

CANCER INSIGHT

FOR GPs

March 2018

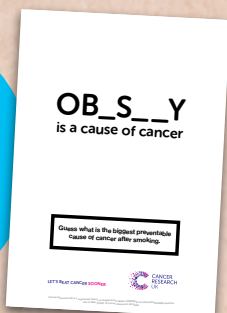


OBESITY AND CANCER:

UNDERSTANDING THE SCALE OF THE PROBLEM

INSIDE:

Campaign
poster to display
in your practice
26th Feb –
25th March



CANCER
RESEARCH
UK



OBESITY IS THE SECOND BIGGEST PREVENTABLE CAUSE OF CANCER

It is estimated that around 1 in 10 cancer cases in the UK are linked to excess body weight

As a GP, you may be aware that there is a strong link between obesity and cancer.

But did you know that after smoking, obesity is the biggest preventable cause of cancer in the UK?

Being overweight or obese increases the risk of 13 types of cancer, including kidney, oesophageal, gallbladder and pancreatic.

However, research shows that only 15% of the UK public are aware of the link.¹ That's why we've launched a national public campaign to raise awareness of the link between cancer and obesity.

If current trends continue, almost 3 in 4 adults in the UK will be overweight or obese by 2035. However, even small changes could make a difference.

Reducing the prevalence of overweight and obesity in the UK by 1% could avoid 64,200 new cases of cancer over the next 20 years.²

PATIENTS VALUE YOUR ADVICE

A recent survey found that, in the UK, only 38% of patients who were obese and 12% of patients who were overweight had been given any advice about weight loss by their doctor in the past year.³ GPs reported fear of damaging the patient relationship as one of the main barriers.

However, evidence shows that patients trust and value your advice, and find it appropriate even if weight was not the original reason for their visit.

Our research shows that 93% of patients feel comfortable discussing their weight with their GP.⁴

There is emerging evidence that having conversations with your patients about their weight could make a significant impact.⁵

More research is needed to understand the efficacy of brief interventions, especially in the long term and who might benefit most.

'WHILE YOU'RE HERE...'

GPs are in a unique position to talk to patients about weight management and support them to achieve and maintain a healthier weight.

Even though it can be challenging, discussing weight with your patients is vital to the whole system approach that is needed to tackle obesity.

"I find that weighing a patient allows an objective assessment of their BMI and is useful for opening the conversation about what can be done to help them."

Dr Rachael Marchant,
GP and RCGP/CRUK clinical support fellow for cancer

- 1 ONS Cancer Awareness Measure 2017
- 2 Bhimjiyani et al, Tipping the Scales, 2016
- 3 Hooper et al, 2017
- 4 CRUK Panel Survey, 2016 (n=507)
- 5 Aveyard, 2016

RECOMMENDED RESOURCES TO SUPPORT YOUR PRACTICE

Talking about weight can be difficult but there is a range of resources to help you:

Let's Talk About Weight: PHE's toolkit provides practical advice and tools to help you discuss weight loss with patients who are overweight or obese.
po.st/phetoolkit

The RCGP behaviour change and cancer prevention module gives practical explanations on how to deliver effective, brief interventions during consultations.
po.st/rcgpmodule

Your local obesity care pathway will tell you where and how to refer patients. The Public Health team at your local authority and clinical commissioning group should be your first point of contact.

The BWeL Trial: Read about the BWeL trial (Testing a Brief Intervention for Weight Loss in primary care) on our blog which tested the effectiveness of brief interventions for weight management.
cruk.org/BWeLtrial

For recommendations on preventing weight gain, visit po.st/nice-ng7



Patient leaflets: We have a range of free patient resources to help support your patient conversations, such as Ten Top Tips For A Healthy Weight and Let's Eat And Drink Healthily. Order at: cruk.org/publications

Find the key facts and evidence from academic research and scientific studies to support your patient conversations on our website: cruk.org/obesityandcancer

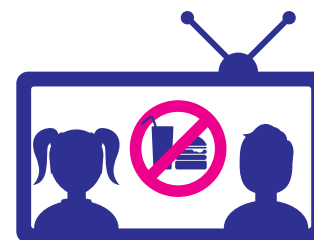
OUR POLICY ON OBESITY

Cancer Research UK is tackling obesity in a similar way to tobacco; by impacting policy to change the environment and by raising public awareness.

We pushed for a Soft Drinks Industry Levy (sugar tax),

which has been passed and we are now trying to get the government to restrict junk food marketing to children on television before the 9pm watershed, as we know that has a big impact on the amount of junk food they eat.

WHAT WE NEED TO TACKLE CHILDREN'S OBESITY =



JUNK FREE TV



SUGARY DRINKS LEVY



Sugar	↓
Fat	↓
Salt	↓

REFORMULATION OF EVERYDAY FOOD

NO SINGLE ACTION ALONE WILL SOLVE THE OVERWEIGHT AND OBESITY EPIDEMIC

Tackling obesity requires a whole system approach, including national population level measures, such as restrictions on junk food marketing and a sugary drinks tax to help improve the nation's diet and create an environment where healthier choices become the norm. At the individual level, what happens in primary care will also contribute to change.

Adapted from World Cancer Research Fund UK



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LET'S BEAT CANCER **SOONER**



**CANCER
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OB_S_Y
is a cause of cancer

**Guess what is the biggest preventable
cause of cancer after smoking.**

LET'S BEAT CANCER SOONER

