

15th November, 1971.

John Krister,
Chief of Health Education,
N.S.W. Dept. of Health,
1444 P.O.
MART. 2001.

Dear John,

Have you had any ideas about the structuring and content of the proposed ANZAAS session on cancer education? I have had some thoughts, mainly how the psychologists could be interested, and these are enclosed.

You will see that I have tried to frame the problems so they will be of theoretical interest to the audience. This way, I think we will be more likely to attract an audience who can benefit from their expertise. I don't imagine "health education" as such would be very exciting to them.

At least one weakness I can see in what I have put up is the absence of enough good items from educational theory. I hope you might have some ideas about that.

The first item, of course, is a value-loaded one. I thought it could be interesting to get some prestigious speaker to explore this question.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

9th December, 1971.

S. J. Krister,
Director of Health Education,
Department of Public Health,
Parliament House,
100 George Street,
Sydney, N.S.W.

Thank you very much for your letter of the 29th November,
and for your further suggestions for the proposed ANZAAS session
on cancer education.

In view of your difficulties over the trip to India,
I appreciate the time you have allowed to give this matter
thought. I have not yet heard from Bill Rudder but I
circulated your comments to Mr. Dick and Professor Cox.

By the way, have you any suggestions for speakers
on any of the topics.

With best wishes for Christmas,

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

5th November, 1971

RECEIVED

12 NOV 1971

To: D. Still
From: R. E. G.

W. A. Dick,
Elisb Young & Outhwaite,
A.S.P. Tower,
85 Bourke Street,
MELBOURNE, VIC. 3000

Mr Allan,

You will remember that Nigel Gray has raised the matter of a regular slot for Cancer Education at the ANZAAS Congresses.

The next ANZAAS Congress will be held on August 14th - 18th here in the University of New South Wales, and Dr. Peter Buckley, Head of the Science Unit of the Australian Broadcasting Commission is convening one of the symposia entitled Science, Microbiology and the News Media.

I have arranged to discuss this with him next week, and I think it would be much better for our coverage if we are within one of the 12 major Congress symposia, rather than buried within a section meeting.

While I am not sure that Cancer Education will ^{be} very much in his mind in relation to this program, I think that there are many matters related to the transmission of information to the public about cancer which could readily fall beneath that title.

I shall send a copy of this letter to Nigel and to David, and I should be pleased if you could look at it together.

Sincerely yours,

Keith R. Cox
Medical Adviser

General Office:
255 Edward St.
Ph. 301 002
2. Brisbane 4000
Fax 2 2276



Queensland Cancer Fund, under the distinguished Patronage of
His Excellency the Governor of Queensland, The Hon. Sir Alan Mansfield, K.C.M.G.
THE ANTI-CANCER COUNCIL OF
THE QUEENSLAND CANCER FUND
City Building, 250 Edward Street, Brisbane, 4000 Phone 31 1461
G.P.O. Box 152, Brisbane, 4001

December 9th, 1971.

RECEIVED

13 DEC 1971

To D Hill
From DR

Mr. David Hill,
Education Director,
Anti-Cancer Council of Victoria,
412 Albert Street,
EAST MELBOURNE. 3002

Dear David,

We wish to purchase a copy of the Film "Leave it
to the Chimneys" . Could you please arrange this,
and have the account sent to us for payment.

Kind regards,

Yours sincerely,


W. L. RUDDER
Secretary.

23rd March, 1972.

Professor K. Cox,
c/- St. Georges Hospital,
ROGARAHA. N.S.W. 2271

Dear Ken,

First, congratulations on the conference! You must
be very pleased it went off so well.

Second, I think I can report that our public
education session was a success. The only complaints I heard
were that we didn't go on long enough. Despite Gerry de Harven's
years, I think the Americans would have stayed with us all the
day if we had continued.

See you in April.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

The first part of the document
 discusses the general principles
 of the system and the
 various methods of
 application. It is
 divided into several
 sections, each dealing
 with a different aspect
 of the subject. The
 first section is
 devoted to the
 theory of the
 system, and the
 second to the
 practical details
 of its use. The
 third section
 contains a
 list of the
 various
 instruments
 and materials
 required for
 the work. The
 fourth section
 describes the
 various
 operations
 which are
 performed in
 the course of
 the work. The
 fifth section
 contains a
 list of the
 various
 diseases
 which are
 treated by
 the system. The
 sixth section
 contains a
 list of the
 various
 cases which
 have been
 treated by
 the system. The
 seventh section
 contains a
 list of the
 various
 results which
 have been
 obtained by
 the system. The
 eighth section
 contains a
 list of the
 various
 objections
 which have
 been made
 against the
 system. The
 ninth section
 contains a
 list of the
 various
 advantages
 which are
 claimed for
 the system. The
 tenth section
 contains a
 list of the
 various
 references
 which are
 given in
 the text.

The second part of the document
 contains a list of the various
 diseases which are treated by
 the system.

11th November, 1971.

Mr Peter Pockley,
Australian Broadcasting Commission,
Elizabeth Street,
N.S.W. 2000

Mr. Pockley,

Professor Ken Cox asked me to forward the enclosed

files.

I understand they might be of some use in preparing
the ANZAAS meeting on "Science, Technology and the Media".

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

13th March

9.00 a.m. - 12.30 p.m.

BAROSSA ROOM

**PROGRESS AND PROBLEMS IN CANCER EDUCATION
FOR WOMEN AND FOR YOUNG PEOPLE**

Chairman: W. A. Dick

is designed to facilitate the maximum round table
and sharing of experience from around the world.
It will be opened by an Australian Cancer educator.

OPENING REMARKS

W. A. Dick

Film - "The Life in Your Hands"

MALE HIGH RISK GROUPS

David Hill

PERSONAL COMMUNICATION TECHNIQUES

- a) Large meetings - Eric Mackay
- b) Small groups - Joy Keith

DISCUSSION ON WOMEN'S CANCER EDUCATION

MORNING COFFEE

SMOKING AMONG SCHOOL CHILDREN

John Krister

OPPOSING CIGARETTE PROMOTION

Nigel Gray

DISCUSSION ON SMOKING EDUCATION FOR YOUNG PEOPLE

7th March, 1972.

M. McG. Johnston,
Secretary,
Australian Cancer Society,
133 G.P.O.
Sydney, N.S.W. 2001

M. Johnston,

Thank you for the meeting notice and invitation to submit
items for the April meeting.

In addition to the screening of Make Sure, I should like
to have an item included on the ANZAAS Public Education Symposium.
I will be able to report on the suggestions of the subcommittee
on this matter.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

Australian Cancer Society

UNDER THE DISTINGUISHED PATRONAGE OF
HIS EXCELLENCY THE RIGHT HONOURABLE SIR PAUL HASLUCK,
G.C.M.G., G.C.V.O., K.B.J.

RECEIVED

2 - MAR 1972

To [Signature]
From [Signature]

29th February, 1972.

POSTAL ADDRESS:
BOX 4383 G.P.O.,
SYDNEY, N.S.W.
2001

5TH FLOOR, CHALLIS HOUSE
10 MARTIN PLACE
SYDNEY

THE AUSTRALIAN CANCER SOCIETY
MEMBERSHIP OFFICE
100 COLLEGE AVENUE
MELBOURNE, VICTORIA
3000

To all { Member Organisations
Members, A.C.S. Council
Members of Committees

NOTICE OF MEETINGS

The April meetings of the Australian Cancer Society will be held in the Board Room of the Anti-Cancer Council of Victoria, 412 Albert East Melbourne, in accordance with the following time-table:-

- Wednesday, 19th April 1972 at 2.15 p.m. - Cancer Education Committee
- Thursday, 20th April 1972 at 9.30 a.m. - Cancer Service Committee
- Thursday, 20th April 1972 at 2.15 p.m. - Medical and Scientific Committees
- Friday, 21st April 1972 at 9.30 a.m. - Council of Australian Cancer Society

Should there be any items to be noted for inclusion in the agendas of these meetings, please submit details without delay.

