

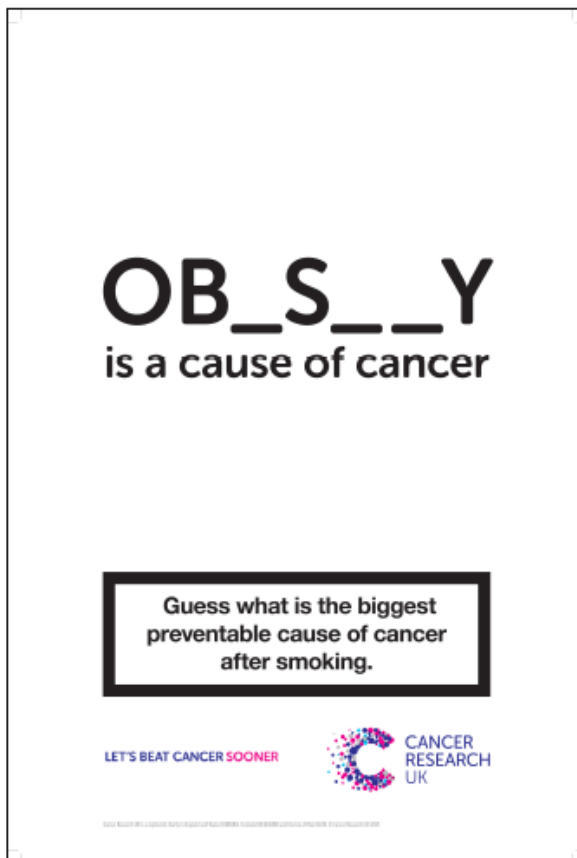
NATIONAL OBESITY HEALTH MARKETING CAMPAIGN 2018
FREQUENTLY ASKED QUESTIONS

Key Contacts: **Hollie Webb** Senior Marketing Manager hollie.webb@cancer.org.uk
Sam Throssell Senior Marketing Executive sam.throssell@cancer.org.uk

Campaign timings:

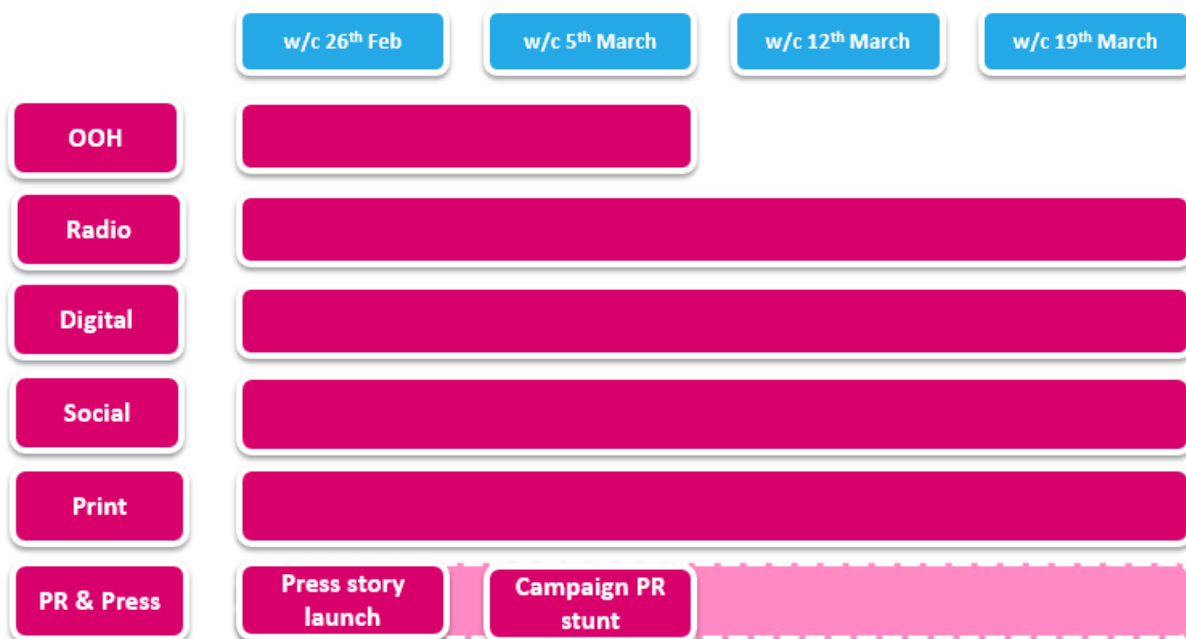
The campaign launches on 26th February 2018 and will be live for four weeks across the UK. OOH will run for the first two weeks and radio, digital, social and press will run until 25th March.

