



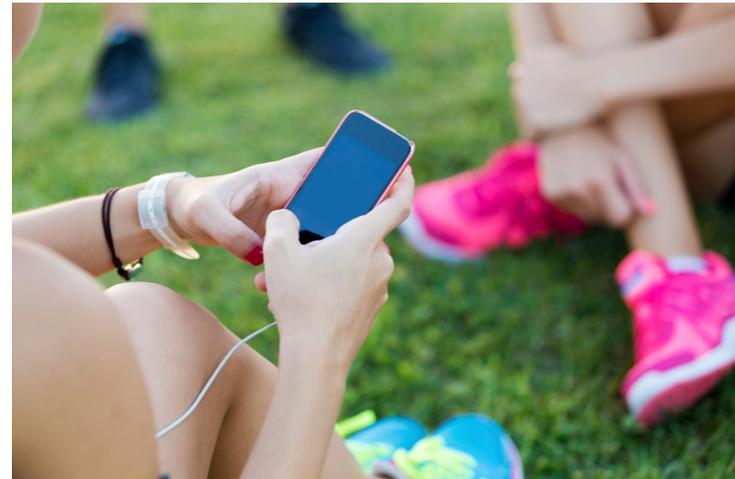
Discover How to Reduce Your Risk of Cancer

TARGET Discovery Series

#experienceability - National Cancer Control Month

Discover...

How to reduce risk (prevent and screen) Innovative technology solutions



[Source: Cancer.org](http://Cancer.org)

Reducing Risk

- 1. Get regular cancer screening tests.**
- 2. Get to and stay at a healthy weight.**
- 3. Exercise regularly.**
- 4. Eat a healthy diet.**
- 5. Avoid tobacco.**
- 6. Limit alcohol.**



[Source: Cancer.org](http://Cancer.org)

Reducing Risk: Screening

1. Get regular cancer screening tests.

- Regular screening tests can catch some cancers early, when they're small, have not spread, and are easier to treat. With cervical and colon cancers, these tests can even prevent cancer from developing in the first place. Talk with your doctor about the tests for [breast](#), [cervical](#), [colon](#), [lung](#), and [prostate](#) cancers.



BECAUSE OF SCREENING AND IMPROVED TREATMENT, FOR THE LAST 20 YEARS, THE DEATH RATE FROM BREAST CANCER HAS BEEN DECREASING BY **2.4%** PER YEAR

[Source: Cancer.org](http://Cancer.org)

Reducing Risk:

What is Cancer Screening?

- Cancer screening is looking for cancer before a person has any symptoms.

There are different kinds of screening tests.

- [Physical exam](#) and [history](#): An exam of the body to check general signs of health, including checking for signs of disease, such as lumps or anything else that seems unusual. A history of the patient's health habits and past illnesses and treatments will also be taken.
- [Laboratory tests](#): Medical procedures that test samples of tissue, [blood](#), [urine](#), or other substances in the body.
- [Imaging procedures](#): Procedures that make pictures of areas inside the body.
- [Genetic tests](#): Tests that look for certain [gene mutations](#) (changes) that are linked to some types of cancer.

Screening tests have risks.

- Some screening tests can cause serious problems.
- False-positive test results are possible.
- False-negative test results are possible.
- Finding the cancer may not improve the person's health or help the person live longer.

Source: Cancer.gov



Reducing Risk: Healthy Weight

2. Get to and stay at a healthy weight.

- Being overweight or obese is a risk factor for many cancers, including breast, colon, endometrium, kidney, esophagus, and pancreatic cancer. You can [control your weight](#) through regular exercise and healthy eating.



[Source: Cancer.org](http://Cancer.org)

Reducing Risk: Exercise

3. Exercise regularly.

- [Physical activity](#) has been shown to lower the risk of several types of cancer, including breast, endometrium, prostate, and colon cancer. It also reduces the risk of other serious diseases such as diabetes and heart disease.

