

Imagine growing older without disease!

It is your best friend as well as your worst enemy, and can be described as the body's best kept deadly secret! Inflammation is widely understood to be the body's essential repair process, which heals and defends against infections and damage we **can** see, but many people do not realise, the inflammation we **can't** see, which silently plagues the body, is potentially deadly.

The Centenary Institute's new multi media campaign "Imagine growing older without disease" highlights inflammation as the driver of many of the chronic diseases impacting society. The campaign aims to create awareness of "bad" inflammation and the significant role medical research plays in contributing to living longer, HEALTHIER lives.

"The knowledge base from 'omics' revolution (including genomics) has highlighted the central role of inflammatory mechanisms in diseases such as cancer and cardiovascular disease. Chronic inflammation is the cause of the most common diseases affecting more and more Australians, including cancer, cardiovascular disease, diabetes and dementia (especially Alzheimer's Disease). With these conditions on the rise among our ageing population, posing as a significant risk to the nation's health and prosperity, there is an urgent need for research into how to prevent and treat chronic inflammation." says Professor Mathew Vadas AO, Executive Director, the Centenary Institute.

In 2014–15, more than 11 million Australians (50%) reported having at least one of these eight selected chronic diseases (arthritis, asthma, back pain and problems, cancer (such as lung and colorectal cancer), cardiovascular disease (such as coronary heart disease and stroke), chronic obstructive pulmonary disease (COPD), diabetes and mental health conditions (such as depression) and the rate was higher for people aged 65 and over (87%)¹

"What do heart disease, diabetes, Alzheimer's, stroke and cancer have in common? Scientists have linked each of these to a condition known as chronic inflammation" The Wall Street Journal

"We are working to better understand, control and target inflammation, as a means of preventing and disease, as well as saving the lives of thousands of Australians each year. Our population is living longer, but many are suffering with chronic illness in their later years, significantly impacting on their quality life. The Centenary Institute is a world leader in the field of inflammation research, focused on unlocking the secrets of inflammation. Our approach to this research is not about threatening disease; it is about preventing it all together. We believe that if we can control inflammation, we can stop many diseases from every eventuating." said Professor Vadas AO.

Centenary is a world-class medical research Institute, with a 30-year legacy. Our scientists have made significant breakthroughs in understating cancer, cardiovascular disease and inflammation, which are the three major focuses of the Institute. Historically, much of our work has centred around inflammation in various organs, including the liver, arteries, cancer, bowel and the lungs. Many of our scientists are clinicians as well as researchers, giving them first-hand experience with patients affected by diseases caused by inflammation. Our scientists are well positioned to lead the way in this crucial area of investigation.

"Chronic inflammation contributes towards 7 of the 9 National Health Priority Areas, including cancer, cardiovascular health, diabetes, asthma, arthritis, obesity, depression and dementia. By adopting a more preventative approach to understanding diseases in order to find cures, we can look to reduce the costs associated with these diseases, to the public health system" said Professor Vadas AO.

Contact: Jessica Bowditch, Media and Communications Manager, Centenary Institute
E: j.bowditch@centenary.org.au
T: 0421983393.

For information about Centenary Institute, visit www.centenary.org.au

¹Australian Institute of Health and Welfare 2016. Australia's health 2016. Australia's health series no. 15. Cat. no. AUS 199. Canberra: AIHW.