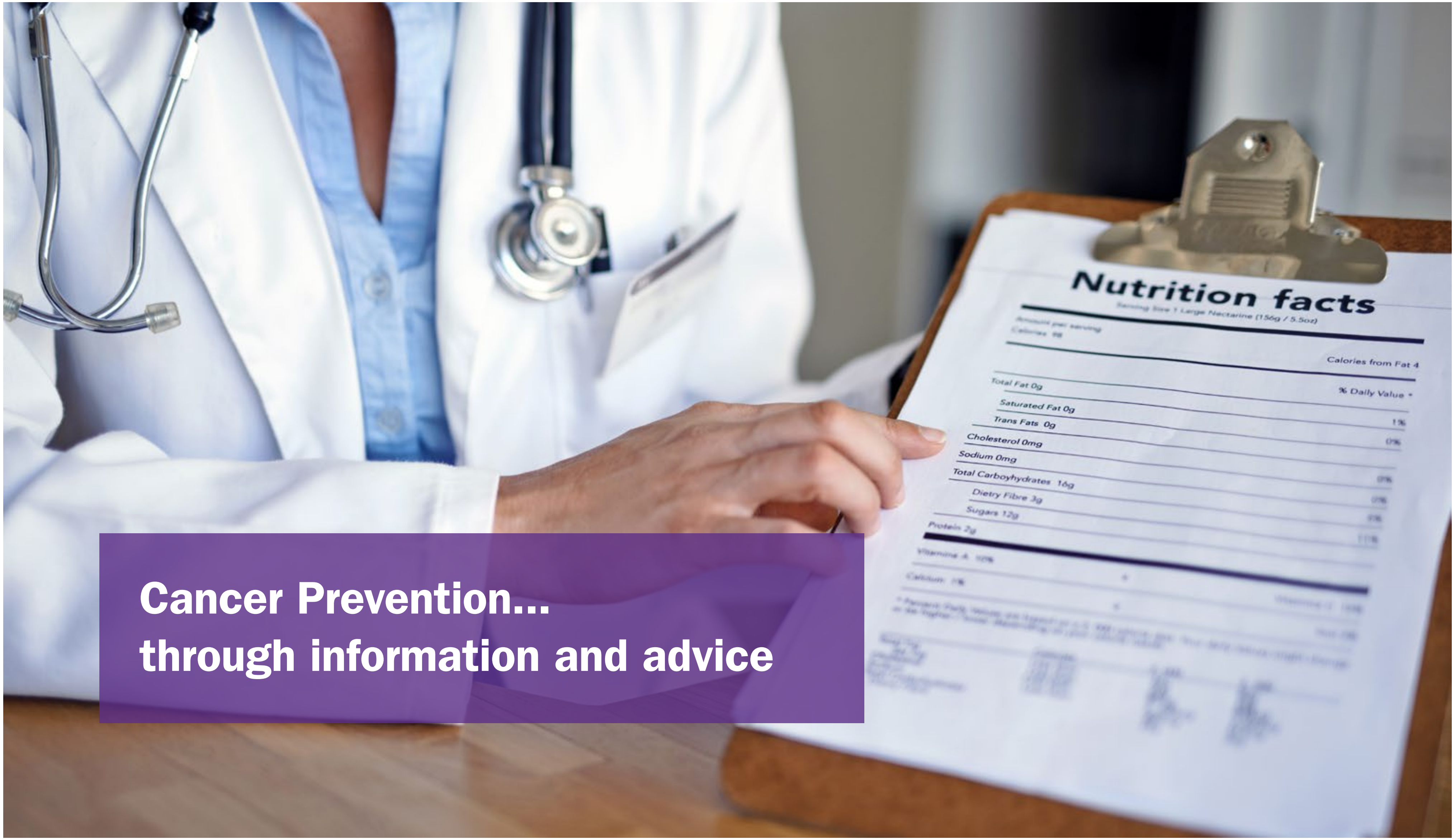
"After a cancer diagnosis, your confidence in what you ought to eat and what to avoid becomes very confused and you feel a sense of urgency to 'get it right'.