[Source: Cancer.org](#)

4/14/2016

Discover How to Reduce Your Risk of
Cancer



Reducing Risk: Healthy Diet

4. Eat a healthy diet.

- Studies show that [eating](#) a lot of different vegetables and fruits, whole grains, and fish or poultry is linked with a lower risk of developing certain cancers. On the other hand, eating more processed and red meat is linked with a higher risk of developing certain cancers. The American Cancer Society recommends:
 - Eating at least 2½ cups of vegetables and fruits each day
 - Eating less red meat (beef, pork, and lamb) and less processed meat (bacon, sausage, luncheon meats, and hot dogs)
 - Choosing breads, pastas, and cereals made from whole grains instead of refined grains, and brown rice instead of white
 - Eating fewer sweets

[Source: Cancer.org](http://Cancer.org)



Reducing Risk: Avoid Tobacco

5. Avoid tobacco.

- Tobacco use in the US is responsible for nearly 1 out of every 5 deaths – about 480,000 early deaths each year. About 80% of lung cancer deaths and 30% of all cancer deaths are caused by tobacco use. If you don't use tobacco products, don't start. If you do, quit. For help, visit cancer.org/quitsmoking, or [call the American Cancer Society at 1-800-227-2345](http://www.18002272345.org).

[Source: Cancer.org](http://cancer.org)

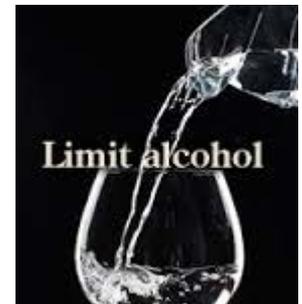


Reducing Risk: Alcohol

6. Limit alcohol.

- Research has shown that [alcohol can increase your risk for certain kinds of cancer](#), including breast, mouth, throat, voice box, esophagus, liver, colon and rectal cancer. The more alcohol you drink, the higher your risk.
- Men should have no more than 2 drinks a day and women no more than 1.
- One drink is equal to about 12 ounces of beer, 5 ounces of wine, or 1.5 ounces of 80-proof liquor.

[Source: Cancer.org](http://Cancer.org)



Reducing Risk: Technology Solutions



SUPERTRACKER USDA United States Department of Agriculture

Food-A-Pedia My Plan Track Food & Activity My Reports My Features Log In / Create Profile Groups

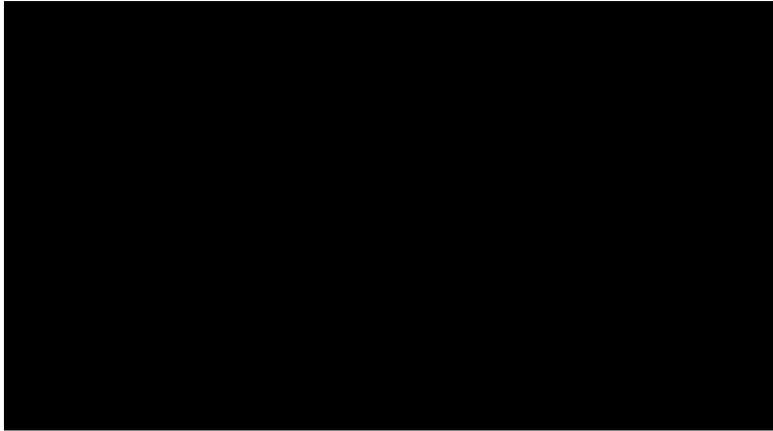
SuperTracker: My foods. My fitness. My health.

- Get your personalized nutrition and physical activity plan.
- Track your foods and physical activities to see how they stack up.
- Get tips and support to help you make healthier choices and plan ahead.

