



Anti-Cancer Council

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\$30 Million **ELECTION PROMISE**

Major breast cancer research initiative announced

The Victorian State Government will allocate \$30 million over the next ten years to fund a Breast Cancer Research Consortium for Victoria. Breast cancer is the most common cause of death from cancer in women, and breast cancer mortality in Victoria has remained at a constant high level for 50 years. Over the past two decades we have seen the introduction of screening mammography to detect breast cancer in women aged 50-70 years at an early stage where cure is possible. We have also seen adjuvant treatment after surgery for breast cancer with chemotherapy and hormonal drugs which can destroy cancer cells that have spread beyond the limits of the operation. It is expected that the combination of screening mammography and adjuvant treatment after surgery will produce a modest fall in death rates from breast cancer in the near future; however, we need much more knowledge about the biology of the disease if we are to achieve a major reduction in death rates from breast cancer.

In the last three years a small number of inherited genes that cause breast cancer in about 5% of patients have been discovered. This new knowledge will be used in the future to help women who carry these genes to avoid death from breast cancer. If we could discover the cause(s) of breast cancer for the 95% of women with breast cancer who do not carry these genes, prevention could become a reality. Research into the genetics of breast cancer will therefore be a major area of research for the consortium.

The cellular and molecular biology of breast cancer will be another area of research for the consortium. Treatment of breast cancer with chemotherapy and hormonal drugs affects many normal growing and dividing cells in the body, as well as cancer cells, and it

thus has a number of side effects. New knowledge about the molecules found inside and on the surfaces of cancer cells has indicated that more specific targets in cancer cells for new anti-cancer drugs will be found.

The molecular pathology of breast cancer will be another area of the consortium's research. For every woman diagnosed with breast cancer there are important questions: will it progress slowly or quickly or at all? how far has it spread at the time of diagnosis? will it respond to adjuvant treatment with chemotherapy or hormones? is radiotherapy necessary? Recent research into the way that breast cancer develops has yielded new insights that may allow us to develop early screening tests even more sensitive than mammography, and to predict much more accurately how a particular cancer will behave in an individual woman.

The Victorian State Government has requested that the Anti-Cancer Council be the steward of this initiative. We are to set up and manage a consortium of world-class basic scientists and breast cancer clinicians who will be funded to undertake this important cancer research within Victoria's top research institutes. The institutes involved will include the Austin Research Institute, the Baker Institute, the Ludwig Institute of Cancer Research, the Peter MacCallum Cancer Institute, the St Vincent's Institute for Medical Research, the Walter & Eliza Hall Institute of Medical Research and perhaps others.

We anticipate that the consortium will be functioning within one year, with three research teams funded to carry out research in one of each of the areas described above. We aim to ensure that the government's money is spent wisely and productively, and so we will be drawing on the knowledge and expertise of our own staff, collaborating scientists and clinicians and international experts in setting up and managing this exciting initiative.

The Living With Cancer Program - **JOEL NATHAN**

The Living With Cancer Education Program is a special eight-week program designed for small groups of people with cancer, their families and their close friends. It helps these people to find out more about cancer and cancer treatments in a supportive and caring environment. The program is led by two trained oncology professionals. Each of the two-hour sessions is run informally and six of the eight sessions include a new, short video created to stimulate discussion.



Joel Nathan is a member of the Canlink Team.

The program is designed to be relevant and responsive to the needs of participants. All are given the opportunity to speak individually with other people who are experiencing some of the same feelings and fears after being diagnosed with cancer. If someone in the group has special needs, different specialists may be called in to discuss the issues in greater depth. The program has been running for ten years and is constantly reviewed, keeping up-to-date with the questions people with cancer want answered and with the support they require.

Support for people with cancer must be a partnership of care with health professionals, family and friends working together. Meeting with others who are in the same situation can remove some of the feelings of isolation for both the patient and the carer(s). The Living with Cancer Education Program is alive and thriving in 48 centres throughout Victoria, so support is close at hand. To find out when and where the next program will be held, contact can-HELP on 131120 or the Anti-Cancer Council on (03) 9279-1227.

