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Toronto **Cancer Prevention** Coalition

**STEERING
COMMITTEE:**

May 30, 2006

Cancer doesn't have to happen.

Fiona Nelson
Chair

Linda Ferguson
Toronto Public Health

Dr. Lynn From
*Division of Dermatology,
Women's College Hospital*

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Ruth Grier
*Environmental and
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Working Group*

Brian Hyndman
*Centre for Health
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*United Steelworkers
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Jack Shapiro
Citizen Member

Patricia Smith
Citizen Member

Frances Walsh
*Canadian Cancer Society –
Toronto Region*

The **Community Right-To-Know** campaign is a bold new program to help policy-makers and others understand what causes cancer and how to prevent it. This information package will provide you with the background and the evidence to join our campaign.

Sponsored by the Toronto Cancer Prevention Coalition, the campaign communicates four key messages:

- There is enough evidence of what causes cancer to do something about it sooner rather than later.
- The people of Toronto have the right to understand the link between cancer, public policy and personal choices.
- Policy and decision-makers must take the lead in changing standards and practices.
- The Toronto Cancer Prevention Coalition is a committed working group whose primary focus is cancer prevention.

The Toronto Cancer Prevention Coalition is urging policy-makers to put cancer prevention on the public agenda with stronger policies and real action. ***50% of cancer doesn't have to happen.***

Sincerely,

Fiona Nelson,
Chair, Toronto Cancer Prevention Coalition

***Cancer is the effect.
Everyone has the right to know the cause.***



Toronto **Cancer Prevention** Coalition

Mission

To strengthen cancer prevention efforts by creating a high-profile, effective, powerful, multi-stakeholder, sustainable coalition, evidence and impact based, which advocates for prevention policy, education and action at the local government level and beyond.

Objectives

- To establish a visible presence to promote and advocate for cancer prevention in Toronto.
- To provide a strong voice to influence policy decisions at the municipal level, on cancer prevention issues in communities across Toronto.
- To work with others to take action on preventable cancers and their associated risk factors.
- To accomplish objectives which are beyond the scope of any one organization.
- To provide a forum for shared decision-making and debate on the issues of cancer causation and prevention.
- To provide an opportunity for the community to raise concerns, seek support and advocate for action.
- To bring equity and accessibility to the prevention of cancer in the diverse Toronto community.
- To participate in cancer prevention initiatives including public education regarding primary and secondary prevention of cancer in Toronto.
- To bridge initiatives on cancer prevention with work being done on prevention of other chronic diseases.



Toronto **Cancer Prevention** Coalition

FAQ'S (Frequently Asked Questions)

Q. What causes cancer?

- A.** Cancer develops gradually as a result of a complex mix of factors related to environment, lifestyle, and heredity. About half of all cancer deaths are related to tobacco use, diet and physical inactivity, followed closely by occupational and environmental cancer causing agents, alcohol, ultraviolet radiation, sexual activity and family history. [Cancer Care Ontario (2003). Targeting Cancer: An Action Plan for Cancer Prevention and Detection].

Q. What evidence is there that these factors actually cause cancer.

- A.** For some risk factors, such as smoking, there is very strong evidence. Studies have established that tobacco use, especially manufactured cigarette smoking, causes most cancers of the lung, oropharynx, larynx and esophagus. For others such as occupational and environmental carcinogens, research in animals as well as human studies show a strong need for exercising precautions and avoiding exposure to known human carcinogens. Eight substances with clear evidence of negative health effects and widespread exposure in Toronto are benzene, diesel exhaust, polycyclic aromatic hydrocarbons, perchloroethylene, dioxins, pesticides, methylene chloride and asbestos. [Occupational and Environmental Carcinogens Working Group of the Toronto Cancer Prevention Coalition (2001). Preventing Occupational and Environmental Cancer: A Strategy for Toronto].

