



Press release

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New study shows healthy diet and lifestyle can reduce bowel cancer risk by a quarter
Beating Bowel Cancer comments on study findings

A study published today in the British Medical Journal shows that almost a quarter (23%) of bowel cancer cases could be prevented if people followed healthy lifestyle advice in five areas including alcohol intake, smoking, waist circumference, diet and exercise. The researchers also found that by sticking to just one of the healthy lifestyle recommendations could reduce a person's risk of bowel cancer by 13%.

Mark Flannagan, Chief Executive of Beating Bowel Cancer said, "*The results of this study are encouraging. This evidence reinforces our message that people can reduce their risk of developing bowel cancer, the UK's second biggest cancer killer, by making simple changes to their lifestyle and diet.*"

- Ends -

For media information or spokesperson interview please contact Kate Philipson at Beating Bowel Cancer on 020 8973 0008 / 07973 942 774 or kate@beatingbowelcancer.org

Notes to editors

Helene Kirkegaard, Nina Føns Johnsen, Jane Christensen et al. *Association of adherence to lifestyle recommendations and risk of colorectal cancer: a prospective Danish cohort study*. BMJ 2010; 341:c5504. DOI:10.1136/bmj.c5504.

The research paper is available via <http://www.bmj.com/cgi/doi/10.1136/bmj.c5504>

Beating Bowel Cancer is a leading UK charity for bowel cancer patients, working to raise awareness of symptoms, promote early diagnosis and encourage open access to treatment choice for those affected by bowel cancer. Through our work we aim to save lives from this common cancer. For more information visit www.beatingbowelcancer.org.

Key facts about bowel cancer [Cancer Research UK statistics]

- Bowel cancer is the UK's second biggest cancer killer – claiming over 16,000 lives each year - yet over 90% of bowel cancer cases could be cured if diagnosed early.
- Over 50% of bowel cancer patients are diagnosed with advanced bowel cancer when it is too late.