

VICTORIAN CANCER NEWS

NUMBER 152 AUTUMN 1995

The Future of Bowel Cancer

Guest Writer: Professor Bob Thomas

Bowel cancer, a disease which claims the lives of 1200 Victorian men and women each year, will be the subject of many promising developments in the next 12 months. Bowel cancer is one of the most important cancers in our community and encompasses cancers of the upper bowel (the colon) and the lower bowel (the rectum).

Bowel cancer is the commonest internal cancer in both men and women and seems to be slowly increasing in incidence. In 1991 there were 2,613 cases of bowel cancer (also known as colorectal cancer) in Victoria and about 10,000 cases in Australia.

The majority of cases of bowel cancer occur in people aged from 60-75 years and it is uncommon in people younger than 50 years. It is a serious condition which usually requires surgery.

About half the people suffering from the disease are cured by surgical removal of the cancer. The cure rate depends almost entirely on the stage at which the disease is diagnosed. As in many other cancers, if the disease is diagnosed at an early stage, the results of treatment are excellent.

In recent years there seems to have been a slight improvement in the survival rate after treatment for colorectal cancer. This is because of better surgery and hospital care, along with an increase in colonoscopies, thus detecting bowel cancer at an earlier and more treatable stage than in the past.

Despite this improvement we are constantly concerned about trying to improve survival for the 50% or so of patients who have incurable disease when they present to the surgeon.

Early detection of colorectal cancer is very important. The lining of the colon and rectum can be seen using modern endoscopic instruments, procedures known as colonoscopy and sigmoidoscopy. The ear-

liest stages of cancers (polyps) can be detected and removed by these methods. By detecting and treating precancerous polyps in the bowel there is the potential to significantly reduce the incidence of bowel cancer and improve survival.

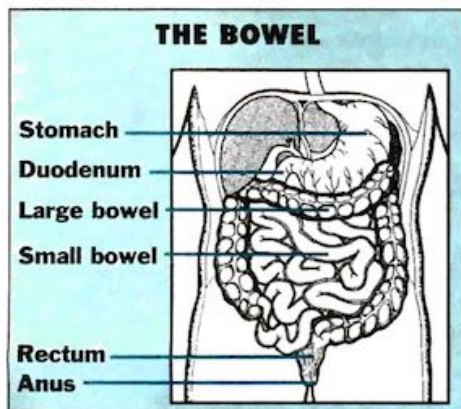
Good News

The treatment of bowel cancer has been improved over the past few years by the use of both chemotherapy and radiotherapy together. This is called adjuvant therapy, a similar type of program to that used in breast cancer. After surgery, if there is evidence of cancer cells spreading to the lymph glands, then adjuvant therapy is given to try to kill any cells which are floating around in the body. It has shown to be an effective way of improving survival from the disease.

There is much interest in developing this type of treatment using not only chemotherapy and radiotherapy, but also immunological methods targeted at the tumour cells. There have also been improvements in surgery and it is now much less common for operations to be done which require permanent colostomies.

The future for people dealing with this difficult disease is exciting because there are real chances to improve diagnosis and treatment: methods to detect bowel cancer early (screening) are being developed which will affect the frequency and the severity of the disease; surgery will continue to improve with better methods and anaesthetic support, making the operation less painful and more effective; and finally the use of other forms of therapy, such as radiotherapy, chemotherapy and immunotherapy, will enable us to improve survival considerably.

Bob Thomas is Professor of Surgery, Western Hospital and Chairman of the Anti-Cancer Council's Gastrointestinal Study Committee



Supporter Donates \$50,000



Mrs Ellie Redford

Mrs Ellie Redford, a long-time supporter of the Anti-Cancer Council, has donated \$50,000 towards cancer research.

Mrs Redford has made an annual donation of \$2000 to the Anti-Cancer Council since 1984, the year in which her husband Reuben died of cancer. A research award was established in his memory which Mrs Redford has continued to fund. In 1991 Mrs Redford generously increased the annual donation to \$4000 to help meet our growing research needs.

Mrs Redford said she donated money to the Anti-Cancer Council because she would like to see a cure for cancer happen in her lifetime. Mrs Redford has not missed one of our Annual General Meetings since 1984.

She said one of the highlights of the Annual Meeting was the opportunity to meet some of the scientists working on Anti-Cancer Council funded research projects. It helped her understand the enormous scope of work and programs we are involved in.