Q. Can changes in how we live or changes in policies and standards for business and industry make a real difference?

- A.** Yes. Cancer Care Ontario projects that about 26,000 cases of cancer can be prevented each year. About half of all cancer deaths are related to tobacco use, diet and physical inactivity. That's half of new cases of cancer that develop annually in Ontario. About 40% of Ontarians will develop cancer at some point in their lives. Close to half will die of it. In 20 years, new cases will rise to 91,000 per year if we don't do something now to prevent them. [Cancer Care Ontario (2003). Targeting Cancer: An Action Plan for Cancer Prevention and Detection].

With respect to business and industry, pollution prevention strategies which eliminate carcinogens at the source and prevent their creation in the first place are the logical public policy response.[Occupational and Environmental Carcinogens Working Group of the Toronto Cancer Prevention Coalition (2001). Preventing Occupational and Environmental Cancer: A Strategy for Toronto].

Q. If prevention can reduce the risk of or eliminate cancer and save lives, why don't we hear more about it?

A. While the benefits of prevention have been monitored and studied for years, attention and funding for cancer has been dedicated to treatment to ensure patients with the disease have a greater chance of survival. Cancer prevention on all fronts will take strong political will, business and industrial cooperation, community action and commitment to individual lifestyle change.

Q. What kinds of cancer can be prevented?

A. The risk for many cancers can be decreased/ prevented. Here are just some examples:

- Regular physical activity can reduce colorectal cancer.
- Avoiding excess ultraviolet radiation prevents skin cancer.
- Not smoking can reduce lung, breast and prostate cancer.
- Avoiding or reducing alcohol can reduce throat, liver and breast cancer.
- Reducing and/or eliminating pollution and carcinogens in the air, water and soil can reduce some cancers such as bladder, leukemia, and lung.
- Eating more vegetables and fruits can decrease the risk of esophageal, colorectal and lung cancer.

Q. How is the Toronto Cancer Prevention Coalition involved in cancer prevention?

A. Seven working groups, each representing a known cancer-causing factor, have action plans in place that address the key issues related to the 50% of cancer that can be prevented and offer recommendations of how to contribute to a cancer-free society, and to keep up the pressure for policy-makers and decision-makers to make changes in policies, standards and practices. The seven working groups are:

- Physical Activity
- Ultraviolet Radiation
- Tobacco
- Alcohol
- Occupational and Environmental Carcinogens
- Dietary Risk Factors
- Early Detection and Screening

Q. What specific things is the Toronto Cancer Prevention Coalition doing?

A.

- Advocating for policies in the education system, through the workplace, and in the community to provide access for everyone to physical activity programs and facilities for all ages.
- Developing a policy and related guidelines for shade and ultraviolet radiation protection for all city-owned and operated sites.
- Targeting youth to prevent early tobacco use.
- Advocating for rigorous government control of alcohol sales and services, advertising and promotion.
- Advocating for the phasing out of known carcinogens.
- Supporting multicultural and community based nutrition programs that increase consumption of vegetables and fruits and promote a healthy weight.
- Developing and contributing to projects that increase opportunities for and promotion of screening for identified target groups.

Q. How is The Toronto Cancer Prevention Coalition different from all the other cancer organizations?

- A.** The Toronto Cancer Prevention Coalition's sole purpose is cancer prevention. As a strong organization, it aims its efforts at changing public policy, while each working group undertakes specific action aimed at a variety of individuals and organizations.

The Coalition follows in the tradition of the City of Toronto's leadership in providing direction and aggressive action for the benefit of the public's health and its mandate includes ensuring that governments do something about cancer prevention at the municipal and community level.

Q. Who belongs to the Coalition?

- A.** The Coalition is made up of a strong group of concerned members from the following organizations, unions, university departments, hospitals, activists, professionals and cancer survivors. For the first time, a group of this stature is working together to stop cancer before it starts. Some of the membership includes individuals from the following organizations:

- Alcohol Policy Network – Ontario Public Health Association
- Canadian Auto Workers
- Canadian Cancer Society
- Canadian Dermatology Association

