

# Brief: The SCPN Art & Design Prize for Creative Communication

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**Up to 29% of cases of the UK's 13 most common cancers could be prevented each year, by following recommendations on diet, nutrition, physical activity and body fatness alone.<sup>[1]</sup> Add in smoking, alcohol, UV-exposure, breastfeeding and radiation - and that number becomes even greater.**



## **David Brooks (2016)**

Interactive endoscopy simulation game for trainee surgeons.

Despite the increasing body of evidence for cancer risk reduction, and the fact that cancer incidence in Scotland is projected to increase by 34.1% in men and 32.9% in women between 2008-12 and 2023-27,<sup>[2]</sup> public awareness of the links between lifestyle and cancer risk is relatively low, and the need for public health action in this area is crucial.

Every one of us from individuals to government has a role to play in decreasing cancer incidence, helping to detect cancer early through engaging in cancer screening programmes and improving the prognosis of people with a cancer diagnosis. Supporting the most vulnerable communities to make lifestyle changes and empowering health professionals to facilitate positive health behaviours are key aspects of the SCPN's mission. There is much work to be done and strong leadership is needed in Scotland to turn around the projected increase in cancer incidence.

For this reason, we look to Scotland's artists and designers to think about new ways to communicate the links between lifestyle and cancer risk, encourage cancer screening uptake and support others to make positive health choices. Our annual £250 prize seeks entries in any medium, which involve behaviours which are identified as impacting on our risk of developing cancer.



## **Stuart Clark (2015)**

Photochromatic bracelet designed to warn wearers of prolonged sun exposure.

1. World Cancer Research Fund. (2015) 'Updated estimates of cancer preventability (PAF%) by appropriate diet, nutrition, physical activity, and body fatness in four countries'. Available at: <http://www.wcrf.org/int/cancer-facts-figures/preventability-estimates/cancer-preventability-estimates-diet-nutrition> (Accessed: 9 February 2017).
2. Information Services Division, NHS National Services Scotland. (2015) 'Cancer Incidence Projections for Scotland 2013-2027'. Available at: <http://www.isdscotland.org/Health-Topics/Cancer/Cancer-Statistics/Incidence-Projections/> (Accessed: 9 February 2017).



### Alicia Storie (2014)

An innovative community supermarket dedicated to encouraging health living.



### Callum Reid (2013)

Thought-provoking sculpture designed to stimulate discussion on obesity.

### What are we looking for?

Entries can be in any medium, as long as they involve behaviours which are identified as impacting on our risk of developing cancer.

### Who can apply?

Anyone who is currently studying an art or design course at a Scottish institution. Previous prizewinners include Product Design, Interior & Environmental Design and Fine Art.

### How do I apply?

Visit [thescpn.org/art-prize](http://thescpn.org/art-prize) to download an application form or to apply online. The closing date for applications is **Friday 19<sup>th</sup> May 2017**.

### How will my work be used?

We may share, publish and/or use your work in its original format (with full attribution) as part of our resources, on our website, and/or on our social media accounts.

### What can I win?

The winner receives a £250 award, but perhaps more importantly, has their design publicised on social media and in our newsletter, which is circulated to several thousand individuals throughout Scotland and beyond, with the hope that good ideas can be taken further and used to help raise awareness of cancer prevention. Winners are provided with a certificate, and an SCPN prize seal, which can be used on their portfolio site and/or printed materials to show visitors that their work is award winning. Our 2015 prizewinner was featured on STV, and in several Scottish newspapers.

### Who are the SCPN?

The SCPN is a non-profit advocacy group focussed on bringing evidence on cancer risk reduction into everyday life, practice and policy.



### See also

The European Code Against Cancer sets out twelve ways to reduce your risk of developing cancer, and provides scientific justification. Developed by the International Agency for Research on Cancer (IARC), the specialised cancer agency of the World Health Organisation (WHO), the European Code is an accessible and scientifically-robust resource on behaviours which impact on cancer risk.

Visit [cancer-code-europe.iarc.fr](http://cancer-code-europe.iarc.fr) or follow [@cancercode](https://twitter.com/cancercode) on Twitter.