

3.
hangs an adult and sophisticated image on the smoking habit. Implications of good health, vitality, and social and sexual success are routine in cigarette advertisements. Nowhere on commercial television is it ever suggested that the habit carries risks. This distorted viewpoint needs to be corrected. The Australian Cancer Society's policy aims at control of cigarette promotion of ALL forms. Clearly, television advertising is the major form of cigarette promotion (\$8.5 Million last year).

MYRLIC OPINION

The 1969 Gallup Poll indicated that 74.8% of non-smokers and 57.8% of heavy smokers favoured restriction of television and radio advertising of cigarettes. It seems highly unlikely, therefore, that there would be any significant electoral opposition to control measures.

POLITICAL POSSIBILITIES

- i) The Postmaster-General has the power to ban cigarette advertising on television and radio.
- ii) The Postmaster-General has the right to require free time to be provided on radio and television for organizations such as the State Cancer Councils. Such right can be provided by regulation, which must be debated in the House within ten sitting days.
- iii) The Government has the power to grant sums of money for education and for anti-smoking television commercials. The sum of \$500,000 was recently given for drug education, but nothing has ever been given for tobacco education. Anti-drug television commercials are being prepared by the Government.
- iv) The Federal Government has the power to levy a differential excise rate on cigarettes so that those with a high tar content (the more hazardous) are taxed at a higher rate than those with a lower tar content. This suggestion was considered but rejected about twelve months ago.
- v) The Government has been advised by the National Health and Medical Research Council that there is a valid system for tar analysis, and has suggested that this analysis should be done by the Federal Government and the results published regularly.

GENERAL COMMENTS:

provision of free time for anti-smoking advertisements has been effective in America in lowering smoking rates. However, a ban on television and radio advertisements is also essential for some important reasons: It is well appreciated by the young that the Government condones advertising, and such advertising is an anti-educational force. Lectures and discussions can be initiated in schools, but the child then goes home and sees cigarette commercials which normally commence about 6 o'clock in the evening.

in the field of advertising should not be expected to dramatically lower consumption. It should be expected to progressively lower the "average" rate in teenagers and eventually lower consumption. Teenagers do not smoke heavily when they start the habit, but it is at the beginning that they form the addiction. Further, advertising control can be expected to at least stabilise consumption immediately and prevent the rising increase which we can expect to see in the absence of control (have seen over the past two years).

is suggested that the Government's complete tolerance of the tobacco industry's promotion activities is in sharp conflict with their endeavours to control marihuana smoking. This conflict is not explicable to the public and must damage Government credibility, and must interfere with the Government's campaign to control marihuana smoking.

is also room for co-ordinated action between the Federal and State Governments. The State Governments should be encouraged to place suitable warning labels on cigarette packets. All Governments have agreed to do this except New South Wales, but as a result of that State's refusal no action has been taken.

is a health hazard. This fact is no longer contentious. It is not suggested that there should be any interference with individual property. However, the tobacco industry should not have the right to sell a dangerous product, and if they lost this right cigarettes would find their own level within the community. It is most improbable that cigarette consumption would fall by more than 5% per annum, and such a drop in consumption would be compensated fourfold by the savings enabled by control of advertising.

Government need not fear for excise income, which was \$240,000,000 in 1969. Excise in Australia is roughly 20 cents a packet, whereas in Britain it is nearer to 55 cents per packet. Excise increases have not been shown to affect sales dramatically. If the Government were to raise excise, a packet of cigarettes would still cost a mere 60 cents or so.

NIGEL GRAY

(Convenor)

Sub-Committee on Smoking and Health.

DOCUMENTS -

1964-72.

THE NEW SOUTH WALES STATE CANCER COUNCIL

"Challis House"
10 Martin Place,
Sydney.

HEALTH EDUCATION OFFICER'S REPORT ON
HEALTH EDUCATION ACTIVITIES FOR THE YEAR ENDING 31ST DECEMBER, 1971.

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During the year there has been a gradual development of Council's programme particularly in regard to schoolchildren with emphasis on the dangers associated with smoking. This was carried out at the following levels -

- (a) 1st and 5th grades at Primary level
- (b) 1st form at Secondary level

Development of this programme has been most encouraging. The development of the education programme was the involvement of the Service Board co-operating with Council in organising lectures to servants during their lunch break. The following figures indicate as to what degree development of education programme has taken place during 1971, as from 1st January

	No. of Lectures	Males	Females	Mixed	Total
Adult Training	1,695	8,185	12,870	39,131	60,186
Service	4	1,508	2,696	4,328	8,532
...	43				
...	81				
...	2				
...	168				
Total	1,993	9,693	15,566	43,459	68,718

Education Programme on Smoking:

Council's teaching programme on smoking and health in State and ... schools has been extended in accordance with the recommendations of Health Education Advisory Council. These recommendations are:-

The Health Education Advisory Council believes that the class should be the unit of instruction, rather than a school assembly on mass. The instruction given should be programmed within the health syllabus. It should therefore seek to make a specialist contribution rather than to be regarded as the whole of the teaching in this area. Efforts should be made to precede the teaching given to children by an appropriate orientation of the teaching staff of the school. The topic will then be re-inforced adequately by class teachers after the individual talks have been given by Council's lecture staff. Discussions with Parents' and Citizens' groups have taken place in schools where doctors have lectured to schoolchildren. Re-inforcing information has been of assistance to the schoolchildren owing to the

Emphasis has been placed both on the exemplar role of teachers
encouraging them not to smoke in front of their pupils and also on
importance of the parents as opinion leaders.

SECONDARY SCHOOLS

- Auburn Girls' High School
- Asquith Boys' High School
- Asquith Girls' High School
- Ashfield Boys' High School
- Arthur Phillip High School
- Ashcroft High School
- Arncliffe Junior High School
- Barronjooy High School
- Bankstown Boys' High School
- Balgowlah Boys' High School
- Blacktown Boys' High School
- Blacktown Girls' High School
- Bonny Rigg High School
- Burwood Girls' High School
- Beacon Hill High School
- Belmore Boys' High School
- Bass Hill High School
- Beverly Hills High School
- Bankstown Girls' High School
- Burwood Girls' High School
- Cremorne Girls' High School
- Canterbury Girls' High School
- Catholic Girls' High School
- Caringbah Junior High School
- Cabramatta High School
- Carlingford High School
- Condell Park High School
- Canley Vale High School
- Cronulla High School
- Crows Nest Boys' High School
- Dulwich Hill High School
- Dover Heights Girls' High School
- East Hills Boys' High School
- Enmore Boys' High School
- Forest High School
- Fairfield Girls' High School
- Fort Street Girls' High School

SECONDARY SCHOOLS (cont.)

Granville Boys' High School
Granville South High School
Greystanes High School
Grantham Boys' High School
Homebush High School
Holroyd High School
Ibrox Park High School
J. J. Cahill High School
James Ruse Agricultural High School
Kingsgrove North High School
Katoomba High School
Killara High School
Kirrawee High School
Leichhardt Junior Girls' High School
Liverpool Girls' High School
Liverpool Boys' High School
Manly Girls' High School
MacArthur Girls' High School
Moorfield Girls' High School
McKellar Girls' High School
Marsden High School
Meadowbank Boys' High School
Mount Druit High School
Merrylands High School
Maroubra Boys' High School
Moorfield High School
Naremburn Boys' High School
Normanhurst Boys' High School
North Sydney Girls' High School
North Mead High School
Narabeen Girls' High School
Penshurst Girls' High School
Punchbowl Boys' High School
Picnic Point High School
Pittwater High School
Peakhurst High School
Riverstone High School
Randwick North High School
Rozelle Junior High School
Rooty Hill High School
Sydney Girls' High School
St. Mary's Girls' High School
Strathfield Girls' High School

SECONDARY SCHOOLS (cont.)

Sir Joseph Banks High School
St. Kevin's Girls' High School
South Sydney Boys' High School
St. George High School
St. George Girls' High School
St. Peter Chanel Girls' High School
Sydney Technical High School
St. Ives High School
Seven Hills High School
Simon Stock High School
St. Joseph's Girls' High School
Sylvania High School
Tempe Boys' High School
Vaucluse Boys' High School
Westfield High School

PRIVATE SECONDARY SCHOOLS

Barker College
Bethlehem College
Cranbrook School
Catherine McAuley High School
De La Salle College
Holy Cross College
Kambala School for Girls
Loretto Convent
Marist Brothers (Eastwood)
Marist Brothers (Dundas) High School
Marist Brothers North Shore High School
Masada College
Mount St. Benedict's Secondary School
Meriden Church of England Girls' High School
Meriden School Strathfield
Methodist Ladies' College (Burwood)
Marcellan College
Newington College, Newtown
Oakhill High School (Marist)
Presbyterian Ladies' College (Fybble)
Pius x College (Chatswood)
Patrician Brothers' High School (Liverpool)
St. Augustine's College (Brookvale)
St. Catherine's Church of England Girls' School
(Waverley)

PRIVATE SECONDARY SCHOOLS (cont.)

St. Andrew's Cathedral School
St. Vincent's College (Fotts Point)
St. Ignatius College (Riverview)
St. Patriok's College (Parramatta)
Scots College
St. John's Regional Girls High School
Sydney Church of England Grammar (Darlinghurst)
St. John's Intermediate High School, Auburn
St. Joseph's School, Kogarah

STATE PRIMARY SCHOOLS

Blaxcell Street School, Granville
Bankmacdon Public School
Botany Public School
Bondi Beach Public School
Bronte Beach Public School
Bundeena Public School
Bourke Street Public School
Bankstown Public School
Belmore South Primary School
Brighton-le-Sands Public School
Brooklyn Public School
Burnside Public School
Bilgola Public School
Carlton Public School
Castle Hill Public School
Cammeray Public School
Collaroy Plateau Public School
Coogee Public School
Coogee South Public School
Castle Cove Public School
Como Public School
Crown Street Public School
Cronulla South Public School
Como West Public School
Carlingford Public School
Camperdown Public School
Carlton South Public School
Dee Why Public School
Dural Public School
Dobroyd Point Public School

STATE PRIMARY SCHOOLS (cont.)

Dundas Public School
Double Bay Public School
Denistone East Public School
Eastwood Public School
Engadine West Public School
Epping West Public School
Eastwood Heights School
Five Dock Public School
Forest Lodge Public School
Gladesville Primary School
Glenmore Road Public School
Galston Public School
Glebe Public School
Gordon East Primary School
Glenorie Public School
Granville South Public School
Grays Point Primary School
Green Valley Public School
Greenwich Public School
Granville Central School
Greenacre Public School
Greystanes Primary School
Hillside Public School
Haberfield Public School
Hammondville Public School
Haberfield Demonstration School
Hurstville South Primary School
Kegworth Public School
Kingsgrove Public School
Killarney Heights Public School
Killara Public School
Lidcombe Central School
Lindfield Public School
Lane Cove West Public School
Lansvale East Public School
Lansvale Public School
La Perouse Public School
Middle Dural Primary School
Manly Vale Public School
Manly West Public School
Mosman Public School
Marsfield Public School
Mortlake Public School

STATE PRIMARY SCHOOLS (cont.)

- Mt. Druitt Primary School
- Malabar Public School
- Marcobra Junction Primary School
- Marcobra Bay Primary School
- Melrose Park Public School
- Mooney Mooney Public School
- Middle Harbour Public School
- Miranda Public School
- Meadowbank Public School
- Marsden Park Public School
- Nowbray Public School
- Mt. Kuring-Gai Public School
- Milsons Point Public School
- Normanhurst Public School
- Normanhurst West Public School
- Narrabeen North Public School
- North Curl Curl Public School
- North Turramurra Public School
- Newport Public School
- Newtown North Public School
- Newtown Public School
- Neutral Bay Public School
- North Parramatta Public School
- Oatlands Primary School
- Oyster Bay Primary School
- Old Guildford Public School
- Paddington Primary School
- Pendle High Primary School
- Putney Primary School
- Punchbowl Public School
- Parramatta East Public School
- Plunkett Street Public School
- Pymble Public School
- Parramatta Primary School
- Penshurst Public School
- Punchbowl Public School
- Quakers Hill East Public School
- Ringrose Public School
- Riverstone Primary School
- Rose Bay Public School
- Rouse Hill Primary School
- Rhodes Public School

STATE PRIMARY SCHOOLS (cont.)