- Canadian Environmental Law Association
- Cancer Care Ontario – Division of Preventive Oncology
- Centre for Addiction and Mental Health
- Centre for Health Promotion, University of Toronto
- Clean Air Partnerships
- Division of Dermatology - Women’s College Hospital
- Division of Dermatology – Toronto Western Hospital
- Environment Canada – Atmospheric Division
- Evergreen
- Food Share Metro Toronto
- Marvelle Koffler Breast Centre – Mount Sinai Hospital
- National Ovarian Cancer Association
- Native Canadian Centre of Toronto
- Occupational Health Clinics for Ontario Workers, Inc.
- Ontario Breast Screening Program
- Ontario Cervical Screening Program
- Ontario EcoSchools Program
- Ontario Sun Safety Workgroup
- Regent Park Community Health Centre
- Ryerson University Department of Architectural Science
- Ryerson University School of Nutrition
- South Riverdale Community Health Centre
- Toronto Children’s Services
- Toronto District School Board
- Toronto Environmental Alliance
- Toronto Food Policy Council
- Toronto Parks, Forestry and Recreation
- Toronto Public Health
- Toronto Sunnybrook Regional Cancer Centre
- Toronto Worker’s Health and Safety Legal Clinic
- United Steelworkers of America
- Women’s Healthy Environments Network
- Workers Health and Safety Centre
- Women’s College Hospital



Toronto **Cancer Prevention** Coalition

History of the Toronto Cancer Prevention Coalition

1995 Report of the Ontario Task Force on the Primary Prevention of Cancer.

1998

- Coalition receives its initial mandate at University of Toronto conference, co-sponsored by Toronto Public Health and the Centre for Health Promotion.
- Toronto Board of Health and City Council support a Coalition for the prevention of cancer aimed at the unique needs of a diverse Toronto population.
- The Coalition model is approved with steering committee and working groups based on the primary risk factors for cancer identified in the 1995 Report.

1999

- The Toronto Cancer Prevention Coalition is formed with eight risk factor working groups; the Occupational and Environmental Working Groups join forces.
- One time funding obtained from the Ministry of Health and Long Term Care.
- Staff from Toronto Public Health form co-ordinating team.

2000

- Recommendations for policy and action, based on research conducted by each working group, are given at the Coalition's symposium, *From Policy to Action: Charting a Course for the Toronto Cancer Prevention Coalition*, funded by Cancer Care Ontario – Central East Cancer Prevention and Screening Network.

2001

- An Action Plan for Cancer Prevention for the City of Toronto developed by the working groups providing recommendations that are currently being investigated and implemented.
- Web site launched in November.

2002

- The Early Detection and Screening Working Group position paper is submitted to the Board of Health. Recommendations to be incorporated into the Action Plan.
- Five Roundtables are convened to develop strategies for implementing the Coalition's Action Plan. Roundtable recommendations reported to City Council.
- The Coalition's Action Plan is endorsed by City Council as the cornerstone of cancer prevention in the City of Toronto.
- Coalition selects new Chair.

2003

- A communications strategy is initiated by the Occupational and Environmental Carcinogens Working Group and leads to a visual identification adopted by the Coalition.
- *Designing for Shade* forum and charette hosted by Ryerson University Department of Architectural Science in conjunction with the Coalition Ultraviolet Radiation Working Group is held in June.
- Media conference held prior to the September municipal and provincial elections.

2004

- Communications campaign begins with revised web site, all-purpose brochure and campaign to create awareness and action around cancer prevention.
- Advocacy efforts stepped up to encourage policy-makers to change policies and standards.

