

Liver Cancer Prevention project

A corporation of

The National Cancer Institute of Thailand Foundation and Bayer Thai Co., Ltd.

Situation

Cholangiocarcinoma is a vital problem for public health of Thailand as the number of Thai people reported infected by opisthorchiasis totaled as many as about 6 million, resulting Thai people to have the most patient of cholangiocarcinoma in the world.

Statistics of cholangiocarcinoma reported in the northeastern part of Thailand reveal 80 male cases and 40 female cases per 100,000 populations, comparing with Western with the number of 1 case per 100,000 populations. The main cause of the illness is opisthorchiasis, which results from improper habit and the wrong belief about eating. Uncooked and half-cooked meat, especially freshwater fish with scales, is popular but highly dangerous.

National Cancer Institute Foundation and Bayer Thai Co., Ltd., therefore, have launched a project to educate people about the disease and its causes. The objective is to create awareness among Thai people to change their eating habit to prevent themselves from cholangiocarcinoma.

The “*Kin Sook Saeb Lai-Than Pai Ma-Reng Tub*’ (*Let’s eat cooked food to prevent Liver Cancer*)” pilot campaign, as part of Liver Cancer Prevention project

Ideas and reasons

Even though education on liver cancer has been continually going on for over 30 years, but the results in reduction of liver cancer incidents and fatalities have yet to be improved, especially for cholangiocarcinoma. This is because of the fact that this cancer can be prevented simply by changing the wrong attitudes and beliefs about cooking, as well as reducing or giving up raw and undercooked food. They lack understanding of cholangiocarcinoma, enthusiasm to change their risky eating habit, motivation to join educating activities and word of mouth. Therefore, the project is launched by cooperation between Bayer Thai Co., Ltd. and National Cancer Institute Foundation for long-term liver cancer prevention.

Objectives

- To educate people, especially those living in the northeast, about liver cancer prevention and motivate them to change their eating habit and eat well-cooked food which is an effective way to prevent the disease.
- To educate people about prevention of cholangiocarcinoma by eating well-cooked food.
- To educate volunteers so that they can go out and teach people about how to prevent themselves from liver cancer.

Duration

May, 2009 – April, 2011

Executions

The **Liver Cancer Prevention** project is aimed educating people about causes and factors in liver cancer and how to prevent it. The pilot campaign starts in the northeast where there is the highest number of cholangiocarcinoma patients, and it is named '***Kin Sook Saeb Lai-Tham Pai Ma-Reng Tub***' (*Let's eat cooked food to prevent Liver Cancer*). The public relation tools are:

- TVC
- Radio spot
- Posters
- Leaflets
- 'Train the Trainer' for volunteers of each village starting in Nongkhai on 16-17 July, 2009.
- Promoting activities.
- Tie-in with Sieng Esan concert
- Project's song composed and sung by Sieng Esan.

Expected results

- Volunteers will be well trained and correctly educated. They will go out and teach people in risky areas about long-term liver cancer prevention.
- Thai people, especially those living in the northeast, will be aware of the disease and its effects. They will be willing to change their wrongly eating attitude and belief and better look after themselves. In order to achieve the objectives, the knowledge about liver cancer and its causes must be widely mentioned.