

Special Topics

Cancer

Marketing Tip:

The third page of this document is a flyer to promote the class. Fill in the date, time and the club address and phone number. Take this flyer to primary care physicians in your area. This class will give participants practical tips for cancer prevention and physicians in your area will be interested in free resources like this for their patients.

Coach's Instructions:

1. Order products to sell at your meeting (salad bowl, steamer)
2. Open the class with one or more of the suggested opening questions.
3. Play Cancer DVD.
4. Close with discussion questions.
5. Sell products and give participants a handout as they leave.

Opening Discussion Questions: (options)

- Do you think adopting a healthy lifestyle can decrease your risk for developing cancer?
- What do you think you can do to prevent cancer?
- What types of foods do you think help reduce your risk for developing cancer?

Closing Discussion Questions: (options)

- Were you surprised to learn that 60% of cancers can be avoided by adopting a healthy lifestyle? How does that make you feel?
- Jennifer, the woman who shared her testimony said that goal setting was very important for her- even small goals. What goals do you have in your life for your health- large or small- at this time?
- Nadia talked about a diet for cancer prevention specifically the following.
How can you improve your diet to prevent cancer? Is your diet colorful?
 - o Eating more cruciferous (broccoli, cauliflower, etc) and green leafy vegetables
 - o Eating more fruit especially berries
 - o Eating more whole grains, beans and drinking green tea
 - o Limiting soda and juice flavored drinks (loaded with sugar)
 - o Limiting red meat to less than 18 oz a week and avoiding processed meats

Sell Products:

The **Salad Bowl** is a great tool to help you remember to make your diet colorful. Chop up fresh veggies when you get home from the grocery store each week and store them in the salad bowl. Remember- vegetables are free on our plan and they can really help you fight against cancer. The **Steamer** is a great way to prepare a fresh meal with a lot of vegetables. Consider doing a cooking demonstration to show participants how easy it is to use.

Cancer

Nadia Rodman, RD

Cancer. The mere term encompasses more than 100 diseases that affect almost every part of the human body. And the statistics are startling—1 out of every 2 men and 1 out of every 3 women will develop cancer in their lifetime. But what’s amazing is that more than 60% of all cancers can be avoided with a healthy lifestyle. That means the choices we make will have more of an influence of whether or not we get cancer than genetics.

According to the *Second Expert Report: Food, Nutrition, Physical Activity, and the Prevention of Cancer*, there are three lifestyle choices we can make to help prevent cancer:

1. Reach a Healthy Body Weight
2. Eat a Healthy Diet
3. Be Physically Active on a Regular Basis

1. Reach a Healthy Body Weight

Of the three lifestyle choices, maintaining a healthy weight is the most important thing you can do to prevent cancer. Walter Willett, Head of the Nutrition Department at the Harvard School of Public Health has said, “If you don’t smoke, the simple most important thing you can do to prevent cancer is to keep your weight under control.”

2. Eat a Healthy Diet

Remember Popeye? *He’s strong to the finish ‘cause he still eats his spinach...* One “magical” food kept Popeye strong. But we have an entire group of foods to help us stay strong to the finish and prevent cancer. These are our very own *SUPER FOODS!*

- Strawberries, Raspberries and Blueberries
- Broccoli, Cauliflower, Cabbage, Brussels Sprouts, Bok Choy and Kale
- Grapes and 100% Grape Juice
- Spinach, Romaine Lettuce, Mustard Greens
- Tomatoes
- Garlic
- Beans
- Whole Grains
- Tea

3. Be Physically Active on a Regular Basis

Not only does physical activity help us maintain a healthy weight, it has also been shown to strengthen our immune system and keep our digestive system healthy. We should all aim for at least 30 minutes of activity on most days of the week. The ideal routine would be Curves 3 times a week and activities such as walking, biking or swimming on the other days. But remember, even little things help. Take the stairs. Walk the dog. Park further from the store.

Cancer doesn’t have to be a scary word. We do have some control. Make good choices today, to help prevent cancer tomorrow.

Curves

Cancer Prevention

Did you know that more than 60% of cancers can be avoided with a healthy lifestyle? Come to Curves to learn some easy things you can do to prevent cancer.

DATE:

TIME:

Curves

WEIGHT MANAGEMENT PLAN
FREE TO MEMBERS AND NON-MEMBERS