Posters:



Radio ads: If you would like to listen to an audio file of the radio ads, please email: sam.throssell@cancer.org.uk

PR activity: As part of the PR and social activity for the campaign, we will be creating fake cigarette packets with chips in to visually represent that obesity is the second biggest preventable cause of cancer after smoking. The packs will be plain and include the same creative as the poster, with 'Guess what is the biggest preventable cause of cancer after smoking?' The word obesity will be printed inside the lip of the cigarette packet so it can be seen as the pack is opened. Pack shots of this as well as a video of people's reactions on the street will be use for PR and social media.

Activity timeline:

CAMPAIGN SPECIFIC QUESTIONS
Q. Why is Cancer Research UK running an advertising campaign on obesity?

Cancer Research UK is committed to preventing cancer. Every year, around 4 in 10 cancer cases in the UK can be prevented. Being overweight or obese is the second biggest preventable cause of cancer in the UK after smoking, but awareness of this is low.

Increased awareness of the link between obesity and cancer will keep the issue top of mind publicly and politically so the charity is in a better position to lobby the government and food industry to make changes so it's easier for everyone to make healthy choices. For some people increased awareness may also trigger them to make healthy lifestyle choices for themselves or their families.

We have tested the campaign and seen that it works. We ran a pilot advertising campaign across the West Midlands in 2016 which successfully increased awareness of the link by 22% ¹.

Q. What is this advertising campaign all about?

The campaign aims to raise awareness of the link between cancer and obesity through a clear and strong message that obesity is the second biggest preventable cause of cancer in the UK after smoking. Research confirms the public's low awareness of this risk factor; only 15% people in the UK are aware of the link between obesity and cancer².

We have tested the campaign and seen that it works as we ran a pilot advertising campaign across the West Midlands in 2016 which successfully increased awareness of the link by 22%. We also ran a targeted campaign in Westminster which enabled the charity to have better conversations with MPs about related policy such as the Sugar Tax, which has successfully been passed. The charity's focus is to keep the issue top of mind publicly and politically so we can bring about more change. We want to

¹ CRUK research study, Morar, 2016

² ONS Cancer Awareness Measure 2017.

reduce Junk Food Marketing to children as we know that has a big impact on the amount of junk food they eat and an obese child is 5 times more likely to be obese as an adult. There is more information on the impact of Junk Food Marketing here: <http://www.cancerresearchuk.org/about-us/cancer-news/press-release/2018-01-15-teens-likely-to-crave-junk-food-after-watching-tv-ads>

Q. Why has the wording on the poster changed from ‘causes cancer’ to ‘is a cause of cancer’

During the pilot, we ran the main poster with the words ‘causes cancer’ under the word obesity. We had feedback that it could make people worry that everyone who is overweight or obese would develop cancer. Across the whole population causes of cancer like smoking and obesity lead to more people developing cancer, but we can’t predict which people they will be. So, for a specific person these things make the risk of developing cancer higher, but don’t mean it is certain. We have since tested the words ‘is a cause of cancer’. Results showed it clearly communicated the message that obesity is linked to cancer, but does not suggest that all people who are overweight or obese will develop cancer.