WCRF's information helped me to gain clarity, because their advice is evidence-based.

During my cancer treatment I downloaded a copy of WCRF's Eat well during cancer booklet which really helped. I also discovered lots of other valuable information on healthy lifestyle and eating which I would definitely recommend."

Nikki Bednall

Treated for breast cancer in 2017 and is now an advocate for healthy, cancer-prevention eating and nutrition



Cancer Prevention... through information and advice

Through our health information programmes, we take the evidence out into the community, to health professionals, families, and individuals, to ensure that everybody has the best chance of reducing their risk of developing cancer, now and in the future.

We are proud to have reached even more members of the public with life-saving information in 2018 through our **Cancer Prevention Membership** package. Over 5,000 healthcare professionals are members of this package.

This useful one-stop-shop health resource provides world-class free training, accredited by the Royal Society of Public Health, and amalgamates all of our top cancer prevention publications, tools, and newsletters in one place. This year we have successfully recruited an additional 852 health professionals to our scheme.

Our members see on average over 20 patients a week. In a recent survey, 96 per cent of responders said the package increased their awareness of cancer risk factors and 94 per cent said the e-learning training increased their confidence in giving advice to patients about cancer prevention and lifestyle changes (compared to 49 per cent pre-training).

Interactive Training

In June and July we ran two interactive online webinar training sessions for health professionals regarding the publication of our **Diet and Cancer Report**.

These information-packed sessions covered our updated Cancer Prevention Recommendations, how to use our **Cancer Health Check** online tool, and a live Question and Answer session.

Following the webinar, 97 per cent of attendees correctly identified that obesity is a cause of 12 cancers, compared to just 30 per cent pre-training, and 80 per cent felt better informed about the Diet and Cancer Report.

Exhibitions

In September we exhibited at the annual Nursing in Practice conference where we gave out 700 copies of our **Eat well during cancer** booklet. A further 117 people signed up to our health professionals package.

Our team of supporters

World Cancer Research Fund would not be able to continue our vital cancer prevention research and health information programmes without the commitment of our supporters.

This year we had our largest number of Virgin Money London Marathon participants to date, with 30 fundraisers successfully completing the race and raising a staggering £60,000.

Stewardship continues to be a big part of what we do and we continue to increase the number of supporters we have.

We also relaunched our free will writing guide, teaming up with **Bequeathed** to offer a simple and convenient online service for creating your will.

Finally, a big thanks to Chris Hendry from cycle manufacturer Cotic, who built a bespoke bike and raffled it in aid of WCRF, raising over £15,000.

“I'm happy to know that even after I'm gone, I can still do something about a better future for everyone.”

Ruth Penny

World Cancer Research Fund Supporter

Thank you

We continue to work with our longstanding **corporate partners** to raise funds for our vital research and health information projects, while also making sure their employees and loved ones know how to best protect themselves from cancer.

This year saw record donations from global and local partners alike, and we'd like to say a special thanks to:

- **SCIEX**
- **Informa**
- **S Collins & Sons**

We are also extremely grateful for the support we have received from charitable **trusts and foundations**. We'd like to say a special thanks to T M Clark, who has been giving to us consistently for the past decade, as well as to:

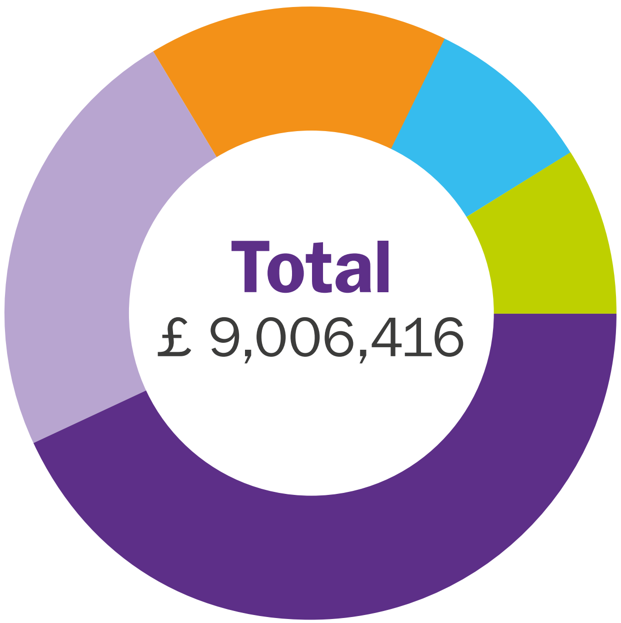
- **The Annandale Charitable Trust**
- **The Linmardon Trust**
- **Pettigrew Charitable Trust**
- **Kay Williams Charitable Trust**
- **PF Charitable Trust**
- **Hubert Blake Charitable Trust**
- **The Christopher David Horton Charitable Trust**
- **Philip and Granville Charitable Trust**
- **Hospital Saturday Fund**
- **Thomas Moffitt Clark Charitable Trust**

We are also extremely grateful to those trusts and foundations who have supported us and who wish to remain anonymous.

Thank you for making all our vital work possible and we are looking forward to working with you, and others, in 2018/19.

Financial information

World Cancer Research Fund UK income 2017-18



43.1% **Donations**
(direct mail, cash gifts and other fundraising activities)
£3,877,785

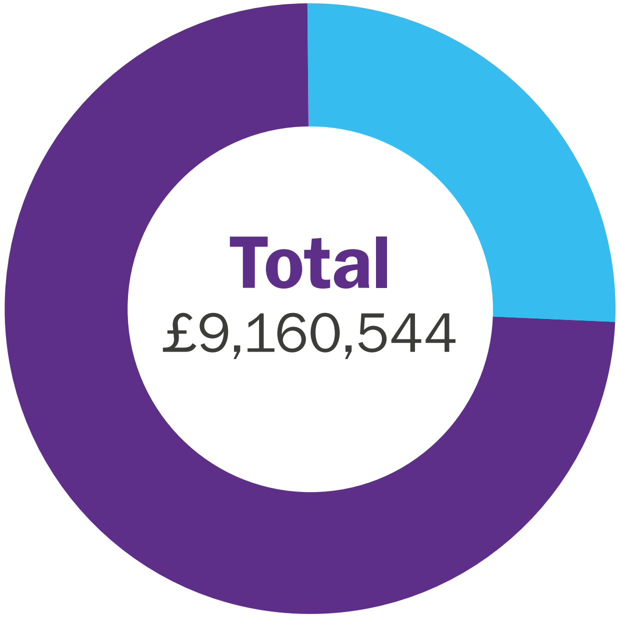
28.3% **Legacies**
£2,551,153

13.9% **Committed gifts**
£1,252,314

7.1% **Gift Aid**
£640,879

7.6% **Other**
(including trade and investments)
£684,285

World Cancer Research Fund UK expenditure 2017–18



78.4%
Education, research and health policy programme
£7,182,940

21.6%
Cost of generating funds
£1,977,604

The charts contain summary information for the statement of financial activities of World Cancer Research Fund for the year ended 30 September 2018, but are not the full statutory report and accounts. The full financial statements were approved by the Trustees on 1 May 2019 and subsequently submitted to the Charity Commission. World Cancer Research Fund received an unqualified audit report and copies may be obtained from the charity's head office.

Message from the Chairman

The charts contain summary information for the statement of financial activities of World Cancer Research Fund for the year ended 30 September 2018, but are not the full statutory report and accounts. The full financial statements were approved by the Trustees on 23 April 2019 and subsequently submitted to the Charity Commission. World Cancer Research Fund received an unqualified audit report and copies may be obtained from the charity's head office.

On behalf of the trustees

Alison Sinclair, Chairman

The future

Following the publication of our landmark **Diet and Cancer Report**, the CUP has entered a period of transition, during which new avenues of research will be reviewed, as well an analysis of the methodology that goes into producing our conclusions and official published outputs.