2005

- Dietary Risk Factors Working Group in collaboration with Ryerson University School of Nutrition research *Cultural Relevance of a Fruit and Vegetable* Food Frequency Questionnaire published in the Canadian Journal of Dietetic Practice and Research, - Vol 66 No 4, Winter 2005.
- *Community Right-To-Know Strategy for the City of Toronto*, a report about the Toronto Cancer Prevention Coalition case study on public access to information on toxic substances in the South Riverdale/Beaches community, was submitted to and approved by the Board of Health in January. The report also asked the Medical Officer of Health to report on Community Right-to-Know strategies for the City of Toronto.
- The Early Detection and Screening Working Group, through funding from CCO, produced videos in Farsi and Ukrainian, aired on OMNI/Rogers multicultural media, to raise awareness of breast, cervical and ovarian cancer in these communities.
- *The Shade Policy and Technical Considerations for the City of Toronto* was developed by a multidisciplinary team in response to Council's directive in 2002 and endorsed by Board of Health twice. A reshaped version will be resubmitted to City Council in 2006/2007.
- Sail shade canopy pilot project implemented successfully in Dovercourt Park, over the kid's wading pool.
- *How to Conduct a Shade Audit*, the methodology for conducting a simple shade audit at minimal cost produced.
- The need for additional shade was incorporated in the redesign criteria of Nathan Phillips Square through successful advocacy by the shade policy committee.

2006

- *Building Bridges and Public Policy* – one day working conference about preventing cancer and other chronic diseases – May 30, 2006 – North York Civic Centre, Toronto, Ontario



Physical Activity Fact Sheet

Goals	To promote physical activity at an early age and as a life-long habit. To support physical activity initiatives in the City of Toronto.
Main Target Groups	Children, youth and their families
Action Plan	Encourage the City of Toronto to respond to the needs of Toronto's diverse populations and increase access to physical activity programs and facilities for all ages. Encourage the City of Toronto to challenge the culture of inactivity by continuing to support and expand City initiatives that promote physical activity as an early and life-long habit.
Current Actions	Promoting a public health response that is comprehensive, broad-based and inclusive, and achieved through collaborative efforts among many sectors, organizations and agencies. Supporting Toronto's Medical Officer of Health's "Get Your Move On" strategy, an intersectoral partnership to increase physical activity among all City of Toronto residents, beginning with a focus on children, youth and their families.
Accomplishments	Publication of "Maximizing children's physical activity: evaluability assessment to plan a community-based, multi-strategy approach in an ethno-racially and socio-economically diverse city." <u>Health Promotion International</u> , Vol. 18, No.3, Oxford University Press, 2002.
Contact	tcpc@toronto.ca



Ultraviolet Radiation Fact Sheet

Goals	To provide policies and educational initiatives that will lead to a sun-safe environment for both children and adults in public and private sites in Toronto.
Main Target Groups	Children and young adults
Action Plan	<p>Monitor the sun safe policies in place for municipal outdoor workers.</p> <p>Include sun safety as a priority in all City of Toronto divisions and develop policies to ensure the enforcement and monitoring of shade provision in public places and facilities under City Jurisdiction (both built and natural) through urban design and planning and/or bylaws.</p>
Current Actions	Developed a comprehensive shade policy and related guidelines aimed at providing and maintaining adequate shade within the City's jurisdiction. A multidisciplinary team of City department and division staff, members of the Ultraviolet Radiation Working Group and other community partners have been involved in this initiative. The shade policy may be viewed as the beginning of larger and longer-range policies that the City may consider and develop relating to the provision of ultraviolet protection. If adopted, Toronto would be the first municipality in Canada to address this issue comprehensively.
Accomplishments	<p>Adoption of sun safety policy for all of the City's outdoor workers by City Council in January, 2002.</p> <p>Directive from City Council requesting Toronto's Medical Officer of Health to convene a multi-disciplinary team in consultation with the Ultraviolet Radiation Working Group of the Toronto Cancer Prevention Coalition to produce a comprehensive policy and related guidelines to ensure that adequate shade (both built and natural form) is provided and maintained within the City's jurisdiction.</p> <p><i>Designing for Shade</i> forum in Spring of 2003: A collaborative effort between the Coalition Ultraviolet Radiation Working Group, Ryerson University School of Architectural Science and various other organizations. John Greenwood, architect behind Australia's shade guidelines was a key participant. Forum provided the background and impetus to the shade policy committee.</p>

Developed the shade policy and technical considerations for the city of Toronto – twice endorsed by Toronto Board of Health. (Shade Policy Committee)

Implemented the sail shade canopy demonstration project in Dovercourt Park. (Shade Policy Committee)