Q. Does obesity carry the same cancer risk as smoking?

No. Smoking carries a much higher risk of cancer than obesity and is still by far the biggest preventable cause of cancer in the UK. However, after smoking, obesity is the next biggest preventable cause. And for some types of cancer, including breast and womb, it is the biggest preventable risk factor. We are using the comparison of smoking as it helps to put the risk into perspective and make it memorable.

Cancer Research UK aims to help tackle obesity in a similar way to tobacco; by trying to impact policy to change the environment. With tobacco we campaigned heavily for standardised packaging as evidence showed that would reduce the number of smokers. We have already taken this approach in pushing 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 before the TV watershed, as we know that has a big impact on the amount of junk food they eat. Latest research found that being bombarded by TV ads for unhealthy, high calorie food could lead teens to eat more than 500 extra snacks like crisps, biscuits and fizzy drinks throughout the course of a single year compared to those who watch less³ and an obese child is 5 times more likely to be obese as an adult.

Q. Where is the campaign running?

Across the whole of the UK including England, Wales, Scotland and Northern Ireland with outdoor posters (on bus stops, in shopping centres and on roadsides) radio adverts, social media adverts, digital adverts and press activity.

Q. Why are you making people guess the word ‘OBESITY’ on the adverts?

Our creative concept is developed based on the insight that most people don’t know about the link between obesity and cancer. To help make the link memorable we have used a quiz mechanic to encourage people to guess it and learn it for themselves.

Q. Who is the target audience?

Our campaign is targeting adults aged 30-60 years old as we want to raise awareness across a mass public audience.

³ http://www.cancerresearchuk.org/sites/default/files/10_years_on_full_report.pdf

Q. Who is paying for this campaign?

The campaign is wholly funded by Cancer Research UK.

Q. This is a shocking and potentially upsetting message, why are you communicating it through an advertising campaign?

The aim of the campaign is to raise awareness of the link between cancer and obesity. It is not our intention to cause any offence or upset through the campaign. We tested the advertising approach with a broad sample of the public, including cancer patients and people of a range of different weights, and tailored it based on feedback to minimise offence whilst still delivering an important message. The creative is deliberately clear and factual so that the public can easily understand the message. Feedback during testing⁴, which included cancer patients, also highlighted that people felt it was Cancer Research UK's responsibility to communicate the message and it was something the public need to be made aware of.

Q. Won't this make people who are overweight or obese feel they are to blame?

This campaign is not meant to make anyone feel bad about their weight or make anyone think negatively about people who are overweight or obese. The campaign is about raising awareness of the fact that obesity is the second biggest preventable cause of cancer after smoking. We understand that keeping a healthy weight can be difficult, which is why we are calling for the government and food industry to make changes so it's easier for everyone to make healthy choices. There is more information about the campaign and how Cancer Research UK is helping to tackle the problem through its policy work on the website: cruk.org/obesityandcancer. We will also measure the impact of the campaign to check if it has any negative effect in this way.

Q. How do you know that obesity is the second biggest preventable cause of cancer after smoking?

Major studies confirm that being overweight or obese increases the risk of various cancers. The World Health Organisation (WHO) says that overweight and obesity is the most important known avoidable cause of cancer after tobacco.

One of the largest studies on excess weight and cancer to date looked at GP records of more than 5 million people in the UK and a range of common cancer sites. This single study found a link between weight and multiple types of cancer, including bowel, kidney and cervical cancer. In 2016, a group of experts from the International Agency for Research on Cancer concluded that there is good evidence to show that the absence of excess body fatness has a cancer preventable effect for 13 different types of cancer.

A published study combined data on how different evidence-based risk factors, such as smoking and obesity, affect the risk of developing cancer, with data on how many people in the UK are exposed to these risk factors. With this information the researchers calculated the number of cases of cancer each year in the UK that each of these risk factors cause. This study found that overweight and obesity contributed the second-largest number of preventable cases of cancer in the UK each year⁵.

⁴ CRUK qualitative research study, Kindling, 2016

⁵ Parkin, D. M., Boyd, L. & Walker, L. C. 16. The fraction of cancer attributable to lifestyle and environmental factors in the UK in 2010. Br. J. Cancer 105, S77–S81 (2011).

