

# OUR POLICY & PUBLIC AFFAIRS STRATEGY

## Advancing the development and implementation of effective policies worldwide to help people reduce their risk of cancer and other non-communicable diseases

World Cancer Research Fund International is the world's leading authority on cancer prevention research related to diet, weight and physical activity.

Our vision is to live in a world where no one develops a preventable cancer.

World Cancer Research Fund International is a not-for-profit organisation that leads and unifies a network of cancer charities with a global reach. These cancer charities are based in Europe, the Americas and Asia.

Our Policy and Public Affairs strategy focuses on two main goals:

- **The wider implementation of more effective policies to enable individuals to follow our [Cancer Prevention Recommendations](#);**
- **To move cancer and other non-communicable diseases (NCDs) up the international policy agenda.**

We believe that governments worldwide should develop, implement and evaluate evidence-informed policies to enable individuals to make informed lifestyle choices in their daily lives to reduce their risk of cancer and other NCDs.

We focus on providing evidence-informed policy recommendations, to encourage national and international policymakers to take comprehensive policy action in public health areas related to diet, weight and physical activity.

To this end we have developed the NOURISHING policy framework, which highlights where governments need to take action to promote healthier diets and reduce obesity.

Since the 2011 UN High-Level Meeting on the Prevention and Control of Non-Communicable Diseases, governments worldwide have committed to nine voluntary targets through the World Health Organization's (WHO) **Global Action Plan** for the Prevention and Control of NCDs (2013–2020), including achieving a 25 per cent relative reduction in risk of premature mortality from cancer, diabetes, chronic respiratory or cardiovascular diseases by 2025.

Furthermore, the Framework for Action, adopted during the Second International Conference on Nutrition (2014), sets out a range of policy options and strategies for countries to address malnutrition in all its forms. Our Policy and Public Affairs work supports policymakers to achieve these targets and strategies.

To achieve our goals World Cancer Research Fund International's Policy and Public Affairs strategy includes four key priorities:

- 1 ADVANCING** the evidence for policy
- 2 BUILDING** relationships with our target audience
- 3 ENGAGING** with other civil society organisations
- 4 COMMUNICATING** our work globally

## 1 ADVANCING the evidence for policy

Our Policy and Public Affairs activities are grounded in World Cancer Research Fund International's science and research work. This includes our Continuous Update Project (CUP), which analyses global scientific research into the link between diet, physical activity, weight and cancer.

Read more about our Research Strategy: [www.wcrf.org/research-strategy](http://www.wcrf.org/research-strategy)

Our policy activities are set in the context of our *Policy and Action for Cancer Prevention – Food, Nutrition and Physical Activity: a Global Perspective* report (2009). This report is a companion to our influential Second Expert Report: *Food, Nutrition, Physical activity and the Prevention of Cancer: a Global Perspective* (2007).

Following these reports, we developed the **NOURISHING framework** in order to develop and implement an innovative approach to updating, interpreting and communicating the evidence for policy. This framework brings together ten policy areas where action is needed across three domains – food environment, food system and behaviour change communication. The framework provides a regularly-updated, comprehensive list of implemented government policy actions from around the world, and is an interactive tool designed to help policymakers worldwide to:

- Identify where action is needed to promote healthy diets to prevent cancer and other NCDs;
- Select and tailor options suitable for different populations and contexts;
- Assess if an approach is comprehensive.

*“This is truly excellent.... something I would love to emulate for alcohol policy.”*

Katherine Brown, Global Alcohol Policy Alliance.

In 2015 World Cancer Research Fund International created a **Policy Advisory Group** to advise us on how we can more effectively meet the evidence needs of the policymaking

community, in order to support the development and implementation of policy actions that prevent cancer and other NCDs. The Policy Advisory Group comprises cross-sector experts drawn from government, academia and civil society, and includes observers from the WHO and the Union for International Cancer Control (UICC).

Our <b>NOURISHING</b> framework	
<b>N O U R I S</b> FOOD ENVIRONMENT	<b>H</b> FOOD SYSTEM
<b>I N G</b> BEHAVIOUR CHANGE	
POLICY AREA	
<b>N</b>	Nutrition label standards and regulations on the use of claims and implied claims on foods
<b>O</b>	Offer healthy foods and set standards in public institutions and other specific settings
<b>U</b>	Use economic tools to address food affordability and purchase incentives
<b>R</b>	Restrict food advertising and other forms of commercial promotion
<b>I</b>	Improve nutritional quality of the whole food supply
<b>S</b>	Set incentives and rules to create a healthy retail and food service environment
<b>H</b>	Harness the food supply chain and actions across sectors to ensure coherence with health
<b>I</b>	Inform people about food and nutrition through public awareness
<b>N</b>	Nutrition advice and counselling in health care settings
<b>G</b>	Give nutrition education and skills

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[www.wcrf.org/NOURISHING](http://www.wcrf.org/NOURISHING)

*“The NOURISHING framework is a critical indicator of what is needed and is helping us formulate and promote action in Canada.”*

Dr Norman Campbell, University of Calgary.

## 2 BUILDING relationships with our target audience

We focus on building relationships to establish our voice and visibility, as part of a broader community advocating for the prevention of NCDs.

World Cancer Research Fund International has three principal (and related) target audiences:

#### ■ The WHO:

As the international agency responsible for global public health, its statements, guidelines and recommendations influence national level action worldwide.

#### ■ Other inter-governmental agencies:

Because so many of the actions needed to promote public health lie outside of the health sector we also engage with other international agencies, such as the Food and Agriculture Organization (FAO) and the Organization for Economic Cooperation and Development (OECD).

#### ■ National governments:

Governments have ultimate responsibility and accountability for implementing policy actions to promote healthy diets and reduce obesity and ensure that individuals are empowered to make healthy choices.

### 3 ENGAGING with other civil society organisations

We believe strategic partnerships are key to building a stronger voice to ensure that NCDs, including cancer, are seen as a top priority by policymakers worldwide. As such, we work in partnership with a variety of organisations, including those in consumer rights and wider international development. These include:

#### ■ The UICC:

We are a Vanguard partner and an active member of the Together for Action campaign that works to ensure governments take tangible actions in tackling cancer issues.

#### ■ The NCD Alliance:

We work closely to ensure the development and implementation of the WHO's global policy architecture for NCDs – the international processes governing the approach to NCDs.

#### ■ INFORMAS:

We support this initiative which monitors, benchmarks and supports efforts to improve food environments and reduce obesity and NCDs.

More information on our partnerships can be found on our website:

[www.wcrf.org/policy-partnerships](http://www.wcrf.org/policy-partnerships)

### 4 COMMUNICATING our work globally

We actively communicate our policy recommendations by regularly attending and presenting at international conferences and events, and participating in various Working Groups and Advisory Boards.

We respond to public consultations at international and regional levels. In addition, we submit statements at key meetings to help shape outcomes that support the implementation of policies that promote healthy diets and reduce obesity worldwide. We produce policy documents on a variety of areas related to diet, weight and physical activity in the prevention of cancer and other NCDs.

We launched our 2015 **Curbing Global Sugar Consumption** policy brief in conjunction with the World Health Assembly's 68th session, which analysed the effectiveness of implemented sugar policies worldwide.

Our **Food Policy Highlights From Around the World** brief features well-designed policy actions and promotes cross-learning between countries.

*"We find the collated examples [of policy actions] from all those countries very useful."*

Eva Martos, National Institute for Food and Nutrition Science, Hungary.

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