

MEDIA RELEASE



Friday 30 January 2009

Get active and beat cancer

Today's children are tomorrow's world and cancer advocates are encouraging them to get active for World Cancer Day.

Cancer Council Tasmania, along with cancer organisations around the world, will launch "I love my healthy active childhood" cancer prevention program on Wednesday.

Cancer Council Tasmania health promotion coordinator Kay Gunn said the rising rate of overweight and obesity in Tasmanians was causing serious health problems.

"Dietary factors, physical inactivity, overweight and obesity are estimated to account for approximately 30 per cent of cancers in Western countries, making diet and physical activity second only to tobacco as preventable causes of cancer," she said.

Since 2003 the number of overweight and obese children has doubled, so that now about 30 per cent of Tasmanian children fit into this category.

Obesity has been linked to colon, endometrial and post-menopausal breast cancers.

Ms Gunn said children must be encouraged to live healthy active lifestyles by parents, government and community sectors.

"We must be motivated and encouraged to stay fit," she said.

This is part of the four year International Union Against Cancer (UICC) "Today's children, tomorrow's world" campaign, which targets parents, health professionals and decision makers.

World Cancer Day is also an opportunity to remember those lost to cancer and celebrate those who have survived.

Cancer Council Tasmania is holding services around the state for the celebration on Sunday in the North and Wednesday in Hobart and the North-West.

For comment on nutrition please contact Cancer Council Tasmania health promotions coordinator Kay Gunn on 0408 514 030.

ENDS

World Cancer Day events

Hobart:

What: Commemorative service and children's activities followed by the launch of Cancer Council Tasmania's Mobile Information and Support Service

When: 11am Wednesday 4 February

Where: Parliament Lawns, Salamanca

Launceston:

What: Commemorative service and candle lighting ceremony followed by afternoon tea

When: 2pm Sunday 1 February

Where: Launceston General Hospital Chapel

More information: call coordinator regional services North: Jennifer Lyall on 0408 512 042

Ulverstone:

What: Healthy lifestyle presentation and candle lighting ceremony followed by afternoon tea

When: 2pm Wednesday 4 February

Where: Gawler Room, Ulverstone Civic Centre

More information: call coordinator regional services North-West Lyndy Lowmow on 0408 517 282