



WORLD CANCER CAMPAIGN

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Overview

On World Cancer Day, the International Union Against Cancer (UICC) launched "I love my healthy active childhood", the second full-year theme in our "Today's children, tomorrow's world" cancer prevention campaign.

The prevalence of overweight and obesity is rising dramatically among adults and children around the world.

According to the World Health Organization, 1 billion adults are overweight, and at least 300 million of these are clinically obese.

The International Obesity Taskforce estimates that one out of every ten school-age children is overweight. Of these, around 30-45 million children, that is 2-3% of children aged 5-17, are obese.

Being overweight or obese has been shown to increase the risk of cancer among adults.

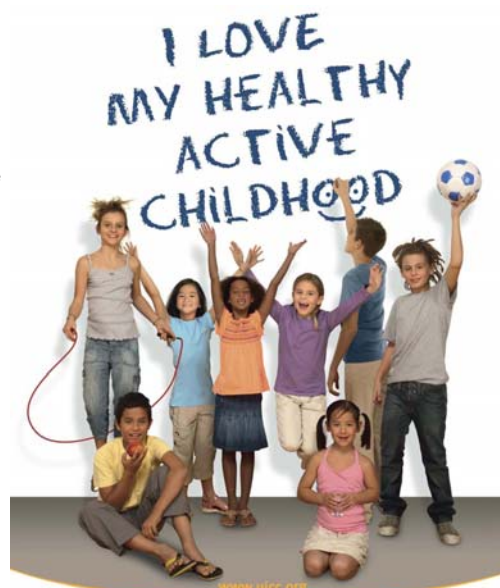
UICC aims to raise awareness of the link between overweight, obesity and cancer.

Because healthy habits start early, the campaign calls on families, health professionals, educators and policymakers to help children eat a healthy diet and be physically active, so that they can maintain a healthy body weight – setting them on the right path to reduce their risk of cancer later in life.

World Cancer Day 2009 marked the start of a year-long campaign, where UICC is working with parents, teachers and decision-makers around the world to encourage kids to eat a healthy diet, be physically active and maintain a healthy body weight.

For more information about World Cancer Campaign, This email address is being protected from spam bots, you need Javascript enabled to view it .

- > [Watch the PSA](#)
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World Cancer Day, 4 February 2009
Being overweight can lead to cancer later in life.
Encourage kids to eat a healthy diet and be physically active.



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