It is especially desired that a fruitful discussion should ensue on the Council agenda item dealing with the future role and policy of the Australian Cancer Society.

N. McG. JOHNSTON

Secretary.

File - report.
Make sure
ANZAS proposed

29th February, 1972.

Joy Keith,
Public Education Council,
100/101 St. George Street,
PENTON, N.A. 6005

Mrs. Keith,

I am writing concerning our meeting at the International
Public Education Conference in Sydney on Tuesday March 14th on the subject
Progress and Problems in Cancer Education for Women and Young
People.

I am most grateful that you have agreed to participate
and now feel it is time to let you know how we hope the education
session will run. First, I should point out that we expect a
small but rather highly expert number of overseas visitors to be
present at the meeting. If we have anything of value to offer
we want to demonstrate it to them but we also want to get
value from their contribution. To achieve this, I would
ask each speaker to deal first with 'progress' (i.e. the
programmes so far conducted) followed by a discussion of remaining
problems' for solution in each content area. This should give
visitors a sound basis for criticism and suggestion as well
as sending them home with a notion of what we have achieved.

Would you confine yourself to ten minutes for your
normal presentation, allowing the remaining time for discussion.
I would welcome the chance to see a copy of summary of your
paper before the meeting, together with any suggestions about
points you would like me (as chairman) to bring out or questions
I would like to have planted in the audience.

Yours sincerely,

W. ALLAN DICK
CHAIRMAN
PUBLIC EDUCATION COMMITTEE
AUSTRALIAN CANCER SOCIETY

cc. Mr. J. T. Carr

28th February, 1972.

V. A. Dick,
Mrs Irish, Young and Outhwaite,
Box 1662N
MURNE. 3001

Mr. Dick,

Please find enclosed letters to the speakers on the
ation session in Sydney. I think I have incorporated the
as discussed at our last meeting but I enclose a supply of
C.V. letterhead should you wish to rewrite the letters.

Incidentally, Ken Cox rang and took the enclosed
gram details for the final printing of the program.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

16th February, 1972.

A. Dick,
British, Young and Outhwaite,
1662N.
E. 3001

A. Dick,

Please find enclosed suggested letters to Dr. Taylor,
Mason and Mr. Wilcox about the U.I.C.C. meeting on
14th March, 1972.

As the A.C.S. is now in Sydney, I had to use A.C.C.V.
letterhead. You may wish to correct this at your office (if
you have letterhead) or to forward the letters on to Sydney.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

18th February, 1972.

Mr. Wilcox,
Australian Cancer Society,
122nd Street,
N.Y.C.
10017

Mr. Wilcox,

I understand that you may be in Sydney for the International Cancer Conference (March 13th to 17th.)

Knowing that you have an interest and experience in public education about cancer, as chairman of the Australian Cancer Society's Education Committee I would like to invite you to be present at a small, informal session on Progress and Trends in Education of Women and Young People on the morning of Tuesday March 14th. We would greatly value your presence at this meeting.

Should you not be able to attend the meeting I hope I can meet you during the conference.

Yours sincerely,

W. ALLAN DICK
CHAIRMAN
PUBLIC EDUCATION COMMITTEE
AUSTRALIAN CANCER SOCIETY

13th February, 1972.

Mr. McG. Johnston,
Australian Cancer Society,
G.P.O.
N.S.W. 2001

Mr. Johnston,

I think it would be safe to schedule a screening of
'The Sure' for the Cancer Education Committee as I fully
expect to have the film in hand at the time of the April
meeting.

Best wishes,

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

Australian Cancer Society

UNDER THE DISTINGUISHED PATRONAGE OF
HIS EXCELLENCY THE RIGHT HONOURABLE SIR PAUL HASLUCK,
G.C.M.G., G.C.V.O., K. ST. J.

RECEIVED

- 9 FEB 1972

To *Mr Hill*
From *McGJ*

POSTAL ADDRESS:
BOX 4383 G.P.O.
SYDNEY, N.S.W.
2001

5TH FLOOR, CHALLIS HOUSE
10 MARTIN PLACE
SYDNEY

NMcGJ:SH - E.144

8th February, 1972.


PROV. C. C. P. P. R. O. B. A.
COUNCIL OF THE
FOUNDATION OF THE
OF MELBOURNE, S.A.
OF WESTERN AUSTRALIA
COMMITTEE
SOCIETY

Mr. D. Hill,
Executive Director,
Cancer Council of Victoria,
100 Albert Street,
MELBOURNE. VIC. 3002.

Mr. Hill,

I have made a note of the likelihood of your showing the film "Make Sure" at the meeting of the Cancer Education Committee in Melbourne next April. I will add it to the agenda as soon as I receive confirmation from you.

Yours sincerely,


Secretary.

2nd February, 1972.

Mr. F. McG. Johnston,
Secretary,
Australian Cancer Society,
c/o G.P.O.
N.S.W. 2001

Mr. Johnston,

The enclosed brochure describes a new film
('The Sure') on early diagnosis of cancer.

As the other State cancer organizations might be
interested in viewing this film, I have asked for an
original print to be forwarded in time for the April
meeting of the public education committee.

If Mr. Dick is agreeable I would arrange to screen
the film at that time.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

Mr. W. A. Dick
Professor Cox

Australian Cancer Society

UNDER THE DISTINGUISHED PATRONAGE OF
HIS EXCELLENCY THE RIGHT HONOURABLE SIR PAUL HASLUCK,
G.C.M.G., G.C.V.O., K.B.J.

POSTAL ADDRESS:
BOX 4384 G.P.O.
SYDNEY, N.S.W.
2001
5TH FLOOR, CHALLIS HOUSE
10 MARTIN PLACE
SYDNEY

MEMBER ORGANISATIONS
VIC. DISTRICT
SOUTH AUSTRALIA
WEST AUSTRALIA
TASMANIA
QUEENSLAND
NEW SOUTH WALES
NEW ZEALAND
SOUTH ISLAND
NORTH ISLAND
SOUTH AFRICA
SOUTH PACIFIC
SOUTH AMERICA
EUROPE
AFRICA
ASIA
AUSTRALIA
COMMITTEE

14th September, 1971.

NOTICE OF MEETINGS.

RECEIVED

15 SEP 1971

To MR HU
From REN.

- Member Organisations
- Members of A.C.S. Council
- Members of Committees
- Medical Adviser

Annual Meetings of the Australian Cancer Society and its several
committees will be held at the State Office Block (13th Floor), Cnr. Bent
Sts., Sydney, in accordance with the following time-table:-

Monday, 13th October 1971 at 2.00 p.m.	-	Cancer Service Committee
Monday, 14th October 1971 at 9.15 a.m.	-	Cancer Education Committee
" " " " 2.15 p.m.	-	Medical & Scientific Committee
Tuesday, 15th October 1971 at 9.15 a.m.	-	Australian Cancer Society
" " " " 10.00 a.m.	-	Council of Australian Cancer Society

It is suggested that plane and hotel bookings be arranged early. A combined
breakfast is being arranged for all delegates and representatives in the Premier's
Reception Suite of the State Office Block (31st Floor) to commence at 1 p.m.
on Monday, 15th October 1971 to enable interstate travellers to depart by
10.00 a.m. if necessary.

