



**PRESS RELEASE
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Heart disease and cancer prevention Practical, accessible programs for the general public

Montreal, February 27, 2009 – According to a new report published by the World Cancer Research Fund and the American Institute for Cancer Research, a correlation has been identified between the reduction in cases of cancer and eating well, getting active and quitting smoking. The report, entitled *Policy and Action for Cancer Prevention*, maintains that over half of all cancers could be avoided if people adopted healthy habits.

“This study confirms once again the importance of the programs for the general public put in place by ACTI-MENU,” said Dr. Martin Juneau, cardiologist and Prevention Director of the Montreal Heart Institute. The Prevention Division of the Montreal Heart Institute and ACTI-MENU offer concrete, practical solutions to the Quebec public, including the *5/30 Health Challenge* and the *Quit to Win! Challenge!*

Since 1988, ACTI-MENU has been inviting members of the public to take their health in hand by participating in a range of programs. “The *5/30 Health Challenge* and the *Quit to Win! Challenge* help people who want to adopt healthy habits by guiding them and supporting them in their efforts. These initiatives are intended to reduce lifestyle-related health problems such as cancer and heart disease,” Dr. Louis Gagnon, co-president of ACTI-MENU said. ACTI-MENU invites the public to register by March 1 at www.530HealthChallenge.ca and www.QuitChallenge.ca.

The *5/30 Health Challenge* asks participants to eat at least five servings of fruits and vegetables every day and get active a minimum of 30 minutes at day, at least five days a week, for six weeks. The *5/30 Health Challenge* is an initiative of ACTI-MENU presented by the Prevention Division of the Montreal Heart Institute and the Canadian Cancer Society. It is produced in partnership with Quebec’s public health boards (the Directions de santé publique du Québec), Quebec’s ministry of health and social services (the Ministère de la Santé et des Services sociaux du Québec) and IGA, Desjardins, AstraZeneca, Pfizer, Danone, Dairy Farmers of Canada and Énergie Cardio.

The *Quit to Win! Challenge* offers smokers who want to quit the chance to do so teamed up with a sponsor or with another smoker for at least six weeks. The *Quit to Win! Challenge* is an initiative of ACTI-MENU and the Prevention Division of the Montreal Heart Institute. It is produced in partnership with a number of public and private organizations, notably Quebec’s ministry of health and social services (Ministère de la Santé et des Services sociaux du Québec), Quebec’s public health boards (Directions de santé publique du Québec), the Canadian Cancer Society, Jean Coutu, Pfizer and Novartis.

Source: ACTI-MENU

Available for interviews – Dr. Martin Juneau and Dr. Louis Gagnon:

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