From the Director

DR ROBERT BURTON



This year the Anti-Cancer Council's Social Service Policy Unit has launched two important initiatives in the management of cancer in Victoria. In this issue you will read about the new Living with Cancer Education Program Video, which has been made possible through generous support from AMGEN Australia. This program aims to help patients and their families cope with the diagnosis and treatment of cancer. Although more than 50% of all Victorians will suffer from a serious cancer during their lifetime, one out of every two of these patients will fortunately be cured with modern treatment, and most of those who cannot be cured will have years of high quality life before they die.

The unit has also produced *Making Choices—Unproven Remedies*, a booklet for cancer patients and their families. This booklet is aimed at all Victorians who have experienced cancer and wondered about possible treatments that are promoted as alternatives to the proven remedies of surgery, chemotherapy and radiotherapy. It rightly emphasises that cancer specialists who use the proven treatments for cancer are not automatically opposed to the use of unproven remedies. The key issue is that the proven remedies described above will cure about 50% of all patients diagnosed with serious cancer, whereas there is no convincing scientific evidence that the alternative or unproven remedies can cure any patients at all. There is no doubt that some of these unproven remedies – for example, mediation, relaxation and yoga—can be extremely useful in helping patients with cancer cope with the stress and

anxiety of the diagnosis and with some of the difficulties that they may encounter during treatment. There are, however, some potential dangers in a number of the unproven remedies. Some include diets that lead to under-nutrition and weight loss in patients at the very time that they need to have an optimal food intake to cope with effects of their cancer and its treatment. Mega-doses of certain vitamins and other non-pharmaceutical substances can interfere with anti-cancer drugs. Extreme rituals such as coffee enemas have no proven benefit and can interfere with normal family relationships at a time when family emotional support is most necessary. Sadly, some patients even forgo the proven benefits of scientifically established treatments in the hope that the miraculous claims attached to some of these unproven remedies will prove true for them. In doing so, they may miss out on the chance of a real cure or a long period of high quality life with the cancer under control. Finally, many of these unproven remedies are extremely expensive, and their purchase can lead to a great deal of financial stress at a time when patients and their families are most vulnerable.

Once a person is diagnosed with cancer it is important that they discuss any kind of treatment that they have heard about with the cancer specialist who is caring for them. They should not consider any of the unproven cancer remedies until they have discussed the pros and cons with their cancer specialist and they should not yield to the advice of family and friends, who, although they might mean well, can influence a patient to undergo unproven remedies that could lead to the unfortunate outcomes described above. The bottom line in successful management of cancer is a trusting, collaborative relationship between cancer patients, their families and the cancer specialists caring for them. A second or third cancer specialist opinion can always rapidly be sought if difficulties arise, and **CAN-HELP**, the Anti-Cancer Council's cancer information service (telephone 131120), is always available to provide information to cancer patients and their families.

World cancer conference an **OUTSTANDING SUCCESS**

The Anti-Cancer Council is now firmly on the international map following the outstanding success of the world conference for cancer organisations.

The four-day conference, held in the first week of March in Melbourne, attracted over 500 delegates from 50 countries.

The unique program offered something for everyone, from the world's leading epidemiologists and oncologists to cancer organisation volunteers and fundraisers.



Each of the four days had a designated theme (Scientific Basis of the Cancer Agenda, Setting the New Cancer Agenda, Influencing the Cancer Agenda, Implementing the Cancer Agenda) and each day was divided into a series of morning plenary lectures, followed by workshops and short courses. There were symposiums in the afternoon.

The plenary lectures attracted a great deal of interest. Speakers focused on subjects such as latest research trends, how to manage cancer in developing countries, how to work with government and non-government organisations and genetics.

Anti-Cancer Council staff were involved in setting up and administering the conference.

Staff were also involved in organising and running workshops and symposia focussing on tobacco control, melanoma control, public relations and setting up a cancer information service. Information exchange between delegates was assisted by the attractive marketplace set up at the conference centre. This featured the Anti-Cancer Council shop and several Council displays.

