
Policy actions during early life to promote healthy lifestyles in later life



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Outline

- Cancer Research UK and Cancer Prevention
- Why policy action is needed: the example of tobacco control
- Policy research centre at CRUK
- Obesity and cancer
- Public awareness
- Price mechanisms
- Promotion
- Future research

Mission: *To bring forward the day when all cancers are cured*

Vision: *To save more lives by preventing, controlling and curing cancer*

Research Strategy

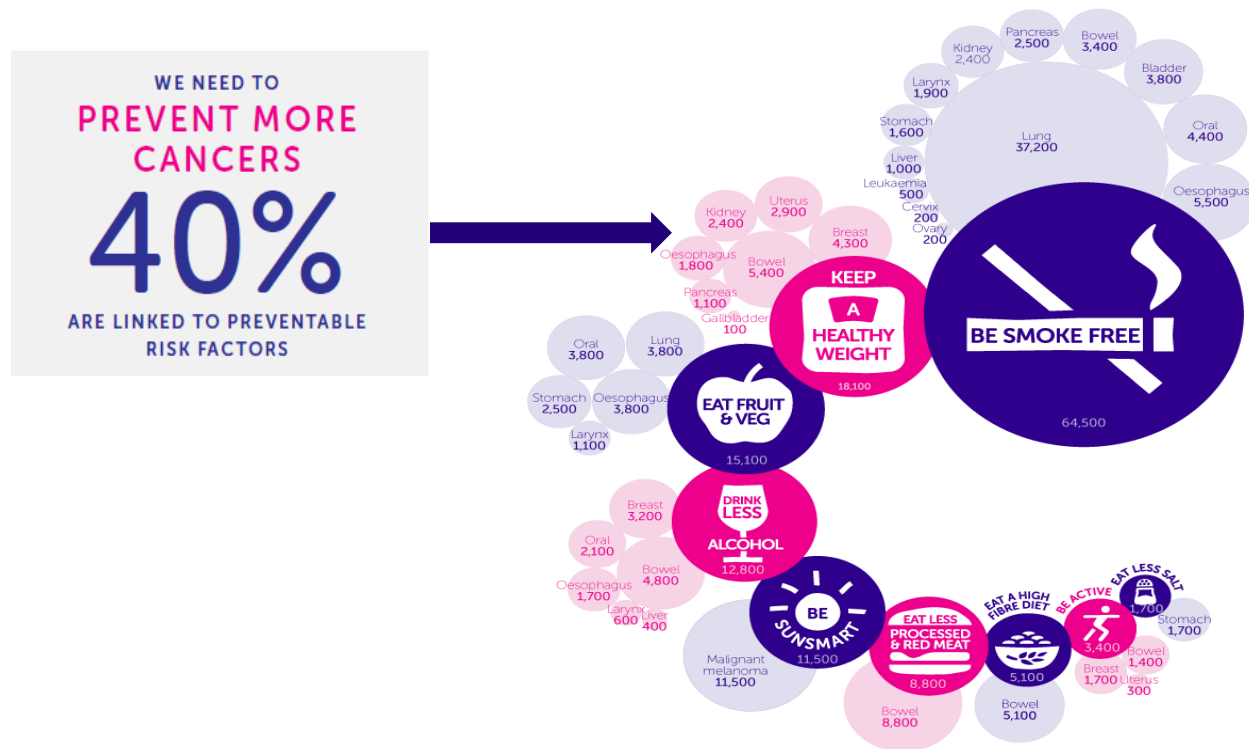
PREVENT

DIAGNOSE