ChooseMyPlate.gov



Reducing Risk: Technology

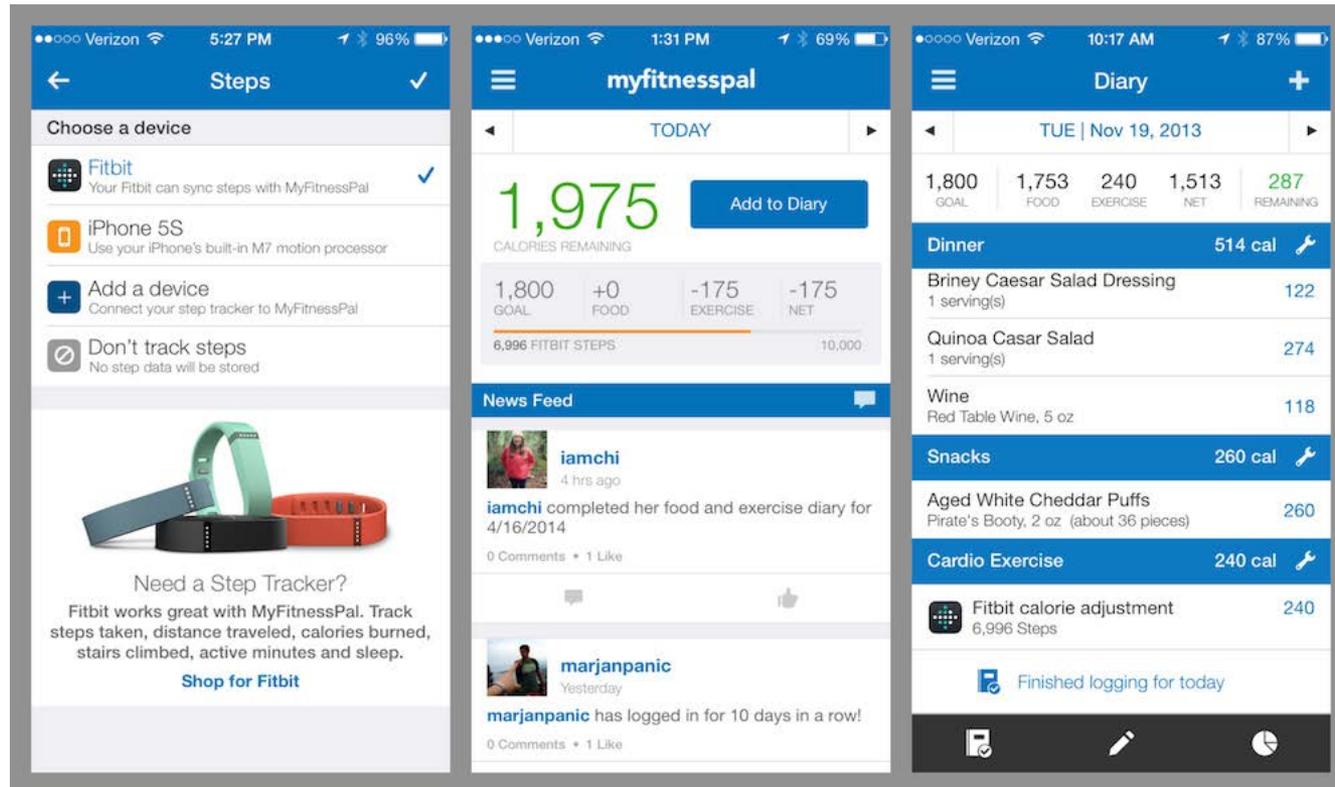


[FitBit Demo](#)



[Instant Heart Rate App Demo](#)

Reducing Risk: Technology



myfitnesspal.com

Reducing Risk: Technology

The screenshot displays two panels from the American Cancer Society Quit For Life Program app. The left panel, titled "Quitting Plan", includes a "TIPS" section with two cards: "Keep up your medication!" (with images of pills) and "Take things one day at a time." (with a calendar grid). Below this, it shows the "QUIT DATE" as Tuesday, June 4, 2013, and a "Time Quit" of 14 Days, 23 Hours, and 23 Mins. The "SAVINGS CALCULATOR" section shows "Saving Since Quit" as \$150. The "REASONS TO QUIT" section lists: "I want my freedom back.", "To be more productive at work.", and "To lower my insurance rates." The right panel, titled "Cost Savings Calculator", features a red piggy bank icon with "\$150 Saved since quit" and a table of "Potential Savings":

Duration	Potential Savings
30 Days	\$300
6 Months	\$1800
1 Year	\$3650

Additional information: Cost per pack: \$20 Cigarettes per day: 10

[Quit Smoking Apps](#)