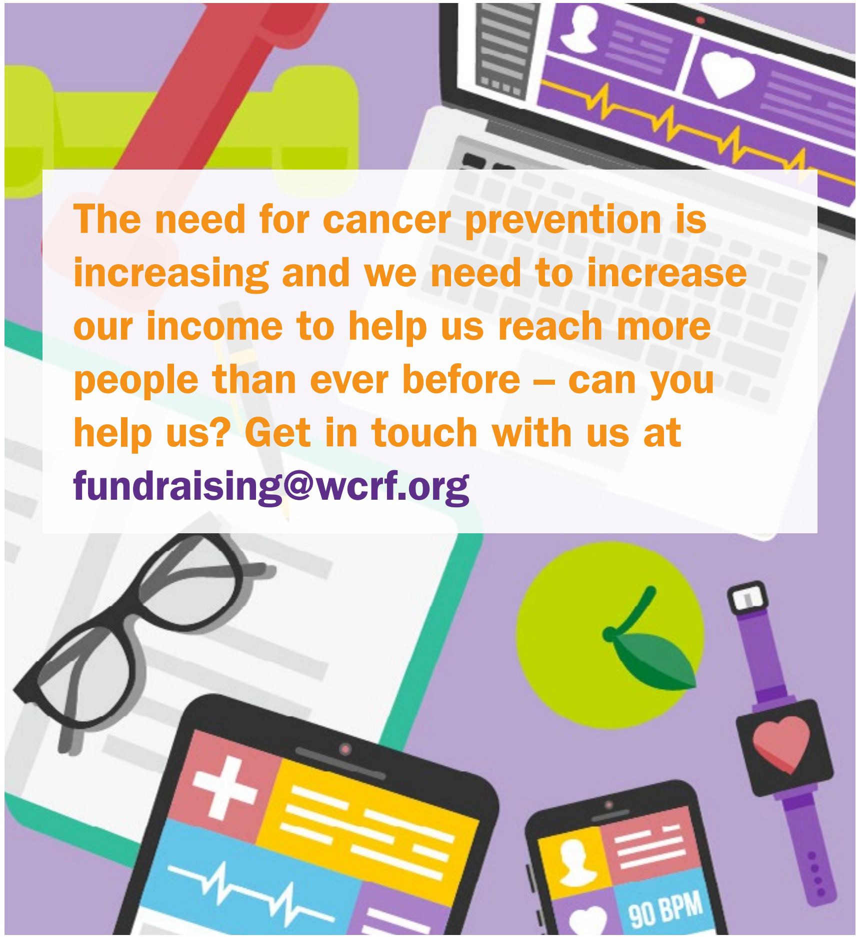
The overall purpose of the review is to ensure that the CUP:

- **Adopts the correct approach to collating evidence**
- **Remains innovative and incorporates new developments**
- **Continues to be a good use of WCRF/AICR resources**
- **Continues to be a unique benefit for the network**
- **Continues to be the global authority on diet, nutrition, physical activity and cancer.**

Adding more detailed evidence about the impact of good nutrition on cancer survivors will be a priority for the CUP this year. New protocol(s) are already being drafted and a group of international experts has been convened to help develop them. **Colorectal, prostate and an update for breast cancer survivors have been prioritised**.

We will also be working with celebrity chef Ryan Riley to produce a series of new and tasty recipes for cancer survivors. Ryan is the founder of Life Kitchen, which provides free cookery classes for people living with cancer, helping them to add flavour and excitement back into their food.

We have just received funding from a trust to pilot 'Live Well during Cancer' information sessions led by trained and supported volunteer cancer survivors. We will trial 10 patient champions to deliver these two-part sessions to existing cancer support groups in areas with high cancer mortality rates over a 12-month period.



The need for cancer prevention is increasing and we need to increase our income to help us reach more people than ever before – can you help us? Get in touch with us at fundraising@wcrf.org

CANCER PREVENTION

Together We Can

Donate

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