



Mouth Cancer  
**FOUNDATION**  
[www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)

**MEDIA ALERT - STOP SMOKING AND REDUCE THE RISK OF MOUTH CANCER**

**FOR IMMEDIATE RELEASE**

**INTERVIEWS AVAILABLE: FOUNDER OF THE MOUTH CANCER FOUNDATION -  
DR VINOD JOSHI**

*To set up an interview please call Media Ambitions on 0208 940 2222.*

To support National No Smoking Day the **Mouth Cancer Foundation** is calling for all smokers to think about giving up smoking as it is the biggest cause of mouth cancer.

**Every 3 hours someone dies from Mouth Cancer\***  
**Smokers are 6 times more likely to develop Mouth Cancer than Non  
Smokers \*\***  
**Users of smokeless tobacco have a 50 times more likely chance of  
developing mouth cancer\*\*\***

The **Mouth Cancer Foundation** believes that No Smoking Day on Wednesday 11<sup>th</sup> March 2009, helps people stop to think about their smoking. By kicking the habit smokers can reduce unnecessary misery from gum diseases and possibly even death from mouth cancer. In 2008 over 1.2 million people took up the Great No Smoking Day Challenge, and stubbed out their cigarettes.\*\*\*\*

Tobacco and alcohol are the most important oral cavity and oropharyngeal cancer risk factors. Mouth cancer is largely a lifestyle disease, meaning that the majority of cases are related to tobacco and alcohol use. Those who both smoke and drink have a 15 times greater risk of developing mouth cancer than others. Approximately 90% of people with mouth cancer are tobacco users.

Founder of the **Mouth Cancer Foundation**, Dr Vinod Joshi says, "*National No Smoking Day offers smokers the opportunity to make a lifestyle change which will also greatly improve*

*their health. Mouth cancer can literally wipe the smile off your face. One of the best preventive health measures to take is to kick the tobacco habit today. "*

The website, [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org), offers information on tobacco use risks and provides motivation to smokers who want to quit. People who stop using tobacco, even after many years of use, can greatly reduce their risk of all smoking related illnesses, including mouth cancer. The best way to avoid these cancers is to never start smoking or chewing tobacco in any form.

**-ENDS-**

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#### **NOTES TO EDITORS**

\*Mouth cancer refers to oral cancer in any part of the mouth, tongue, lips, throat, and cancer of salivary glands, pharynx, larynx, sinus, and other sites located in the head and neck area.

\*\* [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)

\*\*\* [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)

\*\*\*\* [www.nosmokingday.org.uk](http://www.nosmokingday.org.uk)

**The Mouth Cancer Foundation - [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org)**

The Mouth Cancer Foundation is a registered charity no. 1109298.

Symptoms include:

1. An ulcer or white or red patch anywhere in the mouth that does not heal within 3 weeks
2. A lump or swelling anywhere in the mouth, jaw or neck that persists for more than 3 weeks
3. A difficulty in swallowing, chewing or moving the jaw or tongue
5. A numbness of the tongue or other area of the mouth
6. A feeling that something is caught in the throat
7. A chronic sore throat or hoarseness that persists more than 6 weeks
8. An unexplained loosening of teeth with no dental cause

More information about Mouth Cancer is available at the Mouth Cancer Foundation web site [www.mouthcancerfoundation.org](http://www.mouthcancerfoundation.org) or by emailing [info@mouthcancerfoundation.org](mailto:info@mouthcancerfoundation.org)