Regents Park Public School
Ramagate Public School
Randwick Public School
Redfern Central Public School
Rydalmere Public School
Roselea Public School
Rooty Hill Public School
Rosemore Public School
Sylvania Public School
St. Ives Public School
Shelley Primary School
Sylvania Heights Public School
Sans Souci Primary School
Summer Hill Public School
Schofields Public School
Seven Hills Public School
Seven Hills West Public School
Sutherland Public School
Seven Hills North Public School
Turrumurra Public School
Turrumurra North Public School
Telopia Public School
Tempe Primary School
The Meadows Public School
Tower Street Public School
Terry Hills Public School
Ultimo Public School
Undercliffe Public School
Vaucluse Primary School
Vineyard Public School
Villawood Public School
Villawood North Public School
Wahroonga Primary School
West Ryde Public School
Warrawee Public School
West Pennant Hills Public School
Woolwich Public School
Woolooware Public School
Wetherill Park Public School
Waterfall Public School
Warwick Farm Public School

STATE PRIMARY SCHOOLS (cont.)

Whalan Primary School
Waterloo Public School
Wheeler Heights Public School
Woolahra Public School
Willoughby Public School
Waverley Public School
Yates Avenue Public School
Yennora Public School
Yagoona Public School
Yarrawarra Public School

PRIVATE PRIMARY SCHOOLS

All Hallows Primary School
Brigidine Convent School
Corpus Christi Convent School
Claremont College
Fairfield Convent Primary School
Forrestville Catholic School
Gladesville Convent
Holy Family School (Lindfield)
Holy Family School (Granville)
Mareellin College
Marist Brothers Primary (Dundas)
Our Lady Help of Christians School
Our Lady Mt. Carmel School
Rosebank Convent School
St. Anthony Convent School (Clovelly)
St. Michaels School (Lane Cove)
St. Therese School
St. Bernadette's School
St. Thomas School
St. Bridget's College
St. Brendan's Convent School
St. Bridgets School
St. Martha's School (Strathfield)
St. Mary's Primary School (Manly)
St. Patrick's Convent (Blacktown)
St. Mary's Primary School
St. Kierans School (Manly Vale)

PRIVATE PRIMARY SCHOOLS (cont.)

St. John's School (Manly)
St. Gerard Majella (Carlingford)
St. Joseph's Primary School (Riverwood)
St. John's Primary School (Auburn)
St. Jean of Arc School (Heberfield)
St. John's Park School (St. John's Park)
Spiritus Sanctus School (North Ryde)
St. Cecilia's School (Jalgowlah)
St. Catherine Laboure School (Gymea)
St. Ambrose School (Concord West)
St. Anthony School (Clovelly)
St. Agatha's School (Ponnant Hills)
Sacred Heart School (Randwick)

PARENTS' AND CITIZENS' ASSOCIATIONS

Atholstane Public School (Arncliffe)
Boronia Public School
Christian Brothers (Bondi Beach)
Enmore Boys' High School
Engadine Public School
Holy Family School (Granville)
Heberfield Demonstration School
Kellyville Public School
Marist Brothers High School (North Sydney)
Mortdale Public School
Marsden Park Public School
Mooney Mooney Public School
Newport Public School
Newtown North Public School
Newtown Public School
Old Guildford Public School
Oyster Bay Primary School
Picnic Point Public School
Parramatta North Public School
Parramatta Public School
St. Brendan's School (Annandale)
South Sydney Boys' High School
Summer Hill Public School
St. Patrick's School (Parramatta)
St. Mary's School (Manly)
Telopia Public School

PARENTS' AND CITIZENS' ASSOCIATIONS (cont.)

- Villawood North Public School
- Narwick Farm Public School
- Yarrawarra Public School

MOTHERS' CLUBS AND LADIES' AUXILIARIES IN STATE SCHOOLS

- Ashfield Boys' High School Ladies' Auxiliary
- Clovelly Public School Ladies' Auxiliary
- Carlton South Public School Mothers' Club
- Coogee Public School Mothers' Club
- Cremorne Girls' High School Ladies' Auxiliary
- Doonside High School Ladies' Auxiliary
- Gordon East Primary School Mothers' Club
- Gordon West Primary School Mothers' Club
- Lane Cove Public School Mothers' Club
- Nasada College Mothers' Club
- North Sydney Girls' High School Ladies Auxiliary
- Old Field Road Public School Ladies' Auxiliary
- St. Mary's School (Manly) Ladies' Auxiliary
- West Pymble Mothers' Club and Ladies' Auxiliary

A programme in health education was initiated for staff members in hospitals at three levels:-

Graduate nurses having regard to their role as opinion leaders and also their exemplar role with patients and their peer group.

Student nurses. The emphasis here being placed on the dangers associated with smoking and the importance of their role in relation to their peer group. It is generally conceded that nurses who enter nurse training schools at an early age and who do not smoke, invariably acquire the smoking habit as a means of identification with their new peer group in the early stages of their training.

Lay Staff. As a result of a successful pilot scheme introduced into Sydney Hospital for employees during their lunch break whereby doctors spoke on the preventative measures of cancer. The programme was extended into other hospitals.

Lecture programmes have been carried out in the following hospitals:-

- Balmain District Hospital
- Bankstown Hospital
- Children's Hospital
- Canterbury Hospital

Concord Hospital
 Callan Park Hospital
 Fairfield Hospital
 Grovenor Hospital
 Gladesville Hospital
 Hornsby District Hospital
 Lidcombe Institute
 Marsden Hospital
 Manly District Hospital
 North Ryde Psychiatric Centre
 Parramatta District Hospital
 Parramatta Psychiatric Centre
 Peat and Wilson Islands Hospital
 Rydalmere Hospital
 Royal Hospital for Women
 Ryde District Memorial Hospital
 Sydney Hospital
 St. Vincent's Hospital
 Western Suburbs Hospital

New South Wales State Public Service and Commonwealth Public Service:

Through the good offices of the Chairman of the Public Service Board approaches were made for the implementation of health education talks on topics related to cancer for public servants during their lunch hour. As a result of excellent co-operation of the Public Service Board Party eight Government departments assisted Council in the propagation of its public education programme and as a result of this satisfactory response a pilot scheme was organised for public servants in Commonwealth Departments. The response so far has been most encouraging and it is now intended to develop the programme more fully during 1972.

Consideration is also being given to the implementation of education programmes for personnel of the armed services.

Banks:

During the year lectures were arranged and given to employees of the following Banks.

Reserve Bank

Bank of New South Wales

This programme will continue throughout 1972.

The following Departments co-operated with Council in implementing the education programme:-

STATE OF NEW SOUTH WALES

Agriculture
Attorney General and Justice
Audit General
Chief Secretary
Child Welfare
Civil Defence
Coastguard Office
Conservation
Corrections Services
Department of Co-operative Societies
Crane Solicitor
Demarcation and Development
Education
Electoral Commission
Forestry Commission
Government Insurance Office
Government Printing Office
Government Stores
Health
Hospitals Commission
Housing Commission
Housing Ministry
Labour and Industry
Lands
Land Tax
Library of New South Wales
Local Government
Master in the Protective Jurisdiction
National Parks and Wildlife Service
Petty Sessions
Police
Premiers
Public Trust Office
Public Works
Registrar General
Rent Control
Sheriff's Office
Stamp Duties Office
State Lotteries Office
State Mine's Control Authority
State Superannuation Board
Technical Education

DEPARTMENTS WITHIN NEW SOUTH WALES (cont.)

Tourism
Transport Ministry
Treasury
Valuer General
Western Land Commission
Workers' Compensation Commission

COMMONWEALTH DEPARTMENTS

Civil Aviation Regional Headquarters (Waverton)
Bankstown Airport
Civil Aviation, Carrington Street, Marrickville
Customs Department

Officers have given talks to the following organisations throughout the

SERVICE CLUBS

Apex Club - Auburn
Apex Club - Lakemba
Apex Club - Middle Harbour
Apex Club - Castle Hill
Apex Club - Liverpool

ROTARY CLUBS

Campsie Rotary Club
Granville Inner Wheel
Rotaract - Eastwood
Rotaract - Windsor

LIONS CLUBS

Bondi Lions
Brookvale Lions
Chatswood Lions
Pennant Hills Lions

SCOUTS AND GIRL GUIDES

Roseville Girl Guides
Northcott Trefoil Guild
Scout Group - North Turrumurra
West Pymble Guides

AUSTRALIAN RED CROSS BRANCHES

Australian Red Cross - Avalon
Australian Red Cross - Greenwich
Australian Red Cross - Oatly
Australian Red Cross - Sydney

R.S.L. Clubs

Belmore R.S.L. Club
Miranda R.S.L. Club
Pittwater R.S.L. Club

WOMEN'S BOWLING CLUBS

Croydon Park Women's Bowling Club
Chatswood Women's Bowling Club
Lawalla Women's Bowling Club
Turrumurra Women's Bowling Club

CIVILIAN WIDOWS' ASSOCIATION

Auburn Civilian Widows
Campsie Civilian Widows

ORGANISATIONS

Castle Hill Chamber of Commerce
Club 30 - Cammeray
Neutral Bay Community Volunteers
Dangar Island Progress Association
Earlwood Chamber of Commerce
Graduates Club of the University of N.S.W.
Manly-Warringah Masonic Club
North Sydney Business and Professional Women's Club
Parramatta Weight Watchers
Progress Association - Galston
Pat Woodley Department School
Quota Club
The Order of the Amaranth
Y.W.C.A. - Sydney

CHURCH GROUPS

All Saints Church Young Wives Group - Epping
Baptist Church - Croydon Ladies' Auxiliary
Baptist Church - Parramatta Ladies' Auxiliary

CHURCH GROUPS (cont.)

Baptist Church -- Guildford Ladies' Guild
Church of England -- Killara Fellowship Group
Church of Christ -- Auburn Fellowship
Community Aid -- Baulkham Hills
Church of England -- Lidcombe Men's Group
Church of England -- Killara Men's Group
Ladies' Methodist Church Aid -- Blacktown
Methodist Church -- North Lidcombe Men's Group
Methodist Church -- Gladesville Men's Group
Memorial Church Ladies' Fellowship -- Lugarno
Methodist Church -- Hornsby Ladies' Auxiliary
Presbyterian Men's League Fellowship -- Hurstville
Salvation Army Ladies' Group -- Rockdale
St. John's Church of England -- Padstow Ladies' Fellowship
St. Paul's Church of England -- Wahroonga Ladies'
Fellowship
St. John's Church of England -- Gordon Ladies' Fellowship
St. Alban's Church of England Ladies' Fellowship
St. James Church of England Fellowship Group
St. John's Church of England -- Lindfield Men's Group
St. Luke's Presbyterian Church -- Roseville Fellowship
Group
St. Dunstan Wives Evening Fellowship -- Ryde

Police Department:

The Senior Police Medical Officer has undertaken to implement a cancer education programme for the seven thousand policemen in New South Wales. It has been agreed that this project would be carried out through existing training courses. As police training is an "on-going" development it is appreciated that all police over a period of time will have attended cancer education talks.

Police Boys' Clubs:

A health education programme orientated toward the dangers associated with smoking and care of the skin in relation to cancer was organised and carried out at the following Police Boys' Clubs:-

Sutherland Shire Police Boys' Club
Parramatta Police Boys' Club
St. George Police Boys' Club
Camp McKay Police Boys' Club

Project in Co-operation with the National Heart Foundation:

A joint sponsorship programme related to the dangers associated with smoking is being conducted as a continuum in Teachers' Colleges.

This programme involves lectures to student teachers whom it is considered have an exemplar role and that of opinion leader within the school and the community.

The object of the programme is aimed at developing positive attitudes against cigarette smoking and the joint sponsorship of health education seminars for trainee teachers by Council and the Foundation will, it is presumed, add greatly to the stature of the seminars and the authority of their context.

The programme is carried out in non-government teacher training colleges which do not formally include health education in their syllabus. Lectures to student teachers are given by Dr. A. G. MacLaine, Senior Lecturer in Education at The University of Sydney, and Dr. W. A. Lopez, Deputy Director of Epidemiology, Department of Health.

The following Teachers' Colleges have participated in the programme:-

- Mount St. Mary Training College, Strathfield
- Guild Teachers' College, Sydney
- Marist Brothers Teachers' College, Dundas
- Catholic Teachers' College, North Sydney

South Coast Health District:

Orientation Training Programme for Doctors in Wollongong -

The programme was arranged with the approval of the Medical Officer of Health and through the good offices of the Medical Superintendent of Wollongong District Hospital.

The following doctors gave generously of their time to participate in the programme:-

- Sir Kenneth Starr
- Dr. S. J. Krister
- Dr. E. Goulston
- Dr. A. Freedman
- Dr. S. Meares

The lectures were interesting and informative and considerable discussion contributed to the success of the meeting.

