



Public Interest Foundation

# Japan Cancer Society

公益財団法人

日本対がん協会

The 3 core missions of the Japan Cancer Society are to:

- 1: promote cancer prevention and cancer screenings
- 2: disseminate correct knowledge / raise awareness of cancer
- 3: support for cancer survivors and their families

# Fighting against cancer for 60 years

On August 1, 1958, the Japan Cancer Society was founded as a nationwide campaign to control cancer by raising public awareness and promoting research of cancer prevention and treatment. As such, 2018 marks the Society's 60th anniversary.



Public Interest Foundation  
**Japan Cancer Society**

—

President  
**Tadao Kakizoe**

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At the time of JCS's founding, the number of deaths from cancer was 88,000, not even one-quarter of what it is today. But right now, we face cancer as our country's arch-enemy, with statistics showing that one in two Japanese people will be diagnosed with cancer, while one in three will die from it.

Since our foundation, JCS has promoted early detection and urged the public to undergo cancer screenings. Even today, together with our prefectural affiliates (the 'JCS Group') we sponsor the screenings of about 11.5 million people each year and this effort has led to detection in over 13,000 cases.

In recent years, the scope of our activities has expanded significantly, and in addition to raising awareness of cancer and conducting screenings, JCS now also offers telephone-based or face-to-face consultation and information for the families of cancer patients, support to young medical practitioners, grants for fundamental cancer research, cancer education and so on. In 2017, JCS formed an alliance with Global Bridges, an international anti-smoking organization and began running the Cancer Survivor Club to support cancer patients and their families.

Our ability to continue with these activities relies entirely on the donations of individuals and corporations. Now, more than ever, we humbly seek support from you, the members of society, so that we may rise to expectations and help fight cancer even more.

## Your Donation is Vital

The activities of the JCS are funded entirely from donations.

### Main uses of donation money

- Deepen knowledge and raise awareness relating to cancer
- Support for specialists and specialist groups
- Support for cancer patients
- Support for cancer research

### Please direct your donation to:

Account Holder :  
Public Interest Foundation Japan Cancer Society

- Sumitomo Mitsui Banking Corporation  
Maruouchi branch (branch No.245) saving0518150
- Mizuho Bank  
Ginza branch (branch No.035) saving1003855
- The Bank of Mitsubishi UFJ  
kyobashi branch (branch No.023) saving1718240

# Creating a Society Undeclared by Cancer

We want to reduce the number of people suffering or saddened from cancer to zero.

The Japan Cancer Society exerts every effort towards the prevention and early detection of cancer.

We walk hand-in-hand with cancer patients, cancer survivors, and their families.

Our role includes widely disseminating accurate information and deepening understanding of cancer.

Since 1958, we have been working to cope with cancer on non-governmental basis.

Through broad activities, we aim to construct a society where people help each other to enable every cancer patient to lead a life with hope and dignity.

## Promote cancer prevention and cancer screenings

The key to cancer prevention is promotion of anti-smoking. Moreover, spread of high-accuracy cancer screenings and a higher number of people going for screenings ultimately reduce the cancer mortality rate.

## Creating a Society Undeclared by Cancer

## Support for cancer survivors, and their families

We aim for a society in which people with cancer can lead fulfilling lives.

## Disseminate correct knowledge / raise awareness of cancer

We provide children with nationwide cancer education, and adults with various events, booklets, websites, etc. so that they get correct and up-to-date knowledge of cancer.

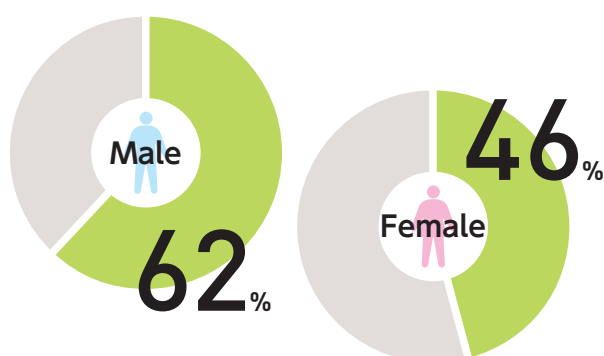
# One out of every two Japanese will develop cancer in their life time.