N. McG. Johnston
Secretary.

c.c. David Hill

In reply please quote: ICC 07

58 7766a

5

29th December, 1971

Mr. W.A. Dick,
Irish Young & Outhwaite,
A.M.P. Tower,
585 Bourke Street,
MELBOURNE. VIC. 3000.

RECEIVED

- 6 JAN 1972

To David Hill
From R Cox

Dear Allan,

I have received your suggested program from David. I have not been able to contact people over the Christmas period and I suspect that all will be away until early January.

For this reason I have written directly to all of those involved to apprise them of your ideas and to seek their participation. I enclose copies of all these letters.

Best wishes for the New Year.

Sincerely yours,

Kenneth R. Cox

W. F. L. Rudder,
Secretary,
Anti-Cancer Council of the Queensland
Fund,
47 Upper Edward Street,
BUNNAGE, QLD. 4000

Dear Bill,

I enclose a copy of the suggested education program to be staged on the Tuesday morning as part of the International Cancer Conference.

This program has been arranged by Allan Dick with David Hill, and I write to you on their behalf to have your reaction, and to confirm that Queensland would be able to field a nominee for the subject suggested.

With warmest best wishes.

Sincerely yours,

Kenneth R. Cox
Medical Adviser

Please quote: 100 01
29th December, 1971

Mr. J.T. Carr,
Director,
Health Education Council,
16 Rheola Street,
WEST PERTH. W.A. 6005

Dear Jim,

I enclose a copy of the suggested education program to be staged on the Tuesday morning as part of the International Cancer Conference.

This program has been arranged by Allan Dick with David Hill, and I write to you on their behalf to have your reaction, and to confirm that Western Australia would be able to field an nominee for the subject suggested.

With warmest best wishes.

Sincerely yours,

Kenneth R. Cox
Medical Adviser

29th December, 1971

John Krister,

Dear John,

I enclose a copy of the program on education to be staged as part of the International Cancer Conference on the morning of Tuesday, March 14th, 1972. The program has been arranged by Allan Dick with David Hill.

I write to you on their behalf to ensure that you would be able to speak on that program as indicated, and to hear your general reactions to the program.

Sincerely yours,

Kenneth R. Cox
Medical Adviser.

Dear Ken Cox,
St. George Hospital,
N.S.W. 2271

21st December, 1971.

Please find enclosed a suggested program for an education meeting in Sydney in March. Mr. Dick and I have worked this out and you will see that we have allowed for 5 American Cancer Society speakers in the designated places. You will also notice our suggestion that Mr. Adams be asked to be co-chairman.

Are you in agreement with this? If so, I suggest Bill Rudder, Jim Carr and John Krister should be contacted as soon as possible to seek their help with the local context. I will also be anxious to know if Gerry can provide speakers on the suggested topics.

Best wishes for Christmas.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

INTERNATIONAL CANCER CONFERENCE
Sydney, Australia, 13-17 March, 1972

In reply please quote: ICC 07
International Cancer Conference,
G.P.O. Box 475,
SYDNEY, N.S.W. AUSTRALIA. 2001

18 November, 1971

RECEIVED

25 NOV 1971

To *Allen*
From *RC*

W. Allen Dick
Young & Outhwaite
Lower
Burke Street
MELBOURNE, VIC., 3000

Mr Allen,

enclose a copy of a letter from Gerry de Harven and of my reply.

I can make a better arrangement for the Cancer Education meeting
on the Tuesday morning than on the Wednesday morning and I hope that
this would suit you as well.

I wonder how your ideas on the program are developing.

Sincerely yours,

Kenneth R. Cox
per RC

Professor Kenneth R. Cox
Secretary General
International Cancer Conference

to David H

World Against Cancer

Australian Cancer Society

INTERNATIONAL CANCER CONFERENCE

Sydney, Australia, 13-17 March, 1972

In reply please quote: 100/111
International Cancer Conference
C.P.O. Box 111
Sydney, N.S.W. AUSTRALIA 2000

18 November, 1971

Dr. Warren
American Cancer Society, Inc.
1515 Broadway Street
New York, N.Y. 10017, U.S.A.

I received your letter of 9 November and am delighted that you will have a number of our friends from the American Cancer Society coming to Sydney.

I would suggest that Tuesday morning or Thursday morning would be more satisfactory times than Monday morning. Registration will take place on the Monday and the Opening Ceremony takes place at 10.00 am. I have tentatively arranged Tuesday morning as the time, and I hope that all of your delegates will still be in Sydney after the Opening Ceremony's Reception the previous evening and before the Vice Regal Reception Party on the Wednesday.

I will put your suggestions for broadening the program to the Executive Committee for their consideration. I know they will be happy to develop this program in the directions which you would find valuable.

Yours sincerely,

Very truly yours,

Kenneth R. Cox
per J.R.V.

Professor Kenneth R. Cox
Secretary General
International Cancer Conference

AMERICAN CANCER SOCIETY, INC.
125 WEST 42ND STREET • NEW YORK, N.Y. 10017 • (212) 867-3700

November 9, 1971

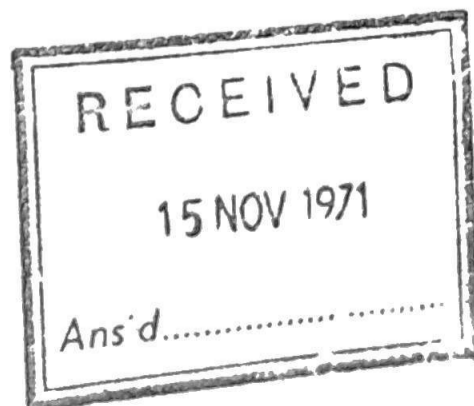
Dr. Kenneth R. Cox
Secretary-General
International Cancer Society
International Cancer Conference
P.O. Box 475
Sydney, N.S.W., Australia 2001

Dear Ken:

Please forgive my delayed response to your last letter. We were in the midst of plans for the Annual Meeting of our National Board of Directors when it arrived, and it gave me extremely useful information - and ammunition - in my report to the Board on the Conference in Sydney.

I have just returned to the office today, and want you to know how pleased we are at the tentative plans for a session on Monday morning, March 13, for representatives of voluntary organizations who may be present. At this time, it appears we may have 10 or 20 American Cancer Society representatives on hand - not counting their husbands or wives. Of course, several will be coming because of their participation in UICC meetings, including our Executive Vice President, Mr. Lane Adams. Others, however, will be representing our Society in a general way. Included among them is the newly elected President of the American Cancer Society, Dr. A. Hamblin Letton. A copy of his biography from our last year's Board of Directors directory is enclosed (it does not show that he is currently a member of the Professional Education Committee of the UICC). In addition, a number of other ACS medical volunteers are planning to attend whose professional interests may not fall within the confines of the subject matter for the Conference.

For this reason, I am taking the liberty of asking if it would be possible to broaden the concept of the program planned for Monday morning to include both the medical and lay volunteer - i.e., the role of the volunteer in the fight against cancer. You indicated that the theme is most likely to be something like "Cancer Education for Youth and Women". This would be excellent and small panel sessions of both laymen and doctors could be planned around these subjects, if your planning committee would agree.



