



On World Cancer Day, the South West Regional Cancer Program calls on residents in the South West to learn how to reduce their risk of kidney cancer and melanoma

Incidence of melanoma in the South West region is significantly above the Ontario average

Today is World Cancer Day, and also the first anniversary of [My CancerIQ](#). To mark the two events, Cancer Care Ontario is introducing two new cancers to its online cancer risk assessment tool. Now, in addition to breast, cervical, colorectal and lung cancer, residents in the South West can also assess their risk for kidney cancer and melanoma at [MyCancerIQ.ca](#).

Based on data from the Ontario Cancer Registry, from 2011 to 2012, the incidence rate for melanoma was 18.4 for every 100,000 people and the rate for kidney cancer was 12.5 for every 100,000 people*. In the South West, the incidence of melanoma was significantly above the provincial average, while incidence for kidney cancer was just below the provincial average.

Since the launch of My CancerIQ in early 2015, more than 146,000 Ontarians have learned about their cancer risk and how to lower it. With these new additions, Cancer Care Ontario wants to help Ontarians better understand kidney cancer and melanoma and how to reduce their risk. It is more important than ever for Ontarians to think about reducing their risk of these cancers, as incidence rates for both are rising in Ontario. It is estimated that as many as half of all cancers in Ontario could be prevented by eliminating known risk factors.

To reduce the risk of kidney cancer, Ontarians should maintain a healthy blood pressure and weight and avoid smoking. To reduce the risk of melanoma, Ontarians should enjoy the sun safely, avoid tanning equipment and know their skin so they can recognize changes or the need for a skin examination.

“Southwestern Ontario has a higher incidence rate for melanoma compared to the provincial average, so it’s more important than ever for people in our community to assess their risks and take action to reduce these factors,” says Dr. Jan Owen, Regional Primary Care Lead for the South West Regional Cancer Program. “There are lots of myths about melanoma, especially with regard to tanning beds. It’s important to speak to your healthcare provider to ensure you are informed.”

To find out more about kidney cancer and melanoma risk factors, residents in the South West are encouraged to visit [MyCancerIQ.ca](#) to complete the cancer risk assessments, get their personalized action plans and share and discuss their plans with their families and healthcare providers. My CancerIQ can be accessed from a smartphone, tablet or desktop.

For more information, follow Cancer Care Ontario on [Twitter](#) and [Facebook](#) and join the conversation using the hashtag [#MyCancerIQ](#).

*Age-standardized incidence rates for melanoma and kidney cancer, by LHIN, 2011-2012.

About My CancerIQ

My CancerIQ is a confidential online tool that allows Ontarians to determine their personal risk factors for melanoma, breast, cervical, colorectal, kidney and lung cancer. At the end of each My CancerIQ assessment individuals receive a personalized risk assessment and action plan with tips and resources based on their individual risk factors. My CancerIQ was created by Cancer Care Ontario – a division of CCO and the Ontario government’s principal cancer advisor – in partnership with the Ministry of Health and Long-Term Care.

South West Regional Cancer Program oversees the delivery and quality of cancer services for the counties of Grey, Bruce, Huron, Perth, Middlesex, Oxford, Elgin, and part of Norfolk. It is one of 13 Regional Cancer Programs created by Cancer Care Ontario in 2005 to ensure cancer care is delivered according to province-wide quality standards.

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Dr. Jan Owen will be available for interviews by phone from 11:30 am – 1:30 pm on February 4.

For more information and to arrange an interview, please contact:

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