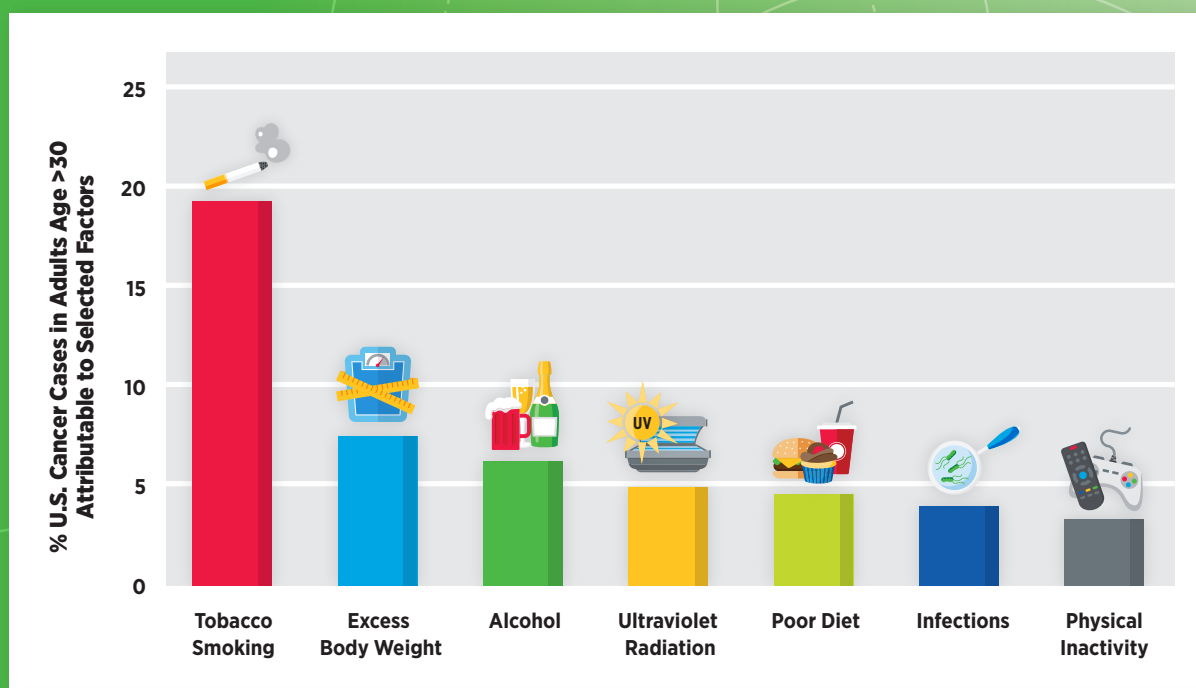


FIGURE 7

INCREASING CANCER RISK



Research has identified numerous factors that increase an individual's risk for developing cancer. By modifying behavior, individuals can eliminate or reduce many of these risks and thereby reduce their

risk of developing or dying from cancer. Developing and implementing additional public education and policy initiatives could help further reduce the burden of cancers related to preventable cancer risk factors.