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# **Global Cancer Control: A View from the Boardroom**

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# The expanding corporate effort



**Workplace wellness programs**



**Tobacco Control**



**Physical Activity Programs**



**Cancer Screenings**



**Reduction of Carcinogens**



**Promotion of Healthy Eating**

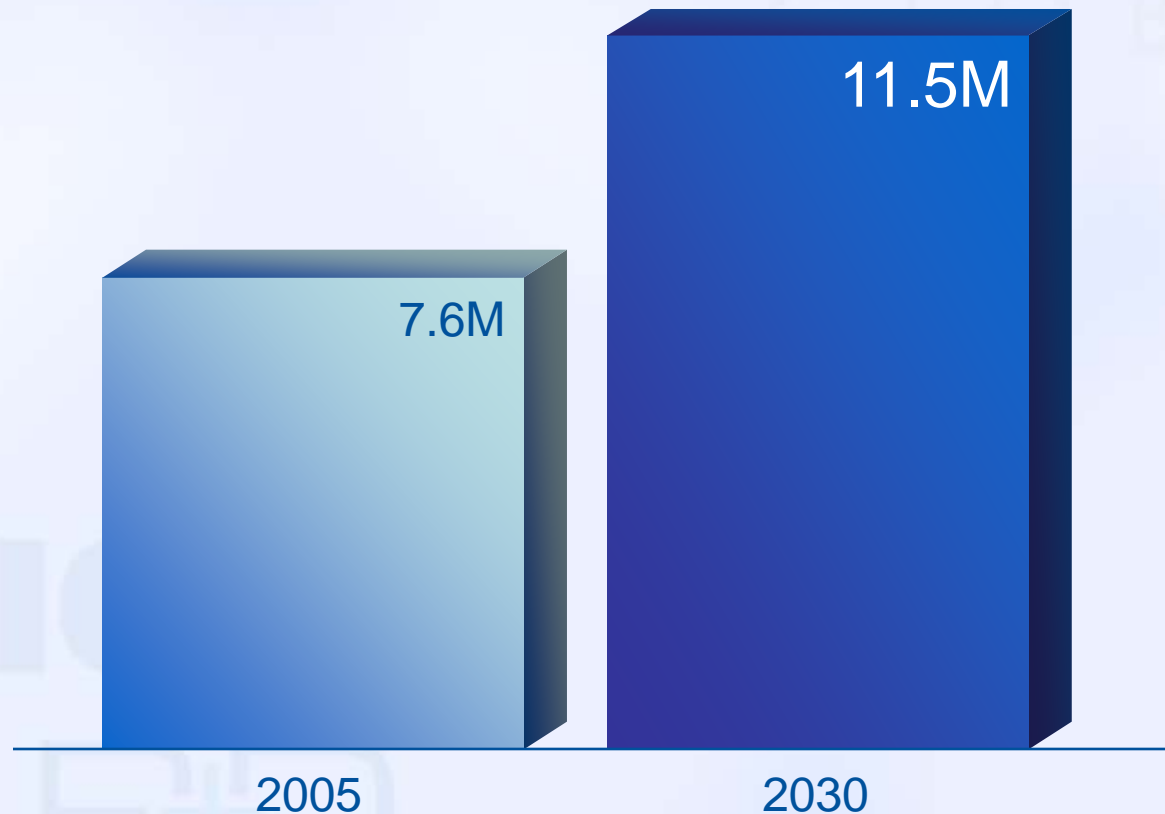
# Corporations join forces with government and research companies



- Improve access to cancer treatment and medicines
- Offer hope and the potential of good health for people all over the globe

# A significant proportion occurs during peoples' working life

## Total Global Cancer Deaths





## **Workplace Wellness and Cancer Prevention and Management**

# Introducing effective workplace wellness programs globally

- Considerable progress has been made
- Reviews of this evidence have been published and build upon the recommendations



# Global Strategy on Diet, Physical Activity and Health



WORLD HEALTH ORGANIZATION

## GLOBAL STRATEGY ON DIET, PHYSICAL ACTIVITY AND HEALTH

In May 2004, the 57th World Health Assembly (WHA) endorsed the World Health Organization (WHO) Global Strategy on Diet, Physical Activity and Health. The Strategy was developed through a wide-ranging series of consultations with all concerned stakeholders in response to a request from Member States at World Health Assembly 2002 (Resolution WHA55.23).