## One out of every three Japanese will die from cancer.

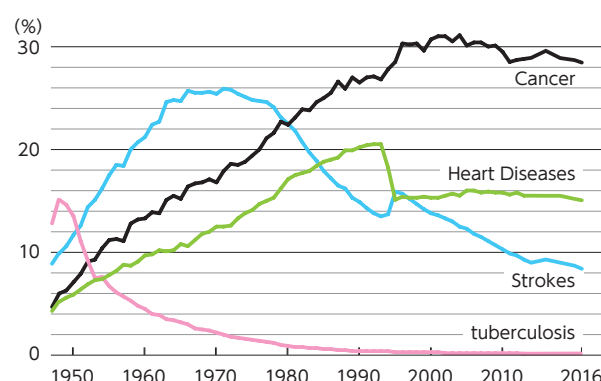
### Cancer in Japan Today

In 2016, cancer claimed the lives of 372,986 people in Japan, accounting for 28.5% of all deaths. It has been the primary cause of death in Japan consistently since 1981. However, according to the “age-adjusted mortality rate” (whereby the effect of an increased elderly population is proportionally distributed), the number of deaths is falling year by year. This can no doubt be attributed to early detection and advancements in cancer treatment. In order to become a society undefeated by cancer, we must ramp up our campaign to fight it.

Probability of developing cancer throughout a person's lifetime



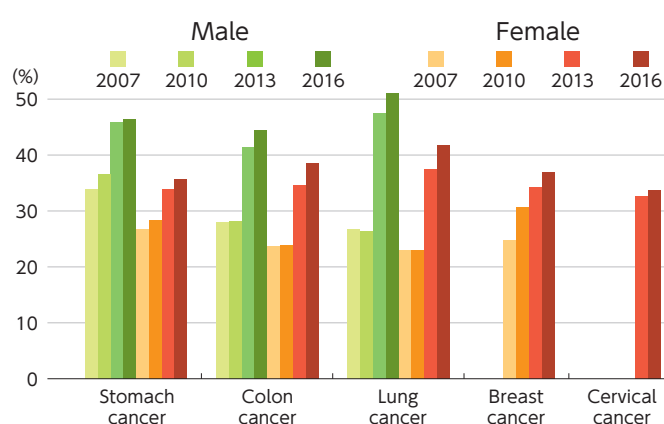
Ratio of cancer deaths in total number of death



### Current Status of Cancer Screenings in Japan

The Japanese government has slated policies relating to five types of cancer (stomach, colon, lung, breast and cervical cancer) and screening is implemented accordingly. The percentage of people undergoing screenings is gradually on the rise, but over half the population still do not. In particular, the number of people in Japan who have screenings for breast cancer and cervical cancer is notably lower than Europe and the U.S.

Changes in screening rates by gender



### Japan's Largest Cancer Screening Organization

Over 46 JCS group affiliates across Japan carry out screenings under consignment from the individual regional governments. Since 1960, JCS has conducted screenings in various parts of Japan with the use of mobile units, as well as group screenings in screening facilities, sponsoring the screening of over 370 million people in total. The JCS Group has grown to be Japan's largest cancer screening organization, screening more than 11 million people each year.



A mobile screening unit visiting various regions



# Tobacco Free Movement



The Japan Cancer Society positions “Tobacco Free Movement” at the center of its prevention activities, and leads the way in the “Tobacco Zero Mission” in order to eliminate the damage caused by tobacco in future generations.

## Partnerships with Global Bridges

The Japan Cancer Society entered into an agreement with Global Bridges, an international organization on tobacco control and participated in the projects to help smokers kick the habit through capacity development of experts on tobacco dependence treatment. In May 2017, we invited project proposals on a global-scale, formed a network with the 16 grantee organizations and provided technical advice to maximize expected outcomes. In order to achieve a smoke-free environment satisfying global standards by the Tokyo Olympic and Paralympic Games in 2020, we will help to form public opinion through policy recommendations covering new forms of tobacco, petitions, certification systems, etc.



L/J. Taylor Hays, M.D., Chair Global Bridges R/Tadao Kakizoe, President Japan Cancer Society

## Cancer prevention project to empower children to change the society Tobacco Free Kids

“Tobacco Free Kids” is a unique cancer education program whereby children face the tobacco issues in their community, unearth and set challenges, and enable their power to propose solutions for the future. This program consists of elementary children from various grades first understanding the harmful effects of tobacco through experiments and lectures, then taking to the streets to pick up cigarette butts, gathering and analyzing data through interviewing adults, touring quit smoking clinics, etc., then reaching a conclusion and presenting proposals in groups. We anticipate that, through this initiative, children will help realize a tobacco-free society.



