

THE CANCER CONTINUUM

An overview of interventions and potential for impact:

Opportunities for cancer control exist at all stages of the cancer continuum, from preventing cancer to developing and providing adequate palliative care.

① Interventions for cancer prevention and control at the individual and population levels exist across the cancer continuum from prevention of risk factors to early detection, treatment and palliative care. ② Tobacco use, the cause of the most preventable cancers worldwide, can be substantially reduced through increased excise tax on cigarettes, smoke-free air laws, restrictions on promotion, and counter-advertising. Indoor and outdoor air pollution, which account for a substantial proportion of lung cancer deaths, can be reduced through use of clean stoves, cleaner fuels, proper ventilation, and air quality guidelines and policies. ③ Vaccines against Hepatitis B virus and human papillomaviruses could reduce the future burden of liver and cervical cancers,



"An ounce of prevention is worth a pound of cure."

— Benjamin Franklin

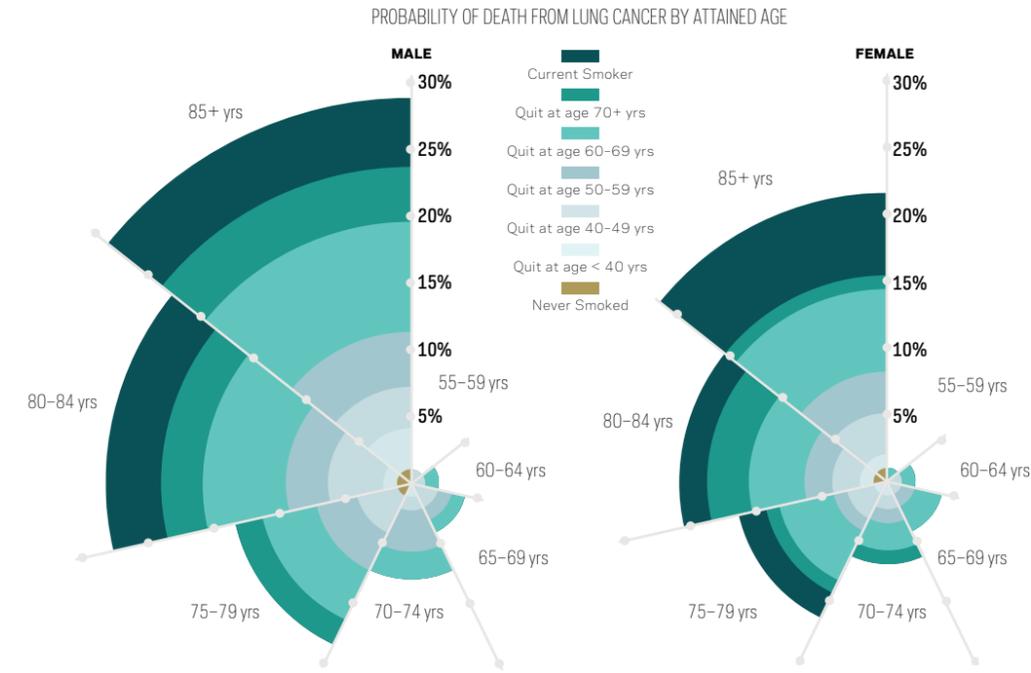
① **Interventions for cancer prevention and control at the individual and population levels exist across the cancer continuum.**

respectively, particularly in economically developing countries. Furthermore, transmission of these and some other cancer causing agents (e.g., *Schistosoma haematobium*, hepatitis C virus) can be prevented by improving hygiene and educating people to modify their high risk behaviors. Protection from harmful sun exposure reduces the risk of skin cancer. Cancer-causing occupational exposures can be prevented through improved workplace safety.

Regular screening for cervical, colorectal, and breast cancers detects the disease at an early stage, when the chance for survival and cure is high. A heightened awareness of warning signs for cancer of the oral cavity, skin, and some other cancers may also lead to detection of cancers at an early stage.