DIAL, the computer assisted networking system, also proved popular.

The organisers would like to thank the sponsors, as well as the many volunteers and staff who worked tirelessly to make the conference the success it was.

AUSTRALIA'S BREAST CANCER DAY

The 1996 Australian Breast Cancer Day will be held in October. Breast cancer is a common disease in the western world, but is much less common in Asia and in developing countries. A high-calorie, high-protein, high-fat diet seems to be one factor in the greater incidence of breast cancer in western countries. The only other factors that seem to have a large influence on the risk of breast cancer are the age of the menarche (beginning of menstruation) and giving birth to children before the age of thirty. Late menarche and giving birth to children before the age of thirty reduce the risk of breast cancer later in life. The roles of the contraceptive pill and hormone replacement therapy in breast cancer are controversial, but it seems that they have a minor effect or no effect at all for most women.

We do not know the cause of breast cancer in most women and it seems unlikely that we could change the Australian culture and environment enough to have most young women living on a basically vegetarian diet, undertaking hard exercise every day to postpone their menarche, and then having all of their children before the age of 30! There is no doubt, however, that a change to a more vegetarian style of diet is possible. That would be protective not only for breast cancer, but also for colorectal cancer and heart disease.

There have been significant advances in the management of breast cancer over the last two decades through mammographic screening and the use of adjuvant treatment after cancer surgery with drugs that kill cancer cells that have spread around the body. For those women who suffer from breast cancer and cannot be cured, the future is far from hopeless. With drug treatment, breast cancer is one of the most controllable of all serious cancers, and most women who cannot be cured will live many years in a balance with their breast cancer; some will in fact die of other causes rather than the cancer itself.

An effective network of support for women and their families at all stages of breast cancer, from diagnosis through to palliative care, has been developed in Victoria. Psychological and social support is vital in a disease like this where most women live many

years after diagnosis, and where there are repeated psychological and other stresses on patients and their families. There is a body of evidence that indicates that the quality of life, and indeed the quantity of life, that a



woman will have will be influenced by how well she copes with breast cancer, and the way in which she is supported. The Living With Cancer Education Program, the Anti-Cancer Council of Victoria Cancer Information Service (CAN-HELP) and the Breast Cancer Support Service are part of our contribution to the ongoing management of women with breast cancer and their families.

Finally, as was discussed in the cover story on the Victorian Breast Cancer Research Consortium, the fundamental research that is occurring around the world and that will now be undertaken in Victoria holds great hope for the future prevention and treatment of breast cancer. To take advantage of advances in cancer genetics, general practitioners are now being trained to assess women with a family history of breast cancer so as to determine who will benefit from genetic testing.

Any woman who is worried that she may be at risk from family breast cancer should consult her general practitioner. The establishment of family breast cancer clinics in Melbourne in 1996 and subsequent years will give general practitioners specialist clinics to which they can refer women. In the very near future there will be new tests into the genes involved in breast cancer. There will also be gene tests that will help in the diagnosis and management of many other women with breast cancer.

For most of this century we have seen the mortality from breast cancer remain unchanged despite the various treatments that have been used. It is now time to be optimistic, as we know that mortality from breast cancer will fall with mammographic screening and with adjuvant treatment. We also know that new directions in fundamental breast cancer research promise additional benefits in the prevention, early detection and cure of this disease.

ABCD Australia's Breast Cancer Day

Australia's Breast Cancer Day is held annually to raise awareness of breast cancer.

Once again, the Anti-Cancer Council will be coordinating activities in this state. These will include displays, health days, seminars, workshops and morning teas. We expect that many agencies, including Community Health Centres and BreastScreen Centres, will be involved.

The theme for this year will focus on early detection and intervention and will also include support for women who have breast cancer.

The third annual Breast Cancer Day is scheduled for **Monday 14 October**. Watch future issues of this newsletter for more details.