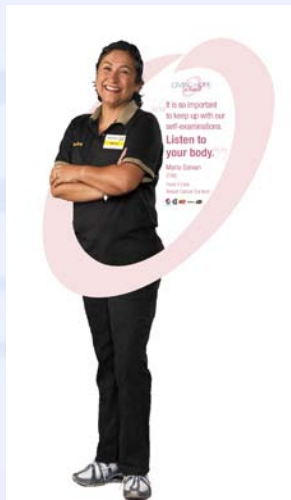
The Strategy, together with the Resolution by which it was endorsed (WHA57.17), are contained in this document.

- Workplaces are important settings for health promotion and disease prevention
- People need to be given the opportunity to make healthy choices in the workplace
- Workplaces should make possible healthy food choices and encourage physical activity



# Cancer prevention, treatment and control

- Emphasis on tobacco control initiatives
- Promotion of healthy diets and physical activity
- Reduction of carcinogenic risks in the workplace
- HIV/AIDS control
- Support for screening cancer of the cervix, breast, colon and prostate
- Health plans that support employees during treatment
- Provision of healthy food and accessible exercise and activity options



## Highlights

### Theme: Giving Hope A Hand

#### Offer:

- PepsiCo will support Kroger's efforts to "Fund the Cure"
  - Support of Kroger's \$3MM Donation
  - Customized "HOPE" Packaging on 1MM PCNA cubes
  - Real stories from both Kroger & PepsiCo employees featured on participating packages

#### Objective:

- Drive Awareness & Prevention of the Disease

#### Timing:

- 2 Week program: September 27 thru October 10

#### Key Brands:

- Pepsi: Pepsi, Diet Pepsi 24-Pack Cube "Hope" message
- Frito: Multi-Pak Features Frito and Kroger Employee Survivors
- QTG: Gatorade 32oz., 3 flavors Feature PepsiCo Survivors
- Stacy's: 18 oz Bag Features Kroger Employee Survivor

#### In-Store:

- Kroger Employee Survivor Standee per Division
  - 6Ft. Standee in all Kroger Stores delivers message to "Get Checked!"

#### On-line:

- Creation of Sharingcourage.com – website contains stories of all Kroger Employee's featured on Standee's (18) PLUS PepsiCo and Frito Employee Survivors



## Tobacco Control

# Several factors have led smoke-free policies in workplaces around the world



- Scientific discovery and citizen advocacy
- International, national and local legislative action
- The need for smoke-free worksites and for smokers to have access to effective cessation methods

# U.S. tobacco control progress



- Smoking restrictions have become more protective in a number of states
- No states have relaxed their smoking restrictions
- The number of states with no smoking restrictions decreased
- By 2003, 77% of workplaces had an official policy prohibiting smoking in indoor work areas

# Corporations offer access to effective cessation programs



- Cover costs of pharmaceutical aids
- Provide coaching programs, financial incentives and disincentives for participation

# Slow progress is being made in introducing smoke free policies globally



- More than 60% of countries have enabling legislation
- Very modest progress with smoking cessation programs

# Corporations can lead through their workplace wellness programs



- During the Beijing Olympics, international companies pledged to support and implement Beijing's Smoke Free Workplace Directive
- Documented benefits for health and the economy







## **Workplace Obesity Activity Programs**

# The most cost-effective interventions to reduce obesity in the workplace



- Socio-ecological model for health promotion integrates organizational and social contexts
- Large-scale NIH projects improve physical activity and promote healthful eating practices



## Screening for Cancers

# More corporations are encouraging cancer screenings



- Use of financial and other incentives to increase employee participation



## Reduction of Occupational Exposures

# Exposures to carcinogens have been declining worldwide



- Secondhand smoke ranks higher than a range of occupational exposures that have been linked to specific cancers
- Other carcinogens include asbestos, arsenic, vinyl chloride, chromium, ionizing radiation and polyhydric polycyclic aromatic hydrocarbons



# Vaccines

# Vaccines are another growing weapon in the battle against cancer

- Approved in 2006, Gardasil is highly effective in preventing persistent infection with types of HPV that cause 70% of cervical cancers
- Cervarix is being developed and tested, but not yet approved by the FDA







**Early Detection Is Key**

# Quality and availability of cancer screenings are critical



- Physical examinations
- Advances in imaging for early detection
- Genomic tests that identify high-risk individuals
- Molecular diagnostics identify those at increased risk and help guide targeted therapies