PreventCancer.org



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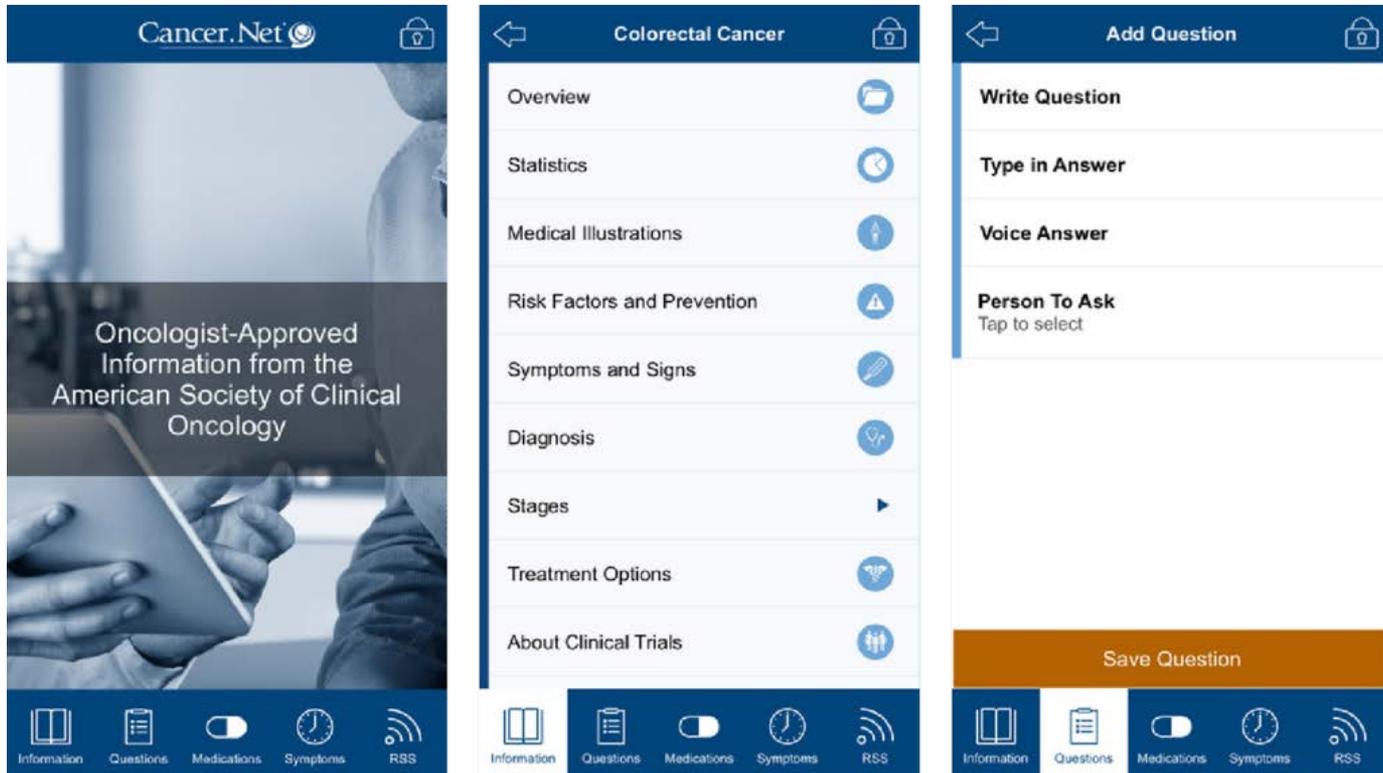
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Cancer

Controlling Cancer: App



Cancer.net

[Join us April 28th](#)

Innovative Technology: KIM



KIM (Kilovoltage Intrafraction Monitoring), which can pinpoint the exact position of the cancer in real time, making the radiotherapy safer and more effective..

[Source Australian Broadcast Commission](#)

Innovative Technology: CyberKnife



The CyberKnife Robotic Radiosurgery System is a non-invasive alternative to surgery for the treatment of both cancerous and non-cancerous tumors anywhere in the body, including the prostate, lung, brain, spine, liver, pancreas and kidney. The treatment delivers beams of high dose radiation to tumors with extreme accuracy.

[Source: CyberKnife](#)

Innovative Technology: The Edge



[Source: Science Daily](#)

The Edge™ Radiosurgery Suite is designed to perform advanced, non-invasive cancer procedures anywhere in the body with extreme precision and low toxicity.

Engage with TARGET



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