At a later time (as soon as I know, that is), I'll send you detailed information about who will be attending, when they will arrive, etc...and especially those, such as Mr. Adams, Dr. Letton, and other high-ranking volunteers, who should meet their counterparts in the Australian Cancer Society.

Did I tell you that we scheduled our spring Executive Committee meetings for Honolulu the week before the Conference - hoping to tempt some of the Executive Committee members to go on to Sydney after the meetings? I think we will have some success...

You will also be interested in the attached brochure with which we are attempting to "drum up business".

We look forward to hearing from you, and I'll be in touch again very soon.

All the best...

Sincerely,



Gerry S. de Haven
Foreign Desk

Encs

GdH/el



A. HAMBLIN LETTON, M.D.*†
Atlanta, Ga.
Att. Surg., Chief of Staff, Georgia Baptist Hosp.
ACS Del.-Dir. (1963-69); Dir.-at-Large (1969-70); Chm., Med. & Sci. Comm. (1970); Vice Pres. & Pres.-Elect (1971).
ACS Georgia Division: Past Medical Vice Pres.; Chm., Prof. Ed. Comm.
President, Atlanta Medical Center.
Assoc. in Surg., Emory Univ. Sch. of Med.
Fellow: Am. Coll. of Surg.; Am. Thyroid Soc.; So. Surg. Assn.
Diplomate: American Board of Surgery.
Secretary, Southeastern Surg. Congress.
Member: Soc. of Nuclear Med.; Ga. Sci. and Tech. Comm.

AUSTRALIAN CANCER SOCIETY

Professor Kenneth Cox,
St. George Hospital, Kogarah,
N.S.W. 2217, AUSTRALIA
Telephone: 587 7669

25th November, 1971

Mr. David Hill,
Education Director,
Anti-Cancer Council of Victoria,
11 Albert Street,
EAST MELBOURNE. VIC. 3002.

RECEIVED

29 NOV 1971

To David Hill
From D. Walter

Dear Mr. Hill,

We have today received your letter of the 12th November enclosing 12 copies of your overseas report. The reason for the delay was that the parcel was damaged in transit and the P.M.G. had to re-wrap it before it could be delivered to us. Unfortunately, the material you had enclosed for Dr. Pockley was not included and therefore we can only assume that it has been 'mislaid' by the P.M.G. Would you be kind enough to forward to us some more copies of this material as all enquiries to the P.M.G. are to no avail.

Sincerely yours,

D. Walter.....

D. Walter
Secretary

22nd November, 1971.

Professor K. Cox,
George Hospital,
SAH. N.S.W. 2217

Dear Ken,

Thank you for your letter of 18th November,
about non-arrival of my report.

A parcel of 12 copies of this were posted on
November 12th, to the Australian Cancer Society, P.O. Box 4383
Sydney. If they have not yet been forwarded to you,
I guess they should be regarded as missing.

Please let me know.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

AUSTRALIAN CANCER SOCIETY

Professor Kenneth Cox,
St. George Hospital, Kogarah,
N.S.W. 2217, AUSTRALIA.
Telephone: 587 7669

18th November, 1971

David Hill,
General Officer,
Cancer Council of Victoria,
100 Sturt Street,
MELBOURNE. VIC. 3002

David,

I remember that you had hoped to modify somewhat your
report on the Second World Conference on Smoking and Health so
that we might be able to distribute this among the member
associations and other interested parties.

Could you let me know what sort of progress you have managed to make, and when
I might receive this.

Yours,

Kew

R. Cox
General Adviser

RECEIVED

22 NOV 1971

To *D Hill*
From *R Cox*

12 H

13th October, 1971.

Secretary,
Australian Cancer Society,
PO Box 4383,
Melbourne 2001

At a recent meeting of the public education sub-committee of the Anti-Cancer Council of Victoria the matter of air transport was discussed. Committee members noted two areas in which action might reasonably be asked to act.

1. Airlines could be asked to set aside non-smoking seats in aircraft thus following the precedent set by road and rail transport as well as a number of overseas airlines. In Canada's system of asking each passenger whether he wants to sit in 'non-smoking' at the time seats are allocated has proved entirely workable and popular with passengers.

2. Airlines might also be asked to print cancer education material in their own company literature or to place material supplied by cancer organizations where air travellers could read it in transit.

Since most Australian air travel is interstate our committee has asked that these matters be considered at a national level by the Australian Cancer Society.

Yours sincerely,

DAVID HILL
EDUCATION DIRECTOR

Professor Kenneth Cox.

Australian Cancer Society

UNDER THE DISTINGUISHED PATRONAGE OF
HIS EXCELLENCY THE RIGHT HONOURABLE SIR PAUL HABLUCK,
G.C.M.G., G.C.V.O., K.B.T.J.

POSTAL ADDRESS:
BOX 4383 G.P.O.
SYDNEY, N.S.W.
2001

5TH FLOOR, CHALLIS HOUSE
10 MARTIN PLACE
SYDNEY

19th May 1971

RECEIVED

31 MAY 1971

To PH
From RC

... COUNCIL OF VICTORIA
... OF THE
... OF THE
... S.A.
... WESTERN AUSTRALIA
... COMMITTEE

Dr. D. Hill,
Anti-Cancer Council of Victoria,
12 Albert Street,
MELBOURNE VIC. 3002

Dear David,

The Council of the Australian Cancer Society wishes to
invite you to serve on the Cancer Education Committee of
the Society as the Representative of Victoria.

I should be most happy if you were able to accept this
role, and your experience and expertise would be of great
value to the Committee.

Sincerely yours,

A. Craig

Dr. C. Craig,
President.

Professor Kenneth Cox,
St. George Hospital, Kogarah.

June 9, 1971

Dr. C. Craig, President
Australian Cancer Society
Box 4383 G.P.O.
Sydney, N.S.W.

Dear Dr. Craig:

Thank you for your invitation on behalf of the Council
of the Australian Cancer Society to serve on the Cancer
Education Committee as the Representative of Victoria. I
have pleasure in accepting the invitation.

Yours sincerely,

DAVID HILL
Public Education Officer

DH/as

AUSTRALIAN CANCER SOCIETY

Professor Kenneth Cox
St George Hospital Wexham
M5 W 221 / AUSTRALIA
Telephone 687 / 859

RECEIVED

27th April 1971

- 3 MAY 1971

Mr J. Pick
Mr J. Young & Cuthwaite
10, Tower
Avenue Street
MCM Pic. 3000.

Mr Allan,

Enclose a copy of a letter from the Venezuelan Cancer Society
in relation to a Graphic Exhibit to be held in October.

The Australian Cancer Society has no materials which it could
contribute at all, but I pass it on to you in case you would
wish to seek from the Anti Cancer Council of Victoria a
moderate amount of display material for this purpose.

A fair number of the multi coloured fold in cardboard displays
of the New South Wales State Cancer Council in many languages,
a supply of which I left at the Anti Cancer Council of Victoria,
might usefully be sent.

Best wishes,

Sincerely yours,



(Kenneth R Cox)
Medical Adviser

Encl.

Post
of all booklets
of all posters

4/5/71

} surface mail

cc: Dr. C. Craig
Mr. W.A. Dick ✓
Mr. N. Johnston
Sir William Kilpatrick

27th April, 1971

Dr. Ruben Merenfeld,
Secretario de Educacion y Divulgacion,
Sociedad Anticancerosa de Venezuela,
Canonigos a Esperanza No. 43,
Caracas 101 - Venezuela.

