

Prevention in Practice: Digestive Cancers

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Who Are We?



At European level Digestive Cancers Europe (DiCE) represents the digestive cancer patient community diagnosed with cancer of the oesophagus, stomach, pancreas, colon, rectum and other more rare digestive cancers

We represent the 800,000 people who get a diagnosis of digestive cancer every year in Europe, as well as the 1.5 million digestive cancer survivors.

We represent the families of the 500,000 patients who die every year from digestive cancers.



Our 2028 Aspiration



To save 250,000 lives per year !!

Causes and risk factors of colorectal cancer



Colon cancer begins when healthy cells in the colon develop changes (mutations) in their DNA

- 10 - 15% = family history
 - ⇒ Educate & Inform family doctor
Early colonoscopy
- 3 – 5% = identified genetic cause and risks
(Lynch Syndrome (3%), Familial Adenomatous Polyposis (FAP) (1%), and hereditary non-polyposis colorectal cancer (HNPCC), and others
 - ⇒ Genetic Tests
- Inflammatory bowel disease (IBD)
- 75-85% = Unknown **causes**
 - 50%(?) lifestyle **risk** factors
 - and circumstances (age, gender, body height, ethnicity, ...)
 - ⇒ Educate
Change Lifestyle habits
Get Screened

Colon Cancer Incidence in Europe

Colon Cancer Incidence in Europe (per 100,000 inhabitants)

- > 60
- 50–59
- 40–49
- 30–39
- <30



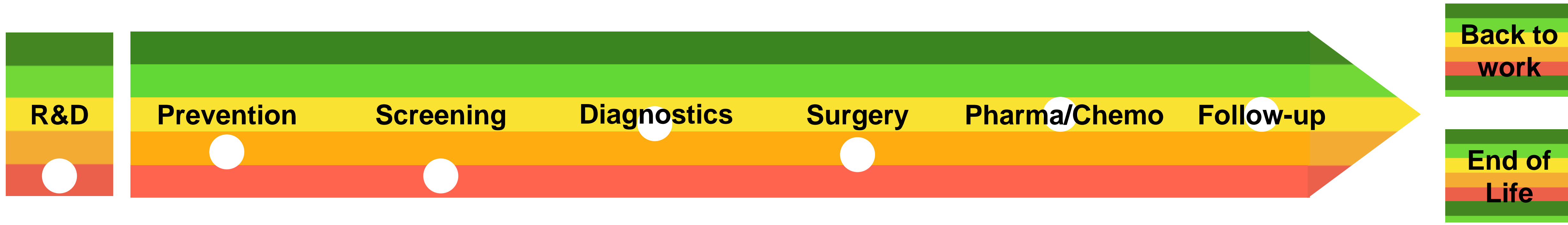
Source: European Cancer Information System, 2020)

Roadmap Colorectal Cancer



Recommendations

- Broad education
 - nutrition
 - physical activity
 - body weight
- All citizens 50-74 yrs old
- From 4 months to 2 months
Primary care education
- Specialised hospitals & best practices
- Fast access: 6 months after EMA approval
- & Digital monitoring



Expected Outcomes

Lives saved	+120,000 (50%)	+130,000	+???	+120,000	+???	+???
Budget saved		- 3 bln €		- 8 bln €		

The usual recommendations



- Eat a variety of fruits, vegetables and whole grains
 - Exercise most days of the week (30 minutes/day)
 - Maintain a healthy weight
 - Drink alcohol in moderation, if at all
 - Stop smoking
 - Eat red & processed meat in moderation
- **Everybody knows**
 - **3% act**

Our own healthy lifestyle effort



Take control and reduce your risk of colorectal cancer

Simple steps for your daily and weekly routine to help you maintain a healthy diet and lifestyle

Try to maintain a healthy weight

Obesity is directly linked to an increased risk of colorectal cancer

Take regular physical activity and limit your intake of high calorie foods and drinks. Try to avoid excess weight gain at all ages and keep your weight within what is recommended for your height. Talk to your family physician about the ideal weight for you.

Consider giving up smoking and try to reduce your alcohol intake

Smokers are more likely to be affected by colorectal cancer than non-smokers and a high consumption of alcohol is thought to increase the risk of the disease

Smokers are more likely to develop polyps (a premalignant stage of colorectal cancer) which could turn into cancer if not identified early.

