

Population-Wide Implementation of Evidence-Based Cancer Prevention

NCI Topic Category: Implementation Sciences

What is the research problem?

The American Society of Clinical Oncology (www.ASCO.org) is pleased to submit this Cancer Moonshot idea. A study published in the May 2016 *JAMA Oncology* by researchers at Harvard Medical School found that 20 to 40 percent of cancer cases, and half of cancer deaths, could be prevented if people quit smoking, avoided heavy drinking, kept a healthy weight, and got a half hour a day of moderate exercise. Many Americans are aware that these risk factors have an influence on cancer development (especially in relation to tobacco smoking), but do not implement these lifestyle changes. In addition, the aging of the U.S. population puts our country at greater risk for increased cancer incidence. These factors make it extremely important that the Cancer Moonshot invest in, develop, and implement methods to encourage population-wide implementation of evidence-based prevention methods.

What is the proposed solution?

The research should explore not only individual behavioral strategies, but also the socioeconomic factors that influence population health behaviors and effective approaches to implement and sustain policy and programmatic changes. For example, new technologies have emerged which can temporally and geographically monitor the impact of access to tobacco products for subjects participating in smoking cessation programs. NCI has been a prominent funder of tobacco control and cessation research. This funding opportunity should expand beyond that to include test entirely new approaches to cancer prevention and behavioral health. The research should also be required to examine sub-populations, particularly groups that are under-represented in clinical trials, e.g., racial and ethnic minorities, elderly patients, etc.

How will the solution make a difference?

Research findings will help inform people about effective ways to implement lifestyle changes, as well as inform public health policies and programmatic approaches. This research also has tremendous health benefits beyond preventing cancer. It will also have a positive influence on other medical areas, including heart disease, diabetes, arthritis, etc.

Reference(s)/Supporting Documentation

Song M & Giovannucci E. *Preventable Incidence and Mortality of Carcinoma Associated With Lifestyle Factors Among White Adults in the United States*. *AMA Oncol*. 2015;1(4):505-527. doi:10.1001/jamaoncol.2015.0735.

Tobacco Cessation & Control a Decade Later: American Society of Clinical Oncology Policy Statement Update (JCO, 2013)