The Anti-Cancer Council of Australia 60 YEARS

This month we focus on prevention.

Cancer is not a single disease; it is many different diseases. Research into the causes of cancer has identified some factors that contribute to the development of certain types of cancer. Where these causes have been identified, action can be taken to reduce the risk of cancer occurring. Cancer can be prevented by changing behaviour. For instance, the link between smoking and lung cancer has been established for over 30 years and the link between exposure to the sun and the development of skin cancer is under investigation. The Anti-Cancer Council conducts two major programs aimed at preventing these cancers—SunSmart and Quit.

How the Anti-Cancer Council joined the fight against lung cancer and smoking rates.

In the early part of this century, primary carcinoma of the lung was among the rarest forms of cancer. The rise in the incidence of lung cancer was first observed in a haphazard way during the 1920s and 1930s by pathologists and other medical practitioners. These were the days before cancer registries.

The first official concern about the rising lung cancer rate was expressed in 1948 by the UK Register General following studies by Sir Richard Doll and Dr Bradford Hill showing that smoking and lung cancer appeared to be linked. Meanwhile, two world wars contributed to a

massive increase in the number of Australian men and women who smoked. By 1945, 72% of men and 26% of women smoked.

In 1962, faced with mounting evidence that smoking caused lung cancer and an increase in the incidence of lung cancer, the Anti-Cancer Council, together with the Australian Medical Association, the Royal Australasian College of Physicians, the Royal Australasian College of Surgeons and the Royal

Australian College of General Practitioners, recommended restrictions on tobacco advertising and the introduction of a public health campaign to help reduce lung cancer rates. Dr Nigel Gray was appointed Director of the Anti-Cancer Council in 1968 and he helped to ensure that this recommendation would eventually be adopted.



By 1969 the smoking rates of Australian men had dropped to 45%. The situation with women's smoking rates, however, had not improved since 1945. Clearly, more action was needed.

Between 1973 and 1976, direct cigarette advertising on radio and television was phased out on a national basis but there were loopholes that allowed advertising to appear in some instances.

In 1984 the Victorian Smoking and Health Program (Quit), a program of the Anti-Cancer Council, was established and led to an immediate 2.6% drop in overall adult smoking rates and a continued 1.5% decline annually among men.

In 1987 Nigel Gray spearheaded the landmark Victorian Tobacco Act, which not only effectively banned cigarette advertising in cinemas and on billboards, handbills, leaflets, shop exteriors and all vehicles, but also set up VicHealth. VicHealth has now become a world model.

Since its beginning, the Quit Campaign has worked hard to increase public awareness about the dangers of smoking and has mobilised health professionals, especially doctors, to become involved in prevention of diseases caused by smoking.



of Victoria S OF SERVICE

Quit has continued to lobby federal and state governments to increase tobacco taxes and this has in turn increased the price of cigarettes and made them less appealing to smokers. Quit has helped employers and employees to introduce smoke free workplaces and restaurants and has also developed effective education programs aimed at specific target groups such as school children, young adults, pregnant women and ethnic groups.

The latest smoking rates in Australia show that 28% of men and 24% of women still smoke. Male lung cancer rates have started to slowly descend and similar changes are beginning to occur in female rates.

Expect to see and hear more from Quit and its creative team in the years to come.

How the Anti-Cancer Council is leading the battle against skin cancer and educating Victorians.

In the 1920s a tan was associated with people who worked outdoors and was thus considered a working class symbol. By the 1930s, people were more able to travel around and enjoy holidays in the sun and a tan became a fashion accessory. At that stage no-one realised that chasing the sun and living up to the bronzed Aussie image would cause a skin cancer epidemic by the 1970s.

The link between sun and skin cancer was discovered in the 1950s. Today two out of every three Australians contract skin cancer at some time in their lives.

The Anti-Cancer Council is leading the fight against skin cancer in Australia, particularly in the area of education. The Council is home to the Centre for



Behavioural Research in Cancer, which monitors the behavioural risk factors for cancer and associated beliefs. The Cancer Epidemiology Centre, also located at the Council, studies the occurrence, distribution and causes of disease. These two units help track the occurrence of skin cancer and how people get sunburned.