Alcohol can decrease the levels of folate in the body. Folate is a vitamin that helps to prevent cells from becoming cancerous.

Try to give up smoking and limit your intake of alcohol. Talk to your family physician about what a recommended weekly allowance would be for you.



Exercise regularly each week

Being physically active helps you maintain a healthy weight and speeds the passage of food through your digestive system

Continual sedentary behaviour (sitting, lying down, watching TV and other forms of screen-based entertainment) should be avoided.

It does not have to be about working out in a gym. You can simply take the stairs, walk to the shops, do the housework, walk the dog or get off the bus a few stops earlier.

Amount of physical activity recommended in Europe

ADULTS

Moderate intensity
At least 30 minutes
5 days per week

Vigorous intensity
At least 20 minutes
3 days per week

Moderate intensity
You are working hard enough to raise your heart rate and break a sweat – you can still talk but you cannot sing the words to a song

CHILDREN & TEENAGERS

Moderate intensity
60 minutes
per day

Vigorous intensity
At least 60 minutes
3 days per week

Vigorous intensity
You are breathing hard and fast and your heart rate has gone up quite significantly – you will not be able to say more than a few words without pausing for breath



Consider reducing the amount of red meat and processed meat that you eat each week

A diet low in red meat and processed meat will reduce your risk of colorectal cancer

Cooked and processed meat contains chemicals that are thought to be harmful to the lining of the colon.

Red meats (all fresh, minced and frozen beef, pork and lamb): You don't need to stop eating red meat, just try not to have more than 500g (cooked weight) per week. An 80g portion is about the size of a pack of cards or one pork chop.

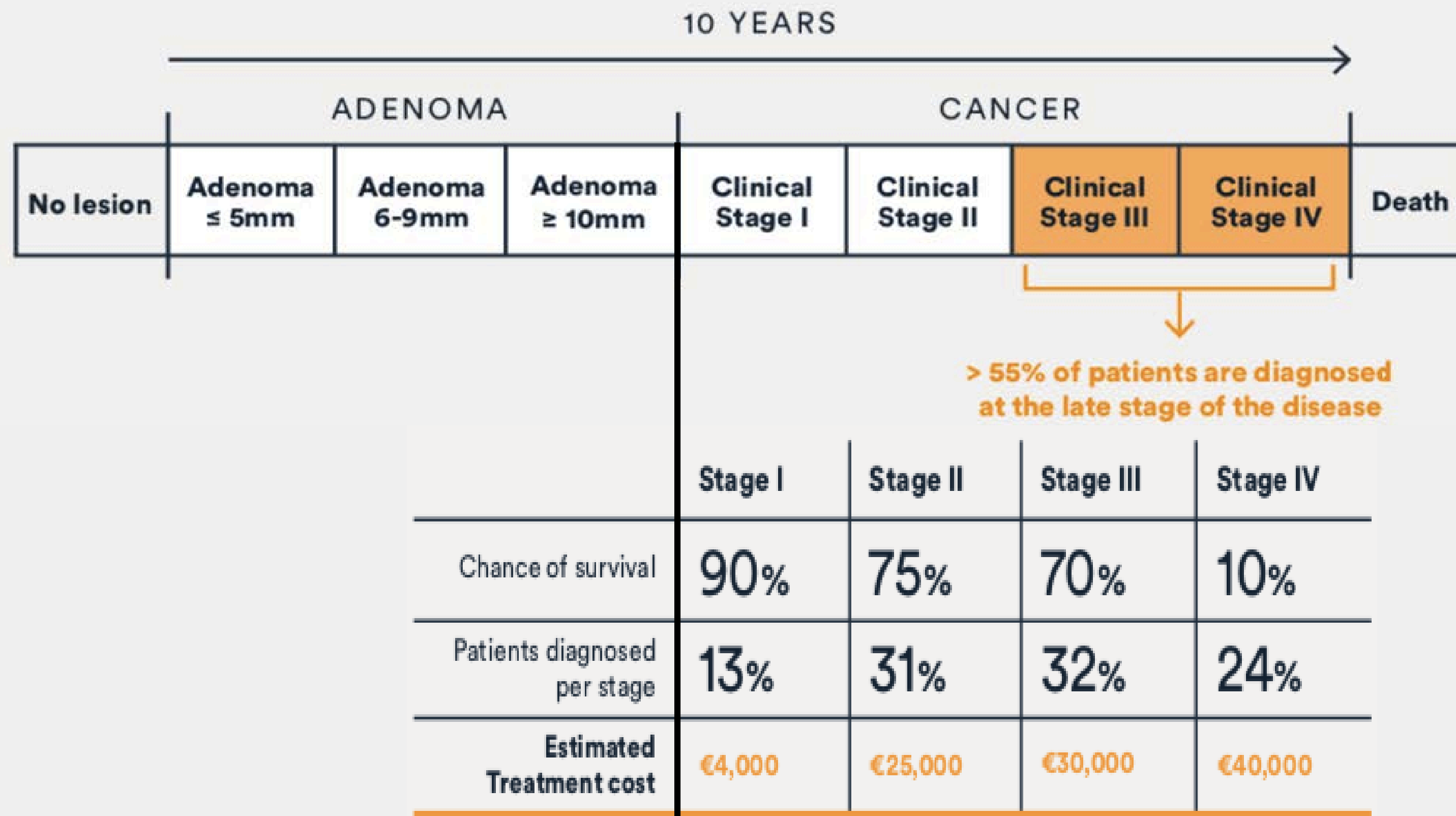
Processed meats (ham, bacon, salami and sausages): Consider avoiding these as much as possible as they are associated with

