

The Impact of Prevention:

How small choices can make a big difference in the fight against cancer

Cancer is the second leading cause of death in the US, so it rightfully gets a lot of headlines. A recent study¹ claims up to 50% of cancers in the U.S. could be prevented. “I’m in the cancer world so I kept reading.”

— Joe Sharp
Executive Vice President - Health & Wellness

Indeed, the encouraging part of the study is that many cancers are preventable. The troubling part is we'll need to adopt healthier lifestyles and make better choices for it to apply. While healthier lifestyles and better choices are the mantra of every wellness app and infomercial, we all know how hard it is to adjust our habits, improve the choices we make, and do so consistently over the long haul.

But maybe, by adding cancer prevention as an additional motivator, we will see a way forward toward healthier living – for ourselves and for those we love.

Understanding Cancer Prevention

Cancer is a group of diseases in which some cells grow uncontrollably and spread to other parts of the body. While there are causes beyond our control – such as inherited genes and age – many cancer risk factors are linked to lifestyle choices, environmental exposures, and behaviors².

By making small choices toward healthier habits, we can significantly lower the risk of developing cancer -- and improve our quality of life along the way.

The Power of Early Detection

One of the most effective tools in fighting cancer is early detection. Regular screenings, such as mammograms, colonoscopies, and skin checks, are typically covered by insurance and can catch cancer early, when it is most treatable.

By making cancer screenings a consistent part of our healthcare habits, we can dramatically increase the chances of catching cancer before it progresses too far.





Not all cancers, however, are screenable

Some types either don't show symptoms or have symptoms that mimic those of other health conditions. This is why an annual physical should also be a part of our wellness routine. These visits allow you and your healthcare provider to focus on prevention, discuss warning signs and take any corrective actions that might be necessary³.

Healthy Lifestyle Choices: The Foundation of Prevention

When I decide to modify my lifestyle choices, I'm often prone to extremes that either lead to quick burnout -- or "success," followed by a lack of long-term willpower. But healthy choices don't need to be an all or nothing proposition⁴. Simply being intentional about cutting back in some specific area or adding a healthy habit overall can have a major impact and play a powerful role in cancer prevention.

And obviously, some lifestyle choices are more harmful than others. Moderation in snacking is different than moderation in say, smoking or drinking. A good general mindset for healthy living is to avoid putting toxins in your body, move your body daily, and get adequate sleep to recharge.

Community and Support

Cancer prevention is not a solo journey. It's one we take together with family, friends and community. Connecting with others and building trusting relationships foster emotional strength, making it easier to cope with challenges. Whether it's participating in a local 5k run/walk or encouraging loved ones to schedule routine check-ups, we all have a role to play in creating a culture of cancer prevention.

CancerCARE for Life

At CancerCARE for Life, our mission is to create connections that improve your wellbeing. The best part is that we focus on what truly matters. Education and encouragement to help prevent or detect cancer earlier, and a passionate team of oncology nurses and physicians that provide personalized concierge support should you ever be diagnosed with cancer. The CancerCARE for Life program and app are designed to empower you with the tools and support you need when you need them.

CancerCARE for Life services are used by large employers, captives, TPAs, and life insurance companies as an embedded benefit for employees and policyholders.

1 American Cancer Society. CA: A Cancer Journal for Clinicians. Islami, F et al. Proportion and number of cancer cases and deaths attributable to potentially modifiable risk factors in the United States. 2019. July 11, 2024. World Health Organization-
<https://www.who.int/activities/preventing-cancer>

2 American Cancer Society. More than 4 in 10 Cancers and Cancer Deaths Linked to Modifiable Risk Factors. November 21, 2017

3 KU: Wellness Exams | The University of Kansas Health System Accessed 6-9-2023 Tong, S et al. Understanding the value of the wellness visit: A descriptive study. Am. J. Prev. Med. Oct 2021.

4 UHealth Collective _ Expert: Small Choices Can Lead to Big Health Benefits. July 29, 2024-
<https://news.umiamihealth.org/en/expert-small-choices-can-lead-to-big-health-benefits>

