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	an of appear deather Study	
	se of cancer deaths: Study	
ANS		Kerala,Health/Medicine, Mon, 02 Apr 20
	ve caused nearly 120,000 deaths across India in Research (CGHR) in partnership with Mumbai's	2010, according to research carried out by the Toront Tata Memorial Hospital.
	ancer every year - over seven in 10 deaths (71 p ife, says the report published in the latest issue o	percent) takes place in the 30-69 age group, the most of the Lancet medical journal.
	had among the highest age standardised cance 53.9 for tobacco-related cancers).	er mortality rates per 100,000 for men in the 30-69 age
he cumulative risk for a man d ortheastern states.	<i>i</i> ng from cancer in Kerala before the age of 70 v	was estimated at 7.6 percent, the third highest after th
	e standardised cancer mortality rates per 100,00 1 for cervical cancer, with the cumulative risk es	00 was measured at 90.3 for all cancers, 16.8 for stimated at 4.3 per cent.
	nal Cancer Centre said this landmark study sugg evention and early detection strategies.	jests that significant social and economic gains could l
hese should include tobacco o ancer screening and early dete		acco products, vaccination against hepatitis B, cervica

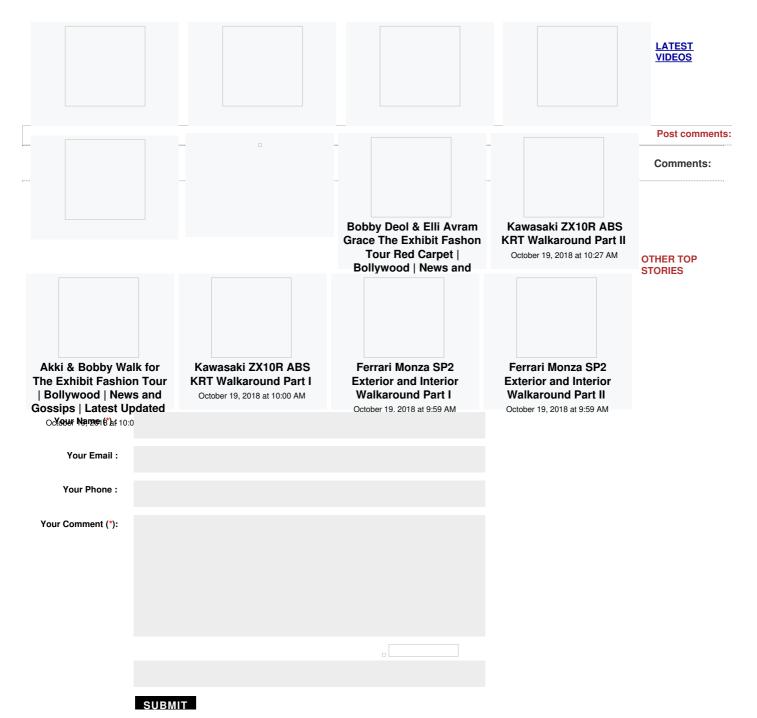
Satheesan Balasubramanian, director of the Thalassery-based Malabar Cancer Centre (MCC), believes that in order to prevent tobacco-related cancer mortalities in working age, it is vital that anti-tobacco messages target youngsters.

'The initiation of tobacco use begins during adolescence. Any preventive strategy in tobacco control should focus on schoolchildren. A recent school-based tobacco prevalence study conducted at MCC points out that 9.85 percent of schoolchildren use tobacco and 33.16 percent of schoolchildren report smoking habits among their family members,' said Balasubramanian.

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