## Promotion of cancer screening

In order to increase the percentage of people who undergo cancer screening, JCS offers free coupons for breast cancer, cervical cancer and colon cancer screenings, as well as holds awareness seminars and publishes various leaflets, flyers, posters, etc.



Free coupon for breast cancer screening



FY2018  
“Cancer Screening” leaflet



FY2018  
anti-smoking awareness poster

# Projects of the Japan Cancer Society



## Pink Ribbon Festival

The goal of the 'Pink Ribbon Festival' is to raise awareness of the importance of early detection, diagnosis and treatment of breast cancer in as many people as possible.

JCS began hosting this festival in 2003 in collaboration with The Asahi Shimbun Company.

In addition to Smile Walk, symposiums, etc. held in Tokyo and Kobe during Pink Ribbon Month (October), JCS engages in many kinds of awareness-raising events, including a Design Award competition where contestants send in their design or slogan for awareness-raising posters, illuminations on well-known landmarks and so on.



FY2017  
Poster category  
Grand prize winner



School visit



An animated movie teaching content covered in cancer education in a quiz format



A cancer education reader in picture book format aimed at promoting understanding of pediatric cancer

## Cancer Education

Despite the high number of people who develop cancer, there are very few opportunities to acquire accurate knowledge on the subject, even for adults. JCS believes it is vital to educate people about cancer from a young age and that is why we moved to establish the Cancer Education Fund in 2009 even before the government, producing animated educational materials such as DVDs and supplementary readers, as well as conducting school visits by doctors and people affected by cancer. The animated teaching material produced by JCS in 2017 was chosen by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and is now utilized in junior and senior high schools throughout Japan.





## Relay For Life in Japan

Relay For Life (RFL) is a charity walk event held all year around supporting people affected by cancer and their families by having the entire community battle cancer in unison.

RFL began in 1985, when a doctor from Washington in the U.S. felt empathy with cancer patients who battled with cancer 24 hours a day, ran for 24 hours continuously to raise money as support.

Today, RFL is held in over 6000 locations across the globe. To mark the end of each year's RFL activities, a night-long walking event is held. Since 2006, JCS has hosted this activity in Japan from the pre-event stage. Today, more than 80,000 people in around 50 locations across Japan participate in RFL activities. The money raised is used to educate young medical professionals, provide research grants, etc.



<https://www.gsclub.jp/>



## Cancer Survivor Club

The "Cancer Survivor Club" was established with the goal of supporting cancer survivors who have been diagnosed with cancer even once and empathizes with such people's thoughts of "I want to get well" and "I want to lead a normal life" as well as the feeling of "We want to Support" by family and friends of cancer survivors.

The Club's mission is to create a society in which the 7 million survivors in Japan can "live with hope."

Through our dedicated website (<https://www.gsclub.jp/>), we offer information in the form of patient advocacy groups, cancer-related news and survivor stories as well as run patient support seminars and regular events such as Cancer Survivor Cafe and Japan Cancer Survivors' Day, through which survivors can interact.



