

# Cancer Control Challenges in Asia and Principles of Behaviour Change for Effective Prevention Programs

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The estimated global burden of cancer suggests that the disease already causes more deaths than AIDS, TB, and malaria combined. Further, incidence and mortality are increasing rapidly and cancer can no longer be considered a problem of rich countries exclusively. In order to set an agenda to slow and ultimately reverse these trends, the UICC launched the World Cancer Declaration. Among the 11 Declaration targets are several focussing on cancer prevention.

A high proportion of cancer in high-, middle- and low-income countries is potentially preventable, since causes have been identified and many of the risk factor exposures involve individual behaviour. Therefore, proven principles of human behaviour change that can be applied to cancer-related behaviours (smoking, over-nutrition, alcohol abuse, exercise, sun exposure, screening and vaccination participation) have great utility. The 'big five' principles of behaviour change will be elucidated, with reference to research examples from programs attempting to change cancer-related behaviours.

The UICC has a number of programs designed to assist Asian (and other) countries in their efforts in cancer prevention and other areas of cancer control. These include 'people support' (fellowships, training workshops etc), electronic platforms for knowledge transfer, small grants to develop capacity in cancer prevention, in-country capacity building projects, and world-wide public information campaign resources. Japan has been a generous and long-term supporter of UICC programs.