

To whom it may concern

I fully support the application, by Lena Sharp at Regional Cancer Centre, Stockholm – Gotland, to the PrEvCan – Cancer Prevention Across Europe, campaign

Over the last decades numerous risk factors for a variety of cancers have been identified. These factors range from genetic determinants to ionising radiation, via lifestyle factors. A number of risk factor could be influenced by behavioural changes. The most established and important risk factors that cause substantial harm and at the same time are modifiable are tobacco, obesity, unhealthy diet, alcohol and sunlight. It has been estimated that 40% of all cancers are caused by an unhealthy lifestyle.

It is safe to say that the biggest challenge for cancer prevention in the years to come is to make healthy individuals follow the recommendations forwarded by a number of organisations, among them the European Code Against Cancer. It is of outmost importance that the 12 advices of the European Code Against Cancer is disseminated to as many individuals in the European Union as possible.

Sweden has 21 health care regions and the Stockholm – Gotland Regional Cancer Centre (RCC) has the overall responsibility for implementing cancer prevention efforts in the Stockholm County. RCC also has a long experience in research in the area of primary prevention and the organisation is involved in several large-scale primary prevention projects. In addition, RCC has the necessary communicative skills and understanding of how to communicate complex information.

My research area is that of primary and secondary prevention of breast cancer. I am fully aware of the challenges of risk communication and efforts needed to influence a negative health behaviour. I have experience working with RCC on several of these aspects. Knowing what is needed and being familiar with the resources of RCC I fully support an application from Lena Sharp, RCC, to the PrEvCan – Cancer Prevention Across Europe, campaign.

Your sincerely,

A handwritten signature in blue ink, appearing to read 'Per Hall'.

Per Hall, Professor

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