Cancer Survivor Café

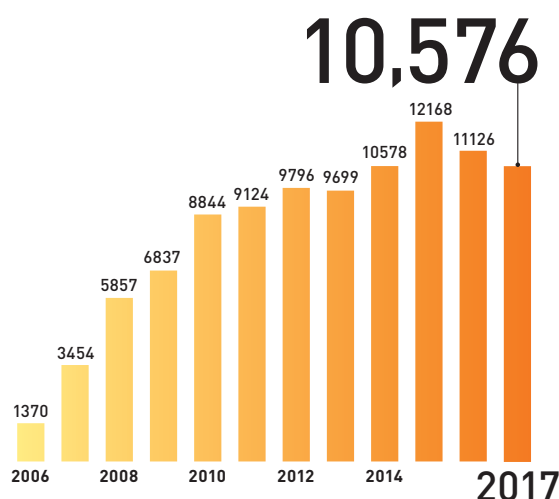
# Free cancer consultations

## Cancer hotline

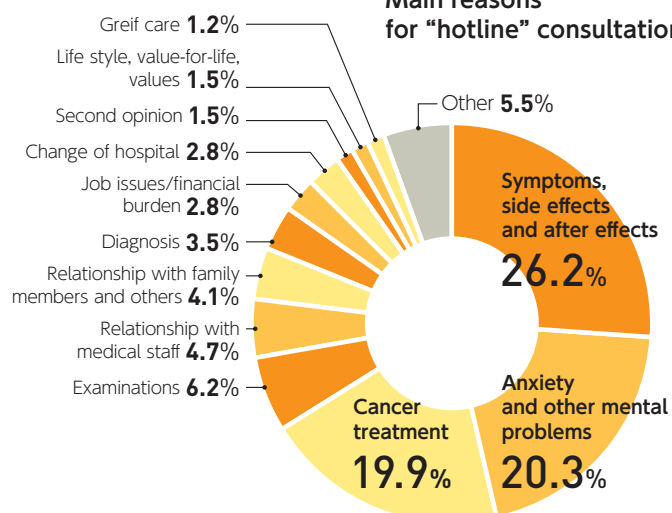
JCS provides telephone-based consultation to cancer patients and their family members, etc., by qualified expert consultants such as nurses and social workers. Consultations cover topics such as symptoms, side effects and after effects, relationships with doctors and family members, etc., job issues, financial burdens and much more. Recently, the number of consultations related to “anxiety and other mental problems” in particular has risen. Doing our best to consider the feelings of those facing issues, JCS responds to over 10,000 consultation requests each year.



No. of “hotline” consultations by year



Main reasons for “hotline” consultation



## Doctors give advice to patients

An ongoing service provided by JCS for many years whereby well-experienced medical specialists provide consultation on specific cancers to around 800 people each year, either via phone or face-to-face.



## Telephone-based Consultations Relating to Cancer and Work by Social Insurance and Labor Advisors

Social Insurance and Labor Advisors offer advice to cancer patients on the stages of therapy and styles of working to suit the person's physical health and emotional state. This service is also available for family or friends of cancer patients and covers topics such as how to tell one's employer after being diagnosed with cancer, schemes available to cancer patients, and whether or not financial support, such as sickness allowance or disability pension, is applicable.





## Overseas Medical Scholarships

JCS provides motivated young medical practitioners with the opportunities and scholarships to train at dedicated medical institutions overseas in order to develop cancer experts. These experts-in-the-making are sent to either MD Anderson Cancer Center at the University of Texas or the Department of Medicine, University of Chicago. These scholarships comprise of donations raised through Relay For Life (RFL) activities.



Award ceremony



MD Anderson laboratory

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## RFLJ Project Mirai Research Grants

In the U.S., donations raised through RFL supported cancer research, and as a result “Glivec” was developed as a new drug for leukemia and others, ultimately saving many lives. In Japan also, JCS cooperates with the Japanese Cancer Association by utilizing donations from RFL for research grants to develop new treatments and drugs.

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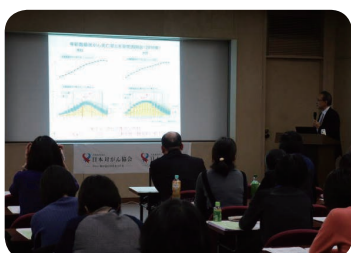
## Other Research Promotion

JCS works with the National Cancer Center Japan, related academic groups, and the JCS Group affiliates to promote research into incidence risk stratification of breast cancer, early detection of pancreatic cancer, which is well-known as a difficult-to-treat cancer.

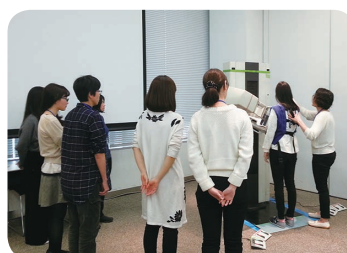
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## Training of Public Health Nurses, Nurses and other Professionals

JCS holds various workshops for professionals involved in cancer screening, such as public health nurses, nurses and radiologists. Such workshops include lectures on breast ultrasound technology and mammography technology.



public health nurses, nurses workshop



mammography technology workshop

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Fumihiko Sugiura

Certified Public Accountant

As of July, 2018

Public Interest Foundation

# Japan Cancer Society



公益財団法人

## 日本対がん協会

9<sup>th</sup> Floor, G-7 Bldg., 7-16-12, Ginza, Cyuo-ku, Tokyo, 104-0061, Japan

Tel : +81-(0)3-3541-4771 Fax : +81-(0)3-3541-4783

Email: [office@jcancer.jp](mailto:office@jcancer.jp)

<https://www.jcancer.jp>