For more information including links to this research you can visit

<http://www.cancerresearchuk.org/about-cancer/causes-of-cancer/bodyweight-and-cancer/bodyweight-facts-and-evidence>

Q. I've never heard of this link before, why are you telling me now?

You're not alone, 85% of people don't know this. If obesity trends continue, almost four in ten adults could be obese by 2035, causing 670,000 new cases of cancer in the process. To help prevent more cases of cancer we are increasing our focus on obesity now so people are informed about the health risk. We are also lobbying the government on policies which will help reduce obesity rates in the UK by changing the environments we live in that currently make it hard to make healthy choices. So far, the tax on sugary drinks has been successfully passed and has already spurred on industry to reduce the sugar in many soft drinks, even before the tax comes in at the start of April. We are now focusing on reducing Junk Food Marketing to children. By raising awareness publicly it will keep the issue front of mind for MPs which means we can have more impact on policies. You can find out more about our policy work here: <http://www.cancerresearchuk.org/about-us/we-develop-policy/our-policy-on-preventing-cancer/our-policy-on-obesity-and-diet>

Q. How will you know if the campaign has worked?

We are carrying out pre-and post-surveys to test whether the campaign increases awareness of the link between obesity and cancer. We will also assess whether people are more likely to support our policy calls and if there are any additional consequences such as people finding out more about how to keep a healthy weight, or visiting the GP. Finally, long term success will be government action to reduce obesity, like restrictions on Junk Food Marketing to children.

Q. The outdoor poster looks similar to the NHS blood donation campaign, is it the same idea?

No. Our outdoor posters include word play, using a 'hang man' mechanic which invites the public to guess the missing letters to find out the biggest preventable cause of cancer after smoking. Across radio and social media we have used other quiz and riddle mechanics to make the link memorable. The centre of our campaign is the word 'obesity' rather than the letters representing something which is the case with the NHS Blood campaign.

Q. Where can I order posters?

You can order posters for free here: <https://publications.cancerresearchuk.org/products/prevention>

Q. How does Cancer Research UK justify spending money on this campaign?

Cancer Research UK is committed to preventing cancer. Every year, around 4 in 10 cancer cases in the UK can be prevented. Overweight and obesity is the second biggest preventable cause of cancer in the UK after smoking. If trends continue, almost four in ten adults could be obese by 2035, causing 670,000 new cases of cancer in the process.

It is our duty to inform people about the health risk and help reduce obesity by lobbying the government on policies which will help reduce obesity rates in the UK by changing the environments we live in that currently make it hard to make healthy choices. So far, the tax on sugary drinks has been successfully passed and we are now focusing on reducing Junk Food Marketing to children. By raising awareness publicly it will keep the issue front of mind for MPs which means we can have more impact on policies.

You can find out more about our policy work here: <http://www.cancerresearchuk.org/about-us/we-develop-policy/our-policy-on-preventing-cancer/our-policy-on-obesity-and-diet>

PR STUNT QUESTIONS

Q. Why are you handing out chips in cigarette packets to the public? Doesn't this encourage obesity?

Being overweight or obese is the second biggest preventable cause of cancer in the UK after smoking, but only 15% of people are aware of this link.

This is why we need to do everything we can to keep the issue top of mind to encourage the government and food industry to make changes so it's easier for everyone to make healthy choices. For some people increased awareness may also trigger them to make their own lifestyle changes.

By asking people 'what is the biggest preventable cause of cancer after smoking' in such an impactful and memorable way we hope to increase awareness of this important message. There will only be a small number of chips contained in each packet we give out and we will be using them to prompt a conversation, rather than encouraging people to eat them.

