

The Big Kill: smoking claims almost 4000 lives every year

Smoking is the leading cause of preventable death, claiming the lives of almost 4000 Victorians annually.

The data, prepared by the Cancer Council Victoria and covering the period 2002–05, detail lives lost to smoking in every local government area throughout Victoria. The data show smoking-caused deaths outstrip deaths caused by illicit drugs, alcohol and road accidents.

On average, out of every 1000 deaths in Victoria:

- 119 are caused by smoking
- 24 are caused by alcohol
- 12 are caused by road deaths
- 3 are caused by other drugs, including heroin.

The data include deaths caused by lung cancer and other smoking-caused cancers, heart disease, stroke, chronic bronchitis and emphysema.

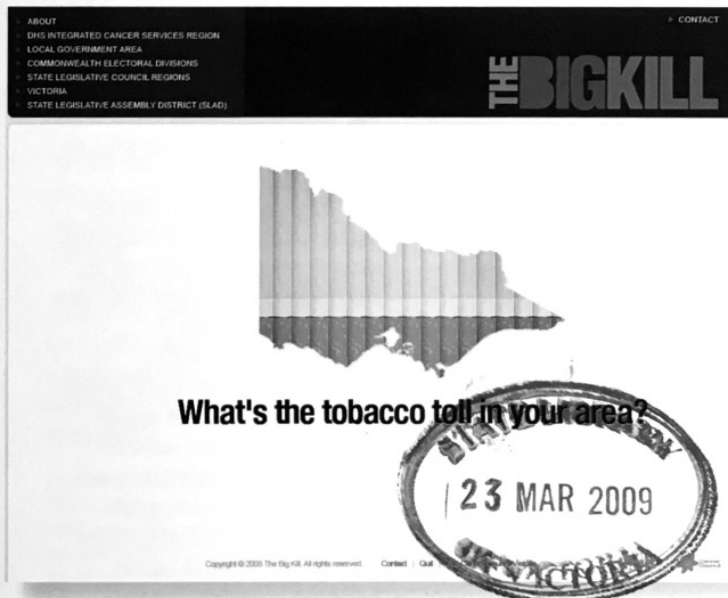
Senior Principal Research Fellow at the Cancer Council Victoria, Professor Dallas English, said the data showed that smoking consistently remained the leading cause of preventable death in every local government area and provided a unique snapshot into the human tragedy associated with tobacco.

"Each number in the data represents a Victorian who has died, on average, 13 years before their time, leaving behind family and friends. While we have seen a lot of progress in recent years in relation to tobacco control, these figures show there is still more to be done," Professor English said.

For more information, please see <http://www.quit.org.au/thebigkill/>



Smoking-caused deaths outstrip deaths caused by illicit drugs, alcohol and road accidents.



ABOUT
DHS INTEGRATED CANCER SERVICES REGION
LOCAL GOVERNMENT AREA
COMMONWEALTH ELECTORAL DIVISIONS
STATE LEGISLATIVE COUNCIL REGIONS
VICTORIA
STATE LEGISLATIVE ASSEMBLY DISTRICT (SLAD)

CONTACT

THE BIG KILL

What's the tobacco toll in your area?

23 MAR 2009

Copyright © 2008 The Big Kill. All rights reserved. Contact Us

Global survey highlights need for cancer prevention campaigns to correct misbeliefs

Many people hold mistaken beliefs about what causes cancer, tending to inflate the threat from environmental factors that have relatively little impact.

The first global survey on the topic also addressed minimising the hazards of behaviours well established as cancer risk factors.

The survey, conducted by Roy Morgan Research and Gallup International on behalf of the International Union Against Cancer (IACC), identified key areas where

misconceptions could be addressed and where lives could be saved. The survey was generously supported by Mr Gary Morgan.

The survey involved interviewing 29,925 people in 29 countries across the globe during the last year.

Some of the key findings from the survey include:

- People in high-income countries were the least likely to believe that drinking alcohol increases the risk of cancer.
- In high-income countries, the hazards of not eating enough

fruit and vegetables scored more highly as a perceived risk (59%) than alcohol intake did (51%).

- In rich countries, stress (57%) – which is not known to be a risk factor for cancer – and air pollution (78%) scored higher as perceived risk factors for cancer than did alcohol intake.