Dear Dr. Merenfeld,

I have your letter of March 31st with your interesting information about the International Graphic 1971 Exhibit of the Fight against Cancer to be held in Caracas.

I have sent a copy of your letter on to the Chairman of our Cancer Education Committee, Mr. W.A. Dick to see what our Society might be able to contribute usefully to your Exhibit.

Sincerely yours,

Kenneth R. Cox,
Medical Adviser.

SOCIEDAD ANTICANCEROSA

Canónigos a Esperanza, 43

TELEFONOS: 82.82.51 - 82.89.80 - 81.39.51 - 81.29.40

APARTADO DE CORREOS, 6702

Dirección Telegráfica o Cablegráfica "ANTICANCER"

CARACAS - VENEZUELA

Caracas, 31 de Marzo de 1.971

K. R. Cox
Australian Cancer Society
Albert Street
Melbourne, C. 2
ia, Australia

In occasion of the celebration of the Inter-American Cancer Congress to be held in our country, and as an important part of the scheduled activities for the year, we have set for next October 1971, an International Graphical Exhibit of Fight against Cancer, that will include all kind of published material for popular and popular education, posters, pamphlets, films, etc., that are being prepared by all the world's institutions in their campaigns on the fight against cancer.

The International Graphic-1971 Exhibit of Fight against Cancer to be held in Caracas, is sponsored by the Venezuelan Cancer Society, all the expenses for the preparation of this exhibit: Stands, decoration, etc. will be payed by the Venezuelan Cancer Society.

We address ourselves to you, to ask your kind and prompt remittance of educational, divulgation and propaganda material, that you use in your country, in order that our Exhibit Organizing Committee should have enough for the technical preparation of this event.

We thank in advance your kind colaboration and the sending of the material to the following address:

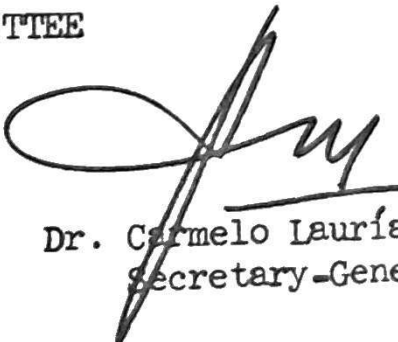
Dr. Rubén Merenfeld
Secretario de Educación y Divulgación
Sociedad Anticancerosa de Venezuela
Canónigos a Esperanza No. 43
Caracas 101 - Venezuela.

To the inauguration of this exhibit will be invited the National Authorities, Scientific Corporations and the Diplomatic Corps and we do have interest in sending you a picture of your country pavilion.

We remain sincerily your,

EXECUTIVE COMMITTEE




Dr. Carmelo Lauría Lesseur
Secretary-General


Dr. Rubén Merenfeld
de Educación y Divulgación

FILE

AUSTRALIAN CANCER SOCIETY

Under the distinguished patronage of
His Excellency the Right Honourable Lord Casey,
P.O., G.C.M.G., C.H., D.S.O., M.O., K. St. J.

Members:

THE NEW SOUTH WALES STATE CANCER COUNCIL, THE ANTI-CANCER COUNCIL
OF THE QUEENSLAND CANCER FUND, ANTI-CANCER FOUNDATION OF THE
UNIVERSITY OF ADELAIDE, TASMANIAN CANCER COMMITTEE, ANTI-CANCER
COUNCIL OF VICTORIA AND THE CANCER COUNCIL OF WESTERN AUSTRALIA

412 ALBERT STREET
EAST MELBOURNE 3002
VICTORIA

Telephones:
32-1385, 32-1386

Telegraphic Address:
"ACCOVIC" MELBOURNE

Office of the Educational Adviser
49 Hamilton Street,
Lane Cove, N.S.W., 2066

4th September, 1970

RECEIVED

- 9 SEP 1970

To Mr. Hill
From R & H

Mr. Hill,
Public Education Officer,
Cancer Council of Victoria,
Albert Street,
Melbourne 3002

David,

This is to advise that I will be overseas from September to late
September, 1970. I will first be attending a meeting of the U.I.C.C.
Committee on Public Education in Geneva. After this meeting, I will be
traveling in Eastern Canada and in the U.S.A.

While overseas, I will investigate the latest developments in
cancer and health education in schools, the recent educational activities
of the Canadian and American Cancer Societies, and the research on attitude
change which is relevant to public education.

I expect to return to Australia with a substantial amount of
materials which will be helpful for the improvement of cancer education
in Australia. I will pass on materials to you as soon as I can.

I enclose a copy of the title page of a recent U.I.C.C. Public
Education publication which I can recommend as well worth buying. I also
enclose a paper which I have compiled on the research into adolescent smoking
motivation in the U.K., together with implications for smoking and health
education in schools. I trust that this will be a useful guide pending the
outcome of research sponsored by the N.H. and M.R.C. into the motivations
of Australian adolescent smokers.

With kind regards.

Yours sincerely,

A.G. MacLaine
Educational Adviser

UICC Technical Report Series · Volume 6

Public Education about Cancer

RECENT RESEARCH AND CURRENT PROGRAMMES
1969

A third series of papers collected
by the Committee on Public Education of the
International Union Against Cancer



International Union Against Cancer
Union Internationale Contre le Cancer

Geneva 1970

Po Box 400

1211 Geneva 2

Smithsonian

Professor K. R. Cox,
C/- St. Georges Hospital,
KOGARAH. 2217.

7th October, 1970.

Dear Ken,

Please find enclosed a letter from a gentleman apparently interested in the Sydney Congress.

If you agree with this interpretation, perhaps you could forward him details.

Yours sincerely,

DAVID HILL,
(Public Education Officer)

2nd, March, 1970.

Mr. A. G. MacLaine,
Public Education Officer,
Australian Cancer Society,
111 Hamilton Street,
C/O CVE,
U.S.A.

Dear Alan,

Thank you for your recent letters. I had already noticed
the request concerning the catalogue of public education
materials for the U.I.C.C., and have nearly completed prep-
aration of our contribution to that.

I enclose copies of the entries I intend submitting to the
U.I.C.C. Catalogue (under television films), and I believe
this would contain all the information Clif Read would
require.

Yours sincerely,

DAVID HILL,
(Public Education Officer.)

Mr. Hill

AUSTRALIAN CANCER SOCIETY

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His Excellency the Right Honourable Lord Casey,
P.C., G.O.M.G., C.H., D.S.O., M.C., K. St. J.

Members:
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UNIVERSITY OF ADELAIDE, TASMANIAN CANCER COMMITTEE, ANTI-CANCER
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412 ALBERT STREET
EAST MELBOURNE 3002
VICTORIA
Telephones:
32-1385, 32-1386
Telegraphic Address:
"ACCOVIC" MELBOURNE

RECEIVED

- 2 MAR 1970

To Mr. Hill
From R. H.

Office of the Public Education Officer,
49 Hamilton Street,
Lane Cove, N.S.W.

24th February, 1970

David Hill,
Public Education Officer,
Anti-Cancer Council of Victoria,
412 Albert Street,
Melbourne 3002.

Dear David,

I enclose photocopy of a letter recently received from
Clifton Read, Chairman-Elect of the U.I.C.C. Committee on Public
Education.

As far as I know, your Council is the only Australian cancer
organisation which has produced educational materials for use on
television. Would you please send me an itemised list of these T.V.
spots and other productions and let me know the approximate cost of
five copies of each of them? I will then pass this information on
to Clif. Read.

