

# Business Recorder

February 4, 2010

## World Cancer Day observed today

ISLAMABAD: Every year February 4 is observed as 'World Cancer Day', aiming at raising public awareness about the silent killer of million of people around the globe, as tobacco-related cancer remain a challenge for Pakistan

Cancer is a leading cause of death around the world and World Health Organisation (WHO) estimated that 84 million people die of cancer between 2005 and 2009

According to a report by WHO lung cancer is a vital cause of cancer deaths in males followed by mouth cancer. Both these cancers are tobacco related and can be prevented if the powerful addictive substance is avoided. Aga Khan University's figures show that over 90 percent of such cases are caused by the tobacco use.

The Network Executive Director Dr Arif Azad in his remarks said that government announced introduction of pictorial warnings in 2009, which marked a leap forward in the history of tobacco control in country. One and a half year down the road pictorial warning legislation has yet to see light of the day.

A twice announced and twice delayed pictorial warning is contributing to already piling up mountain of tobacco deaths. Any further delay can add 273 deaths to this mountain on a daily basis.—PR