For more information on the survey, please see www.cancervic.org.au or www.ulcc.org



Highlights

From the Director

- 2 Global war on cancer

News

- 3 Are you over 50 and ignoring your risk?

Research

- 5 Positive thinking

Community

- 7 The business of fighting cancer

Education

- 10 The jump on a healthy lifestyle

Support

- 14 Online discussion forums

FOR
PBR
614 59
05
V60

Global war on cancer

The recent International Union Against Cancer (UICC) World Cancer Congress held in Geneva has galvanized a new wave of activity in the so-called global war on cancer.

The excellent scientific program was attended by 3000 delegates, including many from low-income countries who received bursaries to cover their costs. At the Congress there was discussion and adoption of a new ten point World Cancer Declaration.

Stakeholder organisations, UICC member organisations like the Cancer Council, have rallied to use the Declaration as a focus for global, regional and local cancer advocacy.

This will help advance cancer control in countries at all levels of development, particularly in low income countries. Already, the powerful US cancer-fighting organisation the Lance Armstrong Foundation is using the Declaration in its global action plan and others will use and adapt it as the months go by.

In parallel with the Congress, a World Leaders' Summit considered the Declaration and importantly how to get 'traction' in its implementation.

This Summit was chaired by Mrs Mary Robinson, former Prime Minister of Ireland and prior Chair of the United Nations Commission on Human Rights. She was most forthright in her assertion that "cancer control is a human rights issue". Sixty other world leaders helped devise strategies that the UICC and its partners can follow to make measurable progress against the goals set out in the Declaration.

The obstacles that prevent patients in pain getting opioid analgesics are a tragic mixture of:

- legal barriers because of over-zealous regulation
- international agreements
- enforcement designed to prevent drug abuse
- access barriers, even in parts of developed countries, that mean medicinal opioids are only

available in specialist centres which cater for only a fraction of the need and

- attitudinal barriers among physicians and the general public that stigmatises the use of these drugs even at end of life and even for intractable pain.

I am glad to say that the UICC has obtained start-up funding for a global advocacy project focusing on the issue of cancer pain. Work will begin before Christmas.

I made the point in some closing remarks to the Congress that, whereas there are 'competing' global issues which overshadow cancer in the public and political mind, at least with cancer it is very clear what we need to do.

More clear perhaps than for climate change, food shortage and security where the threat may be clear but the solutions less so. Here is part of what I said:

"We have the scientific knowledge to make a much greater impact than we do. The people we attract into cancer research are among the brightest there are. Advances in basic biology are feeding our scientists with theory and methods to attack cancer. Advances in medical imaging astonish – we can now actually see what could until recently only be inferred. The whole field of oncology is cleverer, and equipped with new tools. Ways to bring cancer under control, to prevent it occurring in populations and to prevent it causing death and disability in individuals can now be implemented with far more precision than ever before. Cancer control professionals of all types can use more meticulously calculated approaches, and therefore be more effective than ever before.

"And people certainly want action.

"Our big point of difference from most other global crises is that we can offer solutions about which there is broad consensus"

It simply remains to get organised and get on with the job.



▲ Professor David Hill AM – Director of the Cancer Council Victoria and newly appointed President, UICC

World Cancer Declaration 2020

- Availability of cancer control plans in all countries
- Substantial improvement in measurement of global cancer burden
- Substantial decrease in tobacco consumption, obesity and alcohol intake
- Universal vaccination in areas affected by human papilloma virus and hepatitis B virus
- Misconceptions about cancer dispelled
- Substantial improvements in early detection programs
- Diagnosis and access to cancer treatment, including palliative care, improved worldwide
- Effective pain control universally available
- Greatly improved training opportunities in oncology
- Substantial decrease in migration of health workers
- Major improvement in cancer survival in all countries.

As President of UICC for the next two years, I have set my heart upon achieving progress in the delivery of cancer pain relief for cancer patients in less fortunate countries than Australia. Millions of patients with cancer have no access at all to pain relief that could be provided by narcotic analgesics (opiates). These are not expensive. A one-month course of treatment should cost no more than about five dollars in low-income countries.

Are you over 50 and ignoring your risk?