The following doctors participate in Council's education programme as lecturers and group leaders:-

- Dr. P. Alcorn
- Dr. P. Birch
- Dr. B. Boettcher

Dr. K. Bishop
Dr. A. Bonnett
Dr. M. Bonnett
Dr. E. Coolurane
Dr. E. Crane
Dr. M. Crowe
Dr. F. Ehrlich
Dr. B. Failor
Dr. J. Herron
Dr. W. Hunter
Dr. E. Jenkins
Dr. A. Long
Dr. D. Learoyd
Dr. B. Learoyd
Dr. E. McKinnon
Dr. J. Thomas
Dr. B. Underhill

Conclusion:

Although the education programme has been expanded it is anticipated that greater activity will take place in country Health Districts than in previous years.

It is envisaged that Newcastle Health District will be involved in a comprehensive education programme during 1972.

I should like to express my sincere appreciation to Professor B. R. Williams, Chairman of Council; Sir Kenneth Starr, Medical Director; and members of Council for their co-operation and to Dr. F. Niesche, Chairman, and members of the Education Panel and Dr. S. J. Krister, Director of Health Education for their valued guidance and advice throughout the year.

My sincere thanks are extended to the abovementioned doctors who have contributed most significantly to the success of the education programme.

JOHN F. A. BURKE
Education Officer.

... of the Annual Meeting of the
Australian Cancer Society held
on 16th October, 1970, at 9.15 a.m.

~~President~~
The President, Dr. C. Udale (Tasmania) in the Chair

- Dr. Sir Kenneth Kirby (Vic) Sir John
The Hon. J. ...) Goodsell and The
Hon. ...
- Dr. H. Bekke
- Victoria
 - Dr. D. M. Metcalf
 - Dr. H. Gray
 - Mr. A. A. Dick
- South Aust.
 - Dr. B. S. Hanson
 - Dr. V. G. Springett
 - Mr. T. R. Osborn
- Queensland
 - Dr. K. S. Mowatt
 - Mr. A. S. McDonald
- N. Aust.
 - Dr. R. A. Barter
 - Mr. J. J. Deveroux
- Tasmania
 - Mr. D. J. Baillie (in addition to
Dr. C. Craig)

In Attendance:

- Dr. A. Saweri (representing Department
of Health, Territory of
Papua/New Guinea)
- Dr. Cumming (representing Department
of Health)
- Mr. N. McG. Johnston, Secretary, A.C.S.

(2) APOLOGIES.

Apologies were received from or on behalf of Sir John Goodsell (N.S.W.), The Hon. R. R. Downing (N.S.W.), Sir William Kilpatrick (Victoria) and Mr. R. Rudder (Queensland).

(3) MINUTES:

The Minutes of the previous Annual Meeting held in Sydney on 16th October, 1970, were confirmed - as circulated.

(4) PRESIDENT'S REPORT:

The President's Report for the year ended 30th June, 1971, having been circulated to all representatives, was adopted for printing with the Annual Report of the Society.

(5) REPORTS OF COMMITTEES:

The Reports of the Medical and Scientific Committee, the Cancer Education Committee and the Cancer Service Committee, having also been circulated to representatives beforehand, were tabled by the respective Chairmen and adopted for printing.

The Secretary's proposal that the Annual Report of the Australian Cancer Society for the year ended 30th June, 1971 should also include reports from the Registry of Soft Tissue Tumours and the Leukaemia Study Groups I and II was also endorsed, and the reports as submitted adopted for printing.

ELECTION OF OFFICE-BEARERS:

(6) This resulted as follows:-

- | | |
|---------------------|--|
| President | - Dr. C. Craig |
| Vice-President | - Sir William Kilpatrick |
| Executive Committee | - The President
The Vice/President
Mr. W. A. Dick, pro-tem
(vice The Hon. H.R. Downing) |

Chairmen of Committees - (as now)

(Note. At the subsequent meeting of Council the same morning, it was resolved to rescind the decision of 22/4/71 "(a) that the chairman of a committee should be elected annually". The future position, therefor, is for a committee chairman to be elected for three years, with any extension thereof to be approved by Council.)

APPOINTMENT OF NEW TRUSTEE:

(7) It was reported that although the appointment of Sir Leslie Herron to the vacancy caused by the death of Sir Edward Hallstrom had been approved at the Council meeting held in Sydney on 16th October, 1970, Sir Leslie had subsequently been unwilling to accept and the appointment had therefore lapsed.

It was agreed that action to fill the vacancy would be pursued by the President and Secretary.

(The remaining two trustees are Sir Roger Darvall (Melbourne) and the Hon. Sir Edward Morgan (Adelaide)).

AUDITED FINANCIAL STATEMENT:

(8) The audited financial statements for the year ended 30th June, 1971 were received and adopted.

However, it was felt that Sir William Kilpatrick should be asked to provide at the next meeting of Council information concerning the amount of \$25,000 passed through the books of the Society and remitted to the U.I.C.C. in September, 1971 (after the close of the year covered by the audit).

It was also decided that the Council be informed at the next meeting of the total funds received by the Society as contributions to the 1972 International Conference in Sydney (March 1972) and the disbursement of such funds by way of investment or otherwise. A meeting of the Finance Committee prior to the next Council meeting would also seem desirable to permit the Council to consider any recommendations from that source.

(The meeting closed at 10 a.m.)

Confirmed.

(President)

MINUTES of the Meeting of the Council
of the Australian Cancer Society held
in Sydney on Friday, 15th October, 1971.

- PRESENT:
- The President, Dr. C. Craig (Tasmania) in the Chair
- N.S.W.
- Dr. Sir Kenneth Starr) vice Sir John Goodsell
 - The Hon. J. A. Weir) and The Hon. R.R. Downing
 - Dr. H. Selle
- Victoria
- Dr. D. M. Metcalf
 - Dr. N. Gray
 - Mr. W. A. Dick
- Sth. Aust.
- Dr. B. S. Hanson
 - Dr. V. G. Springett
- Queensland
- Dr. K. S. Mowatt
 - Mr. S. G. McDonald
- N. Aust.
- Dr. R. A. Barter
 - Mr. J. J. Devereux
- Tasmania
- Mr. L. J. Baillie (in addition to Dr. C. Craig)
- In Attendance:
- Professor Kenneth Cox, Medical Adviser
 - Dr. A. Saweri (representing ~~Commonwealth~~
Department of Health, Territory of
Papua/New Guinea)
 - Dr. Cumming (representing Department of Health)
 - Mr. T. R. Osborn
 - Mr. N. McG. Johnston, Secretary, A.C.S.

APOLOGIES:

Apologies were received from or on behalf of Sir John Goodsell (N.S.W.),
The Hon. R. R. Downing (N.S.W.), Sir William Kilpatrick (Victoria).

MINUTES:

The minutes of the previous meeting of Council held in Melbourne in
April 1971, were confirmed (as circulated).

CORRESPONDENCE:

A letter dated 7th September, 1971, from the Director of Public Health,
Territory of Papua/New Guinea, and advising that no change had occurred
in the conditions which prompted a decision in 1967 NOT to promote a
Cancer Society in the Territory, was received and noted.

A letter dated 22nd June, 1971 from the Head of Secretariat, Scientific
and Technological Information Services Committee, and advising of the
establishment of the Committee (to investigate the need for and provision
of scientific and technological information services in Australia) was
also received.

CONSTITUTION AND COMMITTEE STRUCTURE:

It was resolved that the decision recorded in the previous minutes
under the heading MINUTES (1) (a) viz.- "That the Chairman of a
committee should be elected annually" be rescinded. (This makes a
chairman's appointment operative for a three-year term, with Council's
approval being necessary before such term may be extended.

The additional members of committees (invited since April meeting)
were confirmed.

It was noted that Dr. H. Selle had been accepted by the Bank as an additional signatory for A.C.S. cheques (following the amendment to Constitution adopted in April).

The question of appointing a third trustee (vice the late Sir Edward Hallstrom) was left in the hands of the President.

REPORTS FROM COMMITTEES:

Medical and Scientific Committee -

The reports (for 1971) of the two Leukaemia Study Groups and of the Registry of Soft Tissue Tumours (as already circulated) were noted.

It was resolved, following discussion, that the proposed neuroblastoma study, as outlined by Dr. Colebatch in his letter of 15.9.71 and the accompanying Protocol of Management, should be supported and endorsed by the A.C.S. on the basis as recommended by the Medical and Scientific Committee.

Concerning the forthcoming Scientific Conference in Port Moresby, it was felt that a representative from the A.C.S. should be present, but the Medical and Scientific Committee itself could not on this occasion arrange for one of its members to be present. Mr. W. A. Dick undertook to try to organize his arrangements in order to represent the A.C.S. there.

There was general agreement that all member organizations should encourage and perhaps assist financially in ensuring the maximum Australian representation at the U.I.C.C. Conference in Sydney next March.

For the Cancer Service Committee Dr. Selle reported that evidence was growing of more support to the view that Cancer of the Lung and related cancers could well be recognized by the Repatriation Department as "war-caused". After some discussion, it was resolved that a sub-committee comprising Dr. Gray (Convenor) with Dr. Craig, Dr. Hanson, Dr. Selle and Mr. Baillie, should draw up a submission urging that an Independent Inquiry be set up to investigate this matter.

The brief report concerning contact with the Life Assurance Offices association was adopted and it was decided to initiate negotiations as soon as the preliminary enquiries were completed.

Mr. W. A. Dick, Chairman of the Cancer Education Committee, referred to the valuable reports submitted by Mr. Hill (Victoria) on the Second World Conference on Smoking and Health, which was held in London last month, and intimated that the A.C.S. would endeavour to achieve the benefit of separated smoking areas in aircraft, along the lines successfully pursued in Canada.

An additional feature of the program for the International Conference to be held in Sydney in March 1972 - and aimed at lay delegates likely to be interested in cancer education - was in mind, and urgent action would be taken to see if this could be done.

The addition of Dr. R. Mendelsohn (A.C.T.) to the Cancer Education Committee was approved.

(7) SMOKING AND HEALTH:

Dr. Gray circulated printed matter published by the Victorian Anti-Cancer Council on this subject, and particularly relating to the recent T.V. advertising program launched by his State (Victoria). Also a screening was made of the more significant short films which had been prepared with the co-operation of Miss Miriam Karlin and Messrs. Fred Parslow and Warren Mitchell. At the same time, he

informed all representatives that these films were available on loan to member organizations. A vote of thanks to Dr. Gray was unanimously adopted.

MEMBERSHIP - FUTURE AIMS OF A.C.S.

The Council noted the action of the Cancer Education Committee with respect to the special submission directed to that committee by Mr. A. Dick and discussed at some length the proposals therein. It was generally agreed that there existed a need for a more vigorous policy to be adopted by the A.C.S., especially in the role of the National Cancer Organization.

Although a number of assertions as to lack of effectiveness in the past were not endorsed, it was resolved that the whole subject matter be thoroughly discussed at the next meeting of the Council in Melbourne next April. To this end, copies of the memorandum by Mr. Dick are to be circulated to all member organizations with a request that the proposals therein, as well as any other proposals which might occur to them, should be examined and recommendations submitted to the A.C.S. in time for these to be collected and appropriate details promulgated prior to the April meeting. It would then be hoped that firm and practical lines of policy and activity would ensue from that meeting.

Member organizations are to be requested to submit their recommendations to A.C.S. by the end of February 1972.

ACCOUNTS:

The audited statement of accounts and expenditure for the year ended 30th June, 1971 - as certified to by Arthur Anderson & Co. - was adopted. This revealed a credit balance of \$5,374 for the financial year. The special notations to the effect that -

- (a) a total of \$62,499 (raised by Sir William Kilpatrick's personal appeals for the expenses of the 1972 International Conference in Sydney) had been transferred to the Executive Secretary; and
- (b) an additional total of \$78,000, likewise raised by Sir William Kilpatrick, was held in short-term investment;

were also received and eulogistic remarks extended to Sir William on this fine fund-raising achievement.

Payments made in accordance with the schedule of cheques numbering from 3271 to 3350, and totalling \$138,441.68 were approved.

NEXT MEETING:

The next meetings of Council and the Committees would be held in Melbourne on 19th, 20th and 21st April, 1972.

Confirmed.

_____ (President)

_____ (Date)

MINUTES of the Meeting of the Medical and Scientific Committee of the Australian Cancer Society held in Sydney on Thursday, 14th October, 1971, at 2.15 p.m.