The Slip!Slop!Slap! campaign featuring Sid Seagull began in 1980. This campaign relied on television and radio to run advertisements as a community service announcement. The campaign featured low profile beach patrols that were set up to educate people at the beach to cover up. Spot check clinics were also set up to travel to country Victoria and check people for skin cancers.

It wasn't until 1988, however, that the campaign changed to SunSmart and received an injection of funding from VicHealth, thus gaining a high profile and becoming more aggressive with its message.

Today, over 90% of Victorians are aware of the SunSmart message. Evidence shows that SunSmart has contributed to changing the behaviour of most of the population; the majority of Victorians no longer want a tan.

The education message has also targeted health professionals. SunSmart runs clinics to train doctors how to spot a skin cancer and how to educate their patients about the dangers of exposure to sunlight.

The Anti-Cancer Council helped to develop the rapidly expanding marketplace for SunSmart products. The Council sells protection ranging from sunscreens to hats to shade shelters through its SunSmart Shop and outside orders. All profits go towards cancer research.



Tribute to Dr Nigel Gray

G J V Nossal

Few people have contributed as much to the fight against cancer in Australia as Dr Nigel Gray, AO. I have been privileged to count Dr Gray as a close colleague over all my years at the Hall Institute, our friendship dating back to 1957. His background in clinical medicine, medical research, epidemiology and medical administration suited him ideally (and at a young age) to fill the large shoes of his predecessor, Dr Bill Keogh. Two early actions convinced me of Dr Gray's diplomatic skills and leadership gifts. The first was his revision of research-granting procedures to give peer group advisers much more real influence than they had enjoyed under Dr Keogh's somewhat patrician reign. This embracing of the medical research leaders of Victoria into the decision-making process strengthened rather than weakened Dr Gray's influence. The second was the deft way in which this new group of friends was persuaded to realise that the Anti-Cancer Council was about much more than just

the support of laboratory research. Indeed, it stood for a continuum from laboratory bench to bedside, from research to public education, from early diagnosis to support of late stage patients, from science to politics.

Nigel Gray has been much more than a campaigner against smoking, though he has been peerless in that regard. He has seen that public health is one single concept—strengthen one part and you strengthen the whole, weaken one part and you risk all. So, an Anti-Cancer Council must work with an Asthma Foundation, with an Australian Medical Association (AMA), with the media and with governments. One of Dr Gray's real strengths has been his capacity to tender frank and fearless advice to government ministers and other leaders, where necessary including serious criticisms, without ever 'playing the man' or engaging in party political tricks. This has earned him respect right across our national life.

As Dr Gray grew in influence and confidence, he saw the chance of creating within Victoria a vehicle of unique significance, namely the

Victorian Health Promotion Foundation. The central elements of his plan were as follow. A small hypothecated tax was to be placed on cigarettes and other tobacco products to create a pool of funds which could, at one and the same time, provide stability for the Quit campaign; underpin other public health initiatives, including research; promote health education; and provide sponsorship to sports and arts bodies both to rid them of tobacco sponsorship and to use their influence to deliver positive health messages. He was able to convince both the Cain State Labor Government and the Coalition Opposition of the wisdom of the plan, being ably assisted by the AMA and other bodies. So VicHealth came into being eight years ago. Dr Gray was able to persuade me to become its Chairperson while he occupied the Deputy Chair. It has been a challenging and rewarding association for me, and it must give Dr Gray considerable satisfaction to see the VicHealth model being imitated in other states and countries.

Nigel Gray is nothing if not an internationalist. His curriculum vitae is studded

with examples of where his expertise in anti-smoking politics has taken him to many parts of the world and, equally importantly, where his general knowledge of cancer biology and cancer medicine has made his advice extremely important on a host of international committees. It is not only a fitting reward for a lifetime of service, but indeed a major honour for Australia, that Dr Gray now serves, in an honorary capacity, as President of the peak body in the world fighting against cancer, the International Union Against Cancer (UICC). It is a pleasure to salute such a life and such a career knowing its humanitarian trajectory still has a large distance to run!