**Over 50 and ignoring your risk?
Type 2 diabetes is serious**

**Call 13 RISK (13 7475)
goforyourlife.vic.gov.au/life**

Type 2 diabetes is preventable

Type 2 diabetes is serious. The good news is, you can help prevent the onset of type 2 diabetes.

Diabetes Australia – Vic is coordinating the State Government funded program called Life! Taking Action on Diabetes. It is a new evidence-based type 2 diabetes prevention program targeting people 50 years of age and over, and Aboriginal and Torres Strait Islander adults of any age.

It is a lifestyle behavioural change course that involves six 90-minute group sessions, which take place over eight months.

To be eligible to take part in a course, you must complete a free Diabetes Risk Test and score 15 or more (which means you are at high risk of developing type 2 diabetes within the next 10 years) and visit your doctor for confirmation of your results and a referral to a course in your area. People who already have diabetes are not eligible to participate. You can download a copy of

the risk test for free by visiting www.goforyourlife.vic.gov.au/life or get a free copied mailed by calling 1300 136 588.

Funding is provided to cover most of the costs of the course for eligible participants. The most a participant pays is \$50 – and exemptions may be available so it ends up free.

For more information about the Life! Taking Action on Diabetes program, visit www.goforyourlife.vic.gov.au/life, email life@diabetesvic.org.au or call 13 RISK (13 7475).

New Cancer Council resources

- Bone Cancer
- Caring for Someone with Cancer
- Complementary and Alternative Cancer Therapies
- Communicating with Patients about Unethical and Unscrupulous Complementary and Alternative Medicine
- Making Informed Decisions about Potentially Harmful and Unethical Cancer Therapies
- Take the lead: Be Breast Aware – A Guide for Aboriginal Women
- Soft Tissue Sarcoma

Updated Cancer Council information

- Brain and Spinal Cord Tumours
- Breast Reconstruction
- Cancer Connect (brochure and poster)
- Cancer: Legal Rights and Responsibilities
- Cancer Support Groups (brochure and poster)
- HNPPC
- Pancreatic Cancer.

Call 13 11 20 or visit www.cancervic.org.au to order



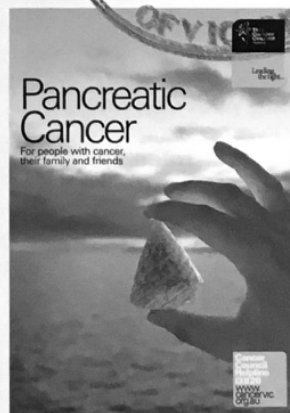
New logo

Cancer Council supporters will see a new-look daffodil logo popping up around Victoria this summer.

The brand of the organisation nationally and within Victoria underwent a major review over the past six months which saw a change in design, colour, style and name.

The daffodil, a symbol of hope internationally, is the major icon of the organisation and it has been made more prominent in the new design by altering the shape, removing the stem and colouring in the daffodil so that it stands out among other well known brands. The revised name of the organisation is 'Cancer Council Victoria'. We have removed 'The' from our name, making it simpler. "Every day we're surrounded by many different brands, for example Qantas, Apple, etc., and as consumers we make choices based on what we know and how we feel about different brands. So in today's competitive environment, it's important for an organisation like the Cancer Council to have a brand that stands out from the clutter and its competitors," the Cancer Council Corporate Marketing Manager, Linda Tsourdalakis, said. "The organisation's brand communicates a strong message about who we are, how we stand apart and why we are the cancer authority. When our supporters are out raising money for us or taking part in our events or using our services such as the Cancer Council Helpline they are supporting our brand to lead the fight against cancer."

All material produced by the Cancer Councils Australia-wide will now have a consistent look and feel.



Iconic photography generates funds for Cancer Council

After half a century working as a news photographer, Bruce Howard decided to use his photography skills to help the fight against cancer.

Early in the 1969 football season, an unforgettable image was taken of Ted Whitten, one of the great legends of the Australian Football League. Years later, after Mr Whitten's passing, Mr Howard loaned it to the Cancer Council Victoria.

His generosity meant that anyone wishing to reproduce the image had to pay a licence fee to the Cancer Council, rather than to Mr Howard.

Mr Howard has been closely affected by cancer. His wife was diagnosed with breast cancer, and, more recently, Mr Howard was treated for prostate cancer.

