

# Progress against our goals

Our long-term goals were launched in 2007. We will report on the first three goals annually. The other goals will be monitored every three years, and we will report on our activities and progress towards them in 2010.

Our progress so far:

### People will know how to reduce their risk of cancer

The number of people who can name three or more cancer lifestyle risk factors unprompted rose from 23% to 31% over the past year. This is encouraging progress. If people know the **risk factors**, they can take steps to reduce their chances of developing cancer.

### The number of smokers will fall dramatically


By 1 July 2007 the whole of the UK had become **smokefree** in enclosed public places. This has helped more smokers to quit than ever before and will help prevent an estimated 40,000 deaths over the next ten years, according to new research.

### People under 75 will be less likely to get cancer

Last year there was no fall in the overall risk of developing cancer by the age of 75.

The chance of getting some cancers, particularly smoking-related cancers, stomach cancer and cervical cancer continues to fall. However, other cancers are becoming more common. More widespread testing for prostate cancer has led to many more cases being diagnosed. And the rates of malignant melanoma (the most serious form of skin cancer) caused by over-exposure to the sun, continues to rise sharply.

We know that this will be a challenging goal to meet.



Our researchers estimate that at least **400,000** people quit smoking as a result of legislation making the whole of the UK smokefree in enclosed public places