

**ADDITIONAL RESOURCES COMPILED BY OUR VOLUNTEER TEAM**

**News Articles**

[Going viral? How COVID-19 turbocharged snake oil and quackery.](#) (Politico, 2021)

*This article describes what the World Health Organization calls it an “infodemic”, the rising wave of health misinformation is spreading across social media.*

[1 in 3 cancer articles on social media contain harmful misinformation](#) (Medical News Today, 2021)

*News story regarding the results of a study, which examined the accuracy of cancer treatment information on social media and its potential for harm.*

[Fake medical news and other costly misinformation on cancer](#) (Union for International Cancer Control, 2021)

*Outlines the importance of protecting against fake, misleading, and ill-informed medical advice on the internet.*

[Forum for tackling misinformation on health and NCDs](#) (WHO, 2021)

*The WHO European Office for the Prevention and Control of Noncommunicable Diseases has created a forum for tackling misinformation on health and noncommunicable diseases, including cancer.*

[Addressing the Challenges of Cancer Misinformation on Social Media](#) (National Cancer Institute, 2021)

*Overview of the potential harms and solutions to tackling misinformation regarding cancer care, as well as potential reasons why patients turn to problematic sources for information.*

**THE CANCER CONFLICT**  
**@ Global Health Film Festival 2021**

Global Health Film  
10 Queen Street Place London EC4R 1BE

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### Scientific Publications

Wilner T, Holton A. [Breast Cancer Prevention and Treatment: Misinformation on Pinterest](#). Am J Public Health. 2020 Oct;110(S3):S300-S304.

*A hand-coded content analysis on over 750 Pinterest posts to quantify and describe the incidence of misinformation about breast cancer.*

[Acting on misinformation to prevent patient harm](#). Lancet Oncology 2020;21(9):1123.

*Editorial discussing how government ministers are considering to increase the scope of the UK's Cancer Act to include the regulation of clinically unproven diagnostic procedures, to prohibit dangerous treatments, and to introduce stricter controls of social media.*

Johnson SB, Park HS, Gross CP, Yu JB. [Use of Alternative Medicine for Cancer and Its Impact on Survival](#). J Natl Cancer Inst. 2018;110(1).

*Original study comparing survival between patients with curable cancer (including non-metastatic breast cancer) who did not receive conventional cancer treatment (chemotherapy, radiotherapy, surgery) and those who did.*

Horneber M, Bueschel G, Dennert G, Less D, Ritter E, Zwahlen M. [How many cancer patients use complementary and alternative medicine: a systematic review and metaanalysis](#). Integr Cancer Ther. 2012;11(3):187-203.

*Systematic review of studies from 18 countries and over 65 000 cancer patients on the prevalence of current use of complementary and alternative medicine.*

Wang Y, McKee M, Torbica A, Stuckler D. [Systematic Literature Review on the Spread of Health-related Misinformation on Social Media](#). Soc Sci Med. 2019 Nov;240:112552.

*Systematic review of the nature and potential drivers of health-related misinformation. Most extensively studied topics are vaccination and Ebola, but also include others such as cancer.*

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## **Books**

Bad Science (Ben Goldacre, 2009)

*This book lifts the lid on quack doctors, flaky statistics, scaremongering journalists and evil pharmaceutical corporations, and explores how mainstream media (mis)reports on health and science issues.*

The Complete Guide to Breast Cancer: How to Feel Empowered and Take Control (Trisha Greenhalgh and Liz O'Riordan, 2018)

*An academic GP and a Consultant Breast Cancer Surgeon who experienced breast cancer first-hand use their experiences personally and professionally to bring a well-referenced and up-to-date book that aims to empower those with breast cancer.*

Science Fictions: Exposing Fraud, Bias, Negligence and Hype in Science (Stuart Ritchie, 2020)

*Exposes the disturbing flaws in today's science that undermine our understanding of the world and threaten human lives, and proposes remedies to save and protect science.*

Merchants of Doubt: How a Handful of Scientists Obscured the Truth on Issues from Tobacco Smoke to Climate Change (Naomi Oreskes and Erik M. Conway, 2011)

*A story of how a loose-knit group of high-level scientists and scientific advisers, with deep connections in politics and industry, ran effective campaigns to mislead the public and deny well-established scientific knowledge over four decades.*

## **Other**

Website: [Union for International Cancer Control](#)

*Working to support the cancer community to reduce the global cancer burden, promote greater equity, and ensure that cancer control continues to be a priority in the world health and development agenda.*

Website: [Cancer Research UK](#)

*Charity working to beat cancer by supporting research, developing policy and supporting patients. Contains a wealth of information and resources. Specific pages for additional resources for: [breast cancer](#) and [bowel cancer](#).*

Website: [Breast Cancer Now](#)

*Research and care charity.*

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## **Other**

Website: [Bowel Cancer UK](#)

Website: [World Cancer Day](#) (4th February)

*The website contains information for the public about cancer as well as activities taking place on World Cancer Day.*

## **TED Talks exploring misinformation, science and cancer care**

[The Danger of Science Denial](#) (Michael Specter, 2010): Discusses the trend and dangers of growing public fear and denial of science and reason.

[Battling bad science](#) (Ben Goldacre, 2011): Highlights how the ways evidence can be distorted, from the blindingly obvious nutrition claims to the very subtle tricks of the pharmaceutical industry.

[Talks with insights on breast cancer](#): Playlist of talks by cancer researchers, doctors, technologists and a dancer of their perspectives and learnings on this disease.

[Homeopathy, quackery and fraud](#) (James Randi, 2007): Legendary skeptic takes a fatal dose of homeopathic sleeping pills onstage, kicking off a searing 18-minute indictment of irrational beliefs.

[How we're fighting cancer](#): Playlist of talks from researchers who've dedicated their lives and careers to understanding cancer and maybe, someday, ending it.

[Why we should trust scientists](#) (Naomi Oreskes, 2014): Historian of science thinks deeply about our relationship to belief and draws out three problems with common attitudes toward scientific inquiry.

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