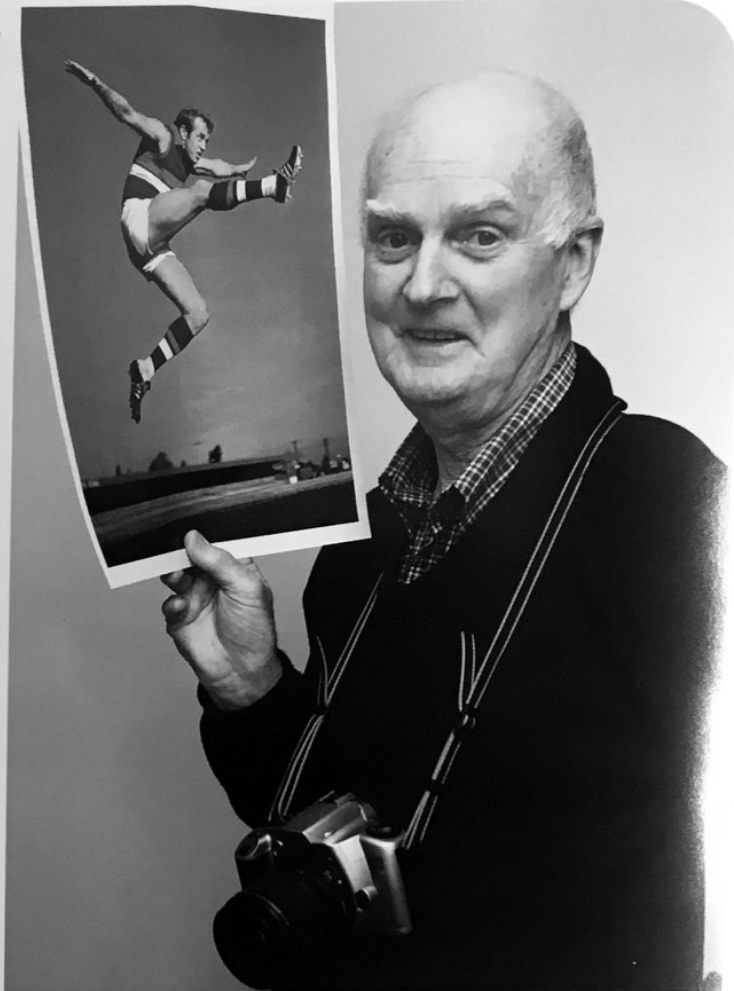
"This was something that I could

do to help. I wanted to make a contribution to cancer research," Mr Howard said.

In addition to the funds generated from the image, Mr Howard has also donated sports memorabilia to the Cancer Council, which was auctioned off to raise funds for cancer research.

Years of working in sports media, including involvement in several Olympic Games, meant that Mr Howard had collected an array of collectable items, including the camera used to take the image of Mr Whitten.

Anyone interested in using the image can contact the Cancer Council Victoria on creativeservicesenquiries@cancervic.org.au



▲ Photographer Bruce Howard with his photo of Ted Whitten.

Forums and workshops



11th National Breast Care Nurse Conference
New horizons for breast care nurses

11–13 February 2009
The Sebel & Citigate, Albert Park, Melbourne. Registration before 31 December \$400
2009 registration \$450
Single day registration \$225

Visit <http://bcnc2009.registerevent.net> for more details.



Living With Cancer Education Program
Facilitator training for health professionals

12–13 May 2009
9.30 am–5 pm
1 Rathdowne Street, Carlton
Cost: \$200

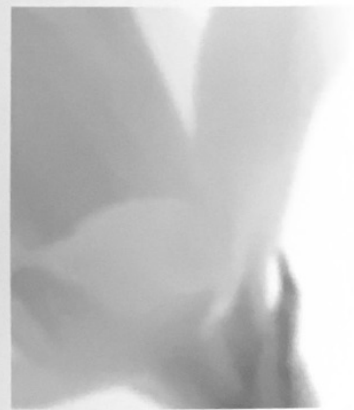
Contact 13 11 20 or email lwcep@cancervic.org.au for more details.



Free forum: When Cancer Won't Go Away
For people whose cancer has advanced and their families and friends

Wednesday 18 March 2009
3.45–7.30 pm
100 Drummond Street, Carlton

Call 13 11 20 or email cis@cancervic.org.au for more details.



