ONE CAREFUL OWNER
Preventing cancer: what every man should know

WARNING: THIS LEAFLET CONTAINS INFORMATION THAT COULD SERIOUSLY IMPROVE YOUR HEALTH
Us blokes are renowned for taking risks. We get a kick out of betting, driving fast cars and generally acting as if we’re invincible. Sadly, this is a mission impossible. Our life expectancy is about five years less than a woman’s. So shouldn’t we be trying to catch up? Maybe it wouldn’t be such a bad idea if we paid more attention to our health. Taking a look at recent trends, it’d be best done sooner rather than later: rates of prostate and testicular cancer are rising sharply. On top of this, more men than women are now obese. But don’t despair. By following this cancer prevention bible, you’re less likely to become one of those stats. In fact, all your figures could improve, including your waistline. Along with not smoking, you could even be reducing your odds of getting cancer by as much as 60-70 per cent. Not a bad deal we reckon.
GETTING UNDER THE BONNET
Rebuilding your favourite (and only) motor

Want a classic model you're proud of? Okay, so your body isn't exactly how you'd like it sticking around longer, it's much more a case of what goes on under the bonnet. Of course what we eat, and the way we live, has one of the strongest influences on our health. A recent survey of British blokes showed that more than a third prefer a 'beer and fast food' diet. Turning the other cheek through the good, the bad and the ugly regarding your diet and lifestyle. And even the most careful maintenance work, you may actually end up with that classic model after all.

Carbs for your carburettor
Carbohydrates are the best type of fuel for our bodies. You put your foot down and feel the power. But fats are more suited to tractors. Great for slow, heavy machinery that just chugs along. Vegetables, fruits, peas, beans and wholegrain bread, brown rice or pasta help keep the fuel lines open without piling on the weight. Being lower in calories as well as providing fibre; they are less likely to make you overweight - and scientific studies have shown that they can help to protect your body against life-threatening diseases like heart disease and even cancer. The great thing is they make you feel as though you have a full tank so you're satisfied for longer. So don't believe the hype about low carb diets. Dieting is a dirty word. It's been proven that fad diets don't work. About 50-90 per cent of people eventually put the weight back on, and then some.

Boost your sex appeal
Not a vegetarian? No problem. You don't need to miss out on the meat option. Like many things in life, meat is good for you in moderation. If you go for a daily portion about the size of a deck of cards you'll come up trumps. What's important is the ratio of food on your plate; the ideal mix is one-third or less of foods from animals (such as meat, chicken, fish, eggs or dairy products) to two-thirds or more of food from plants (such as vegetables, fruits, salad, beans and carbs). The most important thing is to get as much veg and fruit as possible - ideally, at least five portions a day as many different types as you can find. These foods are better for us - they're full of the good stuff that helps protect us against toxins in our environment (smoky pubs and the like). They also contain less fat and calories - something to think about, especially if you're beginning to look like Jimmy Five Bellies.

How much premium fuel?
The more premium fuel, the better - so fill up on plenty of vegetables and fruits. In fact, experts recommend five or more portions a day of a combination of these healthy foods. What the heck is 'a portion', you ask? Check out Five Star Fuel (right).

High octane fuel and higher omissions
There's nothing more frustrating than pushing your foot down hard on the accelerator to find that nothing happens. The great myth is that alcohol improves performance. Not so. It's not only high in belly busting calories, it's also linked to cancer, liver conditions, high blood pressure and impotence - that's 'brewers droop' to you and me. The scary thing is that heavy drinking can cause more than just temporary impotence; it can actually lead to permanent problems with your erection. So, in an ideal world, your body would thank you if you went teetotal. If this isn't an option, try cutting down. Have a few nights off the sauce each week. And on a big night
You want it to be. But, in terms of diet. Thousands of studies show that cancer risk. But, scarcely, a recent food diet. This leaflet will walk you with just a little bit more

out, try switching to soft drinks or - don't laugh - shandies as the evening goes on. Or have a few glasses of water in between to help slow you down. This way, rather than losing your spark (and your erection), who knows... you might just end your evening with a bang. In the long run, you'll look better - less chance of growing a beer belly and massive under-eye bags which could spoil your chance of even getting to the first fence on the next night out.

Fat but fit?
Us guys eat too much fat and that's not just the heavy-weights either. The fat you eat (plus the ring around your middle that it causes) will put you at risk of serious health problems like increasing your cancer risk, your blood pressure and your risk of heart disease. But the amount and type of fat we eat makes all the difference. Saturated fats score the worst on the fuel for life scale. That means, keep an eye on the amount of meat, dairy products, take-away foods and processed foods (like pies, sausage rolls, pastries and cakes) you eat. These are packed with the type of fat that doesn't do your body any good. It's a good idea to read the pump before filling up — and to know what you're looking for. By law, food labels must show the amount and type of fat in food, making it much easier for you. As a guide, aim for less than 8g of total fat and under 3g of saturated fat (per 100g of product).

Vertical take off
If you're always eating on your feet, chances are you have a stressful life and diet to go with it. Not all of us have the luxury of sit down meals during the day but this doesn't mean the upright meal has to be downright dangerous. Supermarket or restaurant salad bars can be a green light for the man on the move. Gone are the days of wilted salads. The modern salad is crunchy, calorie light and currency easy. Remember to go lightly on the oily or creamy dressings and you're home and dry. Speaking of home, why watch television chefs from your sofa when you can do better? A wok can reduce your work load. Throw in a small dollop of olive oil, thinly sliced vegetables, some rice or noodles and presto, a TV meal. Follow up with fresh fruit in a bowl of yoghurt. A big meal with change out of a five pound note.