PRESENT:
Chairman -

Medical Adviser -

Members -

Dr. K. S. Mowatt (Queensland)
Professor K. R. Cox

Dr. C. Craig (Tasmania)
Dr. B. S. Hanson (Sth. Aust.)
Dr. V. G. Springett (Sth. Aust.)
Dr. D. Metcalf (Victoria)
Dr. N. Gray (Victoria)
Sir Kenneth Starr (N.S.W.)
Dr. H. Selle (N.S.W.)
Dr. R. A. Barter (W. Aust.)

In attendance -

Dr. A. Saweri (Representing Director-General of Health, Territory of Papua/New Guinea)
Dr. Cumming (Representing Department of Health, Canberra, A.C.T.)
Mr. N. Johnston, Secretary, A.C.S.

MINUTES:

The minutes of the previous meeting of the Committee, held in Melbourne on 22nd April, 1971, were confirmed.

Before dealing with any business, the Chairman warmly congratulated Sir Kenneth Starr on the honour bestowed on him by Her Majesty the Queen on the occasion of her recent birthday.

BUSINESS ARISING FROM THE MINUTES:

Smoking and Lung Cancer - This matter having been dealt with at some length by the Cancer Education Committee, further discussion was deferred until the meeting of the Council.

Annual Scientific Meeting (Port Moresby) - Professor Cox reported that an attendance of 40 to 50 was anticipated from the Clinical Oncology groups and briefly reviewed the program.

The Chairman expressed satisfaction at the evidence of development of the Clinical Oncology Groups following their affiliation with the Australian Cancer Society, and commended the Medical Adviser for his active participation in this direction.

Proposed Neuroblastoma Study - Dr. J. H. Colebatch's letter of 15th September, 1971 and the Outline of Protocol for Management having been circulated for prior perusal, the Chairman intimated that two issues needed to be decided in examining the feasibility of the proposed study. These were (1) whether or not the A.C.S. approved in principle; and (2) the degree of financial support likely to be involved.

After some discussion, during which the opinion was expressed that a second radio-therapist should be added to the list for attendance at inaugural meetings, it was agreed that

(1) The A.C.S. recognize the desirability of forming a Neuroblastoma Study.

(2) Dr. Colebatch be requested to consider the practicability

of the study being pursued in conjunction with the Radiology Society, and

(3) Funds be provided on a partial basis only.

It was finally resolved

- (a) that the proposal be adopted and the feasibility study be approved to commence.
- (b) that A.C.S. funds to the extent of \$1,000 be earmarked to meet the expenses of the inaugural meeting, to be arranged by Dr. Colebatch.

Leukaemia Study Groups I and II - These two reports, having been circulated to the Council, were endorsed.

Report of Soft Tissue Tumours - This report was also confirmed, the Chairman expressing gratification at the continued interest and activity over a period of five years.

Annual Scientific Meeting - Port Moresby - Further to the report submitted by Professor Cox (see above), it was resolved that, if at all possible, the A.C.S. should be directly represented. In the first place, it was felt that the President should be asked to attend, but if he were unable to do so, the matter should be put to Council for a representative of the Society to attend. In the event this could not be achieved, it was thought that Professor Atkinson or some other person should be requested to act for the Society.

1972 INTERNATIONAL CONFERENCE - SYDNEY:

Professor Cox reported a highly satisfactory degree of progress in the organization of the U.I.C.C. Conference in Sydney next March. Altogether 21 papers would be proffered on Leukaemia, 16 papers on Skin Cancer and 60 papers on Pigment Cell subjects. It was difficult at this stage to predict the probable attendance, but it was expected to be between 500 and 750. The proposal of the Cancer Education Committee to provide a half-day period for consideration of educational issues (of interest to lay visitors) would be examined without delay.

It was resolved that all member organizations of A.C.S. be urged to give active encouragement and support to Australian personnel desiring to attend the Conference (by financial subsidy, arrangement of charter air flights etc.)

Dr. Metcalf reported the likelihood of American and Australian research workers meeting in Melbourne for two days immediately following the Conference.

STANDARD ITEMS ON AGENDAS:

It was agreed that the following subject headings be included on all future agendas of meetings of the Medical and Scientific Committee in order that the Committee should maintain touch with any developments, especially in circumstances where public fears were being raised or other factors needed to be discussed:-

- (a) Carcinogenic Substances in Industry
(Nothing to discuss at this stage)
- (b) Cancer Detection

Dr. Barter reported that since submitting his memorandum (on the subject of cervical cancer detection) to the Melbourne meeting last April, he had seen Dr. Drake in Melbourne and

Dr. Coppleson in Sydney. He was now satisfied that a substantial number of people had this form of cancer in their earlier years of life without being aware of the fact. He felt it to be necessary that the A.C.S. maintain touch with the slow development of this disease and the implications of minor forms of evidence. He emphasized that nearly every positive case coming under notice had not had smear tests before at any time.

Cancer Registration

It was reported by Dr. Selle that administrative preparations in New South Wales to give effect to recent legislation were now nearly complete.

Cancer Research Register

The next edition would be printed in 1973, for which purpose data would start to be collected in 1972.

Professional Education

(Nothing to report at this stage)

International Union Against Cancer

(Nothing further to report)

Confirmed.

_____ (Chairman)

_____ (Date)

MINUTES of Cancer Education Committee
Meeting held at Sydney on Thursday,
14th October, 1971.

PRESENT:

Chairman

Medical Adviser

Members

-

Mr. W. A. Dick

-

Professor K. Cox

-

Dr. C. Craig (Tasmania)

Dr. J. J. Krister (N.S.W.)

Dr. A. B. Lilley

Dr. V. G. Springett (3th. Aust.)

Dr. N. Gray (Victoria)

Mr. D. Hill (Victoria)

Mr. J. Holliday (Q'land)

Mr. S. J. McDonald (Q'land)
(replacing Mr. Rudder)

BY APPEARANCE:

Dr. K. S. Mowatt (Queensland) Chairman of Medical and Scientific
Committee

Dr. A. Saweri (representing the Director of Public Health,
Territory of Papua/New Guinea)

Mr. N. McG Johnston - Secretary

APOLOGIES:

Apoologies were received from Mr. W. L. Rudder (ill) and Mr. J. Carr.

MINUTES:

The minutes of the previous meeting, held in Melbourne on 22nd April, 1971, having been circulated to all members, were taken as read and confirmed, subject to the deletion of Dr. Lilley's name from amongst those shown as present.

CORRESPONDENCE:

The Chairman reported that he had written to Dr. A. G. MacLaine inviting him to join the Education Committee, but had not received a reply. A letter from Mr. D. Hill, Cancer Education Adviser to the Anti-Cancer Council of Victoria on the subject of more restrictive arrangements for smoking in air liners was read and discussed.

It was resolved that Professor Cox would seek information from Dr. Taylor, National Cancer Institute in Canada, on the nature of the successful action pursued there for separate areas in air liners for smoking and non-smoking passengers.

SECOND WORLD CONFERENCE ON SMOKING AND HEALTH (LONDON):

Copies of a report prepared by Mr. David Hill, who attended this conference held in London on 20th - 21st September, 1971, were circulated and discussed. Mr. Hill summarized the main points made by the various speakers at the conference. He commented on action taken in other countries to curb advertising and promote non-smoking.

The ensuing committee discussion touched on issues in several controversial areas, for example:-

- (a) It was more productive to stress the factor of "good health" in the use of public advertising and educational schemes, rather than the "dangers of cancer".

- (b) There was advantage to be derived in widening the education sphere to include heart disease and other medical problems, rather than restricting the approach to the public to cancer alone.

Dr. Gray reported to the Committee that, despite early evidence of lack of government sympathy with A.C.S. approaches to the Minister for Health on the need for government action in line with Canada, U.S.A. and other foreign countries in dealing positively with the problem of cigarette advertising etc, a more favourable climate appeared to be developing. A recent statement of policy by the Leader of the Opposition that the Labor Party favoured the complete abolition of cigarette advertising made it opportune to press the Minister for Health for a positive statement of Liberal Party Policy on the same issue. This should be followed up without launching into a political controversy in the process.

Dr. Gray reported that the Sub-Committee was to meet the present Minister for Health (Senator Anderson) and the Minister for Customs (Mr. Chipp) within the next few days at Canberra. He understood that a combined submission to the Prime Minister would then be made by the two Ministers concerned.

REPORTS FROM MEMBER/ORGANIZATIONS:

Cancer-Education activities carried out in the various States of the Commonwealth were reported by the respective representatives and the main issues highlighted. In this connection, the T.V. anti-smoking programme of the Anti-Cancer Council of Victoria was commended and details of a successful "Nurse Quest of the Year" in Queensland were given. The latter project was making significant additional funds available for cancer education in Queensland.

PROPOSED EDUCATION SEMINAR:

Arising from the resolution at the last meeting to request, to organise a national education seminar, Mr. McDonald reported that his Council had decided not to pursue the matter at present.

The Anti-Cancer Council of Victoria considered that it would be possible to arrange for a cancer education seminar to be organized in conjunction with the next ANZAAS conference in Sydney in August, 1972.

It was resolved that a sub-committee consisting of Mr. David Hill (Convenor), with Messrs. Rudder (Queensland) and Dr. J. J. Krister (N.S.W.) with power to co-opt, should follow up this matter.

1972 UICC CONFERENCE - SYDNEY.

Professor Cox suggested that a cancer education session might be arranged to cater for lay visitors particularly from The American Cancer Society coming to Sydney for the UICC interim conference. The programme could occupy a half-day or perhaps a little longer. In order to integrate it into the overall program of events, it would be necessary to complete the arrangements before the end of December, 1971.

The suggestion was accepted and a committee comprising the Chairman (Mr. Dick) with Professor Cox and Mr. Hill was deputed to organise the conference session.

Dr. Mowatt intimated that the Queensland representatives would like the programme for overseas visitors to incorporate a one day visit to Queensland.

FUTURE AIMS AND ACTIVITIES OF A.C.S.:

It was reported that at the last meeting of Council in April 1971 a working group had been formed to review the aims and objectives of the

of the Australian Cancer Society. The Committee comprised Mr. Dick, Dr. Gray, Dr. Metcalf and Professor Cox. Mr. Dick had prepared a paper on the Australian Cancer Society's objectives in cancer education for discussion by the working Group and he outlined the content to the Committee for purposes of discussion.

The Education Committee felt that although the paper was critical of progress there was general agreement that a great deal had in fact been accomplished under the Chairman's guidance. In particular, the combined State experience brought into the ambit of the Australian Cancer Society had been valuable to each State organization and much benefit had been derived from the discussions thereon.

In discussing the role of the Australian Cancer Society vis-a-vis the roles of the respective State organizations, it was the unanimous view of all representatives that the Australian Cancer Society should continue to concentrate on national activities and it should actively support the States in special circumstances when so requested and it should be the national organization to maintain contact with international bodies.

Within these confines, however, it seemed necessary now to clarify on more definite lines the future scope of education activities of the Australian Cancer Society, and the need or otherwise for a full-time officer to become associated in such activities.

It was finally resolved that copies of Mr. Dick's memorandum should be circulated to all member/organization of the Australian Cancer Society and representatives on the Committee, with the object of each conducting a searching examination of the issues raised therein (and such other proposals as might be raised) in time for such results to be reported back to the Australian Cancer Society. All comments and recommendations should be promulgated in adequate time for prior consideration before the next meeting of this Committee in Melbourne next April.

It was then agreed that additional time be allocated to the next meeting in order that specific lines of future activity could be determined and appropriate initial action taken.

Confirmed.

_____ (Chairman)

_____ (Date)

MINUTES of the Cancer Service Committee
Meeting held at Sydney on Wednesday,
13th October, 1971 at 2 p.m.

Chairman

Medical Adviser

Members

In Attendance

- Dr. H. Selle (N.S.W.)
- Professor K. Cox
- Dr. B. S. Hanson (Sth. Aust.)
- Mr. L. J. Baillie (Tas.)
- Mrs. M. Esson (Vic.)
- Mr. S. J. McDonald (Q'land)
- Dr. A. Saweri (Representing
Department of Health,
Territory of Papua/New Guinea)
- Dr. K. S. Howatt (Q'land)
- Mr. T. R. Osborn (Sth. Aust.) -
in place of Mr. V. Stone
- Mr. N. Johnston, Secretary, A.C.S.

APPOLOGY: A letter of apology was received from Mr. V. Stone (Sth. Aust.)

