

February 2007 Prevention E-Bulletin

Welcome to the February 2007 issue of the Alberta Cancer Board's Prevention E-Bulletin. The New Year marks a new direction for the Cancer Prevention Program as we work to evolve our approaches and improve our ability to undertake effective population-based interventions in our efforts to reduce projected cancer incidence by 35% by 2025. Read on to find out more.

2007 Tele-Prevention and E-Bulletin Series

== Review of Tele-Prevention Series and Prevention E-Bulletin Underway ==

In 2002, the Cancer Prevention Program implemented the Tele-Prevention Series and the quarterly Prevention E-bulletin as a means to communicate advances in cancer/chronic disease prevention with health professionals throughout the province. Since that time, videoconference technology has become a widely used medium by a number of health organizations throughout Alberta and Canada and other mediums, such as web casts, have increased in popularity. E-Bulletins and listservs have grown in leaps and bounds. In addition, due to the increasing recognition of the important role prevention interventions play in population health, our audience base has grown and widened in scope. As a result, the Cancer Prevention Program has embarked on a review of the Tele-Prevention Series and Prevention E-Bulletin that began five years ago, in order to:

- Reassess and reshape our objectives as we work towards our 2025 goals of reducing the projected incidence of cancer by 35%;
- Understand the current information needs of our audience and the preferred formats for receiving such information; and,
- Develop health communications tools that enable us to transfer evidence-based knowledge in a timely manner to our diverse audiences.

Over the next few months, as the review continues, you may be contacted by representatives from the Alberta Cancer Board seeking your feedback about these initiatives. We welcome your input and if you have any comments or suggestions that you would like to share, please feel free to contact us at prevention@cancerboard.ab.ca. We look forward to sharing the results of the review and unveiling new and improved health communications tools with you throughout the year.

Save the Date

== Cancer Care 2007 ==

The Alberta Cancer Board's annual Cancer Care conference will be held May 3 and 4, 2007 at the Radisson Hotel and Conference Centre in Canmore, Alberta. The theme for this year's conference is Together, Energized and Motivated: A TEAM Approach. The 2007 conference will focus on rising drug costs, patient care, research and applied practice updates, as well as and informed decision making as it relates to end of life issues.

The annual Cancer Care conference offers community health professionals an opportunity to enhance their oncology knowledge and share information across multiple disciplines. Conference details and registration information will be available in February 2007. Watch for your conference brochure online at <http://www.albertacancer.ca/>.

Cancer and Chronic Disease Prevention News

== Cancer Prevention Program Continues to Grow ==

Tanis Mihalynuk, Ph.D., R.D., has joined the Cancer Prevention Program team as Senior Leader, Program Research, Nutrition. Most recently, Tanis has been working as a Postdoctoral Research Associate in the Faculty of Medicine at the University of British Columbia. Her diverse experience in nutrition and public health in Canada, the US and internationally will make her a valuable asset to our team.

The Alberta Cancer Board's Cancer Prevention Program and Screening Programs continue to recruit for several research and health promotion positions, including:

- Program Officer, Health Promotion, Screening Programs
- Program Coordinators, Cancer Prevention Program
- Program Research Assistants, Cancer Prevention Program

For more information about these and other exciting job opportunities, visit the Employment/Careers section of our website at <http://www.albertacancer.ca/>.

== New Canada's Food Guide Launched to Help Canadians Live Healthier ==

On February 5, 2007, Health Canada launched Eating Well With Canada's Food Guide - the first new guide to healthy eating since 1992. The new Food Guide is the first to provide Canadians with recommendations on the amount and types of food recommended for their age and gender. Fruits and vegetables along with whole grains are emphasized in the new Food Guide, which also recommends limiting foods that are high in calories, fat, sugar and salt. Vitamin D supplementation for Canadians over the age of 50 is also now recommended.

The new Food Guide also emphasizes the importance of combining regular physical activity with healthy eating, encouraging 30 to 60 minutes of moderate physical activity daily for adults and at least 90 minutes a day for children and youth.

An enhanced interactive web component called 'My Food Guide' has also been developed by Health Canada to help Canadians personalize the information in the Food Guide. This spring, Canadians will be able to print their personalized 'My Food Guide' in a number of different languages.

