

# Blue September

FACING UP TO CANCER IN MEN

## GET BLUE THIS SEPTEMBER!

Why **blue**? It's simple - **blue** is for men and boys!

More than 22,000\* Australian men are expected to die from cancer each year. But in many cases cancer can be prevented or treated effectively. That's why it's time for men to face the facts and get cancer aware.

The Blue September campaign, an initiative of the Big Health Foundation, encourages all Australians to 'Get Blue' and face up to cancer in men.

Funds raised in Australia support equally the two chosen beneficiaries - the Australian Cancer Research Foundation and Bowel Cancer Australia.

Through Blue September, the three organisations work together to raise awareness of cancers affecting men and funds for vital cancer research.

\*AIHW 2010.

### Many of these steps are far from 'easy'! How to reduce your risk:

- Stub out the fags – smoking is the main cause of lung cancer and increases the risk of developing over 12 other cancers, including mouth and bowel cancers.
- Cut back on the booze - try alcohol-free days and non-alcoholic drinks.
- Keep flat, not fat - aim to maintain a healthy body weight.
- Eat fresh food, not fast food - choose a varied diet with plenty of fruit and vegetables and limit your intake of red or processed meat.
- Get up and get active - be physically active for at least 30 minutes on most days or every day.
- Be sun safe - protect yourself from the harmful effects of UV radiation by applying sunscreen, covering up and limiting the time spent in the sun.



PROUDLY SUPPORTING



Bowel Cancer Australia

For more about getting blue go to  
[www.blueseptember.org.au](http://www.blueseptember.org.au)