

# Cancer Education and Public Awareness



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## - Basic Plan 4th Term

### National government roles

- Advance cancer education as part of the national curriculum. Ensure information accuracy, such as presence of cancers unrelated to lifestyle factors, encourage medical professionals/former cancer patients' engagement, and ICT utilization.
- Support establishing committees comprising education boards and local government health units; facilitate collaboration with local physicians' associations and patient advocacy groups, develop education initiatives.

### National/local government and hospitals' roles

- Disseminate accurate information to the general public, engaging patients and their families, on basic information about the causes of cancer, such as lifestyle factors and genetic influences. Effective means, such as digital material to be utilized.

### Businesses/Health insurance cooperatives' roles

- Raise awareness that one in two Japanese people develop cancer in their lifetime, disseminate information on cancer screening and promote healthy work-treatment balance; align with initiatives launched by both national and local governments on cancer prevention and treatment.



# Raising Awareness of Cancer (1)

## Corporate Cancer Control Initiative

- Purpose/Activities
  - Advocate cancer screening through the workplace
  - Raise screening rate to 50%+
  - Engage corporations/organizations as partners
  - Disseminate information through website
  - Organize outreach meetings to raise awareness
  - Study workplace screening programs and identify issues
  - Study work-treatment support programs and issues
  - Coorganize workshops with partner corporations
- Corporate Partners: 5,560 (as of Mar 2024)
- Website <http://www.gankenshin50.mhlw.go.jp>



## Palliative Cancer Care Training Initiative

- Activities
  - Organize palliative care training sessions
  - Train palliative care training instructors
  - Disseminate information to patients and their families
  - **Raise Public Awareness**

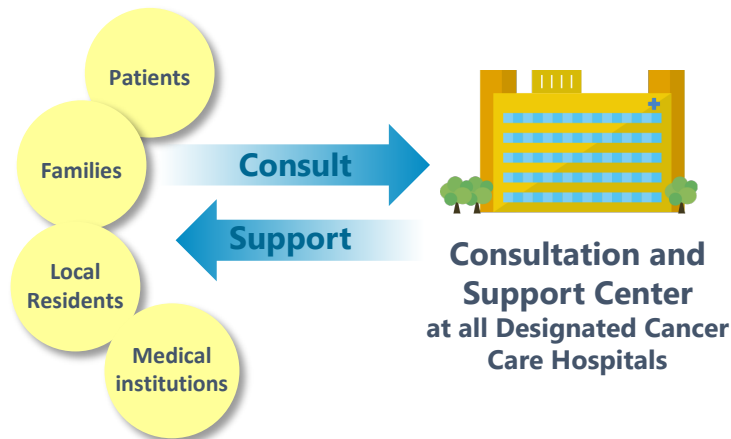
Communicate on palliative care and its role  
Through open-air events, local open lectures, and  
distributing leaflets

- Commissioned to Japanese Society for Palliative Medicine



# Raising Awareness of Cancer (2)

## Cancer Consultation and Support Centers



- Activities
  - Provide information on cancers and standard therapies
  - Provide information on local medical institutions
  - Provide information on collaborative care services provided in the region, through multiple medical institutions
  - Second opinion referrals to doctors
- Established in all designated cancer care hospitals (456, as of Apr 2023)

## Cancer Information Service

- Host: National Cancer Center (<https://ganjoho.jp>)
- Content
  - Briefs on individual cancers
  - Diagnosis and treatments
  - Life and recovery
  - Prevention and screening
  - Cancer statistics
  - Cancer care hospitals information



# Raising Awareness of Cancer in the Workplace

## Objectives set in the 'Basic Plan'

The national government shall further raise public awareness of cancer, advancing the importance of prevention and early detection, so that the public has accurate knowledge of cancer

## Corporate Cancer Control Initiative

Website <https://www.gankenshin50.mhlw.go.jp/>

- Corporate Partners: over 5,560 (as of Mar 2024)
- Activities
  - Advocate cancer screening through the workplace
  - Raise screening rate to 50%+
  - Engage corporations/organizations as partners
  - Disseminate information through website
  - Organize outreach meetings to raise awareness
  - Study workplace screening programs and identify issues
  - Study work-treatment support programs and issues
  - Coorganize workshops with partner corporations
- Activities at corporate partners



### Raising staff awareness

- Engage staff, raise awareness of cancer screening/control
- Display posters, distribute brochures, newsletters, case study leaflets

### Information provision

- Organize internal workshops
- Disseminate information on cancer screening/control via corporate internal magazines, intranet
- Comprehend/report on cancer screening, cancer patients present and formerly, of their working conditions in the workplace

### Contribute to the community

- Communicate the importance of cancer screening/control
- Proactive communication on cancer screening/control to customers