Developed the document *How to Conduct A Shade Audit?* (Shade Policy Committee)

Incorporated the need for additional shade in the redesign criteria of Nathan Phillips through successful advocacy. (Shade Policy Committee)

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Halyna Benesh/Dan Haradyn, Design and Construction Services, Facilities and Real Estate, City of Toronto



Tobacco Fact Sheet

Goal	<p>To challenge the social acceptability of tobacco use.</p> <p>To prevent youth from becoming addicted to tobacco.</p> <p>To support the enactment of laws to make public places and workplaces smoke-free</p>
Main Target Groups	<p>Youth Tobacco retailers Educators and others who work with youth Policy makers General population</p>
Action Plan	<p>Continue to support the implementation of <i>Not to Kids</i> in the City of Toronto, a broad-based community-wide social marketing and education campaign that promotes community action to reduce the sale and supply of tobacco to youth.</p> <p>Continue to support the development and ongoing availability of community recreation programs for youth that are engaging, culturally relevant and accessible to provide alternatives to youth smoking.</p> <p>Advocate for the development of effective smoking cessation programs and services for youth.</p> <p>Advocate for tobacco reduction policies such as smoke-free public places and workplaces, increased taxation of tobacco products and restrictions on advertising and promotion by appropriate levels of government.</p>
Current Actions	<p>Advocating for the adoption of <i>Not to Kids</i> as a provincial program with sustained funding and support.</p> <p>Developing partnerships with other community, retail and youth organizations to challenge the social acceptability of supplying tobacco products to youth.</p> <p>Supporting effective smoking cessation options for youth.</p>

Accomplishments

Report entitled “Tobacco Use: Attitudes and Beliefs of South Asian Teens in Toronto”, in conjunction with the Ontario Tobacco Research Unit, Centre for Addiction and Mental Health, Regent Park CHC, Sunnybrook and Women’s College Health Sciences Centre and Toronto Public Health. April 2001.

Supported the implementation of a social marketing campaign in 13 health unit areas addressing the issue of the social supply of tobacco products to youth by older youth with funding from the Ministry of Health and Long-Term Care.

Supported the Expansion of the *Not to Kids* Coalition to include 18 health units in Ontario.

Participate in meeting with Ministry of Health and Long Term Care staff to begin discussions about the sustainability of *Not to Kids* as a provincial program.

Contact

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Alcohol Fact Sheet

Goals	<p>To raise public awareness of the associations between alcohol policy, alcohol consumption and cancer.</p> <p>To educate key stakeholders about the links between alcohol consumption and cancer, and putting alcohol on the agenda as a noteworthy risk factor.</p> <p>To promote evidence-based control measures and policies, in combination with educational campaigns, that will curtail the current rising level of alcohol consumption in Ontario, and reduce the number of Ontarians drinking at high risk</p> <p>To promote research and monitor trends in alcohol-related cancers.</p>
Key Messages	<p>Alcohol is a group 1 carcinogen and an independent risk factor for cancers of the upper aerodigestive tract and liver</p> <p>Individuals who consume more than one drink per day have 1.4 greater risks for breast or colorectal cancer than non-drinkers</p> <p>If more than two drinks per day are consumed (versus none), the relative risk is greater than one for breast, colorectal, esophagus, liver, oropharynx, ovary, prostate and stomach cancer.</p> <p>In order to reduce the alcohol-related risks of cancer a combination of coordinated strategies are required: population level alcohol policies, targeted interventions and effective educational campaigns.</p>
Main Target Groups	<p>General population, high risk drinkers, policy makers and politicians -- including those who decide on alcohol distribution and marketing, and other stakeholders in the prevention arena</p>
Action Plan	<p>Increase awareness that the risk of specific cancers is related to amount of alcohol consumed and encourage implementation of effective alcohol policies.</p> <p>Advocate for:</p> <ul style="list-style-type: none">▪ Continued, rigorous government control of sales and services, advertising and promotion.▪ Prices and taxes that encourage low risk drinking and▪ Mandatory server training for all alcohol licenses.