To thank her for her generous and much needed support, we have established a new research award to be known as the Ellie and Reuben Redford Research Award.

Mrs Redford said she hoped her action might inspire other people to donate money to cancer research during their lifetime. She said the money she donated was of more use now than if it had been left in a bank.

Mrs Redford's donation will go towards one of our research projects at the Peter MacCallum Cancer Institute.

Anti-Cancer Council to Host World Conference

The first international conference to focus on the professional development of staff and volunteers in cancer organisations will be held in Melbourne next year, hosted by the Anti-Cancer Council of Victoria.

The *World Conference for Cancer Organisations*, auspiced by the International Union Against Cancer (UICC), will break new ground with a program aimed at people involved in community approaches to cancer control. It will offer workshops and skills training for everyone involved in cancer organisations, from the director and board president to the country volunteers.

The conference is an activity of the COPEs (Campaign Organisation Public Education and Service) Program of the UICC. This program is dedicated to helping the development of member organisations' can-

cer control endeavours worldwide.

Keynote speeches will be given by some of the world's foremost cancer specialists, lobbyists, policy makers, strategists, cancer educators, researchers, fund-raisers and patient support workers.

The Conference Secretary and Associate Director of the Anti-Cancer Council, Dr David Hill, said the conference program had been assessed and applauded by cancer organisations around the world during a two-year consultation period.

"We have looked at the international scene and earmarked the issues that are most important to people working at all levels in a can-

cer organisation. We then looked at who is doing these things the best and how they can share information with the rest of the world," Dr Hill said.

The conference at the World Trade Centre runs for four days, from Monday 4 March to Thursday 7 March 1996.



Dr Hill said the overall theme of the conference would emphasise that fighting cancer into the 21st century will be "everybody's business" so we need to organise effectively.

On each of the four days of the conference a major theme will be followed. They are:

- Scientific basis of the cancer agenda
- Setting the new cancer agenda
- Influencing the cancer agenda
- Implementing the cancer agenda

Dr Hill said the four plenary lectures each morning would establish the theme for the day. The program would then allow people to pursue the theme at their own level and in different styles.

"An example of how we have catered for all levels and environments will be the workshop on lobbying. In three separate streams there will be advocacy and lobbying for beginners, advanced issues in advocacy and lobbying, and advocacy and lobbying in non-democracies," Dr Hill said.

Dr Hill said the conference should be attended by a broad range of people including board members, all levels of organisational staff, volunteers, health educators, fund-raisers, journalists, social workers, lobbyists and many more.

"The thing we will all have in common is that our mission is cancer control," Dr Hill said.

Can You Help Us Host the Conference

Many of our supporters have already expressed interest in helping wherever possible during the conference. Offering hospitality is one way of lending a hand. Many overseas and interstate guests are expected to attend the conference and the Anti-Cancer Council has established a *host register* of people who are prepared to accommodate a guest or a couple during the four-day conference.

Cancer charities worldwide have limited travel budgets. Host accommodation is being offered to make it easier for their staff and volunteer workers to attend.

If you would like to be a host, the minimum requirements are:

- The guest must be offered a separate bedroom.
- The house must be close to public transport routes that come into, or close to the World Congress Centre.
- Breakfast should be provided, other meals by arrangement.
- Accommodation will be required for a maximum of 5 nights.

Some country supporters have indicated a willingness to host people who wish to leave Melbourne for a weekend after the conference.

If you could help us, please fill in this coupon and send it to the address below.

Name: I can host one person
for five nights
(Sunday to Thursday)*

Address: I can host a couple for
five nights

Postcode: I can offer a weekend
accommodation out-
side Melbourne

Phone:

Send to Conference Secretary
Anti-Cancer Council
1 Rathdowne Street
Carlton South VIC 3053

(* 3,4,5 & 6 March, 1996)

For more information contact:

Dr David Hill
Conference Secretary
Anti-Cancer Council
1 Rathdowne St
Carlton South, Vic 3053
Telephone: (03) 279 1111

How your 'Lazy Money' can fight cancer

This is the time of the year when many people make their annual donation to the fight against cancer. The Anti-Cancer Council is currently developing two new options that, depending on your circumstances, may well be worth considering.

Option 1

The Cancer Research Fund

How the Anti-Cancer Council is planning to put 'lazy money' to work in the fight against cancer.

