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FOR IMMEDIATE RELEASE

**New Book on Primary Prevention of Cancer  
Reveals Recommendations Ignored by Government Institutions**

STOPPING CANCER AT THE SOURCE By M. Sara Rosenthal, ISBN 1-55212-746-X

M. Sara Rosenthal, author of 23 consumer health books, has just released *Stopping Cancer at the Source*—a new book that makes public for the first time, proven and scientifically based facts on the primary prevention of cancer.

*Stopping Cancer at the Source* is written in plain language and outlines how individuals can reduce their risk of developing cancer. It also discusses measures governments can implement to reduce the public's exposure to known carcinogens produced by industry.

"We cannot rely on government to protect the public from cancer," says Rosenthal. "This book illustrates how the public can effectively lobby for changes that can improve public health, and reduce the incidence of cancer."

*Stopping Cancer at the Source* is based on recommendations that appeared in a unique North American report: The Report of the Ontario Task Force on the Primary Prevention of Cancer, released in 1995. A cross-section of North American experts contributed to the Report and it contains facts that are scientifically defensible. Former Ontario Health Minister, Ruth Grier, commissioned the Task Force. However, after the government changed hands, only a few of the recommendations were ever implemented. Primary prevention of cancer is still absent from the agenda of many cancer agencies and non-profit groups.

*Stopping Cancer at the Source* was originally rejected by many publishers due to its controversial content. In 2000, a contract with a large Canadian publisher was cancelled just as the book was ready to go into production. They did not want to proceed without an endorsement from the Canadian Cancer Society, which declined to provide one.

"Since 1996, I have been trying to convince publishers that primary prevention of cancer is a topic worth writing about. Repeatedly, they claimed there was 'no market' " Rosenthal says. "Cancer organizations claiming to be there for the public have kept this information from them -- information I believe to be lifesaving. As a bioethicist, I believe that those of us 'in the know' have a moral obligation to make this information widely available. Publishing this book myself is my way of being able to sleep at night. If one person can stop cancer at the source because this book, my effort will have been worth it."

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**About the Author**

M. Sara Rosenthal is a sociologist and bioethicist who completed her Ph.D. at The University of Toronto Joint Centre for Bioethics. She is author of more than 25 books and is an Associate of the University of Toronto Centre for Health Promotion, as well as Medical Ethicist for The American Foundation for Thyroid Patients.

*Stopping Cancer at the Source* is published by Your Health Press, Rosenthal's health promotion website. Your Health Press is dedicated to rare, stigmatizing or controversial health topics that mainstream publishers ignore. For more information visit [www.yourhealthpress.com](http://www.yourhealthpress.com).

*Stopping Cancer at the Source* by M. Sara Rosenthal Ph.D.; 220 pages; paperback; \$29.95 US \$34.50 CDN; Published by Your Health Press, Printed by Trafford Publishing; ISBN 1-55212-746-X

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