Health Canada is also developing a specially tailored Food Guide for First Nations, Inuit and Métis people that will be released in spring 2007.

For more information on the Eating Well With Canada's Food Guide and to check out the newly launched interactive tools, visit http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index_e.html.

== Introducing the New Manager for the Alberta Healthy Living Network ==

Ann Makin assumed the position of Manager for the Alberta Healthy Living Network on January 2, 2007. Her office is based in the Cancer Prevention Program offices at the Alberta Cancer Board in Calgary. With more than 20 years of experience in both the public and private sectors, including Petro-Canada and, most recently, the Alberta's Children Hospital Foundation, Ann's diverse range of expertise includes areas of strategic planning, financial management, media relations and project management. Ann can be reached via email at annmakin@cancerboard.ab.ca or by phone at (403) 698-8156. For more information about the Alberta Healthy Living Network, visit <http://www.ahln.ca/>.

== Calgary Health Region Launches Mass Media Campaign to Reduce Tobacco Use Among Young Adults ==

On Monday, January 22, 2007, the Calgary Health Region, with funding from Health Canada, launched a new mass media campaign to help young adults reduce tobacco use. The ads, featuring "real people - real world scenarios", are intended to change social norms about tobacco use and highlight some of the unique challenges facing young adults by focusing on actual experiences and feelings of Albertans struggling with tobacco addiction. Aimed at 18 to 24 year olds, the ads have appeared in newspapers, transit shelters, buses, and local television stations. For more information about the campaign, visit <http://www.smokefreecalgary.com>.

== Physical Activity in Alberta on the Rise According the 2007 Alberta Physical Activity Survey ==

According to the Alberta Centre for Active Living's 2007 Alberta Physical Activity Survey, the proportion of physically active Albertans has increased by 2% to 62.40% in 2007 from 60.20% in 2005. The survey includes results from Edmonton, Calgary and other parts of Alberta. The number of physically active Albertans has increased in Calgary and other parts of Alberta but has gone down slightly in Edmonton. Further details about the study can be found at <http://www.centre4activeliving.ca/publications/surveys.html>.

Coming Soon!

== Cook it up healthy! 2007 National Nutrition Month® Campaign ==

March is Nutrition Month® and the 2007 national campaign will help Canadians discover:

- the pleasures and benefits of preparing home-cooked dinners;
- practical solutions to plan and prepare dinners that the whole family will enjoy, and that will save time and effort;
- how to translate nutrition advice into everyday food choices and meal planning ideas that are delicious;
- ways to have quality time family dinners together more often; and
- new approaches and new recipes for making home-cooked meals quick, easy and delicious;

To support health regions in their efforts to promote Nutrition Month®, the ACB's Cancer Prevention Program has developed two feature articles that can be adapted or submitted as-is to local media outlets, workplaces or schools. The articles focus on the Nutrition Month® theme and also include information about the new Canada's Food Guide, released in early February. Articles will be circulated to community nutritionists and key contacts around Alberta via email in February. To ensure you receive your copy, email prevention@cancerboard.ab.ca. For more information about Nutrition Month® 2006, visit <http://www.dietitians.ca/public/content/eat%5Fwell%5Flive%5Fwell/english/>.

Did You Know?

Did you know that 100% whole wheat does not necessarily mean 100% whole grain goodness? In a recent newspaper article, Health Canada confirmed that whole wheat products typically have about 70% of the wheat's germ removed. Whole grains are made up of three parts - the outer bran, the endosperm and the inner germ - and it is the consumption of the whole grain (the bran, germ and endosperm) that has been shown to lower risk of some cancers and chronic diseases.

Health Canada is currently involved in public consultations about proposed new regulations regarding the definition of and possible health claims for whole grain. For more information, visit http://www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/position_paper-enonce_position_e.html.

Keep in Touch

If you have any comments, feedback or suggestions to share, please feel free to contact us. If you would prefer not to receive an E-Bulletin in the future, please let us know and we will remove you from our list.

Regards,
Cancer Prevention Program
Division of Population Health & Information
Alberta Cancer Board
Holy Cross Site, Box ACB, 2210 - 2nd Street SW
Calgary, AB T2S 3C3
Phone: (403) 355-3270
Fax: (403) 355-3292
Email: prevention@cancerboard.ab.