



Living Well North Tyneside

Supporting Health and Wellbeing

Cancer Prevention Action Week, 17–23 February 2025, is an annual campaign led by the **World Cancer Research Fund (WCRF)** to raise awareness of how lifestyle choices impact cancer risk. With one in two people in the UK developing cancer in their lifetime, this initiative highlights the small but significant changes individuals can make to lower their risk.

What is Cancer Prevention Action Week?

Cancer Prevention Action Week aims to educate and empower people with evidence-based information about cancer risk factors. The campaign provides practical steps for making healthier choices, including diet, physical activity, and alcohol consumption.

Each year, the campaign focuses on a particular aspect of cancer prevention. In 2025, the focus is on alcohol consumption, encouraging people to be more mindful of how much, when, and why they drink. The WCRF highlights that reducing alcohol intake can significantly lower the risk of certain cancers, including breast, liver, and bowel cancer.

Why Focus on Alcohol?

Many people are unaware that alcohol is a known cause of at least seven types of cancer, including:

- **Mouth and throat cancer**
- **Oesophageal cancer**
- **Breast cancer**
- **Bowel cancer**
- **Liver cancer**

Even small amounts of alcohol can increase cancer risk, which is why experts recommend reducing consumption or opting for alcohol-free alternatives.

What Can You Do?

1. **Swap a drink for a donation** – Instead of buying an alcoholic drink, donate the cost to the World Cancer Research Fund as a commitment to your health and cancer prevention.
2. **Set a personal challenge** – Try an alcohol-free week or month and see how it benefits your health and wellbeing.
3. **Track your drinking habits** – Be more mindful of when and why you drink and look for healthier ways to relax or socialise.
4. **Try healthier alternatives** – Non-alcoholic drinks, herbal teas, or fruit-infused water can be great substitutes.
5. **Encourage workplace and community engagement** – Promote alcohol awareness in your workplace, school, or local community.

Other Ways to Reduce Cancer Risk

While alcohol is a major focus of this year's campaign, cancer prevention is about making long-term healthy choices. The World Cancer Research Fund recommends the following key actions:

1. Eat a Healthy, Balanced Diet

A diet rich in fruit, vegetables, whole grains, and legumes can reduce cancer risk. Cutting down on processed foods, red meat, and added sugars is also beneficial.

2. Stay Physically Active

Regular exercise helps maintain a healthy weight and reduces the risk of several cancers, including breast and bowel cancer. Even small lifestyle changes, such as walking more or taking the stairs, can make a difference.

3. Maintain a Healthy Weight

Being overweight or obese is linked to at least 13 different types of cancer. Managing weight through diet and exercise is one of the most effective ways to lower cancer risk.

4. Avoid Smoking and Second-Hand Smoke

Smoking is the leading cause of preventable cancer deaths. Quitting smoking or avoiding second-hand smoke can significantly reduce your risk.

5. Be Sun-Smart

Protecting your skin from UV exposure reduces the risk of skin cancer. Always use sunscreen, seek shade, and wear protective clothing.

6. Attend Cancer Screenings

Regular cancer screenings, such as cervical, breast, and bowel screenings, help detect cancer early when treatment is most effective.

How to Get Involved

The World Cancer Research Fund has created a campaign toolkit that includes resources, social media copy, and images to help spread awareness. You can download it from their website and use it to share important messages within your community or workplace.

By making small, positive changes, we can all take action to lower cancer risk and promote better health.

For more information and to download the campaign toolkit, visit the [World Cancer Research Fund website](#).

Related Links

- [World Cancer Research Fund](#)

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