MINUTES: The Minutes of the previous meeting of the Cancer Service Committee held in Melbourne in April 1971, were confirmed subject to the replacement of the paragraph (a)(i) under the heading "BUSINESS ARISING FROM MINUTES" with the following:-

(i) It was unsatisfactory that some cancer patients hospitalised for terminal illness could receive hospital insurance benefits, while others in exactly the same situation could not. (The first category were able to obtain benefits because they were in approved private hospitals. Nursing home patients, whilst they could apply for benefit on the basis of a doctor's certificate that they would otherwise be occupying a bed in a general hospital, had no certainty that benefits would be paid, and there were known cases of rejection of claims).

HOSPITAL BENEFITS FOR CANCER PATIENTS:

The Chairman reported that he had written to the N.S.W. Minister for Health, who had later discussed the subject at the Conference of Health Ministers held in Adelaide. Special reference was made to the unsatisfactory position of benefits (Commonwealth) being confined to patients only whilst they occupied beds in a recognised hospital. The opportunity was also taken to emphasize those issues raised in the Nimmo Report about which this Committee has previously expressed itself.

Despite the recently announced decision of the Commonwealth Government to increase the National Health benefits to \$6.50 per day for intensive care patients, the States were still unhappy with many features of the present arrangements.

It is hoped that more sympathetic consideration to the special and somewhat different needs of terminal cancer patients will be given by the present Commonwealth Minister for Health, Senator Anderson, who intends to visit Newcastle in the near future to look at the geriatric services there.

This same subject was again discussed (later in the meeting) as a particular area for further action by the Cancer Service Committee. It was felt that the recent increase in Commonwealth benefits will soon give cause for increased fees being charged for patients in nursing homes. Mrs. Esson reported that the policy of the Anti-Cancer Council of Victoria in subsidising terminal cancer patients to enable them to remain

nursing homes was under ever-increasing strain, so much so that
funds for 1970-71 had been exhausted two months before the
of the financial year.

Committee concluded by resolving to pursue further representations
the Commonwealth Minister for Health, for which purpose the Chairman
Mrs. Elson would collaborate in the preparation of an appropriate
In this connection it was agreed also that the rather
position of terminal cancer patients in nursing homes - as
with longer-term inmates suffering from other illnesses -
be emphasised.

REPATRIATION BENEFITS FOR CANCER PATIENTS:

Report from Dr. Hanson on action taken since the April 1971 meeting
of the Committee was tendered and discussed. Reference was made to the
fact that an internal departmental inquiry in the Repatriation Department
had practically finished its work; a Senate Inquiry had started taking
written evidence; and thirdly, an Independent Inquiry headed by Mr.
Justice Toose had been set up by the Commonwealth Government to examine
repatriation benefits policy and administrative action thereon generally.

In view of these developments, a projected deputation (to include R.S.S.
representation) to the Minister for Health had been deferred pending
further consideration of courses of action by this Committee.

It was finally agreed that the most important development was the
Independent Inquiry under Mr. Justice Toose. The Chairman undertook to
be in touch with Mr. Auld to ascertain the procedure to be followed for
the submission of evidence by the A.C.S. and other relevant information.
It was further agreed that a document already prepared by Dr. Hanson
should be circulated to all members for examination and comment as a
preliminary to the preparation of such a submission. The subject-matter
should be confined to lung and other cancers specifically related to
smoking.

CANCER DETECTION.

Since the April meeting, discussions had ensued between the Medical
Adviser (Professor Cox) and Mr. McDonald, who was able to report an
element of interest in his contacts with the Health Insurance groups in
Brisbane. Whilst no communications had issued between the two organ-
isations, it was resolved that in view of the policy of "screening",
already adopted by the Life Offices Association of Australia with respect
to heart disabilities, and with the developing proposals from the growing
incidence of computerisation in medical diagnosis, the matter should be
referred to the Medical and Scientific Committee to prepare a suitable
submission. This should emphasize the benefits to be derived from a
broadening of policy on the part of the Life Offices Association of
Australia in providing for initial screenings of life insurance applicants
to detect cancer conditions earlier than would otherwise be the case.

CERVICAL CYTOLOGY IN LOWER SOCIO-ECONOMIC GROUPS:

Professor Cox reported that further information was not yet available
from Dr. Barter on this subject. It was agreed that the matter should
be referred to the Medical and Scientific Committee for the appropriate
follow-up action.

FUTURE ROLE OF THE A.C.S.:

The memorandum prepared on this subject by Mr. Dick, Chairman of the
Cancer Education Committee, following some discussions by the working

set up by Council in April last year, was read and discussed.
resolved that this Committee would support the thesis that a
positive role be adopted by the A.C.S. as the national organisation
in Australia.

specific field of "cancer service", it was agreed as a first step
the A.C.S. shall aim to provide the State organisations with inform-
ation suggestions as to the basic services which should be available
for patients in each State. In effect, this would be a "blueprint"
for development of a generally higher standard of such services.

At this end, the Chairman and Mrs. Esson would initiate action to approach
State/organisations for details of present services in each State.
Any final recommendations are submitted, however, consultations
with social worker groups would be necessary to ensure that such recom-
mendations took into account the associated social implications of any
new course of action.

It is felt that the ultimate aim of this Committee should be to establish
basic services should be provided, so that the degrees of any short-
comings would automatically be clarified. Such a result would give
to the State to remedy such shortcomings and ultimately achieve
a minimum standard for progressive improvement as circumstances

A sub-committee established to prepare "this blueprint" was Mrs. Esson
and E. V. Stone, with power to approach (on behalf of the A.C.S.) what-
ever other social and community organisations were considered desirable.

Confirmed.

(Chairman)

(Date)

CANCER SOCIETY
WORKING GROUP'S REPORT ON
THE SOCIETY'S FUTURE OBJECTIVES
AND ORGANISATION

BACKGROUND

At the April 1971 meeting in Melbourne Council appointed a working group comprising Dr. Metcalf, Dr. Gray, Professor Cox and myself to review the major issues facing the Australian Cancer Society in terms of future aims, organisation and programs. Although two meetings have been held it has not been possible to arrange a meeting where all members could attend. Two working papers have been prepared, one by Dr. Metcalf on research and one by myself on public education. Copies of these working papers are attached. At the second meeting held on September 30, it was suggested that I should prepare a summary paper for consideration by Council. Because of the limited time available before the Council meeting this paper has not been reviewed by members of the Committee and must be considered as expressing my personal views. I do not believe, however, that these are, in principle, at variance with the group's views.

ANALYSIS OF THE PROBLEM

Some members of Council have become increasingly concerned with the lack of progress being made by the Society. The working group unanimously subscribes to this view. The Society has been in existence for about a decade, during which time it has spent approximately \$250,000 in maintaining a skeleton organisation and bringing member bodies together twice a year. It is not possible to point to much in the way of achievements over this period.

There appear to be three critical factors militating against effectiveness in the national body:

1. Lack of national objectives.
2. Inadequate resources.
3. Insufficient contact between the national body and State member organisations.

THE FUTURE OF CANCER EDUCATION
WITHIN THE AUSTRALIAN CANCER SOCIETY

BACKGROUND

At the April 1971 council meeting of the Australian Cancer Society it was agreed that a small working group should be appointed to review the aims, activities and organisation of the Society. The essential objective of the exercise was to determine whether the Australian Cancer Society could be developed into a more effective organisation to improve the control of cancer in Australia. Dr. Metcalf, Dr. Gray, Professor Cox and myself were appointed to the working committee.

Subsequent to the Council meeting the Melbourne members of the Committee discussed possible lines of approach to be adopted. It was decided that basic material should be developed for consideration by the full Committee in the form of separate position papers on research, medical treatment and services and public education.

The purpose of this memorandum is to outline my thoughts on what should be done to increase the effectiveness of the Australian Cancer Society in the field of public education.

PRESENT APPROACH
TO EDUCATION AT
NATIONAL LEVEL

Since the formation of the Australian Cancer Society no field programs have been conducted at national level. Until recently a senior lecturer at Sydney University was used in a part-time capacity to maintain some form of communication with member organisations who developed and carried out the educational programs. Some information passed from the education officer to State bodies over a period of years but little direct help was provided by his personal contact or presence in State organisations. Information which did pass was of use in the three States where the programs were less developed - South Australia, Western Australia and Tasmania.

Over the first ten years, three one-day conferences were organised for people active in State programs. Twice yearly meetings of the education committee also provided opportunities for information to be communicated between States.

The results of State efforts supplemented by some assistance from the national level have been reflected in the development of active education programs in every State. This is undoubtedly an advance on the position pertaining in 1961. Additionally knowledge of Australian programs is now starting to filter through at an international level. The former national education officer is still a member of the U.I.C.C. education committee but this appointment arose from a personal invitation by the then Chairman of the U.I.C.C. Education Committee, Mr. John Wakefield and not as a result of nomination by the Australian Cancer Society.

T. R. BROWN,
CHAIRMAN,

SCIENTIFICS IN
APPROACH

4.

given that the Australian Cancer Society has made some contribution to the development of cancer education programs in Australia, progress has been slow and relatively ineffective for the following reasons:

1. The part-time nature of the education officer's appointment has provided neither adequate time or continuity for a comprehensive effort at national level. Dr. Maclaine's main occupation was acting as a university lecturer and his career progress depended on his performance there rather than in serving the Australian Cancer Society. Whilst he was undoubtedly interested in cancer education, to a significant extent he approached the job with the goal of doing enough to justify holding the position and supplementing his University salary.
2. Despite repeated encouragement having been given to the education officer to establish education objectives for the Australian Cancer Society and a well-considered plan, no such thinking ever really got off the ground. As a result the Committee drifted from half yearly meeting to half yearly meeting with no plans, no achievements and little motivation.

3. No consideration has ever been given to a national program as distinct from the programs undertaken at state level. It has been accepted up to date that the state programs form the necessary ingredients for cancer education in Australia. My proposition is that this is not the case, since I contend that there are some programs which can only be carried out effectively at national level. Furthermore there are other programs which could be more effectively organised and run nationally than at the state level.

4. The education officer when in office devoted a substantial part of his available time for the Australian Cancer Society in fulfilling his role as a member of the U.I.C.C. Committee. Since this was a personal rather than a representative appointment, too little benefit accrued to the Australian Cancer Society from international visits and correspondence.

In effect, the national effort in education has suffered from lack of planning and inadequate resources. The aims and objectives of cancer education in Australia need to be re-thought as a first step to determining what the Australian Cancer Society should be doing or planning to do to foster the effectiveness of educational efforts throughout the country.

COMMENTS
ON THE FUTURE

the environment in which the Australian Cancer Society is
situated to contribute to cancer education in Australia differs
from the position ten years ago in some important respects:

There are active programs in each State but these
vary in terms of comprehensiveness, approach and
resources. Nevertheless a framework has begun to
take shape.

Governmental organisations are becoming more
involved in cancer education.

The medical profession is becoming more disposed
to accept the usefulness of cancer education programs
in promoting earlier diagnosis and a better balanced
community attitude to cancer.

Television has had a powerful impact on community
opinions and attitudes which has changed both the
education task and the means at the disposal of
bodies like the A.C.S. and its members.

Migration has continued to increase the number of
non-English speaking people in Australia creating
ethnic groups which are hard to reach in education
programs.

More is known today than ten years ago on the factors
which help to form and influence people's attitudes
and the essential requirements for changing those
attitudes.

Australian industry and commerce has grown more national during the last ten years creating a greater number of nationally spread and centrally controlled organisations.

In this environment the need for active and well-developed education programs will be as important in the future as it has been over the last ten years. Unquestionably most of these education programs are best undertaken by the member bodies of the A.C.S. There will continue to be an opportunity for the A.C.S. to foster these State programs in a variety of ways:

- # Communicating information.
- # Bringing people engaged in State programs together for exchange of viewpoints and ideas.
- # Organising conferences at national level.
- # Assisting with the organisation of conferences at State level.
- # Fostering of research projects within the States.

There are requirements for a national program quite distinct from the State activities in the following areas:

1. Dealing with the Commonwealth Government at ministerial, parliamentary, departmental and semi-government levels in matters related to cancer education and allied subjects.
2. Dealing with national bodies associated with or interested in health matters as their activities affect cancer and health education.

3. Using national media in educating the Australian public - national magazines, national television and radio, and national trade press.
4. Dealing with national companies in developing education programs.
5. Developing educational material for State organisations to use in selected community groups which are small and hard to reach, such as ethnic, under-privileged and high risk groups such as with cytology programs. Developing foreign language material centrally would be much more economical than unilateral preparation in the States.
6. Organising and co-ordinating research projects across State boundaries.
7. Helping to educate the educators in State programs.
8. Formal representation of Australia internationally for the benefit of all organisations in Australia engaged in cancer education.