Why education alone is not enough



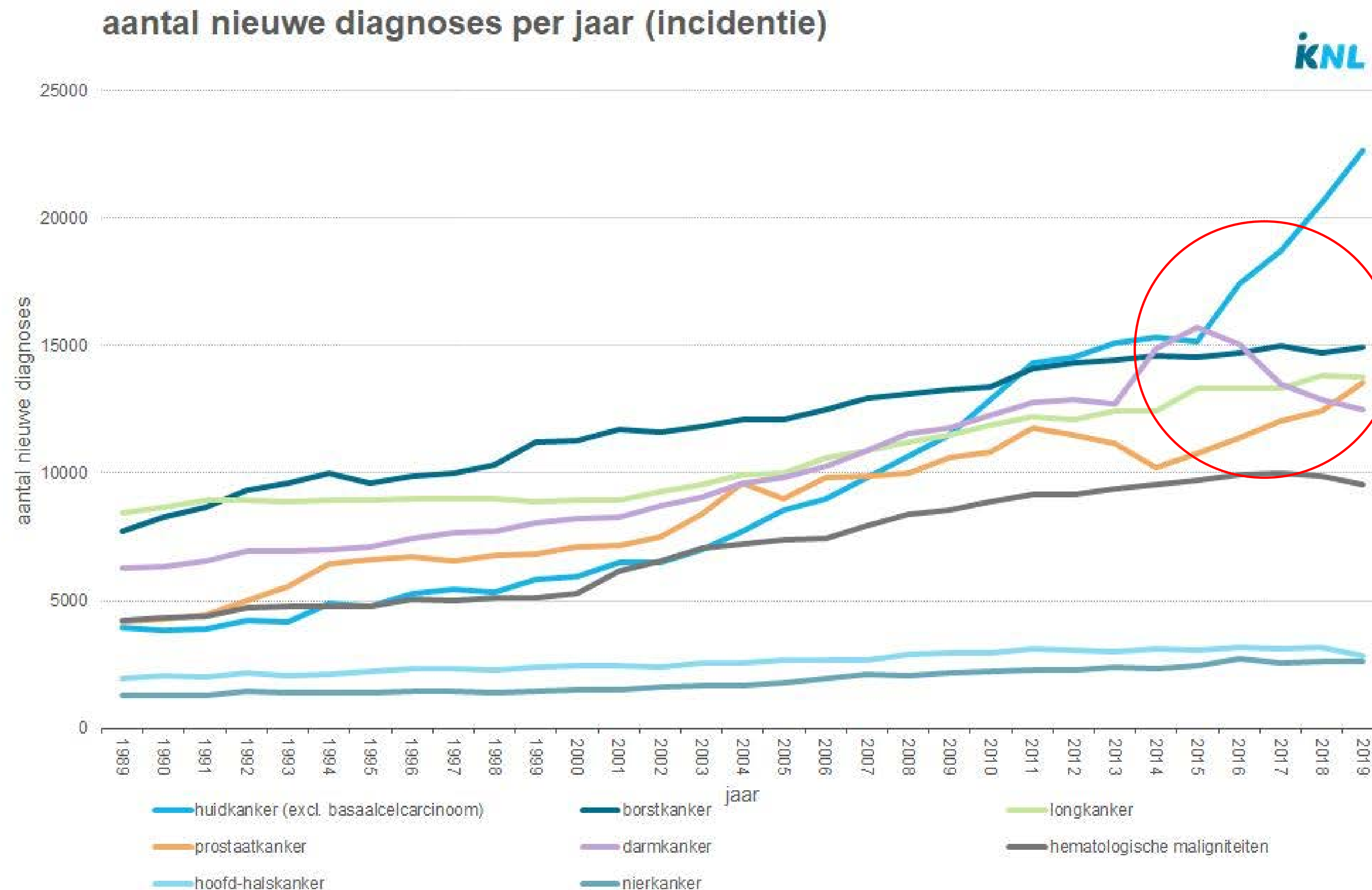
- **Knowledge ≠ behaviour**
 - knowledge is cognitive (rational)
 - behaviour is driven by social, psychological and biological needs (non-rational)
 - immediate pleasure vs distant risk
 - risky behaviour creates social acceptance in some circumstances
 - ...
- **What changes behaviour?**
 - Positives work better than negatives (eg risk emphasis, shaming, ...)
 - Within the positives, internal motivation works better than external motivation
 - Hedonia (external) - weight loss, looking good, and acceptance by others
 - Eudaimonia (internal) - greater self-acceptance, higher-quality relationships, being in charge of your life, owning your own opinions even when others oppose them, personal growth, and having a strong intrinsic sense of purpose.