Free carers forum
For family and friends of people with cancer

Saturday 23 May 2009
10 am – 3 pm
100 Drummond Street, Carlton
Lunch provided.

Call 13 11 20 or email cis@cancervic.org.au for more details.



Positive thinking does not improve breast cancer outcomes

The state of mind of women with breast cancer has no influence on their chance of having a recurrence or survival, according to a recent study.

The research, led by Associate Professor Kelly-Anne Phillips, Colebatch Fellow of the Cancer

“A diagnosis of breast cancer is frequently associated with psychological distress and many patients believe that their psychosocial response affects their prognosis,” Associate Professor Kelly-Anne Phillips said.

“Previous research has produced conflicting results, so

Many women blame themselves for not having had a positive enough attitude.

Council Victoria and Peter MacCallum Cancer Centre, contradicts widespread belief in the power of positive thinking.

The research paper, ‘Psychosocial Factors and Survival of Young Women with Breast Cancer,’ found no correlation between a breast cancer patient’s mental wellbeing and their ultimate chances of avoiding recurrence and surviving the disease.

the question of whether psychosocial factors can improve breast cancer survival was an important one to answer.

“These findings provide the strongest evidence to date that while there can be lots of emotional and social benefits of thinking positively, including improving quality of life, a positive frame of mind does not have a significant effect on breast cancer recurrence or survival.”



▲ Associate Professor Kelly-Anne Phillips

A population-based sample of more than 700 Australian women from the Australian Breast Cancer Family Study was followed up over eight years for this study.

“Many women blame themselves for not having had a positive enough attitude,” she said. “We can now tell

them that it would not have changed their outcome.”

For more information about research at the Cancer Council Victoria, visit www.cancervic.org.au

Major cancer study starts in Barwon region

A study to collect cancer data from hospitals and other treatment centres is underway in the Barwon South Western Integrated Cancer Services region.

The study, called Evaluation of Cancer Outcomes (ECO), involves the collection of clinical cancer data across the whole Barwon region for all cancers and from multiple data sources.

The study was announced last year by the Victorian Government as part of the Victorian Cancer Outcomes Network (VCON) project, and is expected to cost \$504,000 over two years. It will aim to deliver enhanced cancer data for the Barwon

region and inform capacity to enable enhanced data capture at the state level.

This study is a joint project between the Cancer Council Victoria, Barwon South Western Integrated Cancer Services (BSWRICS), the Department of Human Services, all clinicians in the Barwon region, the health services of Barwon Health, South West Healthcare, Western District Health Service and the South West Alliance of Rural Health.

Director of the Cancer Council Victoria, Professor David Hill, said the Cancer Council managed the Victorian Cancer Registry, which received mandatory records for all cancers diagnosed in Victoria.

He said the collection of this clinical data would greatly improve the community’s understanding of cancer and the impact it had on individuals and families.

“This will give us, for the first time, the ability to report on clinical treatment and outcomes and add value to the current incidence and surveillance data that the Victorian Cancer Registry publishes,” he said.

Data will be extracted from a variety of database and hard copy sources, including chemotherapy and radiotherapy electronic oncology systems, and pathology and patient medical records.

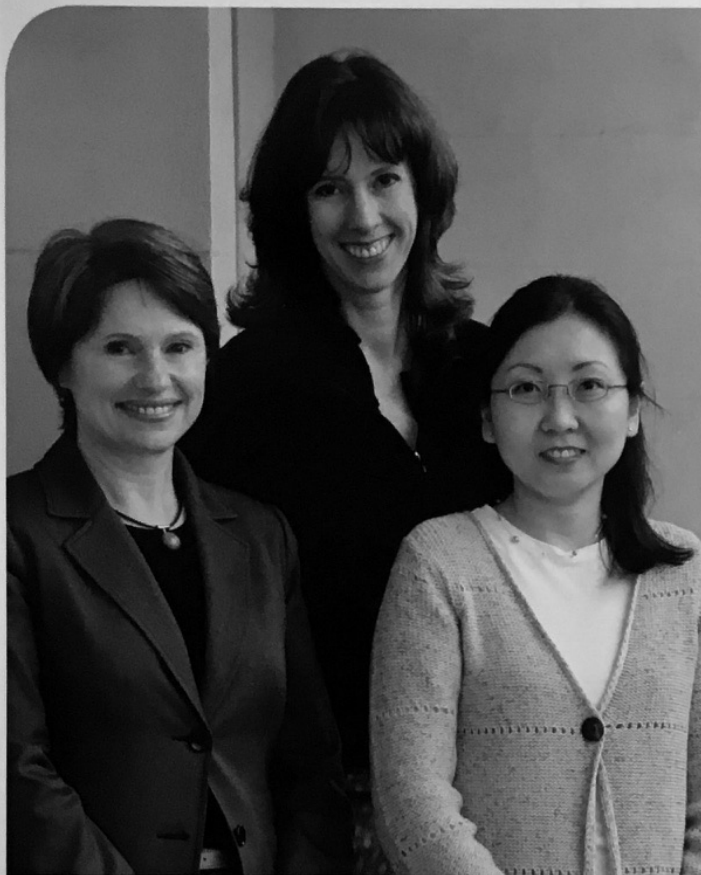
Professor Hill said the task of interpreting survival was

