LEARNING FROM OUR SUCCESS IN TOBACCO AND UV TO ADDRESS NEW CHALLENGES IN PUBLIC HEALTH

Well over a third of all cancers are preventable with tobacco, obesity and ultraviolet radiation the leading contributors to preventable cancers.

Our understanding of how to reduce cancer risks at the population level is becoming better, particularly as a result of our efforts in tobacco control and skin cancer which has had the benefit of over 30 years of investment by governments and civil society to tackle the issue.

In this presentation, the burden of preventable cancers will be presented, our understanding of what we have learnt from 30 years of population based interventions to tackle tobacco and UV will be discussed and importantly how these learnings can be applied within the context of significant and potentially bigger challenges facing us in relation to obesity, alcohol and screening.

Adjunct Associate Professor Craig Sinclair, Head - Prevention Division, Cancer Council Victoria

Adjunct Associate Professor Craig Sinclair is one of Australia’s leading experts on skin cancer prevention. Craig is the Director of the World Health Organisation’s (WHO) Collaborative Centre for UV Radiation and has particular expertise in population health approaches to reduce cancer risk.

He is an author of over 35 peer reviewed publications including the most recent WHO publication on artificial tanning devices: Public Health Interventions to Manage Sunbeds. In 2010, the United States Environment Protection Agency (EPA) awarded Craig with a Montreal Protocol Award for his substantial contribution to human health protection.