



# HEALTH AND SOCIAL SERVICES

A STATES OF GUERNSEY GOVERNMENT DEPARTMENT

## NUTRITION AND CANCER: A PRACTICAL APPROACH

**Results from the Workshops on 14<sup>th</sup> May at the above conference**

**Summary from all workshops, collated by Tracey McLean**

**What are the key messages we want to take forward to promote the public's health?**

Awareness and education  
Take a whole life approach  
Treat everyone as an individual  
Need government backing for campaigns  
Need for people to take some personal responsibility  
Balance and moderation

### **Target Groups**

The important fact was there was a target group at all for the different focus points.

Also concern for the "missed opportunity"/lost generation in their mid twenties and above.

What are the best ways of getting these messages across?

### **Barriers**

Sometimes the message isn't clear  
Finances  
Isolation – in its broadest sense  
Bad things are "nice"

## **Opportunities**

We can promote the good things that have already been achieved

It is possible to make a difference to your health

There is a lot of good research available

Individuals can take control of their own health – away from a medical model

Balance and moderation

Working together – even globally

Holistic approach – not just the client

Better more effective health promotion advertising.

### **A nutrition approach – facilitated by Liz Butler**

#### **What are the key messages we want to take forward to promote the public's health?**

To find and maintain a healthy weight, be as lean as possible without becoming underweight.

Recommended dietary changes – increase vegetables and fruit. Encourage the cupped hand as one portion.

Encourage people to engage with food – awaken an interest and passion for cooking and growing.

Ensure people understand that treats are acceptable – a relaxed attitude to diet is key.

It is possible to make a difference to your health once you have cancer by improving your diet.

While diet is an important part of lifestyle other factors should be considered such as:

Stress levels, physical activity, smoking, alcohol, social/lifestyle/cultural and finances.

Work to illustrate how to achieve targets with diagrams, menu plans and recipes.

Reduce red meat and cut out processed meat.

#### **Is there a target group?**

Cancer survivors

Offer the information that nutrition is beneficial straight away and then recommendations can be given at a time that suits the individual

## **What are the best ways of getting messages across?**

### **Opportunities**

People generally highly motivated when faced with a serious disease

They have lots of opportunities as they have regular contact with health professionals

Opportunity for information to be passed on to family and friends.

### **Barriers**

Lack of resources

Views of some health professionals

Confusion and overwhelming amount of information – information overload

Shortage of local produce

Finance

Time

Motivation

Lack of energy, pain, lack of appetite, treatment side effects

Lack of support

Lack of knowledge on healthy eating

Sourcing healthy foods

## **Bowel Cancer Perspective – facilitated by Andrea Le Page**

### **What are the key messages we want to take forward to promote the public's health?**

Educating the patient pre-op and post-op

Informed choice

Treat patients as individuals

### **Target Groups**

Patients

Family

Carers

Health Care Professionals

Self help groups

## **What are the best ways of getting these messages across?**

### **Opportunities**

Training equipment  
One to one  
Pre-op planning  
Link nurses  
Promoting a healthy diet for other family members  
Input from Clinical Nurse Specialist and Dietician  
MDT approach  
Media coverage  
Booklets/leaflets  
Internet  
Communication between disciplines

### **Barriers**

Psychological  
Social  
Emergency Surgery – no preparation possible  
Using medical jargon  
Language barriers  
Internet  
Meals on wheels

## **Alcohol Perspective – facilitated by Alastair Cooke**

### **What are the key messages we want to take forward to promote the public's health?**

Need more awareness  
Alcohol is a drug  
Parents need to take more responsibility  
Raise the drinking age to 21 years or perhaps to lower it  
Increase penalties and ASB orders  
Mention the calories in alcohol and use that as a deterrent  
Raise more awareness about the long term effects.

### **Target Groups:**

Young people 10 years +  
Parents influence  
Peer Pressure  
14-18 years  
25 years +  
Middle aged

## **What are the best ways of getting messages across?**

### **Opportunities**

Point of sale – in shops and pubs

Doctor surgeries – asking brief intervention questions to people waiting for appointments about their alcohol use and passing the information to the doctor.

Put units on the bottles

Use shock tactics on TV

### **Barriers**

It is legal to drink

It is cheap

It's fun

## **Health Promotion Perspective – facilitated by Di Lawrence**

### **What are the key messages we want to take forward to promote the public's health?**

Need government support and government backing for projects

Programmes need money and commitment

Early advice about nutrition, in school, when going to the doctor.

Advertising, social marketing. Advertising healthy produce in the same manner that unhealthy produce is advertised and marketed.

Consider both sides of the message – some young people are “too” concerned with food and may be too thin.

Being too strict about food can cause problems.

Market food choices

Consider as a whole lifestyle and not isolated

Messages need to be visual

Need to look at educating at all levels

Learning about nutrition/lifestyle needs to be fun.

### **Target Groups**

Teenagers – but not all, we should be looking to praise those who have already taken on the message as much as educate those who have not

20-30 year olds

Men

Those with a disposable income

Define those who don't know anything about healthy eating from those who do know the messages but aren't doing anything about it and approach separately.

### **What are the best ways of getting messages across?**

Vending machines – for example the one at the Performing Arts Centre. Perhaps include healthy choices in vending machines – fruit/nuts/seeds.

Pubs – take the issue to the men rather than expecting them to come to the health professional – branded glasses, beer mats.

Humour

Work place interventions, cookery demonstrations at lunch times with health information alongside.

Choice – never all healthy or all unhealthy, should be able to choose.

Presentation, think about how healthy choices are presented.

Need for a community dietician, the community nurses offer a great opportunity but at present there is a barrier in the form of follow up not being available. Some of the people they see are too embarrassed or do not have the confidence to join a group.

Use praise – a lot of people are already doing very well there is a need to be very positive about them.

More walk routes and bike routes available at lots of different venues.

Be aware of being too hard on teenagers – some of them are doing very well.

Blue man's walk similar to the race for life.

Chocolate – it's not all bad! Moderation and types of chocolate.

Possibility of giving out fruit and vegetable vouchers similar to nicotine replacement vouchers

Teenagers care about looks – use advertising to show how some foods make you look better/worse

Buy One Get One Free offers – work with supermarkets and commercial outlets to target these offers to healthy foods.

Place healthy recipes near vegetables, to encourage people to experiment.

Market how to grow your own herbs and spices – even on a balcony or windowsill.

Look at lifestyles

**Consider why people eat unhealthily in the beginning:** \_planning, organisation, taste, ease, time...people don't only need to know how to do it they need to know how to plan it to fit with their lifestyle.