ORGANISATION AND
RESOURCES TO MEET
FUTURE REQUIREMENTS

I feel that there is a strong case for the recruitment of a full-time education officer or alternatively a full-time medical administrator who has the aptitudes for and interest in cancer education to do an effective job. In the latter case he would have responsibilities additional to cancer education. With the appointment of a full-time person it would be possible to develop

three to five year plan to accomplish what I have suggested needs
 a nationally right now in the field of cancer education.

A strategic plan of this nature would define the problems
 opportunities in cancer education in Australia at the national
 state levels and in Australia's international associations.

should:

- # Establish some worthwhile objectives and specify
 a strategy for reaching them.

- # Define the priorities and the programs needed to
 accomplish shorter-term goals and longer range
 objectives.

- # Determine the nature of the co-operation required
 between the A.C.S. and its member bodies to
 accomplish goals and objectives.

- # Specify the resources needed by the A.C.S. to
 carry out its part in the projects.

It will not be easy to find a suitable person to head this
 of project and it will cost money. The long-range plans will
 to be costed. This is where thinking has bogged down in the
 past. Council has affirmed that its members either cannot legally
 contribute more to the A.C.S. or do not have the funds to contribute
 more or will not contribute more because they do not think any
 more needs doing beyond State education programs.

in my opinion it is quite useless spending on education
 our past levels. We have frittered away funds on cancer
 education up to date. We have been rather like the half sized
 driver using a half sized driver off a half sized tee calling
 "two". It would be far better to shut down on cancer education
 the national level rather than play with it as we have done
 to date. Our first responsibility as a national body is to define
 what needs to be done, not declare our insolvency. If there is
 something important to be done, and I believe there is, then let
 us make some moves to get it rolling. If we cannot get the
 resources, let us influence someone else to do the job - if there
 is no other way, we can ask one of our member bodies to do it.

BOOKMARKS

1. 50,000 bookmarks were printed with the 7 warning signs on one side and 7 safeguards for good health on the other. They were distributed as under:-

- (1) Institute Libraries throughout S.A.
- (2) The State Public Library
- (3) University Library & Front Counter of Uni.
- (4) Selected bookshops (some proprietors posted out bookmarks with monthly accounts)
- (5) Flying Doctor Service (for remote areas)
- (6) Country Standing Committees
- (7) Dept. of Public Health, T.P.N.G.

They have been very popular and some of the distributing centres have requested further supplies.

SMOKING SUPPLEMENT 1971

2. The Foundation arranged the reprinting of 1,000 copies of Victoria's Smoking Supplement 1971. It was renamed Smoking Report 1971, but the heading "Anti-Cancer Council of Victoria" was retained.

All members of the S.A. Legislative Council received a copy and copies are used to meet requests for current information in schools, club debates etc.

3. ARTICLES ON CANCER TOPICS

Victoria's Smoking Supplement 1971 was adapted for an article in the Australasian Nurses Journal. Similarly, the Canadian Cancer Society's "How To Stop Smoking" was used. Two members of the Committee are working on an article for Teachers Journals. A short article was written by the Secretary for a Maltese Monthly Newsletter. More articles could be placed in journals for the layman if articles were available.

4. SCREENING OF TWENTY SIX ANTI-SMOKING ADS

On March 7 a screening of Victoria's T.V. anti-smoking ads was arranged in one of the University lecture theatres. About 100 students and staff were present as well as the S.A. President of the Australian Medical Association (Dr. R. Hecker).

5. PUBLIC EDUCATION OF THE POORER CLASSES

Members of the Committee are considering the proposition of making an approach to Unions to see if the wives of union members might be encouraged to report for smear tests and to practise breast self-examination.

6. FILMS

The screening of cancer films is increasing in popularity for club meetings, especially for teenage organisations. There are also regular despatches of films to the Northern Territory. The United Church in North Australia is including a cancer film in its Saturday picture night at Galiwinku. These films have to be previewed by elders of the tribe before they can be screened for the aboriginal population.

T.R. BROWN,
CHAIRMAN,

PUBLIC EDUCATION COMMITTEE.

educational programmes in Queensland during the summer months has
been towards early checks for Cancer, the cytology services, skin
and the Arthur Cooper Hospital.
has been received from all Media, particularly country P.V.
During the Christmas holiday period and through early January,
campaign was conducted on skin cancer through all Radio stations,
was mainly directed at the teenage and school-age groups.
conducted by Medical students indicated that a large majority of
and younger groups were aware of the campaign and many were using
creams and hats on the beach. Members of the Pharmaceutical
reported record sales of protective creams.

GENERAL INFORMATION

Education Weeks: Full scale promotional activities in the provincial
are towns continue as the basis of these promotional weeks.

of the public particularly women, attend the Meetings where Cancer
discussed and films are shown and a panel of doctors answer

Local Committees: Local committees co-operate by assisting with arrangements for
meetings, displaying signs and posters and distributing educational

most popular programmes are those organised for women only and, in most
standing room only is available in the halls.

Radio and Television: Media continues to give generous support and
actively co-operating with the Fund. Visiting medical authorities are
wide coverage and so are functions planned by local committees. T.V.
continue to show at no charge the film "Queensland Fights Cancer"
special T.V. segments on "The 7 Warning Signs of Cancer and Breast
Cancer".

Relathon: Relathon conducted annually in support of the Appeal helps considerably
the education of the Public on all aspects of Cancer and cancer work.

Newsletter: The Queensland Anti-Cancer News is published quarterly and
has a wide distribution throughout the State. Distribution has been
restricted, owing to the increased costs of postage.

Display Material: We have recently produced new display units made of
lightweight aluminium easily assembled and available for exhibitions,
country shows and country committees. Each of our Field Officers now has
a Display Unit to assist with his Education Weeks' programme.

Pamphlets and Posters: Most of the pamphlets and posters used are designed with the co-operation of the Health Education Council and most of the leaflets have been rewritten and new layouts have been designed.

Fund Raising and Education: Fund raising is closely associated with our Educational Programme and this year we plan to raise \$150,000 to assist with the programme of research, education and provision of equipment and accommodation for Cancer patients.

The main fund raising activities are: a State-wide "Gift Envelope" distribution and collection, an employee contribution scheme, and direct mail. In addition to these activities, we are promoting a "Nurse of the Year Quest" which last year raised more than \$70,000 for the "Fight Against Cancer". It also drew attention to the dedicated community service carried out by Nurses in Queensland.

Gynaecology Department: The number of smears checked by this Department has increased considerably over recent months. The women in Queensland are responding well to our intensive campaign on the necessity of early detection of uterine cancer.

Arthur Cooper Hospital: The Arthur Cooper Hospital at Hamilton, Brisbane, while not part of the Educational Programme, has a significant bearing on it. The provision, in pleasant and relaxed surroundings, of this accommodation for the care of Cancer patients, particularly from the country, is doing much to favourably publicise the work of the Fund. Patients come from all parts of the State, as far north as Cooktown and south to towns in Northern and South Wales.

Seminars: This year we are planning an Education Seminar for Branch Presidents and Secretaries. This will be held in October and will be attended by representatives from most parts of Queensland.

Public Education: The Queensland Cancer Fund arranged for 21 doctors from a wide area of Queensland to attend the International Cancer Conference in Sydney. Air fares and part accommodation expenses were met by the Fund. Following the Conference, 11 overseas doctors were invited to Brisbane to attend lectures and seminars on Skin Cancer and Melanoma. Reports confirmed the high level of medical experience available to the medical profession in Queensland. The Fund also received a great deal of favourable publicity resulting from the visit.

Service Club assistance with Cancer Education: Apex Zone 6, embracing 105 Clubs have undertaken, as their 1972 project, Cancer Education. They are helping with the distribution of pamphlets, display posters and material and assist with the organisation of education meetings and lectures on Cancer. This is the first occasion we have used a Service Club to assist with our Educational Programme and the project is being watched very closely.

RECEIVED

M. D. Hill

19 APR 1971

To M. D. Hill
From A. E. J.

April, 1971

Member of the Educational Adviser
Assigned to the Public Education Committee, Australian Cancer Society

From the end of August until the last week in November, 1970, I was overseas tour which embraced Geneva, London (U.K.), Toronto (Canada) selected centres in the U.S.A. and New Zealand. This journey was made at the expense of the Society. I used my annual stipend from the Society to defray expenses involved in visiting centres carrying out work of public education about cancer.

After attending a meeting at Geneva of the Public Education Committee of the Cancer Control Commission, U.I.C.C., I proceeded to the U.K. In London, I made contact with the new National Health Education Council, the office of Dr. Julia Dawkins, Co-ordinator of Smoking and Health, British Department of Health, and the Special Branch on Health Education in Schools of the Department of Education and Science. I then visited Toronto for consultations with the Canadian Cancer Society and while there, I attended a meeting of the Society's Committee on Public Education. In New York, I had consultations with various officers of the American Cancer Society and I also attended the National Interagency Council on Smoking and Health.

I travelled to Washington for talks with Dr. D. Horn and his colleagues at the Clearinghouse on Smoking and Health. Developments in communication research, particularly in relation to mass media and attitude change, were investigated at Michigan State University, the University of Wisconsin, the University of Southern California and Stanford University. On my return to Australia, I visited New Zealand where I spent some time at the office of the Auckland Division of the New Zealand Cancer Society,

My study tour yielded some useful results and alerted me to on-going planned activities of potential future value. In addition, I established personal relationships which will facilitate continued communication on matters of importance to public education.

Some items of business at the meeting of the Public Education Committee, U.I.C.C., are noteworthy. The Committee has devised a soundly-constructed questionnaire for use in surveys of public opinion on cancer and a reference copy is being held by the Educational Adviser. The Committee

...producing a short composite reel of film, comprising a number of spots, selected on the basis of their general usefulness as ideas. This reel is to be despatched to member organisations of the U.I.C.C. as a number of examples of how such spots may be used in cancer education programmes. The reel is divided into two sections: a group of seven anti-cigarette T.V. spots and a group of five general cancer education T.V. spots, with a total running time of approximately ten minutes. At the U.I.C.C. Committee meeting, about forty spots were viewed and judged for selection in the film. It is interesting to note that Australian T.V. spots on general cancer education were included in those under review and practically of them (five) were judged to be among the nine most suitable spots examined. Two of these Australian spots were finally selected among the five to be included in the film. A copy of the report commenting on the review and selection of all T.V. spots is appended. Several of the Canadian anti-cigarette spots are very good and copies could doubtless be obtained from the Department of Health and National Welfare at Ottawa.

At a previous meeting of the U.I.C.C. Public Education Committee, I presented a proposal and outline for the production of a Handbook on Cancer Education. This proposition was accepted. I was selected to edit the Handbook and work on the compilation of the various chapters is proceeding. When completed, the book should make a useful addition to the reference shelves of cancer organisations in Australia, for the project has engaged the active participation of some very experienced and competent people in the topics covered by each chapter. A copy of the outline for the Handbook is attached.

The position of Co-ordinator of Smoking and Health at the British Ministry of Health has only recently been created and has not yet accomplished anything of note, but Dr. Dawkins will undoubtedly carry out activities which will have relevance to Australia. Similarly, the National Health Education Council is a new institution and aspects of its work merit further contact. For example, its organisation includes a large research unit and a Division of Communications Research and Information, and the Council's aims include the production of material for, and development of the use of the mass media and the promotion of health education in schools. Furthermore, the programme of work for 1971-72 includes a smoking and health project, together with an international seminar on this topic.

The Canadian Cancer Society has made a comprehensive survey of all its possession relating to cancer education, including the number, title, the script and the relevance of each film to present day conditions. The report of the results of the survey are appended to this report. Overhead projectors are used in some of the Australian states. Overhead projectors are used very commonly in Canadian schools and also as a means of illustrating talks to adult groups. The Canadian Cancer Society has prepared illustrations for projection and magnification which are being used to utilize such projectors and is preparing transparencies which will be available to member bodies of the Society. The Society has had constructed a set of transparencies illustrating the effects of prolonged smoking on the human lung. At the time of my visit, plans were in hand to order the production of transparencies illustrating the Pap Test. Other such aids, dealing with further aspects of cancer, are likely to be made. It is recommended that member bodies of the Canadian Cancer Society should consider adding overhead projectors to their list of instructional aids and that copies of available transparencies be requested from the Canadian Cancer Society. A brief description of an overhead projector and its uses and advantages is attached to this report for information.

For some time, the Canadian Cancer Society has abandoned promulgation of the Seven Danger Signs (or Signals) of Cancer and has publicized an alternative message, the Seven Safeguards against Cancer. These are as follows:

Everybody -

1. Have a regular medical check-up.
2. Don't smoke cigarettes.
3. Have your dentist check for unusual conditions.
4. Arrange with your doctor for a bowel examination.
5. Avoid excessive exposure to sunlight.

