The Cancer Atlas,
Third Edition

Theme: Access Creates Progress

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Third Edition
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Comprehensive overview of global patterns & inequalities...

➢ Risk Factors
   ➢ Tobacco, infections, excess body weight, reproductive & hormonal factors, etc.

➢ Burden
   ➢ Major cancers (lung, breast), cancer in children, regional diversity, etc.

➢ Taking Action
   ➢ Tobacco control, vaccination, early detection, treatment, pain control, etc.
Cancer Atlas Target Audience

- Cancer control advocates
- Policy makers
- Public health professionals
- Survivors & the general public

- Researchers
- Health care providers
- Educators & students
- Media
The Cancer Atlas, Second Edition

Global reach
What is new?

➢ Up-to-date data

➢ Expanded content
  ➢ Cancer in Indigenous populations
  ➢ Survival
  ➢ Universal health coverage

➢ Improved interactive website
  ➢ Shareable on social media
  ➢ Improved functionality (search and navigation)
  ➢ Downloadable figures & maps

➢ Success stories of public health policies (Access creates progress)
Projected number of new cancer cases, 2040

Source: GLOBOCAN
Prevalence of obesity among women, 2016

➢ North America
➢ Eastern Mediterranean Region
➢ South Africa

>1 in 3
Cancer is a leading cause of premature death, ages 30-69 years
Leading causes of cancer death among males

[Map showing the leading causes of cancer death among males worldwide, color-coded by cancer type.]
Leading causes of cancer death among females
TOBACCO CONTROL

There are many effective measures to reduce tobacco use that can lower smoking prevalence and prevent premature deaths.

Tobacco use is the leading preventable cancer risk factor. While global cigarette consumption and overall prevalence have been declining recently, success has been uneven. In countries with vigorous tobacco control policies, tobacco use has typically declined more.

In recent years, tobacco control proponents have developed a proven set of tools to address the challenge of tobacco use. These measures comprise the World Health Organization’s Framework Convention on Tobacco Control, which has more than 200 Parties. The treaty’s provisions include increasing tobacco excise taxes, creating smoke-free environments, and putting strong instructions on tobacco product marketing and graphic warning labels on tobacco packages. Tobacco control aggression has proven to be the most effective tobacco control measure. The mechanism is simple: governments put high taxes in on tobacco products, tobacco companies raise prices to protect profits, and consumers react to higher prices by quitting, not initiating or reducing tobacco consumption. Importantly, young and lower-income people are more likely to be affected. (See Figure 9.5) Through tobacco taxes, countries enjoy the benefits of lower consumption through higher productivity and lower healthcare costs, and an economic boost. Increasing these revenues in health can further increase the effect. (See Figure 9.1)

In 2012, Australia moved beyond the gold standard of large, graphic warning labels on tobacco packaging (by requiring plain or unmarked packages). Gone are the logos and color themes that were once ubiquitous and identifiable around the world. (See Figure 9.1)

Tobacco users’ success rates on their ability to prevent tobacco use are real and dramatic. Most recently, firms have re-doubled their efforts as well to young women and girls. Together, this is the health community most commonly reported people the smokers lose on average 15 years of life, and more than half of long-term smokers who have chronic obstructive pulmonary disease (COPD) and heart disease.

Fats, in countries where tobacco consumption is causing improved social indicators—including health, human rights, and environment, among others—are äsking out badly against tobacco than tobacco use is working more.

FIGURE 9.1

Graphical warning labels and plain packaging on tobacco products can counteract tobacco marketing efforts.

As of mid-2019, there are 181 parties to the Framework Convention on Tobacco Control.

Sugar, nuts and tobacco create commodities which are enhance necessities of life, which are become objects of almost universal consumption, and which are therefore extremely poor subjects of taxation. — Adam Smith, Wealth of Nations

In 2018, the World Trade Organization’s (WTO) Dispute Settlement Body ruled that Australia’s plain packaging law does not violate the country’s commitments to the WTO agreement.
The Benefits of Tobacco Taxes in the Philippines

In 2013, raised the minimum tax per pack of cigarettes by fourfold from the 2012 level

➢ Reduced smoking prevalence

➢ New tobacco tax revenue was spent on...

➢ Expanding healthcare coverage for low-income families (5.2 million in 2013 to 15.3 million in 2015)

➢ Improving healthcare infrastructure (DOH budget increased from US$ 1 billion to 2.74 billion)

Excise tax on sugar-sweetened beverages, Mexico

Action

➢ A 10% excise tax increase on sugar-sweetened beverages on January 1, 2014

Results in the first year of the tax

➢ A 6% decline in purchases of sweetened beverages
➢ A 4% increase in purchases of unsweetened beverages (mainly water)

M Arantxa Colchero et al. BMJ 2016;352:bmj.h6704
UN languages:

- Arabic
- Chinese
- French
- Russian
- Spanish

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Cancer is a leading cause of premature death in every country in the world. But many of these deaths can be prevented. Learn how 6 countries are taking action in the global fight against cancer.

Begin the Tour

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