difficult because there was a lack of population-based information in Victoria on cancer stage and treatments, and the study would greatly improve this.

“The study will address the pressing need for adding clinical data to the population-based cancer registry in a standard way. Until we have this data, our ability to properly describe and interpret the community experience of survival from cancer is severely limited,” Professor Hill said.

For more information about ECO or the VCON project, contact Meng Tuck Mok, VCON Project Manager, on 9635 5159 or Linda Batson, BSWRICS ECO Project Manager, on 5260 3152.

Biobank expands to meet researchers' needs



▲ Victorian Biobank staff – Anne Thompson, Zoe Squire, Noellyn Ngo

Blood and tissue samples from donors affected by cancer are important for the development of better tests and treatment for cancer. Demand from researchers for cancer tissue is increasing, and so the Victorian Cancer Biobank has expanded its collection service to include donors at the Alfred, Cabrini and Northern hospitals.

The Biobank is now one of the largest multicentre collection facilities of its kind in the world. It collects tissue from consenting patients undergoing cancer surgery in 19 hospitals throughout metropolitan Melbourne.

More than 4500 people have donated their tissue and blood to the Biobank in the past 12 months.

The blood and tissue samples collected by the Biobank enable researchers to develop better diagnostic tests and more specific treatments for different types of cancers.

The Executive Officer of the Biobank, Dr Anne Thompson, said more than 40 new requests by cancer

researchers to use tissue had been approved by the Biobank Access Committee in the last 12 months.

"The expansion of the Biobank since its launch in September 2007 has shown that there was a great need in cancer research for fresh tissue.

"Tissue that would otherwise become surgical waste is vital for research and, while a cure is the ultimate goal, improved treatments for different types of cancer is what we are hoping for," Dr Thompson said.

The Victorian Cancer Agency has recognised the important role of the Biobank as a resource and has committed to providing \$2.231 million for the 2008/9 financial year as part of the Cancer Plan.

The funds will be used to expand the current collection network to Geelong, which will enable the Biobank to support clinical trial activity at Barwon Health and cancer research being undertaken at Deakin University.

For more information on the Victorian Cancer Biobank, please visit www.viccancerbiobank.org.au



First-hand look at research advancements



Victoria's leading cancer researchers have had an opportunity to meet the generous supporters who fund their work, thanks to five exciting Cancer Council events held since September 2007.

"We're introducing Victorians who are truly committed to fighting cancer to researchers who we believe have the potential to rapidly expand our cancer knowledge," said the Cancer Council's Director of Community and Fundraising, Deb Stringer.

"Many of these researchers have already taken great steps forward in the cancer fight, so these meetings allow us to show supporters just how much can be achieved," she said.

To date, research presentations have included the Australian Synchrotron (a football field-sized machine that is being utilised to investigate the effects of using x-ray beams 10 billion times stronger than those currently being used to treat cancer),

"These meetings allow us to show supporters just how much can be achieved."

Health 2020 (the largest cancer research study of its kind in the southern hemisphere) and a Walter and Eliza Hall Institute research project that has the potential to revolutionise cancer treatment by identifying a new class of anti-cancer compounds.

While the meetings have allowed the Cancer Council to thank and inform supporters, they have also highlighted the need for ongoing public contributions to advance the cancer fight.

