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## **AICR LAUNCHES NATIONAL CAMPAIGN TO BUST MYTHS, PRESENT FACTS ABOUT CANCER RISK**

Tired of the confusion over diet and its impact on cancer risk? Join the American Institute for Cancer Research (AICR) as they separate myths and facts. This national campaign, launched in February for Cancer Prevention month, aims to debunk cancer misperceptions and empower Americans with accurate, evidence-based advice on cancer prevention.

AICR estimates that around 40 percent of all cancer cases can be prevented. Eating a healthy diet, being more active each day and maintaining a healthy weight are, after not smoking, the most important ways to reduce cancer risk. The majority of Americans are unaware of these science-based strategies, leading to confusion about lifestyle and cancer risk.

AICR's Cancer Risk Awareness survey found that 89 percent of people believe that "cancer is often genetic – it is inherited risk and they can do nothing about it." Experts say, not true. Even if someone has a genetic mutation known to significantly increase cancer risk -- such as the BRCA1 gene that is known to cause breast cancer -- it is not certain that the person will eventually get cancer.

"The myth that there's nothing you can do to reduce your risk is worrisome," said AICR's Senior Director of Nutrition Programs, Alice Bender. "The fact is strong evidence shows there are daily actions we can take to improve our odds of not getting cancer."

Many of the common misperceptions are perpetuated by sensational headlines from an early animal study or results from a small human trial that are never replicated in larger studies.

The belief that soy increases breast cancer risk continues to be one of the most common and persistent myths. Studies have shown that eating whole soy foods may actually reduce risk of cancer for some women.

The headlines around red wine make it tempting to believe that alcohol can be healthy. But the fact is that all alcohol, regardless of the source, is a carcinogen. AICR's latest report showed that drinking alcohol of any type links to increased risk for breast and several other cancers.

Another idea that is not supported by science but commonly believed is that eating organic fruits and vegetables offers extra protection against cancer. "Eating a diet rich in plant foods can help reduce the risk of cancer – whether organically or conventionally produced," Bender says. "Research so far has not shown that organically grown foods are more cancer-protective than those grown conventionally."

"A recent court case in California perpetuated the myth that drinking coffee can cause cancer. Scientists say coffee does not need to carry a cancer warning. In fact, research shows that coffee reduces risk for liver and endometrial cancers.

"Through this campaign, we want people to know the best evidence-based steps they can take to lower their cancer risk," says Bender. "Downloading our free 30-Day Cancer Prevention checklist is a great way to start." Get a copy at <http://www.aicr.org/can-prevent/>

In February, millions of Americans will see AICR's Cancer Prevention announcement on television. Our public service announcement will educate viewers about the links between lifestyle choices and cancer risk.

"AICR is grateful to all the organizations and partners joining us for the Cancer Prevention Month campaign," says Deirdre McGinley-Gieser, Senior Vice President, Programs at AICR.

AICR gladly grants permission to share these recipes from their website:

### **AICR'S QUINOA CRUSTED SALMON WITH ROSEMARY HONEY OVER ORANGE ARUGULA SALAD**

1/2 cup uncooked white quinoa  
1/4 cup honey  
1 large sprig fresh rosemary, leaves removed and coarsely chopped  
2 oranges, divided  
2 teaspoons balsamic vinegar  
2 tablespoons plus 2 teaspoons extra virgin olive oil, divided  
Freshly ground pepper and salt, to taste  
4 ounces arugula  
1 1/2 pounds skinned salmon fillet

Preheat oven to 400°F. Arrange baking rack in middle of oven.

In small pot, cook quinoa according to package directions. Spread cooked quinoa on sheet pan lined with paper towels to absorb excess liquid. Place dry cooked quinoa in shallow dish and fluff with fork.

In small pot, bring honey to simmer, add rosemary, turn off heat and cover pan.

Zest and juice 1/2 orange. In small bowl mix together juice from orange and vinegar. Whisk in 2 tablespoons oil and orange zest. Season to taste with pepper and salt.

Cut salmon fillet into twelve equal pieces and brush each piece with rosemary honey. Sprinkle cooked quinoa over top of salmon pieces and press down into salmon.

In shallow baking pan, spread remaining oil. Place salmon pieces, quinoa side up, on oiled pan. Bake for 10-12 minutes, until light pink throughout. To brown quinoa crust, set under broiler for 1-2 minutes.

While fish bakes, peel remaining 1 1/2 oranges and trim off white pith. Separate orange segments and cut into 1/2-inch pieces. Toss arugula with vinaigrette and orange pieces. Arrange small handful on an individual serving plate and place salmon on top. This can also be served on a platter, family style.

**Makes 12 servings. Per serving:** 180 calories, 8 g total fat, (1g saturated fat), 13 g carbohydrate, 13 g protein, 1 g dietary fiber, 31 mg sodium.

## AICR'S SKINNY SANTA FE SALAD WITH AVOCADO LIME VINAIGRETTE

1 6-inch whole-wheat tortilla  
1 teaspoon canola oil  
1 tablespoon of shelled, unsalted sunflower seeds  
2 cups baby spinach, chiffonade  
2 cups baby arugula, chiffonade  
2 cups romaine, chiffonade  
1 cup cherry tomatoes, halved lengthwise  
1/2 medium red onion, thinly sliced  
1/2 cup cooked whole kernel corn  
1/2 cup cooked black beans  
1/3 cup crumbled Queso Fresco cheese  
1 lime, cut into 6 slice

Cut tortilla into small, short strips, about 3 inches long and 1/2 inch wide. Toss with canola oil. Place strips on parchment lined cookie sheet and bake at 450°F for 5-7 minutes, until crisped.

Heat a small sauté pan over medium heat. Add sunflower seeds, stir frequently. Cook, until seeds are toasted, about 3 1/2 minutes. Remove seeds from heat and cool.

Combine spinach, arugula, and romaine in medium sized mixing bowl. Divide mixed greens among 6 salad plates. Divide toasted sunflower seeds, halved cherry tomatoes, sliced red onions, whole kernel corn, and black beans between 6 salads. Place a few whole-wheat tortilla crisps on each salad. Sprinkle Queso Fresco crumbles on each salad. Garnish each with 1 slice of lime.

### *Avocado Lime Vinaigrette*

1/2 ripe avocado (peeled, seeded, diced)  
1 small clove minced garlic  
2 tablespoons of fresh squeezed lime juice  
2 tsp. rice wine vinegar  
1/4 cup cilantro leaves  
1 pinch chili powder  
3 Tbsp. water  
2 Tbsp. all-natural avocado oil (can substitute canola or light olive oil)

Place avocado, garlic, lime juice, rice wine vinegar, cilantro leaves, and chili powder in blender. Add 3 tablespoons water, and blend on high until vinaigrette begins to come together. While blender is running, slowly add oil. Blend until creamy. Divide contents between 6 porcelain spoons and arrange on each plate.

**Makes 6 servings. Per serving:** 188 calories, 12 g total fat, (3 g saturated fat), 18 g carbohydrate, 7 g protein, 5 g dietary fiber, 114 mg sodium.

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