



CURRENT AFFAIRS

You are about to see a
photograph relating to a current issue ...

Your task is to try and work out what the story is!



You only have **ONE** minute!
Keep your conversations **focused!**

OB_S__Y

Guess what is the biggest preventable cause of cancer after smoking.



© 2014 Cancer Research UK. All rights reserved. For more information, visit www.cancerresearchuk.org

Your next task is to now try and describe what has happened in the news that relates to the picture.

Can you think of three words to describe the event or picture?

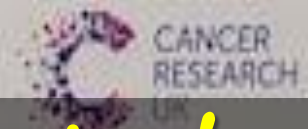
Be prepared - you will be asked to explain why you have chosen those words.

You have 2 minutes to think of your words.



OB_S__Y

Guess what is the biggest preventable cause of cancer after smoking.



*Campaign
Preventable*

*Refuted
Debunked*

Can you work out what the words mean from these sentences?

1. Cancer Research UK has started an advertising **campaign** to raise awareness of obesity being linked to cancer.
2. Research shows that, other than smoking, obesity is the largest **preventable** cause of cancer.
3. Comedian Sofie Hagen **refuted** this claim.
4. She argued that BMI, and weight being linked to cancer, has been **debunked**.

Definitions (how did you do?)...

- **Campaign**: work in an organized and active way towards a goal.
- **Preventable**: able to be prevented or avoided.
- **Refuted**: deny or contradict (a statement or accusation).
- **Debunked**: expose the falseness or hollowness of (an idea or belief).

What is the event that is happening in the news?



The story...

An award-winning comedian has accused Cancer Research of "fat-shaming" after they launched a campaign against obesity.

Sofie Hagen, a Danish-born comedian who has lived in the UK since 2012 and appeared on the BBC multiple times, tweeted a picture of the poster, which spells out "OBESITY" with some missing letters, and asks readers to guess what the biggest cause of cancer is, after smoking. Another advertisement in the campaign features chips presented in a cigarette packet.

She wrote: "Right, is anyone currently working on getting this Cancer Research UK advert removed from everywhere? Is there something I can sign? How is this okay?"

Angry campaigners have called for the campaign to be pulled, and some have said they will stop donating to Cancer Research because of the "fat-shaming" campaign. The charity defended itself, telling The Telegraph the campaign is based on science and is not meant to "shame" anyone.

Professor Linda Bauld, Cancer Research UK's prevention expert, said: "The aim of the charity's campaign is to raise awareness of the fact that obesity is the biggest preventable cause of cancer after smoking. This is not about fat shaming. It is based on scientific evidence and designed to give important information to the public. Only 15% of people are aware that obesity is a cause of cancer. Cancer Research UK has a duty to put that message in the public domain."

Apply your knowledge...

- The next slide you will see shows 4 images unrelated to the story previously discussed.
- Try to form a sentence using the new words for each of the images.
- Now try to form one sentence that uses all four words...

HOW COULD BEING OVERWEIGHT CAUSE CANCER?

1 Fat cells make extra hormones and growth factors

2 Hormones and growth factors tell cells in our body to divide more often

3 This increases the chance of cancer cells being produced...

4 ... which can then continue to divide and cause a tumour

LET'S BEAT CANCER SOONER
cruk.org

CANCER RESEARCH UK

Cancer Research UK ✓
@CR_UK

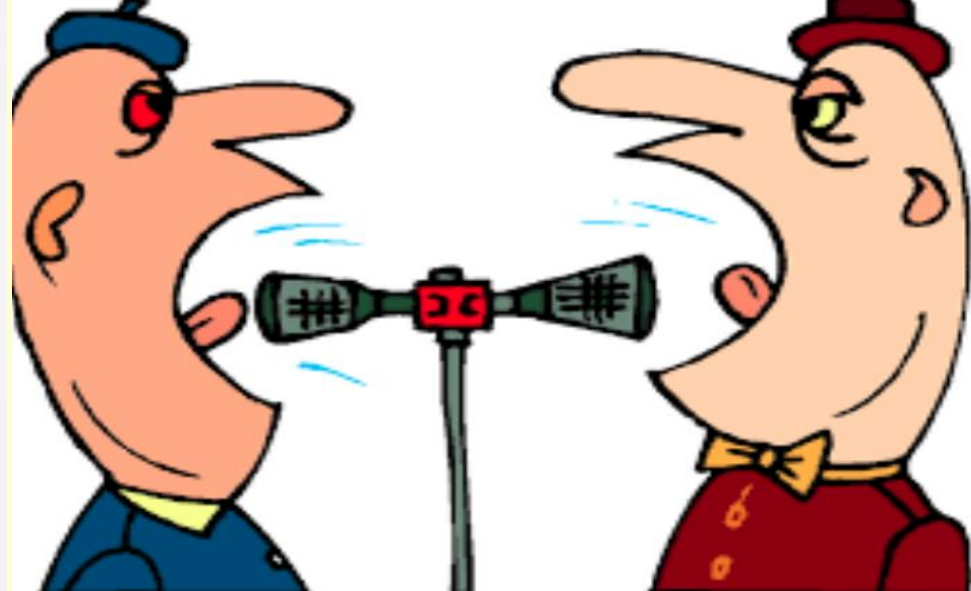
Obesity is the second biggest preventable cause of cancer after smoking. But how exactly can it increase cancer risk?
po.st/6DQc7V

3:09 PM - Mar 1, 2018

♥ 456 💬 287 people are talking about this



Campaign Preventable



Refuted Debunked



DOCS DEBUNK COMMON HEALTH MYTHS

FEED A COLD, STARVE A FEVER *Myth!*

Your body needs energy to fight infection, so it is important to keep it well hydrated and nourished when you're feeling ill. Whether you have a cold or a fever, be sure to get plenty of good nutrients, fluids and rest to recover.

MYTH DEBUNKER:
Rosa N. Perez, M.D., Family Medicine
Advocate Medical Group
Advocate Illinois Masonic Medical Center



How do you feel about this lady's views?

Do you think she has a point, or is she being over-sensitive?

What's your opinion on the campaign?