# A great deal of progress continues to be made in cancer diagnoses

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- Intensity-modulated and image-guided radiation therapy
- Use of polymerase chain reaction technology to obtain specimens of circulating tumor DNA from peripheral blood
- Application of molecular imaging in cancer management
- Advanced MRI technology in breast cancer screening
- Combination of computed tomography imaging with conformal radiation therapy



## **Access to Medicines: The Need for Partnerships**

# The need for partnerships

- Partnerships are needed to address therapeutic needs, patient access to treatment, and social and mental health needs
- In July 2008, the GAVI Alliance announced the decision to include cervical cancer as one of the seven key diseases it would focus on
- The Alliance for Cervical Cancer Prevention is researching new methods of screening and treatment and exploring ways to improve women's access to these services, developing strategies to involve and empower communities on the importance of screening, and raising awareness about cervical cancer prevention among policymakers, donors and the media



**Promoting cancer prevention through  
healthy and safe foods**

# Several foods and nutrients play important roles in cancer prevention or causation



- Thirty years ago, Doll attributed 30% of cancers to diets. Experts now say this is overstated
- Link between fruits, vegetables and many antioxidants (as protective) and obesity (as causative) have weakened
- Obesity may contribute to about 2-4% of cancers

# Food companies respond to research

- Regularly protect the public against mycotoxins, persistent organic pollutants, arsenic and carcinogens, radionuclide, cyanide in cassava and process contaminants
- Invest in and implement measures to prevent, monitor and reduce contaminants during production, storage and preparation of food
- Develop policies that take on obesity by combining physical activity with food intake



# The Action Plan for Diet and Physical Activity



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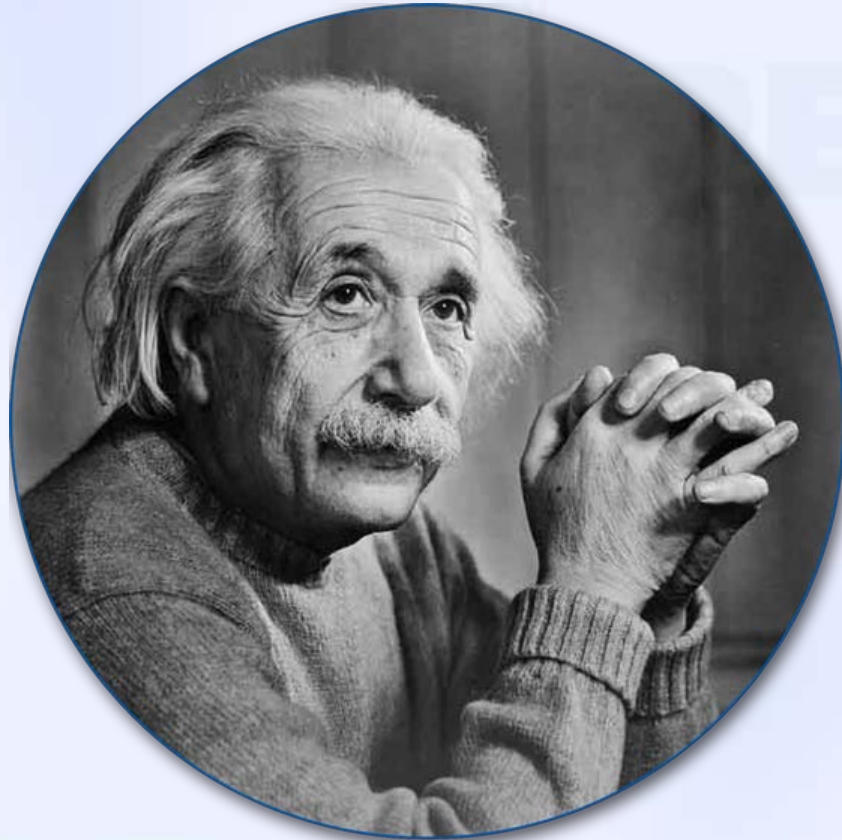
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- Product reformulation and innovation
- Changes in marketing and labeling
- Support for physical activity
- Stepped up research



## Conclusions



**“Life is like riding a bicycle.  
To keep your balance, you must keep moving.”**

# The resources of corporations can be harnessed even more



- Strengthen our progress in cancer control
- Global partnerships must provide focus on the issue and incentives in markets around the world



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**Thank You**

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