If any other State, to your knowledge, has produced similar
materials, please advise me.

Yours sincerely,

Alan MacLaine

A.G. MacLaine
Public Education Officer

AMERICAN CANCER SOCIETY, INC.
EAST 42ND STREET • NEW YORK, N. Y. 10017 • (212) 867-3700

February 4, 1970

A. G. MacLaine
Hamilton St.
New Cove, NSW
Australia 2066

Dear Alan:
One of the suggestions that I would like to make for our committee's
action is as follows:

On the assumption that the potential of television in public
education has been established but far from adequately used in
cancer control, the Committee will review and assemble at Geneva
for loan to UICC members (1) Five sets of one-minute, thirty-second,
and shorter messages on health subjects from countries using this
technique; and (2) Examples of other materials used effectively on
television. (Because of storage problems, this is limited now to 16 mm)

Australia is one of the countries producing excellent TV spots at the
moment. Could you find out for us what UICC would have to pay to get
sets of each of its current one-minute, 30-second, etc. messages on
health and cancer?

I think I can provide a selective group of ACS spots within our public
education budget. I am also writing to Bob Taylor in Canada to find out
what their estimate would be for providing their spots to UICC. The point
of this is that Eric is going to need rather specific figures for the budget
for the next year. I suspect that countries would be willing to contribute
larger materials to be used on a loan basis if they are particularly proud
of them, but it would seem to me it is unfair to ask them to give five
prints of anything without reimbursement.

Sincerely yours,

Clay
Clifton R. Read
Senior Editor-Consultant

AUSTRALIAN CANCER SOCIETY

Under the distinguished patronage of
His Excellency the Right Honourable Lord Casey,
P.C., G.C.M.G., C.H., D.S.O., M.C., K. St. J.

Members:

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COUNCIL OF VICTORIA AND THE CANCER COUNCIL OF WESTERN AUSTRALIA

412 ALBERT STREET
EAST MELBOURNE 3002
VICTORIA

Telephones:
32-1305, 32-1306

Telegraphic Address:
"ACCOVIC" MELBOURNE

Office of the Public Education Officer,
49 Hamilton Street,
Lane Cove, N.S.W.

23rd February, 1970

RECEIVED

- 2 MAR 1970

To Mr Hill
From R.E.H.

Mr. D. Hill,
Anti-Cancer Council of Victoria,
412 Albert Street,
East Melbourne,
Victoria 3002

Dear David,

I enclose photographs of a self-explanatory communication from the U.I.C.C. in relation to the development at the Geneva Office of a U.I.C.C. Materials Catalog. You will note that samples and descriptive information are requested. I have written to the U.I.C.C. advising that your attention has been drawn to the request.

I hope that you will assist the U.I.C.C. in this project by sending direct to the Geneva Office a description of your educational or cancer service materials along the lines indicated, together with samples of inexpensive items. It would be helpful if you would kindly let me know what you have been able to do in this matter.

Yours sincerely,

A.G. Maclaine

A.G. Maclaine
Public Education Officer

CC INFORMATION

Internationale Contre le Cancer
tional Union Against Cancer

B. P. 400 1211 Genève 2 Suisse ☎ (022) 24 02 80

No. 19 January 30, 1970

UICC SPECIAL REQUEST OF NATIONAL CANCER ORGANIZATIONS

In 1970, we in the Geneva Office, wish to develop a UICC MATERIALS CATALOG for the information and use of Member Organizations. With your assistance, we plan to have sample copies on display at our UICC Exhibit Booth in Houston in May.

The American Cancer Society has successfully developed a Materials Catalog for its nationwide organization and we are attaching two sample sheets as a format for our own UICC Catalog.

Will you kindly send us, as soon as possible, samples of your most effective items with descriptive information in accordance with the sample sheets attached, stating

1. Whether it is for Public Education, Professional Education, or Service (care of the cancer patient)
2. A publication, or film, or poster, etc.
3. When produced
4. Purpose
5. Description
6. Use
7. Related materials
8. Specifications
9. Are copies available gratis, or if for sale, include price
10. Name and address of organization for further details.

As soon as we receive this information from you, with samples of printed materials, we will assemble in final form under the following headings: Publications, Motion Pictures, Filmstrips and Speakers' Aids, Exhibit Materials, Posters, Radio & TV; and the sample catalog will be prepared for display in Houston.

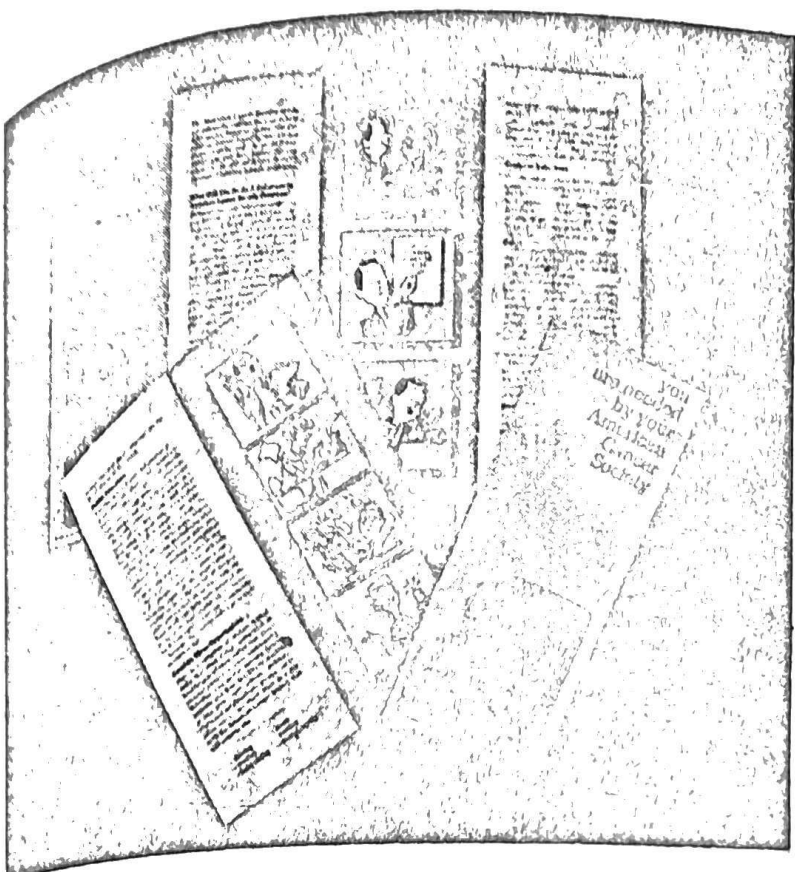
Please give this request your immediate attention.

* * * * *

BIBLIOGRAPHY ON CANCER CONTROL - 1960-1965 inclusive; prepared by M.E.A. El Kharadly, M.D., Member of the UICC Committee on National Cancer Control Programmes, is available on request through UICC Geneva.

* * * * *

PUBLIC EDUCATION
PUBLICATIONS
Released: October, 1968



YOU ARE NEEDED BY YOUR AMERICAN CANCER SOCIETY

A FOLDER FOR VOLUNTEER RECRUITMENT

PURPOSE

This folder is designed to recruit people to do volunteer work with the American Cancer Society.

DESCRIPTION

The folder mainly explains the need for volunteers in the Society's program areas, with emphasis on the Service and Public Education Programs. Since the folder stresses the need for volunteers in the Society's programs throughout the year, it accordingly is not directed to the recruitment of new Crusade volunteers. Rather it encourages Crusader volunteers to volunteer for tasks during the year which are not related to fund-raising. It does this in a concise manner, describing the nature of volunteer opportunities, and lists some typical tasks. The folder invites all potential volunteers to ask for further details from local Units of the Society.