Such eminence can lead to remoteness, even to pompousness. Yet all through his glittering progress, Nigel Gray has remained as he always was: friendly, straightforward, approachable, firm but with a human touch, humble without hypocrisy, generous and loyal. Who knows how much Ann and his children have contributed to this?

G J V Nossal is the former Director of the Walter and Eliza Hall Institute of Medical Research.

Dear Doreen



Doreen Akkerman, Manager of CAN-HELP, the Cancer Information Service, answers your questions.

Q. My sister, who has secondary cancer, is refusing medical treatment and consulting with a natural therapist who is using diet, herbs and meditation to cure her. She has lost a lot of weight and I am very worried about her. What can I do?

A. It is very important that you give love and support to your sister at this time; however, you may want to discuss your concern over her choice of unproven treatment with her. Cancer has multiple causes and when a doctor is planning treatment, the

patient's health, type of cancer and stage of the disease are all taken into account.

Oncology dietitians emphasise the importance of a wide, varied, highly nutritious diet for people with cancer. Most hospitals have oncology dietitians available for individual consultation and the Anti-Cancer Council has a booklet titled *Eating Well—Tips for People with Cancer and their Families* that gives good advice regarding diet.

Some people find meditation and relaxation helpful in dealing with the stress that cancer causes in their lives, but there is no proof that meditation can cure cancer. People presume that because herbs are 'natural' they are harmless, but it is important to remember that some of the most potent medicines are made from herbs and flowers and that taking substances without medical supervision can be extremely dangerous. Before accepting treatment from anyone, check their credentials and medical qualifications thoroughly and discuss what you are planning with your own doctor.

Q. Why do some unproven methods seem to work?

A. There are several reasons that such treatments seem to work:

- often there is no histological evidence that the disease was actually cancer in the first place;
 - the scientific treatments of surgery, chemotherapy or radiation therapy have been given—and have worked—before an unproven treatment was started; or
 - when an unproven method is used, along with a scientific method, the unproven method is often credited with effecting a 'cure'.
- Look for the Council's book, *Making Choices—Unproven Remedies*.

Guide to Information and Resources in the State of Victoria

CRA Limited has generously donated \$10,000 towards the production of the updated, 1996 version of this guide. It contains information on all resources that may be of use to a person (and their family) affected by cancer. It lists cancer support groups and services, ageing services, hospitals, community health centres etc throughout the state. Call **CAN-HELP** on 131120.

Flower Workshop

Have you ever struggled to put a flower arrangement together for a special dinner? Ever wished that you had the skills to create your own floral gifts? Whatever your queries, Helen Lindsay and her team from In Full Bloom will be happy to share their ideas and information. As part of the event all flower arrangements will be auctioned, and we'll also be running a raffle. To book your seat please call the Anti-Cancer Council on (03) 9279-1228. The cost per ticket is \$40 and apart from scissors and hand towel, all materials will be supplied. Funds raised will go towards continuing vital work in cancer research, education programs and patient and family support.

Flower Power Workshop. Saturday 13 July. Swanston Hall, Melbourne Town Hall, Swanston Walk. Time 10.30am for 11am to 5pm.

The importance of revising your will

It is generally accepted that a will should be reviewed every three years. Circumstances change, marriages end, children grow up, families expand and personal finances can alter quite substantially.

Even if you don't think that your personal circumstances have altered, you may wish to take inflation into account when you consider the legacies that you wish to distribute. Maybe your executor or executors are no longer able to administer your estate. Perhaps you may decide to appoint someone more impartial in the event of a change in the structure of your family. Sometimes there may be a favourite charity that you have become closely associated with.

The most important aspect of a carefully prepared will is that you must have total security in the knowledge that after your death your affairs will be administered and distributed according to your exact wishes.