Even filters won't stop this one
Smoke should leave a finely tuned engine - not enter it. More men die from smoking each year than were killed during the whole of World War Two. And that's a fact. Low tar products or filters only con you. All smoking kills - be it from cancer or heart disease. A third of all cancer deaths are linked to smoking. Not a lot of men know this, but it's also one of the major causes of impotence. Maybe that's why film stars tend to smoke after the steamy love scene rather than before. Ten million British people have stopped smoking - and stayed stopped - in the last 15 years. That's over 1,000 every day. If they can do it, you can. And think of the money you'll save - if you're a 20-a-day smoker, that could mean over 40 grand in a lifetime. Or a Porche Boxster straight into the hand. For free advice on how to stop, call Quitline on 0800 002200.
### FIVE STAR FUEL

So what is a portion of vegetables or fruits?

**One portion of VEGETABLES counts as**

2 > serving spoonfuls of most vegetables:
   - like spinach or carrots

3 > serving spoonfuls of smaller vegetables:
   - like peas or sweetcorn

2 > serving spoonfuls of beans:
   - like baked beans or kidney beans

1 > bowlful of salad:
   - like lettuce, tomato and onion

### One portion of FRUITS counts as

1 > large slice of large melon or pineapple

1 > whole apple or banana

2 > whole plums or kiwis

1 > handful of raspberries or grapes

1 > full wine glass of fresh orange juice

or tomato juice

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Remember that vegetable or fruit juice only counts once towards your 5+ total – no matter how much you drink and no matter how good it tastes!
**Daily Checklist**

Six simple things to do everyday for reduced cancer risk

**WCRF UK's Guidelines**

1. Choose a diet rich in a variety of plant-based foods.
2. Eat plenty of vegetables and fruits.
3. Maintain a healthy weight and be physically active.
4. Drink alcohol only in moderation, if at all.
5. Select foods low in fat and salt.
6. Prepare and store food safely.

*And, always remember...
Do not smoke or use tobacco in any form.*

**Work of World Cancer Research Fund**

World Cancer Research Fund (WCRF UK) is the only major UK registered charity dedicated to the prevention of cancer through healthy diets and associated lifestyles. WCRF UK is committed to providing cancer research and education programmes which expand our understanding of the importance of our food and lifestyle choices in the cancer process. By spreading the good news that cancer is largely preventable, WCRF UK hopes that many thousands of lives will be saved. WCRF UK's education and research programmes are funded by donations from the public.

This leaflet brings you information on WCRF UK's Diet and Health Guidelines for Cancer Prevention arising from the 60-page report: Food, Nutrition and the Prevention of Cancer: a global perspective, published in 1997 by the WCRF global network. The report reviewed over 4,500 leading research studies from around the world in the field of diet, nutrition and cancer, and was commissioned to provide up-to-date and reliable advice for individuals on how to make the changes that can protect them against cancer.

**World Cancer Research Fund**

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"Stopping cancer before it starts"
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Like an engine, your body is much better off when it's being used. And there's nothing better for your health than keeping active. Most of us have heard that exercise can help prevent heart disease, but did you know that it can also help prevent cancer too? More and more people are realising that we need to stay on the road to stay healthy. Need convincing? Read on.

**Leaves you breathless**

Ever noticed how charity shops are full of fitness equipment bought by well meaning men (or their partners)? Sport is a great way of keeping fit but most of us overestimate what we need to do to stay healthy. Even 15 minutes of activity each day, making you slightly breathless, will significantly reduce your risk from heart disease. Do it four times a day (15 mins x 4) and you'll be helping to beat the odds of getting bowel cancer as well.

**The hunter within**

It'd be great if our bodies were perfectly adapted to the couch potato lifestyle. But they're not. They're actually designed to do just the opposite. For four million years we were 'hunter-gatherers', roaming around looking for enough food to survive. Lots of energy spent, little eaten. And, while it's great news that we can now pop down to our local supermarket for food, the downside is that we've become lazier and fatter. The truth is that our bodies simply need to move. But you don't need to run a marathon. become a triathlete or lift serious weights to be healthy. Even a 5-10 minute run round the block a couple of times a week will make the difference – it's all about coming up with a simple way to build it into your day.

**Push – but how hard?**

Try manageable exercise, such as cycling to and from work, walking to the next bus stop and getting off one stop early, using the stairs instead of the lift, walking up the escalators instead of going the adverts. Small things like these will make activity with your mates or kids that much easier and less embarrassing. Being able to push-start the car without needing oxygen afterwards always looks good and it can have a remarkable effect on the size and shape of your belly too. But how hard should you push? You don't need to over-rev the engine. The red zone is a no-go zone. We're talking manageable revolutions here. The aim is to get your heart pumping, but not so much that you can't breathe – you should still just be able to keep a conversation going (even if it is with yourself).

**Action man and cancer**

While all activity is good for you, to reduce your risk of cancer, experts agree you should really get into it. That means aiming for one hour (in total) of moderate activity a day, and one hour of more energetic exercise each week.