A surprising number of people have money invested and yet have no immediate need for either the principal or the interest. If you're in that lucky position you could soon play a vital role in the fight against cancer by putting that 'lazy money' to work in our Cancer Research Fund.

The Anti-Cancer Council is in the process of complying with the Australian Securities Commission's requirements to launch the Fund, hopefully in the coming weeks. Money deposited in the Fund by donors will be invested in AAA capital guaranteed securities under the supervision of our Finance Committee. The interest earned will then go directly to support cancer research.

As a Fund Patron you will receive performance reports on a regular basis but you do not have to declare the interest. If you need access to your capital at any time, it can be refunded at relatively short notice.

So, if you know where there is some 'lazy money', why not consider putting it to work in the fight against cancer. You may already be planning a bequest to the Anti-Cancer Council – by becoming a Fund Patron you can help us in your lifetime. Apart from giving us the opportunity to say a

personal and private 'thank you', you will be investing for the greatest 'return' of all.....answers that will help save lives.

For further inquiries or to register your interest return the coupon below or call our Director of Administration, Paul Davey on (03) 279 1158. Please do not forward any funds at this time.

Option 2

Share in the future

An increasing number of people are choosing to support the Anti-Cancer Council with a gift of shares. Their reasons vary. Some people see it as a way to simplify their financial affairs. It may be that the shares are in 'odd lots' which can be a nuisance, especially when asked by the company to 'round up' the share holding, an increasingly common practice. In these situations having the responsibility of the shares can be more worry than it's worth.

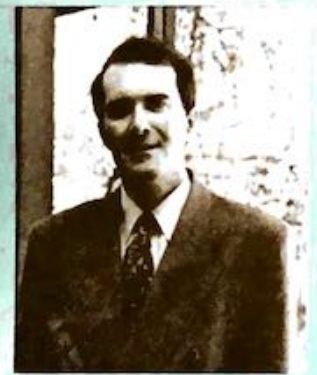
By transferring shares directly to the Anti-Cancer Council there is no transfer of broker's fees and you get a tax deduction equivalent to the full market value at close of trading on the day of transfer.

The Anti-Cancer Council holds the shares until it has marketable parcels then, under the guidance of our Finance Committee, we sell them at an appropriate time, again without any fees or costs to either you or the Anti-Cancer Council.

Again, like the Cancer Research Fund, it is a very cost-effective way to support cancer research.

If you would like more information on either of these options please call Paul Davey for a confidential discussion on (03) 279 1158 or return the coupon below.

Professor Burton To Take Over In December



Professor Robert Burton will return to familiar territory when he takes over as Director of the Anti-Cancer Council of Victoria in December this year. Melbourne born and bred, Professor Burton will replace Dr Nigel Gray who is retiring after 28 years as Anti-Cancer Council Director.

Professor Burton is the founding head of Surgical Sciences at the University of Newcastle. He was born and educated in Melbourne. He studied Medicine at the University of Melbourne and graduated equal top in his graduating year, also taking out the prestigious Jamieson Prize in Clinical Medicine.

Following graduation he trained in Medicine and Surgery at the Royal Melbourne and Royal Children's Hospitals obtaining Fellowships in the Royal Australasian College of Physicians and the College of Surgeons.

In 1974 he began his successful PhD studies in cancer immunology at Melbourne's Walter and Eliza Hall Institute of Medical Research, also obtaining an MD degree in surgery.

He continued his scientific career at Harvard University in America between 1977 and 1981 and was appointed Assistant Professor there in 1981. He returned to Australia at the end of that year to found the discipline of Surgical Sciences at the University of Newcastle.

Professor Burton said the Anti-Cancer Council of Victoria was one of the most highly regarded cancer control organisations in the world and its prevention and early detection programs were being used as models internationally.

I'm interested in more information about

- The proposed Cancer Research Fund
- Transferring some shares to the Anti-Cancer Council
- Leaving a bequest in my will

Name

Address

Postcode

Telephone

Please return to: Paul Davey, Anti Cancer Council
1 Rathdowne Street Carlton South, Victoria 3053

Mail Problems

Since the last issue of Victorian Cancer News there has been a disruption to the delivery of mail to the Anti-Cancer Council. This has now been rectified.

If you have placed an order for Raffle tickets or Daffodil Bulbs and this order has not been filled could you please contact Rose McLeod on (03) 279 1231 (Raffle), or Raffaella Santoni (03) 279 1309 (Bulbs) to clarify whether your order has been received.