If you think that you may need to revise your will or if you would like to consider including us in a new will please call Joan Hoskins at the Anti-Cancer Council on (03) 9279-1242.

Bequests

A bequest or legacy to the Anti-Cancer Council today is the best way to minimise the human cost of cancer for all Victorians well into the future.

Bequest giving is **pure** philanthropy.

Cancer touches us all. If everyone writing their will considered including a small percentage of their estate—however large or small that estate may be—for cancer research, more significant progress could be ensured in the fight to find a cure.

The Anti-Cancer Council does receive a few very large bequests and we are, of course, extremely grateful for these. Equally important, however, are the many small bequests and legacies received. All play a vital part in the future of cancer research in Victoria.

Join us now for **Australia's biggest social event!**

On Thursday 6 June it will be time to once again raise your cups for cancer research as part of Australia's Biggest Tea & Coffee Morning. As a valued supporter of the Anti-Cancer Council we hope that you will take part in this enjoyable and simple event. Help us to raise funds by making a donation on the day for your favourite cuppa.

The great thing about Australia's Biggest Tea & Coffee Morning is that it's so easy to take part in. In fact, you can hold a gathering almost anywhere:

At home Why not invite friends and neighbours to a gathering at your home? Ask everyone to bring a plate and make it a memorable social occasion. Your guests would then make a donation for their favourite beverage.

At work It's easy to be involved at work by organising a get-together for colleagues and customers. If you don't have the time to organise a social function, simply order our donation boxes and posters and place them next to the hot water urn.

At your local community centre Make it 'open house' all morning. A great way to have fun and make new friends in your community.

Gabriel Gaté has kindly agreed to support the event as our celebrity spokesperson and will be promoting the campaign on radio and TV.

Our sponsors, Robert Timms and Lipton, are covering the cost of producing host kits and other promotional materials, so the funds you raise will go where you want them to go—towards fighting cancer.

Austereo, the national radio network, has generously donated lots of airtime to promote this popular event. Listen to Fox FM in the lead-up to 6 June to hear more about Australia's Biggest Tea & Coffee Morning.

Last year, Australia's Biggest Tea & Coffee Morning raised \$102,000 in Victoria. We need your help to beat that total this year. To register as a host or to find out more information just call Ross Campbell or Carol Rohead on (03) 9279-1228/1226 or fax (03) 9279-1240.

The Celebrity Tea & Coffee Cup Auction

To celebrate Australia's Biggest Tea & Coffee Morning, the inaugural Celebrity Tea & Coffee Cup Auction will be held at the Hard Rock Cafe on the morning of 6 June. Supported by the Hard Rock Cafe and Sotheby's, we will be auctioning some wonderful cups, teapots, paintings and other memorabilia from around the world. An eclectic mix of celebrities, including musicians Led Zeppelin, Jimmy Barnes and Peter Andre; artists Graeme Base (*Animalia*) and Margaret Lees; and entrepreneur Poppy King, have donated items so far, and by the time of the auction we hope to have more than 30 pieces for sale.

Collectors of memorabilia and fan club members are sure to be interested in attending this exciting event or the Sotheby's Melbourne viewing on Sunday 2 June. To find out more or to request an invitation please call Carol on (03) 9279-1226.

Daffodil Day volunteers

We would like to hear from any people who may be interested in supporting Daffodil Day on 23 August this year. Become a volunteer at your local shopping centre or sell daffodils and badges at your workplace and help us reach the \$1 million target in only our third year. Call Ross or Carol on (03) 9279-1228/1226 to register.

Annual car raffle



Tickets for one of the Anti-Cancer Council's major fundraisers can be purchased until the first week of June. Prizes are wonderful again this year and tickets cost only \$2 (books of 10 for \$20). Don't miss out!

Just imagine yourself with one of these great prizes:

1st Prize: Mazda 323 Astina V6 auto hardtop (sponsored by Mazda (Vic) and valued at \$42,810).

2nd Prize: \$5000 shopping spree from David Jones, Melbourne.