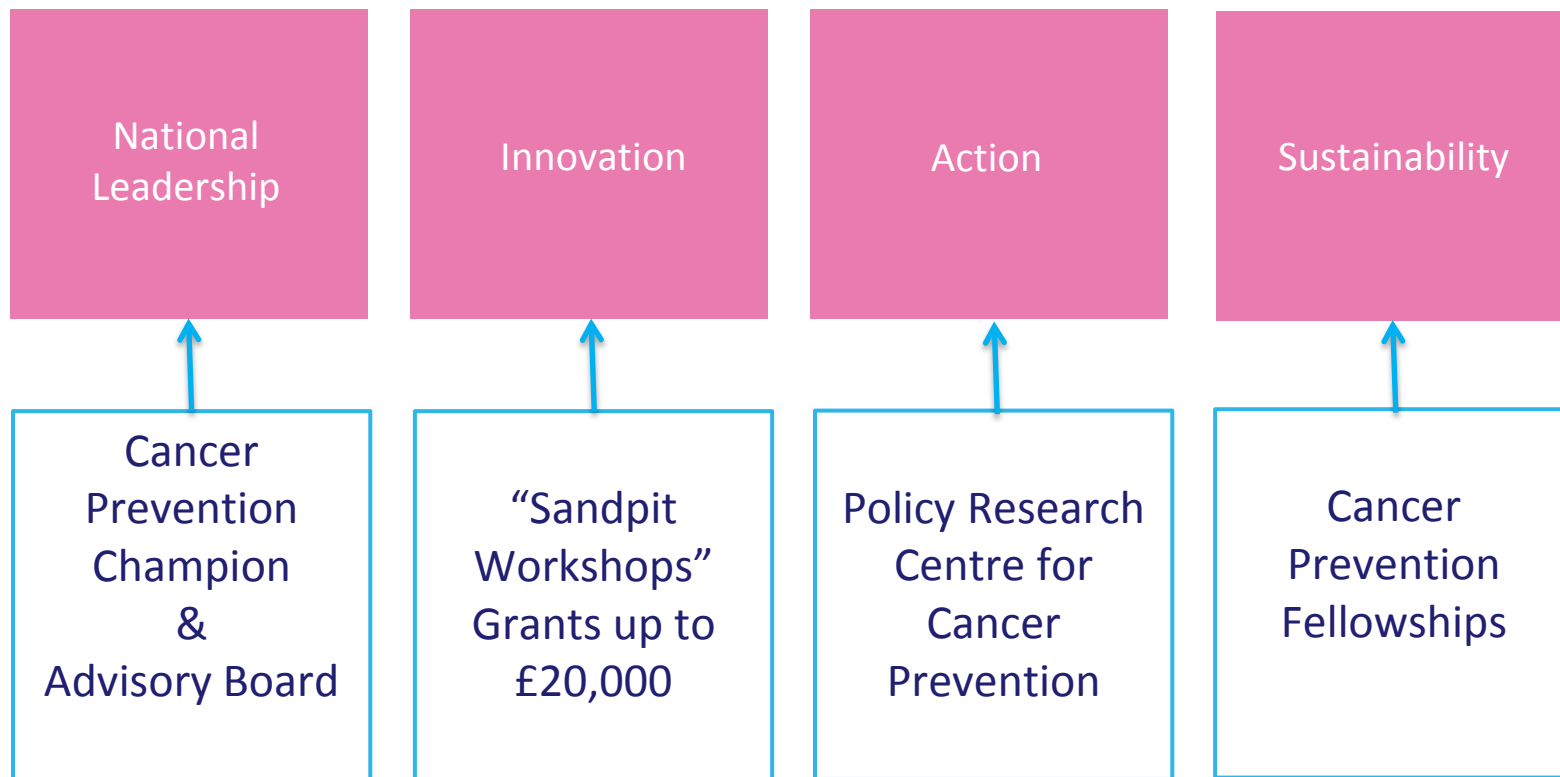
TREAT

OPTIMISE

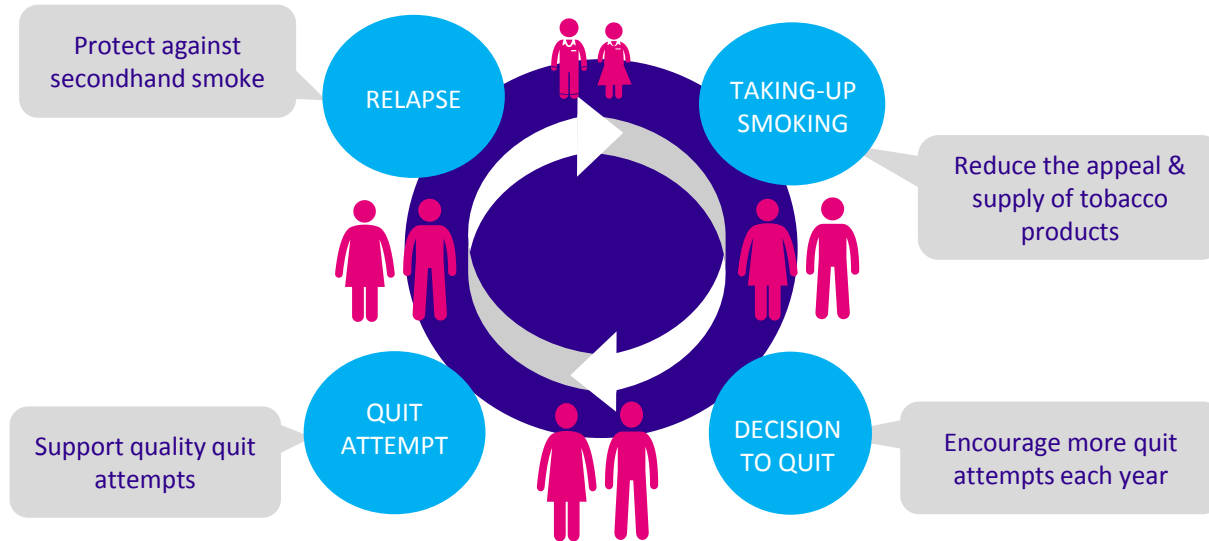
Preventable Cancers in the UK



Cancer Prevention Initiative



Tobacco Control



POLICY RESEARCH AT CANCER RESEARCH UK



CANCER
RESEARCH
UK

POLICY RESEARCH
CENTRE FOR CANCER
PREVENTION

Benefits of an in-house Policy Research Centre

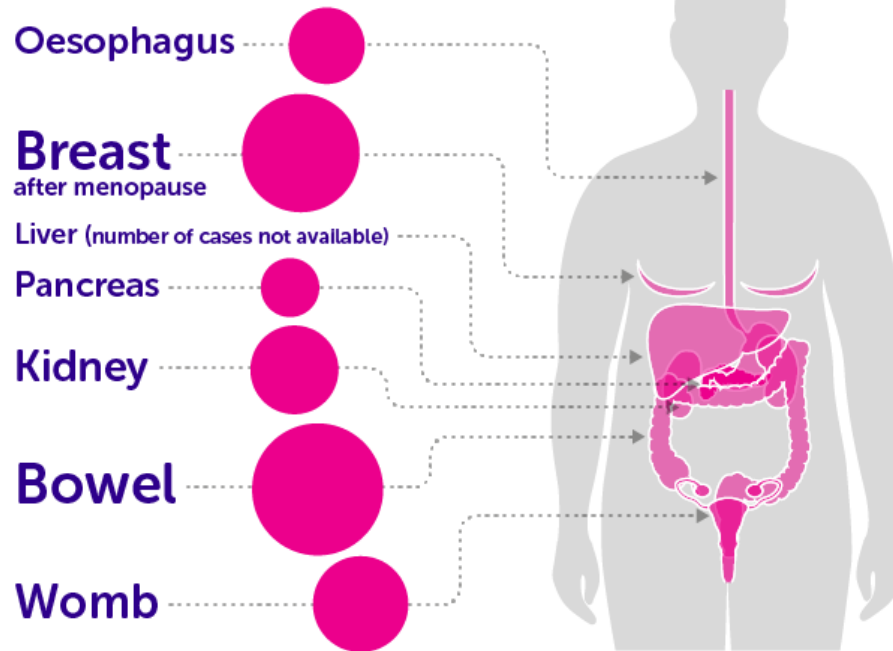
- Identify the evidence gaps and carry out work that is responsive
- High quality, targeted and translatable policy research
- Development of strong evidence based policy
- Promote key interventions that will lead to a healthier lifestyle overall
- Ensure that inequalities are considered in all work

Obesity: Our Objectives

- We will:
 - Establish CRUK as a leading voice on obesity and the leading charity on cancer and obesity
 - Support advocacy and campaign activity to regulate the factors driving childhood obesity (focusing on dietary factors)
 - Expand and deepen CRUK's relationships with external stakeholders and support the Obesity Health Alliance
 - Undertake research to support policy and behaviour change
 - Promote healthy living through information and support



