



PROJECT FALSE HOPE

Combatting Cancer Fraud

FIGHTING CANCER IS HARD ENOUGH, DON'T LET FRAUD MAKE IT HARDER.

Facing the uncertainty of a cancer diagnosis, you and your loved ones will want to get all the information you can on what to expect and on treatment options.

In this situation, you might consider turning to the vast resources of the Internet.

And while there is plenty of good information to be found at the click of the mouse, there is also much to be wary of. There is no shortage of Web sites offering inaccurate and misleading information. Worse, there are sites advertising miraculous treatments and cures that just don't work and that lure people in with false claims.

The Competition Bureau launched *Project False Hope* to identify and stop this type of online fraud and to give you and those looking out for you the clues you need to recognize it.

Armed with this information, you can then search with more confidence for options that may be right for you. But always talk to a health care professional before starting any new treatment.

Confronting a cancer diagnosis can be deeply distressing. Having accurate and trustworthy information can help you move forward with hope.

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The Competition Bureau's *Project False Hope* Web page features interactive tools to help you learn to spot the signs of fraudulent online cancer treatments and cures.

» www.competitionbureau.gc.ca/healthfraud

Take a short quiz to test your knowledge of unfair tactics that online companies use to convince people to buy their products. Then, browse a dummy Web site that shows a fake cancer treatment and learn about even more clues to look for.

And if you come across a site using questionable marketing techniques or promoting a treatment or cure that seems too good to be true, contact the Bureau with the details.

Call us toll-free: 1-800-348-5358
Visit our Web site:
www.competitionbureau.gc.ca/info

CANADIAN CANCER SOCIETY

The Canadian Cancer Society offers information and support for people living with cancer, their caregivers, family and friends.

Trained information specialists at our *Cancer Information Service* take the time to answer your questions over the telephone and can help you understand treatment-related issues. The service is free and confidential.

Call us toll-free: 1-888-939-3333 (Monday to Friday, 9 a.m. to 6 p.m.)
E-mail us: info@cis.cancer.ca
Visit our Web site: www.cancer.ca