The case for screening



- Only one country in Europe has colorectal cancer screening according to EU Recommendations and Guidelines : all citizens between 50 – 74 with participation rate of more than 65%: Slovenia
- If all EU countries applied best screening practices, more than 130,000 lives would be saved annually and 3 billion euro saved in direct healthcare costs

Curbing incidence thanks to screening



We act in the hope that member states act!



DIGESTIVE CANCERS EUROPE

Life is beautiful, right?

So why are we needlessly wasting 100,000 beautiful lives a year?

European institutions have set a target to screen 65% of 50 to 74 year-olds for colorectal cancer. Yet only a handful of countries and regions of Europe have managed to get close to that.

Sign our petition for universal screening for over 50s across Europe. Let's get the politicians to act.

Let's save 100,000 beautiful lives in Europe a year.

Sign the petition now:
<http://bit.ly/38lg5bB>

Digestive Cancers Europe (DCE) is an umbrella patient advocacy organisation that campaigns for early diagnosis and decreased mortality from digestive cancers across Europe. Visit us at digestivecancers.eu

- We are setting up a European campaign on the importance of colorectal cancer screening
- March = European Colon Cancer Awareness Month
- We plan to organise a Colorectal Cancer Screening Summit in Brussels later this year, bringing together screening agencies from all Members States

Roadmap Colorectal Cancer



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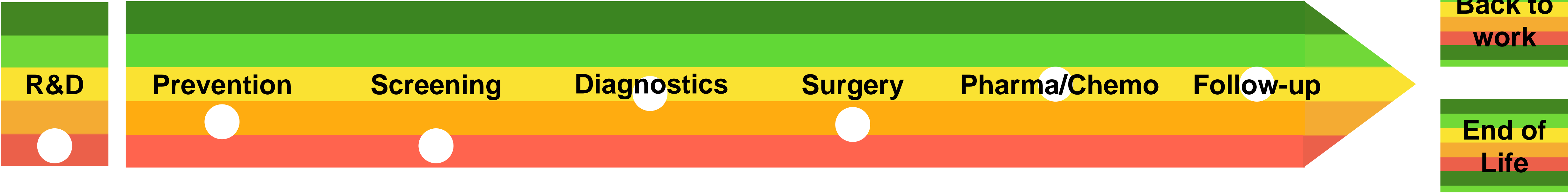
All citizens
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From 4 months to
2 months
Primary care
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Specialised
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Fast access:
6 months after
EMA approval

& Digital
monitoring



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↓
Ideal of 50%

↓
Current best
practice of 70%
participation

POLICY DEPARTMENT FOR ECONOMIC, SCIENTIFIC AND QUALITY OF LIFE POLICIES



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Thank you for your attention!