USE

This folder provides an aid to all Divisions and Units for the recruitment of volunteers. The folder may be used in a variety of ways, preferably in person-to-person distribution to volunteers. In general the folder is intended to stimulate interest and to indicate the variety and scope of tasks for volunteers. It is also intended to encourage interested volunteers to obtain job details from the Society.

SPECIFICATIONS

Size 3 1/2" x 8 1/2", 6 pages self-cover. Printed in BLACK and ORANGE on white, the pamphlet has ample space on the back cover for local imprinting.

Title: YOU ARE NEEDED BY YOUR AMERICAN CANCER SOCIETY

Code: 2649

Mr. Hill



PUBLIC EDUCATION
MOTION PICTURES
Released: July 1968

LUISA TENIA RAZON

(Luisa was Right)

A Spanish-language Film on Uterine Cancer

PURPOSE

LUISA TENIA RAZON is designed to tell Spanish-speaking women how cancer of the uterus can be detected by the Pap test at a time when chances of cure are practically 100 percent.

DESCRIPTION

The story of LUISA TENIA RAZON tells how a young medical technician allays her mother-in-law's needless shame about the subject of uterine cancer. The film makes it clear that cancer is nothing to be ashamed of, and that cancer of the uterus is a very curable cancer if detected early by a Pap test and treated in time.

Dialogue heard in this film is in the "Spanish of America", an idiom suitable for most Spanish-speaking populations—Mexican, Puerto Rican, Cuban and South American. The family featured in the film is distinctively hispanic and is portrayed by well-known Spanish-speaking actors.

LUISA TENIA RAZON was produced for the American Cancer Society by Juan E. Viguie, Jr., of Viguie Film Production, Inc. The film was directed by Ramon Peon, from a scenario by Lydia Rivera Luque (based on an English-language version by Stowe C. Phelps). The noted cast consists of Mona Marti (as Dona Isabel), Martita Martinez (Luisa), Braulio Castillo (Ramon) and Axel Anderson (Dr. Garrison).

USE

Among Spanish-speaking populations, this film is suitable for showing to all adult women in any community—to women's clubs, groups of women employees, neighborhood and church groups. In communities where the Spanish-speaking population is sufficiently large, the film is suitable for open showings in the local theatres (35mm prints). At open showings, it is important that a Spanish-speaking doctor be on hand to answer questions from the audience.

RELATED MATERIALS

Folders; Cuidate, Mama (Code 2653), ¿Sabe Cuales Son Las Siete Senales De Peligro Del Cancer? (Code 2699), Si Usted Tan Solo Supiera (Code 2063). Exhibit; ¿Sabe Cuales Son Las Siete Senales De Peligro Del Cancer? (Code 2210).

SPECIFICATIONS

Title: LUISA TENIA RAZON
Running Time: 11:25 minutes
16mm, color-sound Code: 2371
35mm, color-sound Code: 2371.01

AUSTRALIAN CANCER SOCIETY

Mr. Hill

Under the distinguished patronage of
His Excellency the Right Honourable Lord Casey,
P.C., G.O.M.G., O.H., D.S.O., M.C., K. St. J.

Members:
THE NEW SOUTH WALES STATE CANCER COUNCIL, THE ANTI-CANCER COUNCIL
OF THE QUEENSLAND CANCER FUND, ANTI-CANCER FOUNDATION OF THE
UNIVERSITY OF ADELAIDE, TASMANIAN CANCER COMMITTEE, ANTI-CANCER
COUNCIL OF VICTORIA AND THE CANCER COUNCIL OF WESTERN AUSTRALIA

412 ALBERT STREET
EAST MELBOURNE 3002
VICTORIA
Telephones:
32-1365, 32-1366
Telegraphic Address:
"ACCOVIC" MELBOURNE

RECEIVED

- 3 MAR 1970

To *Mr. Hill*
From *R.E.H.*

Office of the Public Education Officer,
49 Hamilton Street,
Lane Cove, N.S.W.

24th February, 1970

Mr. D. Hill,
Public Education Officer,
Anti-Cancer Council of Victoria,
412 Albert Street,
East Melbourne 3002

Dear David,

The Administrator of the Merseyside Cancer Education Committee has sent me a complimentary copy of a recently-produced Teaching Kit, "Towards Ten out of Ten" on the Cervical Smear Test. It consists of a filmstrip, teaching notes and commentary and a leaflet. I enclose a copy of the leaflet.

If you are interested in seeing this Teaching Kit, please let me know. Since all States are being advised to this effect, I will send it to the first person asking to see it and have it passed on to any other interested organisation.

Yours sincerely,

Alan Maclaine

A.G. Maclaine
Public Education Officer

10th July, 1970.

Dr. A. Maclaine,
Educational Advisor,
Officer of the Public Education Officer,
49 Hamilton Street,
Lane Cove, N.S.W.

Dear Alan,

Please find enclosed my answers to the circular
recently sent to me.

Yours sincerely,

DAVID HILL,
(Public Education Officer)

Mr. Hill

AUSTRALIAN CANCER SOCIETY

Under the distinguished patronage of
His Excellency the Right Honourable Lord Casey,
P.C., G.C.M.G., R.N.Z., D.S.O., M.O., R. S. J.

Members:

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UNIVERSITY OF ADELAIDE, TASMANIAN CANCER COMMITTEE, ANTI CANCER
COUNCIL OF VICTORIA AND THE CANCER COUNCIL OF WESTERN AUSTRALIA

412 ALBERT STREET
EAST MELBOURNE 3002
VICTORIA
Telephone
92-1499 92-1498
Teletype Address
"ACCIDENT" MELBOURNE

RECEIVED

-1 JUL 1970

To *Mr. Hill*
From *L. G. Maclaine*

Office of the Public Education Officer,
49 Hamilton Street,
Lane Cove, N.S.W.

June
12th ~~May~~, 1970

Mr. Hill,
Education Officer,
Cancer Council of Victoria,
147 St. St.,
Melbourne 3002

Dear Sir,
The attached photocopied questionnaire has been received from the
Committee of the U.I.C.C. Committee on Public Education. As you can see,
the Committee is seeking information about public education programmes in
Australia. Since public education is organised on a State basis in
this country, I am asking you to assist me by giving details of the
relevant information as they apply to your State.

If you will kindly complete the attached questionnaire and return
it to me, I will then consolidate this information and pass it on to the
Committee.

Yours sincerely,

A.G. Maclaine
A.G. Maclaine
Educational Adviser

Dr. A. G. MacLaine,
49 Hamilton Street,
Lane Cove,
N.S.W.

10th April, 1970.

Dear Alan,

Please find enclosed a summary of our action on smoking.

I hope this is what you had in mind. In cases where the rationale is not self evident it can probably be found in earlier reports to the Australian Cancer Society.

Yours sincerely,

DAVID HILL,
(Public Education Officer.)

ALBERT STREET,
EAST MELBOURNE, 3002.

AUSTRALIAN CANCER SOCIETY

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His Excellency the Right Honourable Lord Casey,
P.O., G.O.M.G., (U.H., D.S.O., M.O., R. H. J.

