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Alcohol and obesity fuel cancer surge

Experts issue timebomb warning and say key is prevention not treatment

Sarah Boseley
Health editor

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job title or where they
are writing from is
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causes of cancer such as alcohol and obesity, and the number of deaths is expected to rise by 25% in the next 20 years. The report, which is the first in its World Cancer Report, because they are linked to lifestyle. It is implausible to think we can treat our way out of the disease, say the authors, arguing that the focus must now be on preventing new cases. Even the richest countries will struggle to cope with the spiralling costs of treatment and care for patients, and the lower income countries, where numbers are expected to be highest, are ill-equipped for the burden to come. The incidence of cancer globally has increased from 12.7m new cases in 2008 to 14.1m in 2012, when there were 8.2m deaths. By 2032, it is expected to hit almost 25m a year - a 70% increase. The biggest burden will be in low- and middle-income countries, where the population is increasing and living longer. They are hit by two types of cancers - first, those triggered by infections, such as cervical cancers, which are still very prevalent in poorer countries that do not have screening, let alone the HPV vaccine. Second, there are increasingly cancers associated with the lifestyles of affluent countries "with increasing use of tobacco, consumption of alcohol and highly processed foods and lack of physical activity", writes Margaret Chan, WHO director general, in an introduction to the report. Dr Christopher Wild, director of the International Agency for Research on Cancer (IARC) and joint author of the report, said when people know his job, they asked whether a cure for cancer had been found, yet few think about preventing the disease in the first place. "Despite exciting advances, the report shows that

we prevent it. A standfirst is used to add detail that was not included in the headline." Stewart from the University of New South Wales, talked of "the crucial role of prevention in combating the tidal wave of cancer" and called for discussion on how to encourage people to change their lifestyles, including a tax on sugared drinks, which could be one possible brake on cancers caused by obesity and lack of physical exercise. The world had moved on from what Stewart called a "naive approach" to smoking, which causes lung and other cancers, and once was limited to haranguing people to give up. He cited the WHO global tobacco control treaty, which incentivises governments to pass laws banning smoking in public places. The World Cancer Report, an 800-page volume on the state of cancer knowledge, which is the first for five years, must open up the debate, said Stewart. "In relation to alcohol, for instance, we are all aware of the effects of being intoxicated but there is a burden of disease not talked about because it is not recognised," he said. The report shows that alcohol-attributable cancers were responsible for a total of 337,400 deaths worldwide in 2010, mostly among men. The majority were liver cancer deaths, but drinking alcohol is also a risk for cancers of the mouth, oesophagus, bowel, stomach, pancreas, breast and others. "Labelling, availability and the price of alcohol should all be on the agenda," said Stewart. So should taxation of sugar-sweetened drinks, he said. The report says efforts to reduce the percentage of fizzy drinks that contain substantial amounts of added sugar should become a high priority. Stewart said that while obesity was a greater risk for diabetes than cancer, the

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Swansong Ballet star bows out

HEADLINE
The biggest headline on the page is called the "main splash". This is a serious story so no jokes are made in the headline.



STANDALONE
A picture that is unrelated to the main series on the front page, such as this, is called a standalone. It will have its own headline or strap, and a longer caption than other photos. Often the story connected to the picture will be further inside the paper.

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Daria Klimentová, one of the brightest stars of classical ballet in Britain, is to retire after 18 years with the English National Ballet Photograph: Tristram Kenton

Falkirk affair activist hits out at Labour investigation

Rajeev Syal

The activist whose failed campaign to become Labour's candidate in Falkirk sparked Ed Miliband's radical reorganisation of the party's union links has condemned an internal investigation into voting irregularities in the constituency. In her first statement since she was forced to stand down in the central Scotland seat, Karie Murphy said the report had not proved any allegations of voting irregularities levelled against her. Last night the Guardian published the full investigation online for the first time. Disclosure of the internal report, commissioned by the party's national executive committee in May, comes as Labour's hierarchy prepares for a crucial NEC meeting today that is expected to redefine its historic relationship with the unions. The report raises questions over the Labour leader's response last summer, when Murphy and Stevie Deans, a leading Unite figure and the then Falkirk constituency party chairman, were suspended from the party and police were invited to launch a criminal inquiry. Miliband has refused to release the report despite saying there was evidence of "a politics of the machine, a politics hated" in Falkirk. He has faced demands to release it from Tom Watson, the MP whose office employs Murphy and who resigned as Labour's campaign co-ordinator over the Falkirk affair, as well as the local party's executive. At no point were any of Labour's allegations formally put to Murphy or Deans. Friends of both said the report was inaccurate and damaging. Both were later reinstated to the party but with their

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Facebook is 10 From a college dorm to 1.23 billion

Mark Zuckerberg's social network site
We normally print three different editions per night. Three stars means this is the third edition.

What does the future look like? According to Facebook, exactly 10 years after the social network was created, the future is called Paper. But it's not quite as nostalgic as it sounds. This is the future where we write, film and share our stories via our mobile phones. A sleek cut-down version of the Facebook site, Paper replaces buttons with touch-screen swipes, and uses full-screen to play video on the handheld devices. But Mark Zuckerberg, Facebook's 29-year-old founder, also wants to hire

human editors to promote the most interesting content, harking back to newspapers themselves. In this case, the retro nomenclature represents something more: a desire to find new ways to make Facebook more relevant to the human desire for communication, by enlisting people themselves. It is a sign that Facebook is looking to secure its place in the firmament by branching out into new forms of communication. By the end of 2013, Facebook was being used by 1.23 billion users worldwide, adding 170 million in just one year. Yet the scale of the ambition is a far cry from when Zuckerberg was an ambitious and competitive freshman at

CAPTION
Captions give a description of a photograph or graphic. Often they include the photographer's name. site from his dorm room on 4 February 2004 - a technological replacement for a college directory and messages left on student doors. It was a hit almost immediately, although in today's terms the early progress sounds modest. In 2006, Facebook already had 12 million users across US colleges, 60% of whom logged in every day. But by then it was already valued at \$100m (£61m). Meanwhile, Zuckerberg himself may come to be known as the most underestimated man of his generation.

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