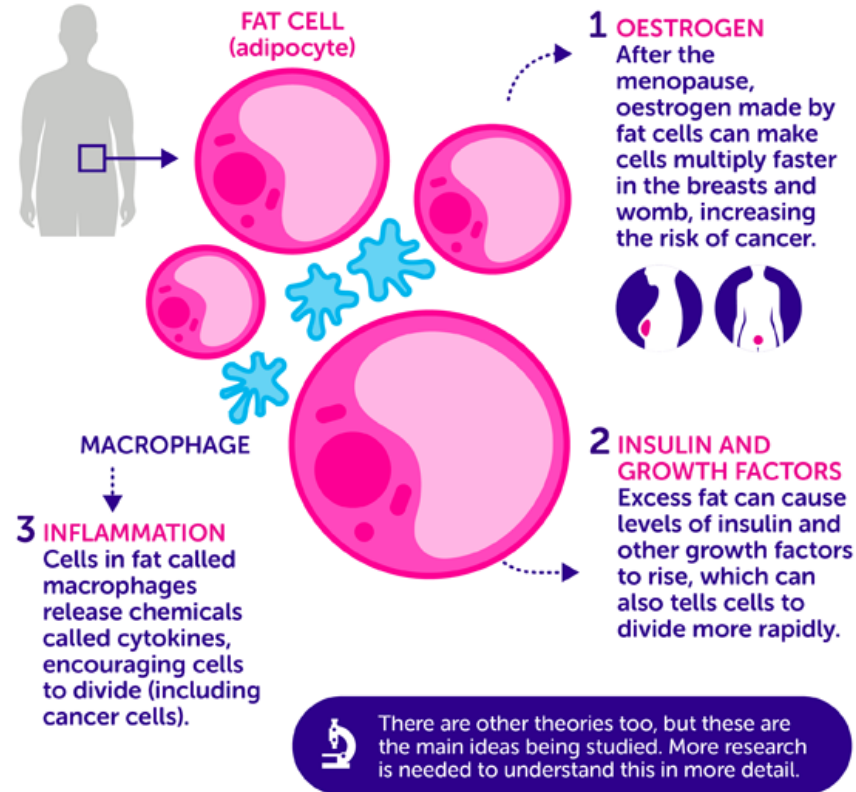
BEING OVERWEIGHT COULD CAUSE 10 TYPES OF CANCER



Being overweight may also cause **gallbladder, aggressive prostate and ovarian cancer**

●●● **Larger circles** indicate cancers with more UK cancer cases linked to being overweight or obese

How Could Obesity Lead to Cancer?



Childhood Obesity

HOW DOES OBESITY IN CHILDHOOD AFFECT CANCER RISK AS AN ADULT?



LET'S BEAT CANCER **SOONER**
cruk.org/health

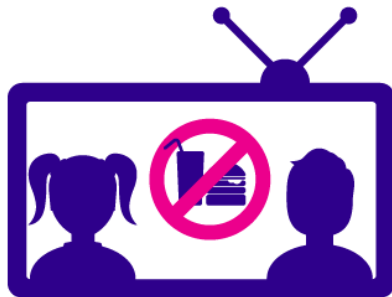
Source: cruk.org/childhoodobesity



CANCER
RESEARCH
UK

Comprehensive strategy is needed

WHAT WE NEED TO TACKLE CHILDREN'S OBESITY =



JUNK FREE TV



SUGARY
DRINKS LEVY



Sugar	↓
Fat	↓
Salt	↓

REFORMULATION OF
EVERYDAY FOOD

LET'S BEAT CANCER **SOONER**
To act now, visit cruk.org/junkfreetv

Sugar Tax Modelling Study

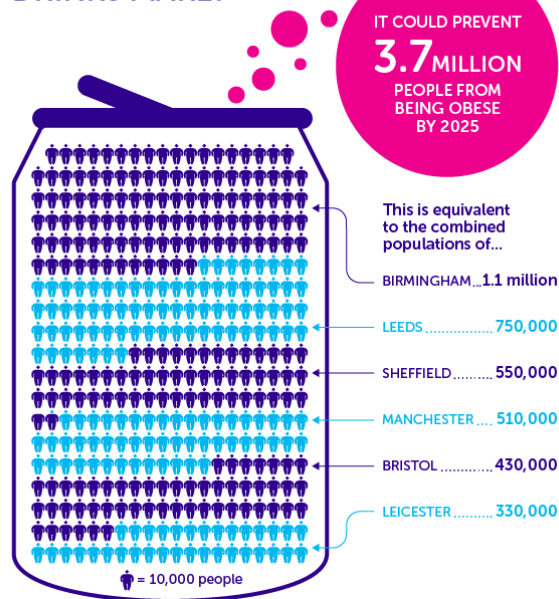
AIM: To demonstrate the benefits of introducing a sugary drinks tax

METHODS:

- Projecting available data on health and weight in the UK forward to 2025
- Modelling the impact of sugary drinks tax on calorie intake, allowing for substitution to other products
- Comparing this calorie reduction against a scenario of 'if current trends continue' without a tax, to show the number of people who would avoid being obese as a result of a tax
- Using NHS cost data to show the impact on monies saved to healthcare services

Sugar Tax Modelling Results & Coverage

WHAT DIFFERENCE WOULD
A 20% TAX ON SUGARY
DRINKS MAKE?



PUBLIC BACKS ACTION TO TACKLE OBESITY

Q Would you support or oppose introducing
a tax on drinks with added sugar?