Women -

6. Practise regular breast self-examination.
7. Have a regular Pap Test.

Mr. Hill

The Executive Director of the Society is convinced that this approach to cancer prevention is a more positive, hopeful and useful message than the "No Smoking Sign" still commonly used in several other countries. The approach may well merit examination by the Australian Cancer Society and its associated institutions.

The Canadian Cancer Society has produced the draft of a booklet "How to Help For Smokers", a copy of which is appended. For several years, the Society has distributed a booklet in the form of a comic on Smoking and Cancer. It is considered that this would have an appeal for young people. A copy of this comic publication and a set of the Society's various pamphlets will be tabled at the meeting of the Public Education Committee.

The American Cancer Society has produced a new film "I'll Buy That" which may be of interest. From this Society I obtained a copy of an address on the Evaluation of Educational Films which shows the importance of testing the efficiency of educational materials. A copy of this address and a set of the current American pamphlets relating to cancer will be tabled at the meeting of the Public Education Committee.

The National Interagency Council on Smoking and Health (N.I.C.O.S.H.) has moved its office from Washington to New York. At the time of my visit, N.I.C.O.S.H. had recently been involved in a large national conference on Smoking and health at San Diego. The proceedings of this Conference have now been published and a copy has been requested. At N.I.C.O.S.H. I was informed of the forthcoming Second World Congress on Smoking and Health to be held at London, U.K., in July, 1971. I propose to obtain copies of all proceedings at this Congress in due course. N.I.C.O.S.H. publishes a regular Bulletin which gives a wealth of information and ideas relating to smoking and health measures in the U.S.A. To be put on the mailing list for this Bulletin, interested organisations should write to Mr. Roger W. Schmidt, Executive Secretary, N.I.C.O.S.H., Co-Room 1301, 419 Park Avenue, New York, N.Y. 10016, U.S.A.

At the National Clearinghouse on Smoking and Health in Washington, I obtained information on a new smoking film Fair Warning (details appended) and copies of a recent substantial report on Smoking and Health prepared by Professor C.M. Fletcher (U.K.) and Dr. Daniel Horn for the World Health

See Hall

Copies will be distributed to members of the Society's Public Education Committee. I also inquired into research in progress and I have promised copies of reports in due course.

A considerable proportion of my time in the U.S.A. was spent in discussing developments in communication research at selected centres. For information of members of the Public Education Committee, I have obtained a recent exhaustive review entitled Fifteen Years of Fear Arousal: Research on Threat Appeals: 1953-1968. It indicates that much more research

still has to be carried out before the full effects of fear arousal in varied circumstances can be charted with reasonable certainty. This issue is of great importance in the field of cancer education and the report makes a valuable addition to our understanding of the use of threatening appeals. Much research is being carried out in the field of mass communication

and persuasion. Some findings in relation to the credibility of news sources are of significance to cancer education. Thus, American commercial television stations are perceived as more credible than newspapers by those who are of a lower social class and who are less educated and less urban, while better educated people generally report newspapers to be the more credible sources of information. Several relevant studies have been made on the diffusion of news.

Generally speaking, where a news event is of major importance, most ninety per cent of first awareness of such news in the U.S.A. tends to come from the mass media, particularly the broadcast media. Face-to-face communication has been relatively trivial as an original source in such instances but has been used to supplement the initial responses, as have been newspapers. However, lesser news events are primarily learned through the newspaper. There is an interesting interplay between the respective roles of the mass media and of interpersonal sources in the diffusion of news. Those who first learn from others of news events are prone to turn immediately to television or radio for confirmation and are much more likely to discuss the events with others. There appears to be an opportunity for a two-step flow of influence from the mass media through interpersonal channels but this seems to be characterized better as a relay and reinforcing function than as causal influence.

Where the adoption of innovations or new ideas and practices are concerned, most individuals tend to become aware of innovations from the mass

and then discuss them with friends and acquaintances as they evaluate
The first step of the two-step flow should be characterized as a
between information, the second as a spread of influence. Personal
initial awareness and adoption or non-adoption) and among
also where an ambiguous situation exists. Early
more on impersonal information or experts. Opinion leaders rely
mass media or on impersonal, technical sources of information and
leaders inform and influence other opinion leaders.

A relatively new and significant area of research is concerned with
design and analysis, and developments in this field merit continued
I am currently gathering literature in this field, including
which examine the relationship between a variety of message character-
and their relative comprehensibility. Contextual factors are of
importance. Thus, it has been found that the use of appropriate
materials can enhance the learning of statistical data, a text
presented by a graph is an appropriate procedure and both graphs and tables
significantly reduce written ambiguities. Many experiments have been carried
to determine the relative legibility of various print formats.

I now turn to some needs of cancer education in Australia as I see them
possible activities for the Public Education Committee of the
Australian Cancer Society or its state member bodies. There could be a better
exchange of information between all concerned. In the past, this has been
achieved largely through the presentation, at meetings of the Public Education
Committee, of state reports on educational activities. This has merit but new
developments are not usually spelt out in detail and the exchange of
information is relatively infrequent. It is recommended that the Public
Education Committee should discuss this problem and attempt to devise effective
procedures that are acceptable to state bodies.

There is an urgent need for more research into matters related to
public education. There has been no survey of public attitudes to cancer among
a significant sample of people in any state since the study in Western
Australia over seven years ago. Attitudes and opinions may have changed

7

likely since then. In any case, only one state sample of population
The American Cancer Society places great value on the credibility and
statement that 21 million Americans have quit smoking and a
greater proportion of medical people have also done so. The
Australian statistics to put to the public. If these were known
for a single state and were favourable, they could form the basis for a
positive message on this topic throughout the country. In fact, the
Association Modern Medicine of Australia has attempted to survey smoking
Australian doctors both in 1964 and 1970 and has issued a report
with the findings from both studies. Copies of this report will be
distributed to members of the Public Education Committee. The 1970
survey does reveal a substantial decrease in cigarette smoking in the
medical profession. However, both surveys suffer from methodological flaws
which make the findings suspect and the results cannot be quoted publicly
with conviction. Thus, the responses analysed in the two studies
represented only about 33 per cent of doctors in 1964 and approximately 40 per
cent in 1970. The surveys were anonymous so that there could be no attempt
to identify answers from any of the non-responders. Consequently those who
responded might well comprise a biased sample of Australian doctors.
Moreover, the responses were reported as raw percentages and no statistical
tests were applied to take into account chance factors; hence differences
between the results of the two surveys cannot be confidently claimed as
significant as they stand.

Two other studies which have been carried out overseas and have
produced very useful findings could be replicated in Australia. One would
survey the attitudes to cancer and also the smoking habits of
Australian medical students; the other would be to make a similar study of
a representative sample of nurses, at least on a state-wide basis.

The National Health and Medical Research Council has carried out an
important research project to ascertain the smoking habits of Australian
adolescents. Unfortunately, the Council will not be continuing this work
making a study in depth of the motivational aspects of juvenile smoking.

... in the United Kingdom and yielded a wealth of most helpful
... the findings would not necessarily apply in all respects to
... This type of study on an Australian sample represents just
... of needed research.
... many countries have introduced extensive legislative measures to
... cigarette advertising and related matters, the Commonwealth Government
... initiative on this issue. A politically convincing argument could be
... this respect if it could be shown definitely that a substantial majority
... citizens favoured various restrictions on cigarette advertising
... active government intervention in smoking and health programmes.
... or a state cancer organisation could commission a Gallop Poll on
... matters embracing a representative sample of the Australian population.
... results were favourable, they could be widely publicised and brought
... to public notice.

I consider it to be highly desirable that the Public Education Committee
... should initiate and commission the carrying out of some research
... of national importance. This is one way in which the Committee can
... contribution to public education. To do so, however, it would be
... for the Society to give the Committee the required financial support.
... Most State cancer organisations are involved in the promotion of
... about smoking and health in schools, particularly at the secondary
... where the need is greatest. Something can be accomplished by sending
... to talk to groups of children at school but a significant impact can
... be only by the teachers concerned, supplemented by talks to Parents and
... Associations connected with various schools. The major effort,
... , should be directed to reaching teachers in training at colleges
... universities and to informing and convincing teachers in service of the
... effects of smoking, together with the importance of their role as
... in this respect. An important way of bringing this matter to the
... attention of teachers would be to publish in Education Department gazettes
... teachers journals informative articles on smoking in relation to cancer
... other diseases, together with ideas on where to introduce these topics to
... children and how to go about dealing with the subject with some prospect of
... success.

I consider that one of the functions of the Public Education Committee is to stimulate ideas and discussion of educational problems, and I would recommend that the Committee should either organise a conference in the near future on its own initiative at a reasonably central place or alternatively, the Committee should co-operate with a state body in the organisation of such a conference. One proposal could be to have a conference on the problem of reaching difficult groups in the community - migrants, people and those of low socio-economic status. Such a conference should include representatives of ethnic groups, nurses, social workers and citizen organisations. Another proposal would be to re-examine the cancer and health issue after obtaining copies of the proceedings of the World Conference on Smoking and Health being held in July, 1971. Any conference would be greatly strengthened by the inclusion of one or two overseas experts who could be invited to talk in several states after participating in the conference proceedings. If the Society and two states each willing to subscribe about \$1,000 to this purpose, the expenses of visiting overseas experts could be met.

Finally, I view my function as Educational Adviser to the Society to be the following main duties:

To keep in touch, study, and report on significant overseas research and educational practices, giving implications for cancer education in Australia.

To act as a clearinghouse of information in relation to relevant overseas developments.

To serve as a consultant on guidelines for public education and related research.

To assist in the planning of conferences and other activities of the Public Education Committee.

Signed:

A.G. Maclaine

A.G. Maclaine
Educational Adviser

7th April, 1971

VICC Handbook on Cancer Education of the Public
Suggested Chapter Headings

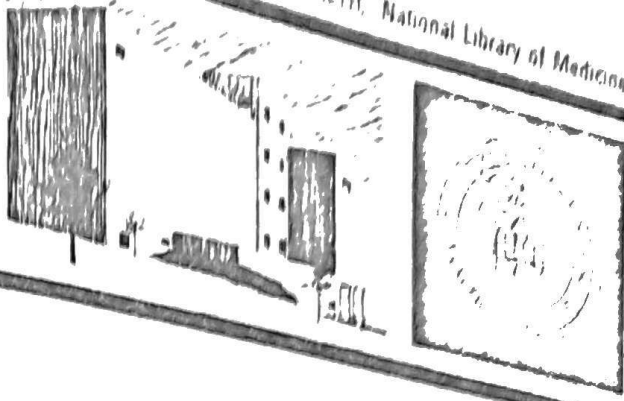
- Basic Objectives and Scope of Activities. Draft submitted.
- Attitude Change and Adoption of Innovations. Draft submitted.
- Personal Methods of Cancer Public Education:
- Basic Principles of Teaching. Dr. MacLaine.
 - Public Speaking and Lecturing. Draft submitted.
 - Working with Small Groups. Draft submitted.
- Audio-Visual Aids to Teaching. Dr. MacLaine.
- Reaching Non-Readers. Dr. F. R. Wake
- Mass Communications: Newspapers, Magazines, Broadcasting. Charles Dahle.*
- Writing Popular Health Publications. Dr. MacLaine.
- School Programs (with special emphasis on cigarette smoking). Dr. Wake.
- Employee Education. Aaron Spitzer.**
- Roles of the Medical Profession and Para-Medical Services in Cancer Education. Dr. Easson.
- Evaluation in Public Education. Mr. Wakefield.
- Fundamental Problems in Cancer Education. Draft submitted.
- General Procedures for a Public Education Program. Walter James.***

Appendices

- Select, annotated bibliography of articles and books relating to health education, particularly cancer
- Select, annotated bibliography of relevant education research
- Notes for lectures
- Sample questionnaire used in relevant research studies and in evaluation

* Public Information Director, California Division, ACS
** Public Education Director, Illinois Division, ACS
*** Vice President for Public Education, ACS

30333
Medical Audiovisual Center
FREE RELEASE



FAIR WARNING – T-2028-X
16mm MP, sound, color, 28 min., 1970.

To provide information that will assist the health professional in dealing with patients' smoking problems.

Daniel Horn, Ph.D.*, and Donald Fredrickson, M.D.**, both of whom have had extensive experience in smoking control programs, discuss the individual's motivation to smoke and intervene in smoking behavior and assist his patients to stop.