PATIENT QUESTIONS ON OBESITY AND CANCER

Q. What classes as 'overweight' or 'obese'?

Overweight and obesity is measured by body mass index (BMI). BMI is calculated by a person's weight in kilograms divided by height in metres squared. Overweight is classified as having a BMI between 25.0 and 29.9. Obesity is classified as having a BMI of 30 and over.

$$BMI = \text{weight (in Kg)} / \text{height (in M}^2\text{)}$$

For children, it's a bit more complicated as things like whether or not they have started puberty are also important. So, their age is also taken into account, with their BMI converted into a 'centile', such as those used on a child's growth chart.

In the UK today more than 6 in 10 adults are overweight or obese and around 3 in 10 children. An obese child is 5 times more likely to be obese as an adult.

Q. Is the BMI measurement a good indicator of body fat?

Whilst BMI is not a perfect measure of body fat, it is a useful guide for most adults. However, it isn't appropriate for certain groups, such as pregnant and breastfeeding women or professional athletes.

BMI is used in most scientific studies linking body fat with health outcomes. Studies using other measures of body fat, such as waist measurements, have found similar links with cancer to studies using BMI.

Q. How many cases of cancer are linked to obesity in the UK? Obesity is the biggest preventable cause of cancer after smoking - it causes 5% of cancer cases in the UK each year⁶.

⁶ Parkin, D. M., Boyd, L. & Walker, L. C. 16. The fraction of cancer attributable to lifestyle and environmental factors in the UK in 2010. Br. J. Cancer 105, S77–S81 (2011).

Q. What cancers are linked to obesity?

Overweight and obesity is linked to 13 types of cancer. The full list of cancers caused by obesity is: breast (in women after the menopause), bowel, pancreatic, oesophageal (food pipe), liver, kidney, upper stomach, gallbladder, womb, ovarian, thyroid, myeloma (a type of blood cancer) and meningioma (a type of brain tumour).

Q. How does obesity cause cancer?

Research so far has identified three key explanations, which scientists around the world and organisations such as the World Health Organisation believe broadly describe what happens in the body. Extra body fat can cause greater levels of growth hormones, sex hormones and inflammation in the body. All these factors can lead to greater cell division, increasing the chance of cancer cells being produced. However more research is needed to fully understand the detail of how obesity causes cancer. There is more information available at: <http://www.cancerresearchuk.org/about-cancer/causes-of-cancer/bodyweight-and-cancer/bodyweight-facts-and-evidence>

Q. What the risk of getting cancer if you/I am obese or overweight and how do I reduce it?

The risk is greater the more overweight you are, and the longer you are overweight for. But that doesn't mean the damage is done. You can help stack the odds against cancer by avoiding gaining more weight, and it is also a good thing to do for your health generally. The evidence for how weight loss could impact the risk of cancer is growing and so far, suggests risk can, at least partially, go back down. Also eating healthily and moving more, which are the best way to lose weight, can reduce the risk of cancer. But more research is needed to know exactly how weight loss impacts cancer risk. If you are thinking of losing weight and think you need support, your doctor or nurse will be able to help.

There are lots of other steps you can take to reduce the risk of cancer- things like not smoking, cutting down on alcohol and staying safe in the sun can all make a big difference. For more information head to cruk.org/health.

Q. I'm overweight and I have cancer. Have I caused it?

We are very sorry to hear that. If you have questions or simply need support, our Nurse team can provide information and support on free phone 0808 800 4040, Monday to Friday, 9am to 5pm. We would like to be very clear that no one is ever to blame for their cancer. For most people, we can't know what caused it. There are lots of factors that make up your personal risk of cancer. Our risk depends on a combination of our genes, our environment, our age and factors like whether we smoke or what our weight is.

Q. I thought cancer was just down to luck?

Many people believe that getting cancer is purely down to genes, fate or bad luck. But through scientific research, we know that our risk actually depends on a combination of our genes, our environment and things such as smoking or weight, which we're more able to control.

Cancer is caused by damage to our DNA, the chemical instructions that tell our cells what to do. Things we come into contact with such as UV rays, or the cancer-causing chemicals in tobacco, can damage our DNA. This damage can build up over time. If a cell develops too much damage to its DNA it can start to grow and multiply out of control – this is how cancer starts.

