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INTRODUCTION

The consumption of tobacco causes nearly 50 different diseases, including several types of cancer. As to lung cancer, smoking is responsible for 90% of cases, and among the remaining 10%, 1/3 is of second hand smokers. In Brazil, this is the most lethal type of tumor as well as one of the major causes of death.

Aiming at preventing and reducing both incidence and mortality from cancer and diseases related to smoking behavior, the Brazilian National Cancer Institute (INCA), an agency linked to the Ministry of Health, is responsible for developing and coordinating integrated actions in order to prevent and control cancer in Brazil. It also manages and develops, at national level, the Tobacco and Other Cancer Risk Factors Control Program.

Its base of expertise includes educational activities, having as one of its instruments the design of publications (books, leaflets, brochures etc.), both for providing guidance to the population regarding the hazards of smoking behavior as well as smoking cessation programs and for keeping managers and health professionals informed.

INCA also performs an important role as a World Health Organization (WHO) Collaborating Center for the Program "Tobacco or Health" in Latin America, whose purpose is to stimulate and support policies and activities for tobacco control in this region, and by supporting the design of the Framework Convention on Tobacco Control, devised by WHO to set standards for tobacco control worldwide.

OBJECTIVE

To describe the importance of publications on the relationship between cancer and tobacco as a support for actions that contribute to reducing both cancer incidence and mortality by increasing the knowledge base of health care managers, professionals, researchers and students.

METHODS

INCA prepares, publishes and distributes many technical, scientific, educational and informative publications for its various coordinating agencies, divisions, programs and projects. Health professionals, whether specialized or not in oncology, students, health departments and the general population are the target of these publications, which aim to reduce, ultimately, both incidence and mortality caused by cancer in Brazil. All publications produced in INCA undergo an extensive editorial process, with several steps among different teams of professionals in the Office of Publishing and Technical-Scientific Information from the Department of Education, which include:

- Evaluation by the Editorial Board.
- Edition.
- Text revision / copydesk.
- Grammatical and bibliographical references revision.
- Graphic design and layout.
- Card catalog and ISBN (*International Standard Book Number*) design.
- Monitoring of the graphic design and revision of both layout and proof sent by the printer.
- Distribution, dispatch and legal deposit.

OUTCOME

The educational activities for tobacco control and cancer prevention include both specific and continuous actions. Among the specific actions, there are campaigns that not only sensitize the community and leaders, but also involve the media, calling the population and health professionals' attention for the subject.

The continuous actions are those that maintain a constant information flow on cancer prevention regarding tobacco use, aiming at culture and habits change.

In both types of actions, publications are among the tools used to reach the target audience.

PUBLICATIONS TO SUPPORT TREATMENT FOR SMOKING CESSATION:



Stopping Smoking Without Mysteries



- 1- International Project of Tobacco Control Policies Evaluation ITC-Brasil – Summary
- 2- National Survey by Household Sampling – Tobacco Use
- 3- BRAZIL: Health Warnings on Tobacco Products - 2009

CONCLUSION

Today, INCA publishes about 50 books every year, which are freely distributed to managers, professionals, students and the general population across the country.

The publication of books aimed at assisting the activities of cancer control and prevention and undergoing a thorough editorial process provides:

- High quality editorial products, respecting ethical and editorial standards.
- Broad access to information.
- Compliance with the basic requirements of information retrieval in databases, its inclusion in the document collection of the institution (technical memory), research and exchange encouragement.
- Reducing waste and preventing misallocation of resources (such as efforts overlapping and inadequate print runs).
- Increased institutional visibility and preservation of its priorities.
- Satisfactory contribution to knowledge in oncology within the country and to the national public health activities related to the area of cancer.
- Support for decision making.
- Use of products as an efficient tool for health activities and the development of a reference collection in oncology.



The Ratification of the Framework Convention on Tobacco Control in Brazil: Myths and Facts

Global Youth Tobacco Survey