Disseminate accurate and current information to the public about the link between drinking and cancer by:

- Explicitly recognizing alcohol as a risk factor for cancer and outlining related prevention activities.
- Educating Toronto residents about the Low Risk Drinking Guidelines and the public health benefits of effective alcohol policies.
- Working with community partners and other levels of government to achieve these goals.

Current Actions

Ongoing initiatives to raise awareness of the heavy burden from alcohol, including cancers, e.g., at Ontario Public Health Association (OPHA) Annual Meetings and Canadian Centre on Substance Abuse Conference (Conference November 2005).

Presentations to provincial government committees about the public health risks of increasing access to alcohol or privatizing alcohol retailing.

Revision of Low Risk Drinking Guidelines to take into account findings relating alcohol and cancer.

Accomplishments

Raised awareness in National and Provincial forums about alcohol's role in cancer.

Presentations: e.g., 17th Annual Breast Cancer Awareness Day; OPHA's Annual Meetings – on Alcohol and Cancer and on Chronic Disease Prevention.

Completed report on *Chronic Disease Prevention in Ontario & Canada: Determinants, Risk Factors & Prevention Priorities* (for the Ontario Chronic Disease Prevention Alliance and the Ontario Public Health Association).

Participation on the Provincial Cancer Prevention and Screening Council.

Develop a 'Best Advice' report on Alcohol and Cancer.

Contact

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Occupational and Environmental Carcinogens Fact Sheet

Goals	<p>To raise awareness of exposure to a wide variety of cancer-causing substances in the workplace and in the environment.</p> <p>To advocate for elimination of these substances.</p> <p>To prevent cancer and promote health in a comprehensive, integrated and sustainable way by combining a scientific approach grounded in the precautionary principle with public policies designed to prevent pollution.</p>
Main Target Groups	<p>City of Toronto families and workers, employers, decision-makers at the municipal and provincial levels.</p>
Action Plan	<p>Request the City of Toronto to recognize the eight carcinogens* as key priorities for action and advocate their phase out or substitution.</p> <p>Encourage the City of Toronto to adopt the precautionary principle in city business and as municipal policy.</p> <p>Collaborate with the City of Toronto to develop a Community Right-To- Know strategy to address the current lack of information available and accessible to Toronto citizens and workers.</p> <p>Encourage the City of Toronto to act as a model employer by developing and implementing a cancer strategy for its employees through its joint health and safety committees.</p> <p>Encourage the City of Toronto to consider the weight of evidence approach in assessing and responding to occupational and environmental carcinogens either generated or used within the City.</p> <p>Encourage the City of Toronto to use pollution prevention as a mechanism to prevent environmental and human health damage from exposure to or emission of carcinogens.</p> <p>Request the City of Toronto to employ the Just Transition approach when moving to a more sustainable social and environmental economic base.</p>

Current Actions Surveillance of occupational and environmental carcinogens and development of a community Right-To-Know strategy in a Toronto community (South Riverdale/Beaches). This project will identify community needs, gaps in information, and give recommendations to address these gaps. The outcome will provide the City of Toronto and Cancer Care Ontario with a “snapshot” of the status, needs and priorities in one community in order to help develop systems and strategies for other communities.

Accomplishments Publication of the Report "Preventing Occupational and Environmental Cancer - A Strategy for Toronto," May 2001, led to a Toronto Public Health commissioned, ground-breaking toxicological report "Ten Key Carcinogens in Toronto Workplaces and Environment: Assessing the Potential for Exposure."

Obtained funding from Cancer Care Ontario to conduct the community pilot project in Toronto’s South Riverdale/Beaches area to help people exercise their community Right-To-Know about chemicals that may affect their health.

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Rich Whate, Toronto Public Health – Environmental Protection Office
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* The eight carcinogens are: benzene, diesel exhaust, polycyclic aromatic hydrocarbons (PAH’s) perchloroethylene, dioxins, methylene chloride, asbestos and pesticides.