1995 Terry Fox Run

Date Change

Alert to all participants in the Terry Fox Run. This year the run will take place on Sunday, 15 October, instead of our usual date in July. Many of the volunteer key organisers of the run will be unavailable in July as they will be competing in the Masters Games in Buffalo, USA, at that time.

Full details of the 1995 Terry Fox Run will appear in the next issue of Victorian Cancer News.

Tapestry Exhibition

17 & 18 June

Some of Australia's finest works of craft will be offered to the public on 17 & 18 June. Australia's largest Tapestry, Needlework, Cross Stitch, Embroidery and Patchwork Exhibition will be held at the Box Hill Town Hall (Melway Ref. 47 E9) on Saturday 17 June from 10am - 7pm and Sunday, 18 June from 10am - 6pm. This year marks the 17th anniversary of this event with proceeds donated to the Anti-Cancer Council.

Over 1000 items will be on display with exclusive new design releases from: Graeme Ross, Robert Capes, Judith Capps, Jan Woodman and other Australian designers. There will be free demonstrations and a lucky exhibitor's door prize.

For entry forms please contact Nan Kelly at Boronia Arts & Crafts Centre on (03) 762 1751 or Debbie King at Nancraft on (03) 670 6221.

Admission - adults \$7, pensioners \$6, primary school children 7-12 years \$4 (under 7 free).

Light refreshments and Devonshire Teas will be available.

Host A Tea or Coffee Party!

The Social Event of the Year

The most social day of the year is nearly here again and the Anti-Cancer Council is hoping you can put aside a few hours on Thursday 8 June to have a cuppa and a chat with friends and workmates. Your efforts will help us raise important funds for our work.

Australia's Biggest Tea and Coffee Morning, now supported by Robert Timms coffee and Lipton Tea, raised \$70,000 in 1994, simply by asking Victorians to hold a coffee morning at which every guest made a donation for their cuppa.

Across the state we had 700 simultaneous events in offices, community centres, factory floors, homes, country towns, cities....such a simple, fun event attracted much attention and support. Our patrons are businessman Sir Arvi Parbo, whose company raised \$5000 last year, and Darryl Somers from *Hey Hey It's Saturday*.

How to be involved

Order a Host's Kit with posters, donation boxes, recipes and guidelines. Your guests can also win a trip to Hayman Island in our \$1 raffle if you want to order a book of tickets. As the registering host you will automatically enter the draw.

On the day we simply ask your guests to make a "gold coin" donation for every beverage they enjoy. It doesn't matter whether it's coffee, tea, fruit juice or water, you can serve whatever is appropriate for your group.

After your coffee morning you can deposit the funds in any National Australia Bank and return the raffle stubs to the Anti-Cancer Council.



Come to the Southgate Party!

If you prefer, you can join us at Southgate on the day from 12-2 pm for the launch of the event. Be entertained by the dynamic and popular Sisters of Swing and street performers Jugularity, Tim Tim, Albert Halibut, Raelene The Scooter Queen and Mojo the Clown. Beverley Sutherland Smith has donated her time to demonstrate her recipes, and tea and coffee will be available from the sponsors. Many Southgate restaurants and cafes are donating a percentage of beverage sales on the day, so come and join them for a cappuccino or peppermint tea.

To register as a host or for more information call (03) 279 1228 or fill in the coupon below. Be part of the biggest tea party in Australia and have a lot of fun for a very important cause.

Please register me as a host for Australia's Biggest Tea & Coffee Morning:

Name

Address

Postcode

Phone Expected number of guests

Return to: Anti-Cancer Council
1 Rathdowne Street, Carlton South 3053

Film Previews

In early March we held the first of our movie previews for 1995, *Corrina, Corrina* starring Whoopi Goldberg. The preview was a huge fundraising success and everyone who attended thoroughly enjoyed the film.

Thank you to all those who supported the event especially Roadshow Film Distributors for donating the film and the Rivoli Theatre Complex for the use of the cinema. We would also like to thank AAT Kings Tours and Socomin Fine Foods for donating the evening's door prizes.

Since then, we have had a second successful preview, screening the film *Little Women*. Our next preview is scheduled for June and two more films will follow later in the year. If you would like more information about the next preview contact Clare or Cate on (03) 279 1138.

Learn the Art of Floristry

Make a date with internationally-renowned florist, Helen Lindsay, on Saturday, 15 July and learn the art of floristry.