In the UK, more than 1 in 2 people born after 1960 will develop cancer at some point in their lives. Every year, around 360,000 people are diagnosed with the disease. But experts estimate that around 4 in 10

cancer cases could be prevented, largely through changes like not smoking, keeping a healthy weight, staying safe in the sun and cutting down on alcohol.

Q. I'm overweight and I'm really worried I'm going to develop cancer?

Being overweight or obese doesn't mean that you will definitely develop cancer. There are lots of factors that make up your personal risk of cancer. Some things you can't change, like your family history and your age. But there are steps you can take to reduce the risk of cancer- things like not smoking, eating healthily, cutting down on alcohol and keeping active. And losing weight can also help reduce the risk, especially because eating healthily and moving more both reduce cancer risk. It's never too late to make changes, and even small things can add up to a big difference if you do them most days. For more information head to cruk.org/health

Q. Everyone I know who has had cancer was not overweight. I don't believe this.

The link between obesity and cancer comes from very large studies involving millions of people. When we look at a population level, we can see that cancer is more common in people who are overweight or obese. But this doesn't mean that everyone who is overweight will definitely develop cancer, or that you can only have cancer if you are overweight. You can read more about this research here:

<http://www.cancerresearchuk.org/about-cancer/causes-of-cancer/bodyweight-and-cancer/bodyweight-facts-and-evidence>

It's also important to understand that unintentional weight loss is a common symptom of cancer, so just before a diagnosis of cancer or while undergoing treatment, many people may lose a lot of weight.

Q. What else does Cancer Research UK do to reduce obesity rates in the UK?

We provide information, tips and advice, to help people to make individual choices about keeping a healthy weight, eating a balanced diet and doing physical activity to stack the odds against cancer.

We also fund research to help improve the evidence base about obesity and cancer for policymakers through our Policy Research Centre for Cancer Prevention, as well as funding a research unit at University College London looking at how we can use behavioural interventions to help people live more healthily. We lobby the government to introduce policy measures to address the issue.

Cancer Research UK is a member of the Obesity Health Alliance. This alliance is a coalition of over 30 charities and public health organisations who care about tackling the complex issue of obesity and reducing children's obesity rates. We meet to share information about obesity with people working on different disease types, and help communicate messages about obesity across the public health sector.

We also go out and speak to the public in various ways through community engagement. For example, we have a Cancer Awareness Roadshow where cancer nurses go around the UK to talk to members of the public about how they can reduce their risk of cancer.

Q. I really want to help Cancer Research UK bring about change. What can I do?

You can campaign with us to make sure cancer remains a political priority and the issue of obesity remains high on the agenda. We can and will see real improvements to the lives of the thousands of people affected. We've had success with the sugar tax already and now we want to restrict junk food marketing to children. Find out more about how to get involved and help us beat cancer sooner here: <http://www.cancerresearchuk.org/support-us/campaign-for-us/junk-free-tv>

Q. What is Cancer Research UK's advice for individuals wishing to keep a healthy weight?

The best ways to keep a healthy weight are to eat a healthy, balanced diet and do regular physical activity. When it comes to weight loss, making small everyday changes you can stick with in the long term are a better bet for keeping weight off for good than drastic diets or celebrity fads. But, doing this

can be tough. Cancer Research UK has worked with Weight Concern to create the Ten Top Tips for a Healthy Weight, which are based on science and can help you make healthy habits that are easy to do every day. Find out more at cruk.org/tentoptips. If you think you need more support to reach a healthy weight, you can speak to your GP, nurse or pharmacist who'll be able to help. They may be able to refer you to a weight management service.

Q. Is the Grand Challenge looking at how fat causes cancer? Do you not already know how it works?

Research so far has identified three key explanations. Extra body fat can cause greater levels of growth hormones, sex hormones and inflammation in the body. All these factors can lead to greater cell division, increasing the chance of cancer cells being produced. However more research is needed to fully understand exactly how obesity causes cancer, which is why we have set a Grand Challenge hoping to help answer this further.