④ Effective treatment (surgery, chemotherapy, and radiation) has been developed for several cancers, including cancers of the breast, colon and rectum, and testis and for many childhood cancers. For certain cancers such as testis, treatment could lead to cure even for advanced stage disease. Pain associated with cancer can be controlled by administration of analgesic drugs. Full application of these interventions globally could prevent a substantial proportion of cancer deaths worldwide.

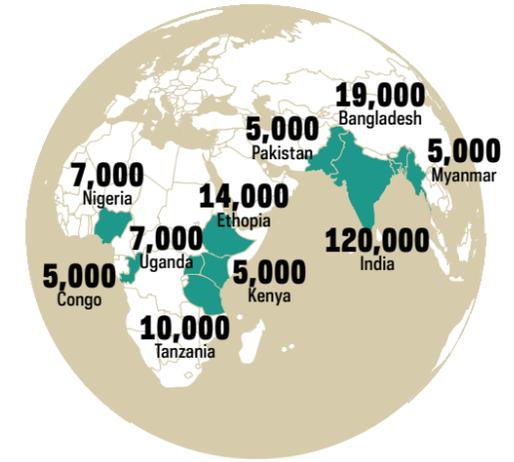
② **Smoking cessation is beneficial at all ages, but especially before middle age.**



A 70% price increase on tobacco along with a 10% reduction in consumption through other tobacco control measures would avoid 25 million cancer deaths by 2050.

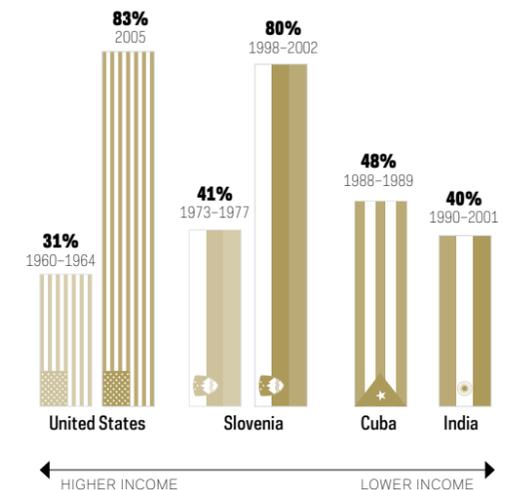
③ **Cervical cancer deaths are preventable.**

NUMBER OF FUTURE DEATHS THAT COULD BE PREVENTED IN ONE YEAR IF 70% OF 9-YEAR-OLD GIRLS WERE VACCINATED



④ **Childhood cancer survival rates have doubled over the past several decades in higher-income countries but lag behind in middle- and lower-income countries.**

FIVE-YEAR SURVIVAL RATE FROM CHILDHOOD CANCERS



PREVENTION

- TOBACCO CONTROL
- HEALTHY DIET
- PHYSICAL ACTIVITY
- SUN PROTECTION
- VACCINATION

success in numbers

47,000 breast cancer deaths worldwide could be avoided annually if physical inactivity were eliminated.

EARLY DETECTION

- COLORECTAL CANCER SCREENING
- BREAST CANCER SCREENING
- CERVICAL CANCER SCREENING

success in numbers

Biennial colorectal cancer screening using the fecal occult blood test, a low-cost method, can result in a 15-20% decrease in colorectal cancer mortality.

TREATMENT

- CHEMOTHERAPY
- HORMONE THERAPY
- RADIATION
- SURGERY
- PAIN MANAGEMENT & PSYCHOSOCIAL CARE

success in numbers

Due to advances in treatment, the five-year survival rate for testicular cancer is now greater than 90% in countries where treatment is available.

SURVIVORSHIP & QUALITY OF LIFE

- SURVEILLANCE
- PSYCHOSOCIAL CARE
- MANAGEMENT OF LONG-TERM EFFECTS

success in numbers

There are an estimated 33 million adult cancer survivors worldwide who have been diagnosed in the past five years.

END-OF-LIFE CARE

- HOSPICE CARE
- PALLIATION

the cumulative burden

Cancer accounts for 34% of the adult palliative care needs in the world.