Helen will be presenting a flower arranging demonstration to 'green thumbs' and 'budding' florists. From flower arranging, colour combining, advice and information on native and other exotic flowers and plants, and use of accessories - Helen will demonstrate various techniques that will enable you to develop your own flare for floristry.

"The forthcoming presentation of flower arranging will be very 'hands-on' and lots of fun! If anyone has a 'problem vase' or container they just don't know what to do with - bring it along", said Helen.

Irene Thain of the Emerald Hill Book Shop will also be in attendance to sell literature on gardening and floristry.

Helen first became involved with the Anti-Cancer Council when she supported Daffodil Day in 1994. Her support has now extended to donating her time to share her skills in the hope of raising more funds for our cause.

To book your seat please call us on (03) 279 1309 or (03) 279 1226. Cost per ticket is \$20, and apart from scissors and hand towels, all materials will be supplied. Funds raised from this event will go towards cancer

research, educational programs, and patient and family care. People attending will also have a chance to win a lucky door prize!

Venue: Anti-Cancer Council Meeting Rooms
1 Rathdowne Street
Carlton South

Date & Time: Saturday, 15 July, 2 pm.

Super May Sale

The Anti-Cancer Council Shop has drastically reduced all sun protection products to make way for an exciting new range.

For the month of May, drop in and pick up a bargain only at our city shop located at:

12-22 Victoria Street, Carlton South.
Telephone (03) 279 1111. Trading Hours: 8.30 am - 5.30 pm (Mon-Fri)

Some of the specials are:

All Anti-Cancer Council Sunglasses - 25% off

Great range of sun protective clothing and hats: up to 50% off (including All-In-One sun protection suits and lycra tops)

Super Sunscreen Special - 500ml bottle, normally \$15.95, now only \$6.95

MANY OTHER SUPER SPECIALS

Get in early while stocks last!

Annual Car Raffle

Tickets for one of the Anti-Cancer Council's major fund-raisers can still be purchased until the first week of June.

Yes, our annual raffle is now on and as usual, the prizes are wonderful and people are continuing to call us for books. Don't miss out on the raffle this year and sell your friends some tickets.

Tickets are only \$2 each.

Just imagine yourself with one of these great prizes:

1st Prize - Mazda MX-6 (valued at \$44,855) sponsored by Mazda (Vic)

2nd Prize - \$5,000 Shopping Spree from Myer Melbourne

3rd Prize - 2 Return Air Tickets plus 7 days accommodation, (breakfast included) at Radisson Royal Palms Resort, Port Douglas (sponsored by Ansett Australia - valued at \$2,600)

4th Prize - Omega DeVille Watch (sponsored by Omega of Switzerland - valued at \$1,250)

Write to the Anti-Cancer Council, 1 Rathdowne Street, Carlton South 3053 for tickets, or phone your order to (03) 279 1114.

Be quick!!

Have a Ball!

A Gala Charity Ball, featuring some of Australia's top entertainers, will be held at the World Congress Centre on 27 May.

The *Reason To Believe Ball* was the brainchild of Melbourne woman Vicki Knights who wanted to raise money for cancer research after her close friend Janis Bird died of cancer.

Tickets to the formal ball will cost \$100 and tables will seat 10 people. The host for the evening will be radio and television personality Greg Evans.

Heading the line-up of entertainers is The Delltones, Johnny Chester and his band, the Waltzing Matilda Man Noel Watson and The Don Stevenson Big Band. The All Stars, featuring Billy O'Rourke, will play a tribute to Johnny O'Keefe. All entertainers have donated their time for this event.

A three-course meal, fine wines and beverages and top entertainment will make for a fantastic evening at one of Melbourne's most prestigious venues.

To book a ticket or a table please contact Bev or Lorraine at the Anti-Cancer Council on (03) 279 1114.

The ball is sponsored by: White Transport Equipment Pty Ltd; Transpec Australia Ltd; Hamelex Australia Ltd; Aidan Graham Quarries; JW & HL O'Connor Pty Ltd; Mercedes Australia; Steelmark - Eagle & Globe; Hercules Engineering; Transport Connection; Cootes Transport Group.



The Delltones, appearing at the Reason To Believe Ball

AUSTRALIA'S BREAST CANCER DAY

It's On Again - 23 October

The Anti-Cancer Council of Victoria, in conjunction with the Australian Cancer Society, will once again host a special day to draw public attention to breast cancer. Australia's Breast Cancer Day (ABCD), a national day to raise community awareness of breast cancer, will be held on Monday, 23 October, 1995.