Dietary Risk Factors Fact Sheet

Goal	To promote healthy eating among Toronto residents.
Action Plan	<p>Develop and support programming that promotes the consumption of vegetables and fruit, as part of a varied and balanced diet.</p> <p>Support investigation and evaluation of community-based nutrition needs and programs to ensure best practice and effective use of resources.</p> <p>Support current food and nutrition programs for ethnoculturally diverse communities by developing more multicultural nutrition programs that increase access and services across the City's population.</p>
Current Actions	Promoting and developing community-based initiatives that support healthy eating.
Accomplishments	<p>Publication of "Cultural relevance of a fruit and vegetable food frequency questionnaire" Paisley J, Greenberg, M, Haines, J. <i>Canadian Journal of Dietetic Practice and Research</i> 2005, 66(4):231-236 and "An examination of cancer risk beliefs among adults from Toronto's Somali, Chinese, Russian, and Spanish-speaking Communities", Paisley, J.A. Haines, J.Greenberg, M. et al. <i>Canadian Journal of Public Health</i> 2002, Mar- Apr 93(2):138-41.</p> <p>Obtained funding from Cancer Care Ontario – Central East Cancer Prevention and Screening Network for the following projects: "To examine the cultural relevance of a fruit and vegetable food frequency questionnaire among adults from four Toronto ethnocultural communities."; "To examine current best practices and activities promoting vegetable and fruit consumption in adolescents in Toronto", "Implementation and Evaluation of the Teens Healthy Cooking Together Program at Regent Park Community Health Centre in Toronto", A survey of the information, support, and programming needs related to healthy eating, physical activity and healthy body weight, of women attending high-risk breast cancer clinics at Sunnybrook and Women's College Health Sciences Centre¹", and "A qualitative investigation of the meanings of eating well, active living and healthy body weight and the perceived barriers to achieving and maintaining healthy body weights among women attending high risk breast cancer clinics at Sunnybrook and Women's College Health Sciences Centre". The DRFWG also received external funding for "The Collaborative Programming Initiative to address the information, support, and programming</p>

¹ This project was a collaboration of the DRFWG, Toronto Sunnybrook Regional Cancer Centre and the School of Nutrition, Ryerson University

needs related to healthy eating, physical activity and healthy body weight of women attending high-risk breast cancer clinics at Sunnybrook”.

Contact

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Members

Judy Paisley, Ryerson University School of Nutrition



Early Detection and Screening Fact Sheet

Goals	To strengthen cancer prevention efforts by facilitating a decrease in the incidence and mortality from breast, cervical and ovarian cancer.
Target Population	Well women in under served communities
Action Plan	Raise awareness for screening using multiple strategies. Promote increased screening among identified hard to reach groups and eliminate existing barriers to these services.
Current Actions	Seeking opportunities to increase screening participation rates in breast and cervical cancers, and increasing awareness of ovarian cancer, among identified hard to reach women.
Accomplishments	Developed a Position Paper on the Primary Prevention and Early Detection and Screening of Breast, Ovarian and Cervical Cancer. Developed videos in Farsi, Ukrainian and Punjabi languages (10-12 minutes each) about the early detection and screening of breast and cervical cancer and the awareness of ovarian cancer. In collaboration with OMNI and Rogers multicultural TV Networks, the videos were aired several times for each community on their respective networks. The videos are available to community groups by contacting Cathy Krizanovic.
Contacts	Cathy Krizanovic , Toronto Public Health; Tel: 416-338-8023, ckrizan@toronto.ca
Members of the Working Group	Linda Muraca , Marvelle Koffler Breast Centre, Mount Sinai Hospital Sharmini Fernando , Canadian Cancer Society
Advisors to the Working Group	Elisabeth Ross , National Ovarian Cancer Association Anne Rochon Ford , Women's Health Advocate and Writer Raylene Godel , Advisory to the Ontario Breast Cancer Information Exchange Partnership and Breast Cancer Survivor Patricia McGillicuddy , Sunnybrook Health Sciences Centre Eva Vanek/Susan Fekete , Ontario Breast Screening Program, Central East