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Produced by WGBH-TV, Boston, Massachusetts, for the National Clearinghouse for Smoking and Health, PHS.

Physicians, dentists, nurses, and other health professionals with patient care responsibilities, and students of these professions.

This film should not be broadcast on television unless programming is health-professional oriented or closed-circuit.

Free short-term loan from:

National Medical Audiovisual Center (Annex)
Station K
Atlanta, Georgia 30324

Purchase from:

Capital Film Laboratories, Inc.
470 E Street, S.W.
Washington, D.C. 20024

in file

UICC COMMITTEE ON PUBLIC EDUCATION

Geneva, 4th September, 1970

The Committee saw two reels of TV spots (one concerned with cancer prevention, the other with anti-cigarette messages) on 3rd September. The next morning both reels were shown again with an interval between. Each member gave each TV spot a score from 1 to 5, the upper figure being the highest opinion.

The purpose was to arrive at a selection to include in a short film to be sent out to member organizations as examples of TV spots, whether simple or sophisticated, cheap or expensive, to be used in cancer education activities.

It was not the Committee's main intention to select those suitable for instant use outside the country of origin, but rather to take some of their general usefulness as ideas or for use after adaptation.

For quick reference, the films which received the highest scores on reel are given below. The detailed scores and ranking orders are in the two tables at the end of this report. But note that the Committee decided against including some that scored high, for reasons that will be given later.

(a) Anti-cigarette TV spots

<u>Ranking</u>	<u>Points</u>	<u>Film No. & Title</u>
1st	39	No.24 Like father, like son (U.S.)
2nd	33	No. 1 Coffee House (Can.)
3rd	30	No.22 Dynamite (Can.)
4th	28	No.20 First cigarette - Spanish (U.S.)
5th	27	(No. 9 Western Showdown (U.S.) (No.23 Bill Talman (U.S.)
7th	26	(No. 2 100,000 doctors (U.S.) (No.11 Yogi Bear (U.S.) (No.12 Funeral (Can.)
11th	25	(No.13 Let's pretend (U.S.) (No. 4 Fringe benefits (Can.) (No. 5 Ashtray (U.S.)
13th	23	(No. 6 Volcano (Can.) (No. 7 Firing Squad (Can.) (No.14 Suicide (Can.) (No.18 Smoking alarm (U.S.)

No. 24, dropping only one point from the maximum of 40, was an easy six points ahead of any other. It was seen as an excellent illustration of the imitative actions of children and the influence of the final message might be the only adaptation needed for direct use in languages other than English. It has a warm, human quality.

No. 1, the humorous Canadian spot "Coffee House" scored high in second but we omitted it from the final selection. Some Jury members outside North America did not understand - or even recognize - the dog at the end of the sequence. ("I do not understand why she placed a dog on the table", said one baffled juryman).

No. 22, the animated cartoon "Dynamite", was included as the most popular (30 points) of a Canadian series which all scored well, only one of getting less than 23 points.

No. 20, an appealing spot in Spanish from U.S.A., features a small child with a nasty cough telling others not to get hooked like himself on the cigarette.

No. 9, the humorous "Western Showdown" and No. 23 "Bill Talman" both scored 27 points. The former was retained as an example of humour (not animation) likely to be fairly widely understood throughout the world. Dubbing would be no problem and a new "voice over" for another language would be simple. The "Bill Talman" spot was not included: rapidly-fading public memories and countries not exposed to the Perry Mason series of a few years ago make this otherwise moving film potentially ineffective outside its home territory. Dubbing would also be a serious problem.

Four spots scored 26 points. The animated cartoon "Yogi Bear" was dropped (we have other examples of animation and this cartoon character presents copyright difficulties). The U.S. "Let's Pretend" was also dropped, but only because it closely resembles our first selection No. 24 in content. The factual "100,000 doctors have stopped smoking" was included as a very brief (10 seconds) and effective message, very cheap to produce and adaptable to any country that has reliable figures to boast about. The Canadian "Funeral" was retained as an example of the briefer (10 seconds) cartoon form.

Of the two spots scoring 25 points, the brief No. 5 "Ashtray" (10 seconds) was included as another example of a quick, realistic message on the immediate health advantages of quitting. It would not be expensive to produce with a new language commentary.

Easily the lowest scoring spots were Nos. 16, "Vampire", and 8 "Coughing", both from the Canadian Department of Health, Education and Welfare - a strange contrast to the high-scoring animations. Perhaps this does no more than demonstrate that some kinds of humour do not travel well.

The final selection was therefore:

Nos. 24, 22, 20, 9, 12, 2 and 5 (running time 4 minutes 40 seconds).

(c) General cancer education TV spots

<u>Ranking</u>	<u>Points</u>	<u>Film No. & Title</u>
	30	No. 10 See the Nice Man (U.S.)
1st	28	No. 2 Warning signs (Aust.)
2nd	26	(No. 1 No favourites (Can.) (No. 7 Breast S.E. (U.S.)
3rd	24	No. 13 Cell Test (Aust.)
5th	22	No. 8 Breast S.E. (Aust.)
6th	21	No. 9 Time (Can.)
7th	20	No. 6 Breast S.E. (Aust.)
8th	19	(No. 15 Vacation (Can.) (No. 11 Cell test (Aust.) (No. 5 Memories (U.S.)
9th		

The final choice was uncomplicated. All these films were 60 seconds except for one which did not get into the first 12), and we could not have more than 5.

Of these, we wanted to include some in black-and-white and some in colour. Examples of the inexpensive, the direct message, humour and the cartoon.

In the event, the first 5 chose themselves. No. 10, the animated "See the Nice Man" scored 30 out of a possible 40 points. No. 2, a readily adaptable black-and-white film with a direct message, as was No. 1 from Canada. No frills but useful.

No. 13 was another inexpensive black-and-white film from Australia in a simple, homely setting - two women talking together about the Cell (Pap smear).

No. 7 was a beautifully-made colour spot of a woman seen through the glass of a shower cubicle (a useful device for countries where women might still present a problem on T.V., when teaching about breast examination). It was interesting to compare this device with that in spot No. 8 from Australia in which a wooden doll is used to illustrate BSE. We could not, unfortunately, include both. Since there was already a preponderance of black-and-white spots, we chose the American spot.

At the bottom of the voting list came No. 14 "Confidence Test", advocating self-examination (perhaps because this is a feature of cancer only in the U.S.A.), and No. 12, the U.S. spot of stills backed up by a folk-song type of message. This may have been too local in appeal and too dependent, for non-American ears, on a full grasp of the words of the song.

The final selection of the general spots was therefore:

Nos. 10, 2, 1, 7 and 13 (running time 5 minutes).

The Overhead Projector

This device projects pictures from transparencies up to ten inches wide which are placed horizontally on the projector stage or working surface. Pictures of about eight feet square are obtained when the screen is some twelve feet from the projector. By means of this instrument, the teacher is able to give larger illustrations than he can on a conventional blackboard. The most suitable form of overhead projector for the classroom is the easily transportable type in which a quartz-iodine light source is used in conjunction with a Fresnel lens which condenses the light reflected upwards through the stage surface and into the lens and image projection assembly.

Charts and diagrams can be drawn on transparent acetate, cellophane, or plastic sheets mounted individually on a cardboard framework for projection separately or in combination. In addition, a roll of transparent acetate film (usually ten inches wide and fifty feet long) is fitted on rollers at the rear of the projector. A series of illustrations etched on the film with a wax-based pencil or a felt-tipped pen before or during a talk may be projected in succession and later reviewed by turning a small crank. The pencil and ink drawings may be retained permanently or erased, in the latter case by means of a cloth moistened with ink solvent. Previously prepared sectional diagrams, mounted separately on film, may be successively overlaid and projected to illustrate complicated processes, stages of development, or sequences, step by step. The illustrations may be the lecturer's own creation, or dyeline print or photocopied on film of existing diagrams.

Although the predominant method of presenting material on the overhead projector is by means of transparencies, coloured perspex and transparent models

equipment may be demonstrated on the working surface. Certain attachments may be fitted with a motor-driven polarizing spinner which enables motion to be introduced into illustrations. A laboratory attachment is available for the demonstration of experiments using coloured liquids.

In summary, the main advantages of the overhead projector are:

- (i) since the illustrations are projected backwards onto a screen placed behind the lecturer, he is able to remain facing his audience and does not lose contact intermittently as is likely when working on a blackboard;
- (ii) the projector can be used under conditions of normal lighting; it does not require a blackout;
- (iii) although it is customary to use a screen, the image can be projected onto a smooth, light-coloured wall;
- (iv) the overhead projector is not limited to static diagrams. It can show moving diagrams and models and can project many experiments as they are performed;
- (v) it eliminates the tedium of cleaning large blackboards and makes possible the retention and revision of much material.

REPORT OF COMMITTEE ON REVIEW OF FILMS BY ONTARIO DIVISION

Six meetings of this Committee were held at Ontario Division, 100 Queen Ave. E. All films were reviewed critically in order that no unsuitable films should be distributed. Six meetings of the Committee were held. All meetings were 3-4 hours in length and were chaired by J. W. Brown, Hamilton.

FILMS TO BE REMOVED FROM FILM LIBRARY

- What Should Happen to You--some of the statements are incorrect.
- Survival of Hope--considered to be outdated.
- Life Insurance--unsuitable.
- Free Choice--
- Calling Women at Work
- Doctor Speaks His Mind
- Man Not Alone
- Factor Within--presents a depressing state of cancer.
- Will You Choose the High Road--considered boring.
- Free Million for What--
- The Smoking Machine--on loan for review from the British Information Service, but not considered suitable for purchase.
- Smoking: It's Up to You--

FILMS TO BE RETAINED

- Life Story--recommended for male audiences.
- Man in Room 117--this film should be promoted.
- Who Me?--considered an excellent film and should be promoted.
- Smoking and You--New prints to be secured by Ontario Division.
- The Drug--considered of great value for use with H.S. students.
- Breaking the Habit--

To Be Retained (continued)

- Time to Stop is Now--A good film for volunteer workers to educate
about lung cancer.
- Million Club--good for lay audiences.
- Effless Puffless Dragon--most suitable for preschool children,
should be shown up to Grade 6.
- the Cell--suitable for showing to High School Science students
and nurses in training. Should be shown by someone with a
medical background.
- Smoking Worth It?--
- Let's Discuss Smoking--
- It's Up to You--considered excellent: should be used as a follow-up
to "Time and Two Women".
- Scene in the Sun--some of filming techniques are poor, but considered
suitable for showing to farmers and fishermen.
- Three Faces of Stanley--very useful film.
- Invincible Enemy--informative film; sufficiently clear for an audience
without a speaker.
- Breath of Air--very good.
- Investment in Life--long film, but excellent.
- Who Saved Johnny Q--excellent film for showing the work of the
Ontario Division. It should be reduced in length.
- Breast Self-Examination--considered good.
- The Flower--good film for showing just prior to campaign.
- Assignment--interesting film but should be reduced in length.
- The Odyssey of Dr. Pap--interesting film for use with high school and
adult groups.
- Jess Parker--use promoted before campaign.
- Time and Two Women--the best film on Pap test.
- Smoking Past and Present--
- Smoking and Lung Cancer--in great demand by high schools.

FILMS TO BE RETAINED FOR SPECIAL USE ONLY

Man Alive--the doctors on the committee stated that many of the statements in the film are medically inaccurate. It was agreed, therefore, that this film should be removed from general circulation, but retained for use by the Mobile Cancer Information Service.

McCharles Report--a long film not considered an educational film; should be retained, but not for wide circulation.

Who Cares--there are many better films: present copies to be retained, but no further purchases unless demand increases.

Cancer Can Be Cured--not as good for pap test as "Time and Two Women". This film was sent to Ontario Division by Dr Edington of Sudbury for review. It was agreed to use it on a trial basis and to ascertain the cost of prints.

RECOMMENDATIONS

That the present trailers be removed from films and replaced with the words "Cancer Can Be Beaten" and also the words added below "Give Hope a Boost".

That it is not good policy to combine campaign trailers with educational speeches and it was recommended that the practice of adding campaign trailers to films be discontinued.

The French Version of Breast Self-Examination was reviewed. It was agreed that the "dubbing" of French is poorly synchronized and that the prints are outdated. It was recommended that this recommendation be forwarded to National.

It was suggested that 35 mm films dealing with the hazards of smoking be procured for showing in theatres. It was agreed that the possibility of showing films on smoking during matinees be investigated.

It was agreed that filmstrips should be assessed by the staff of Ontario Division and that additional copies be added to the supply as needed.