ABCD was held in 1994 and it proved to be a huge success. In Victoria alone, over 130 community groups were involved, organising 255 activities across the state.

Activities ranged from breast self-examination sessions, breakfasts, workshops and seminars, through to buses taking women to screening centres, displays and fundraising activities.

One of the highlights of the campaign was a three hour phone-in organised by the Anti-Cancer Council where 25 of Victoria's leading breast cancer specialists answered almost 800 calls on our 13 11 20 information number. During the week of ABCD, nearly 1000 calls were answered.

BreastScreen, the Victorian Mammography Screening Program also reported an increase in the number of bookings made for a free mammogram. During ABCD last year, the number of phone calls to BreastScreen doubled, as did the number of bookings. This demonstrates the need people have for up-



Women of all ages participated in ABCD in 1994

to-date and accurate information on breast cancer, its early detection and treatment. ABCD will provide this information to all Australians.

In Victoria this year, we are hoping to get more people involved. If you are interested in participating in Australia's Breast Cancer Day on 23 October, 1995, please call Nerissa Caine at the Anti-Cancer Council on (03) 279 1147.

Dear Doreen

Doreen Akkerman Manager
of the Cancer Information
Service answers your
questions.



BREAST LUMPS AND CHANGES

Q. What changes are normal for a woman's breasts?

A. Breasts go through many changes that begin when a girl reaches puberty and they continue to change as a woman gets older. Initially, breasts are dense, glandular structures needed for producing milk, but, gradually, they become less glandular and more fatty. Before menopause, as breast tissue responds to hormonal changes in the body, they may feel swollen, tender or lumpy just before a period. When the period starts, the hormone level falls and the breasts return to normal. By the time a woman has passed menopause the milk glands have almost completely been replaced by fat and her breasts become softer and less lumpy.

Q. How can I tell what is "normal" for me?

A. The best way to know what changes are "normal" for your breasts is to practise regular breast self-examination (BSE). Contact our Cancer Information Service to obtain the free brochure which shows how to practise breast self-examination. Our Mammacheck Program trains

nurses from local Community Health Centres and hospitals in how to teach women to examine their breasts. You may wish to contact the CHC or have your regular doctor show you how to do this. We then suggest that you practise BSE every month so that you can note any changes.

Q. What should I do if I find a lump or notice any change in my breast?

A. If you notice a lump or any change in your breast such as thickening or dimpling of the skin or pulling-in (inversion or retraction) of the nipple, or discharge from the nipple, you should report this to your doctor as soon as possible.

Q. What tests will the doctor do?

A. Your doctor will examine your breasts both by feeling them and looking at them. Your doctor may then advise you to have some tests which may include one or more of the following:

Fine Needle Aspiration: the doctor inserts a syringe with a fine needle into the breast lump to withdraw fluid or cells which is then sent to for examination.

Mammogram: This is a special x-ray of the breast which checks the lump's presence and position and checks for any other problems in the breast. Sometimes a lump is felt that cannot be seen on the mammogram and other tests are then necessary to determine whether the lump is benign or cancerous.

Ultrasound: This test uses high-frequency sound waves to test the breasts. A

solid lump will look solid on the screen while a fluid-filled cyst will look hollow.

Biopsy: This involves the surgical removal of a lump or sample of tissue for examination under a microscope. This will assist in obtaining a diagnosis of the problem. Biopsies are usually performed under general anaesthetic and involve a stay in hospital. The size of the scar will depend upon the amount of tissue that is removed.

Q. Can a benign breast lump turn into cancer?

A. No. This does not happen, but remember that it is very important for you to make sure that the lump is benign in the first place.

Q. Are most breast lumps due to cancer?

A. No. Only one lump out of every ten will be due to cancer. This means that 90% of all breast lumps are not cancer. However, the chances of a lump being cancer increases as you get older. It is important that you have your doctor thoroughly check any changes.

Q. Do men ever have breast cancer?

A. Yes, although it is very rare. Any lump, nipple discharge, nipple retraction or lump under the arm, should be reported at once to the man's doctor.

If you have any questions, please write to "Dear Doreen", Cancer Information Service, Anti-Cancer Council, 1 Rathdowne Street, Carlton South, Victoria 3053. Doreen Akkerman is the our Helen M Schutt Trust Fellow.