3rd Prize: Seven-night holiday for two to Hong Kong flying Ansett Australia, with accommodation at the Century Hotel (sponsored by Ansett Australia and valued at \$3050).

4th Prize: Exquisite waterlily embroidery (handworked and donated by Helen Costella and valued at \$1500).

Write to the Anti-Cancer Council, 1 Rathdowne Street, Carlton South 3053 for tickets, or phone your order to (03) 9279-1114. Be quick!

Tapestry Exhibition

Help to make this the most successful exhibition of tapestry, needlework, cross-stitch and patchwork ever held in Australia! The exhibition will be held at the Box Hill Town Hall on the weekend of 15-16

June. Over 1000 items will be on display, including exclusive new releases from Graeme Ross, Robert Capes, Judith Capps and Jan Woodman. Entries close 12 June. Further information from Nan Kelly or staff at Boronia Arts and Crafts (03) 9762-1751. All proceeds will go to the Anti-Cancer Council.



It's already time to start training for this exciting and popular event. This year's run will be held on Sunday 11 August, with a new starting time of 9.30am, and will take place at the Zoological Gardens in Melbourne as well as several locations in the country. Full details will appear in the next issue of *Anti-Cancer Council News*.

Sale! Sale! Sale!

If you are after great bargains from the Anti-Cancer Council of Victoria Shop, the winter sale is the time for you. Prices on all products will be reduced by a dramatic 25% during June and July. If you are planning to head north for the winter, this is a perfect opportunity to purchase all you need for your holiday and at the same time support cancer research, education and patient support.

Come into our shop at 12-22 Victoria Street, Carlton to take advantage of this great offer. Our trading hours are Monday to Friday from 9am to 5.30pm. Telephone (03) 9279-1112 for more information.

AMGEN sponsors a new video

The Anti-Cancer Council's Social Service Policy Unit has launched a new video to help patients with cancer and their families and friends learn to live with cancer after diagnosis.

The Living With Cancer Education Program Video was sponsored by AMGEN Australia, a pharmaceutical company.

AMGEN Australia donated \$59,000 for the project and the video had its world premiere at the World Conference for Cancer Organisations, held in Melbourne in March.

The video provides information on symptoms, how to talk to doctors, how to manage changes in personal relationships and much more. It is an ideal resource for hospitals, community groups and other support groups. It costs \$40 and can be ordered through the Anti-Cancer Council on (03) 9279-1227.



Suzanne Beveridge, AMGEN's New Product Development Manager, and Shane Tiernan, AMGEN's Marketing Director, present Dr Robert Burton with the \$59,000 cheque.



The Victorian Health Promotion Foundation recently agreed to provide the

SunSmart program with funding for the next three years starting from 1 July, 1996. The funding will continue at its current level of approximately \$500,000 per year.

Planning is already under way for the next SunSmart campaign. While our current focus on young people and building shade structures will continue, we will be strengthening our efforts and associations with workplaces. Strategies for the next campaign will not be finalised until we receive the results of

the recent Roy Morgan SunSmart household survey.

The SunSmart program is now winding down its community activities following an intensive campaign. By far our most successful launch was for the 1995 National Skin Cancer Awareness Week at the Melbourne Zoo; new data showing a decline in female deaths due to melanoma was released in an environment that provided plenty of good pictures for television. The second major launch for the campaign was held at the Melbourne Central shopping centre to celebrate Sid Seagull's 16th birthday.

Adolescents were one of our key targets for the 1995/6 campaign. New resources were developed and community health

centres, schools, youth-orientated venues and concerts were targeted to ensure that the SunSmart message had relevance and impact. The qualitative research that we have undertaken so far through focus groups indicates that our campaign was successful. Quantitative research that we are undertaking should also support this.

Treize Pathology recently gave \$10,000 to the Anti-Cancer Council and has sponsored the SunSmart Campaign's 'Spot the Difference' posters. These are an important resource available to community health centres, general practitioners, pharmacies and local government offices across the state and can be ordered from the Council's Resource Centre.