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COUNCIL OF VICTORIA AND THE CANCER COUNCIL OF WESTERN AUSTRALIA

412 ALBERT STREET
EAST MELBOURNE 3002
VICTORIA
Telephones:
92-1288, 92-1288
Telegraphic Address:
"ACCSVIC" MELBOURNE

Office of the Public Education Officer,
49 Hamilton Street,
Lane Cove, N.S.W.

18th November, 1969

Mr David Hill,
Public Education Officer,
Anti-Cancer Council of Victoria,
41 Albert Street,
East Melbourne 3002

Dear David,

I recommend that you write to the U.S.A. for a copy of the
following booklet:

"Smoking and Health Experiments, Demonstrations and Exhibits".
(U.S. Public Health Service Publication No. 1843)

This publication may be purchased for 20 cents from the Superintendent of
Documents, U.S. Government Printing Office, Washington D.C. 20402, U.S.A.

Alternatively, you could probably get a complimentary copy from
the producers of the booklet, the National Clearinghouse for Smoking and
Health, by writing to the Director, 4040 North Fairfax Avenue, Arlington,
Virginia 22203, U.S.A.

Yours sincerely,

Alan

A.G. Maclaine
Public Education Officer

RECEIVED

21 NOV 1969

To Mr Hill

20th November, 1969.

A. G. MacLaine,
40 Hamilton Street,
LAKE COVE. N.S.W. 2060.

Dear Alan,

There certainly appears to be a blight on your "Cancer News" which, I understand from Miss Blair, is still not arriving.

I'll have it looked into again with a more successful outcome this time I hope.!

Three issues to date this year are enclosed.

Yours sincerely,

Encs.

(David Hill)

3rd October, 1969.

R. A. G. MacLaine,
Public Education Officer,
Australian Cancer Society,
175 Hamilton Street,
SYDNEY. N.S.W. 2066.

Dear Alan,

On your recommendation we purchased the film "A Breath of Air" and we are very pleased with it. We will send it up to Sydney for the A.C.S. meetings in mid-October.

The second film you mention "Calling all women" is also on order, but as I have not taken delivery of it I cannot promise to make it available for the meeting. If it comes in time I will send it up.

The State Government and the Anti-Cancer Council have commissioned a film on smoking to be made by Crawford Productions (the producers of "The Executioner", "Division 4", etc.). Most of the shooting for this film has now been completed, and we expect to see an answer print, if not the final version, by Christmas. The printing price will probably be \$200 and this would be direct from the makers.

Yours sincerely,

(David Hill)
Public Education Officer

MELBOURNE, 3002.
23rd April 1971.

AUSTRALIAN CANCER SOCIETY

Under the distinguished patronage of
His Excellency the Right Honourable Lord Casey,
P.C., G.C.M.G., (C.H.), D.S.O., M.C., K. St. J.

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COUNCIL OF VICTORIA AND THE CANCER COUNCIL OF WESTERN AUSTRALIA

412 ALBERT STREET
EAST MELBOURNE 3002
VICTORIA

Telephone: 92-1988, 92-1986
Telegraphic Address:
"ACCGVIC" MELBOURNE

Office of the Public Education Officer,
49 Parliament Street,
Lane Cove, N.S.W.

29th September, 1969

David Hill,
Public Education Officer,
Cancer Council of Victoria,
49 Albert Street,
Melbourne 3002

RECEIVED

- 20 OCT 1969

To: Mr. Hill
From: Alan Maclaine

Have you recently purchased any new cancer education films or
strips which have not been shown to members of the Society's Public
Education Committee or at a Workshop session? If so, I would like a
copy to be brought to Sydney for screening at the meeting of the Committee
on 1st October. In particular, I would be interested in showing the
films mentioned in my letter of 18th May, 1969 - the A.C.S. smoking film
"Death of Air" and the British film on B.S.E. and the cytology test,
entitled "Calling All Women".

A newspaper article on 5th August reported that your Council and
Victorian State Government were sharing the cost of the production of
a 10-minute film on smoking for use in schools. Can you please tell me
if this is expected to be available? It might be useful if details of
the project were to be given in the report of your Public Education
Committee to the Society.

Best wishes, David.

Yours sincerely,

Alan Maclaine

A.G. Maclaine
Public Education Officer

As at 412 Albert Street,
EAST MELBOURNE, 3002.
23rd April 1971.

SMOKING AND HEALTH

SCIENTIFIC POSITION

- i) The vast majority of lung cancer patients are smokers.
- ii) Those smokers who give up the habit progressively lose their relative risk of developing lung cancer.
- iii) There is a direct relationship between regular cigarette dose and risk of lung cancer; the more cigarettes the more the risk. The situation is similar with respect to bronchitis, emphysema and heart disease.
- iv) The recent work by Hammond and Auerbach has demonstrated that there is a direct relationship between daily tar dose and lung damage, as measured by incidence of cancer, bronchitis and emphysema.
- v) There is NO evidence at this time to suggest that there is a close relationship between tar dose and the effects of smoking on the heart, i.e., although reducing daily tar dose seems likely to reduce the incidence of lung damage, we have no reason to believe that it will affect the incidence of smoking-associated heart disease.
- vi) Current lung cancer deaths reflect the smoking of past decades. The smoking patterns of the present are laying the foundations for a number of deaths which can be expected to double every decade or so.

SIZE OF THE PROBLEM

<u>Deaths in Australia from</u>	<u>- Lung Cancer</u>	<u>Stomach Cancer</u>	<u>Road Accidents</u>
1960	1,666	1,618	2,636
1961	1,849	1,745	2,591
1962	2,026	1,598	2,632
1963	2,121	1,669	2,670
1964	2,325	1,579	2,961
1965	2,395	1,500	3,163
1966	2,576	1,601	3,266
1967	2,768	1,569	3,335
1968	2,914	1,633	3,455
1969	3,108	1,643	3,688
<u>Totals</u>	<u>23,748</u>	<u>16,155</u>	<u>30,397</u>

(27,000 Australians died in World War II)

2.

Lung cancer is a progressively increasing cause of death. Approximately one-third of lung cancer deaths occur in breadwinners. At least 90% of these deaths are directly attributable to cigarette smoking.

Deaths due to other smoking-associated disease probably cause at least twice as many deaths as lung cancer. Those due to coronary heart disease also occur frequently in the breadwinner age groups.

ASPECTS OF THE PROBLEM

A. The Established Smoker

- i) Something like 15% to 20% of the population has probably given up smoking, and this can be regarded as a success.
- ii) 45% of adult males and 28% of adult females are continuing smokers. This represents a failure.
- iii) An intensive campaign to persuade smokers to lower their daily tar intake by changing brands and limiting personal consumption has been effective. This campaign has altered the market pattern and forced the tobacco industry to meet the demand for low-tar cigarettes such as "Hallmark", "Ransom" and "Craven Special Mild".
- iv) Many smokers have changed to pipes and cigars, but the percentage is not known.

It should be noted that none of the State Cancer Councils are rigidly anti-smoking. A smoker has the right to smoke. He also has the right to know the risks, as many smokers have family responsibilities. He also has the right to see his children protected from cigarette promotional forces which contribute to the community's welfare in no way. Smokers favour restrictions on cigarette advertising and they favour packet labelling with a health warning and with tar and nicotine content; as does the rest of the electorate.

B. The Young

There are many pressures contributing to the commencement of smoking in teenagers. Experiments with cigarettes often begin between the age of eight and ten and an overall four-fifths of children try the habit. 37% of fifteen year old boys are established smokers.

There is good research evidence which shows that approximately half the teenagers who start smoking do so with the primary objective of appearing more adult. Cigarette advertising