Junk Food Marketing Campaign

Objective

Removal of junk food advertising from TV before the 9pm watershed to reduce children's obesity

Campaign Launch 5th July

- CRUK supporters wrote to invite MPs to Drop- In at Parliament Day
- Ambassador meetings with MPs
- Follow up request to write to public health minister in support of the ask.



Childhood Obesity Plan

The much delayed childhood obesity plan was published by Government on 18th August

- No mention at all of food marketing
- Only a voluntary commitment to reduce sugar
- Plan to consult on the sugar levy



Junk Food Marketing tactics

WHAT TACTICS ARE USED IN JUNK FOOD TV ADVERTS TO HOOK CHILDREN?



Why Junk Food Marketing?

HOW DO ADVERTS IMPACT CHILDREN'S OBESITY?



Ad Brake Research Study

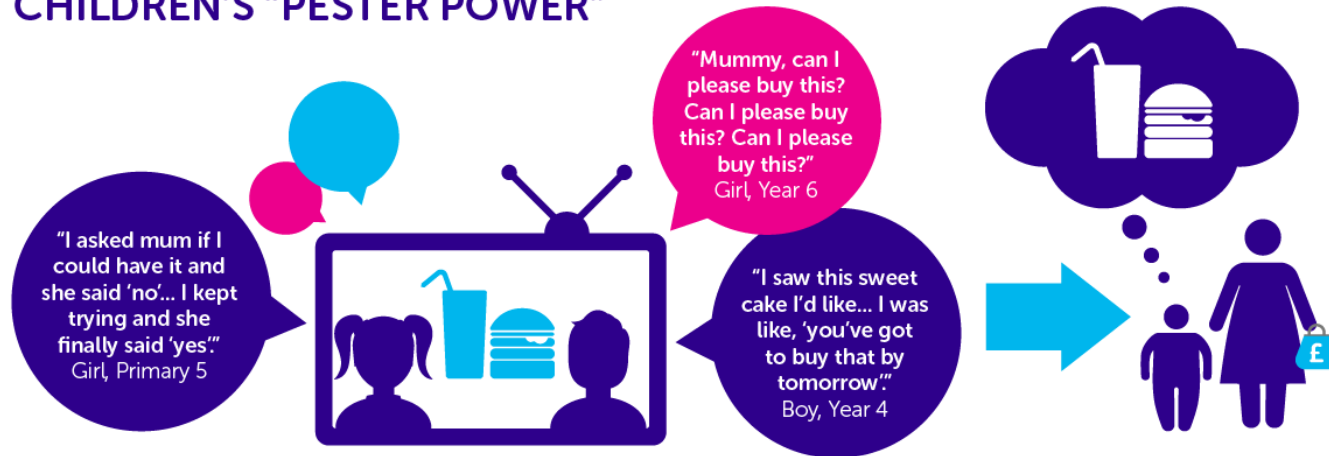
AIM: To investigate how children engage with unhealthy food advertising on television

METHODS:

- Children aged 8-12
- 4 English schools, 2 Scottish schools
- 25 focus groups, 137 children in total

Ad Brake Results

JUNK FOOD TV ADVERTS RESULT IN CHILDREN'S "PESTER POWER"



Ad Brake Key Findings

This study has shown that, despite current regulations, **children are still engaging** with junk food advertising on television and it is **influencing** their behaviour.

As a consequence, if public health policy aims to reduce the intake of junk food in the UK in the future, young people's **current exposure to junk food adverts** will need to be addressed.

Ad Brake Impact



Tommy Sheppard MP

@TommySheppard



Follow

Great to meet Halina from Duddingston
[@CR_UK](#) at [#PD2016](#) - time to ban junk food
ads on TV to tackle child obesity



theguardian

Junk food TV ads make children hungry and tempted, charity finds

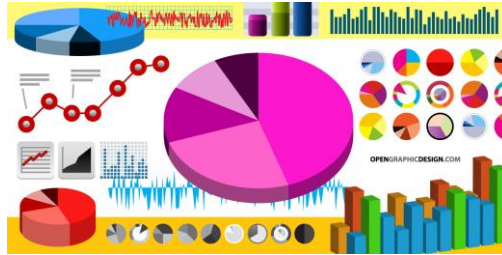
Cancer Research UK survey of children's responses reinforces calls for obesity strategy to include stricter advertising curbs

theguardian.com

Future Areas of Research



Young People
(11-19 yrs)
Qualitative Study



Repeat cross-sectional
surveys of young people



Studies of
Online Marketing

Thank you



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