To find out how you can help fund groundbreaking research, please contact Venetia Taylor on 9635 5301 or venetia.taylor@cancerciv.org.au



The business of fighting cancer



▲ The mascots of our generous corporate supporters prepare for their \$20,000 dash.

What do you get when you cross a giant chicken with a sumo wrestler? It sounds like a schoolyard joke, but having participated in the Cancer Council's Clash for Cancer Mascot Race in August, this oversized chicken and waddling sumo represent serious business for the cancer fight.

The mascot race saw four corporate mascots dash across the Melbourne Cricket Ground to raise funds, and, with each competitor contributing \$5000, the unusual corporate support initiative generated \$20,000 for the Cancer Council.

Corporate Relationships Manager, Venetia Taylor, said the mascot race was one of many Cancer Council

both customer purchasing decisions and their ability to attract and retain quality staff, so investing in the community really should be considered by businesses of all sizes," she said.

Ms Taylor said the Cancer Council has CSR programs to suit any organisation.

"We know that the needs of multinational organisations can be quite different from the needs of small businesses, so we work with our corporate partners to tailor programs that meet their specific objectives," she said.

Popular Cancer Council programs for business supporters include sponsorships, corporate volunteering and workplace giving (where staff are invited to make

"Investing in the community really should be considered by businesses of all sizes."

opportunities embraced by Victoria's business community this year.

"As well as unique activities like the mascot race, organisations are now becoming involved with charities through more structured corporate social responsibility (CSR) programs," Ms Taylor said.

"Research shows that organisations' CSR activities can influence

regular payroll contributions), as well as pro bono support, special events and cause-related marketing initiatives.

To discuss the development of a CSR program at your organisation, contact Venetia Taylor on 9635 5301 or visit www.cancervic.org.au

New resource puts fundraising success just a click away

With the launch of our new online fundraising resource, Cancer Council supporters have a great new way to raise funds.

The resource, launched this year for Australia's Biggest Morning Tea, is already proving highly successful, with hosts reporting fundraising totals close to double those previously achieved.

"Because you can accept online credit card donations, it's very easy for friends and family to donate, even if they live interstate or

overseas," Events Manager, Marlene Cirillo, said.

"You can also create unique event pages with photos, videos and personalised invitations – it's really a lot of fun!" she said.

While online fundraising is currently limited to Australia's Biggest Morning Tea and Girls Night In, new events will be added throughout 2009.

For more information, call 1300 65 65 85.



100 years young and still giving

At the centennial celebration of her birth, May White proved raising funds to fight cancer can be done at any age.

More than 100 of Ms White's closest friends and family gathered at a special event to celebrate her wonderful milestone while reflecting on her life and the many changes to Melbourne since her birth in 1908.

May's niece, Noeleen Chester, said her aunt's experience with breast cancer at 92 years of age was the reason guests were asked to donate money to the Cancer Council Victoria rather than spend money on a present.

"What do you need when you're 100 years young?" Ms Chester said. "We think the Gift in Lieu program

is a great idea, and we are all very happy to have raised almost \$2400 for the cancer fight."

For more information about Gift in Lieu visit www.cancervic.org.au or call 1300 65 65 85.



▲ May White (centre) with friends and family

Volunteer for the Cancer Council Victoria today

Whether you do it on your own or with a partner, volunteering is a great way to gain a sense of personal achievement while meeting people from all walks of life.

Cancer Council volunteers, mother and daughter duo Jeanette Leary and Megan Tustin, said they enjoyed helping out for five hours every week.

"My role mostly involves taking calls about our events, and I love the fact that I'm contributing to such a good cause," Ms Tustin said.

"And I look forward to seeing my daughter and the other volunteers with whom we have built friendships," Ms Leary said.

Volunteers are the lifeblood of the Cancer Council. Over 40,000 volunteers generously give their time to help fight cancer by hosting an event, being involved in fundraising programs, joining a volunteer unit or assisting at our Carlton offices and retail shop.

For more information on how to volunteer call 1300 65 65 85 or visit www.cancervic.org.au



Vale Annie Donaldson

28 April 1951 – 20 June 2008

We are sad to report the passing away of Annie Donaldson, an avid Cancer Council Victoria supporter. We acknowledge with gratitude the contribution of Annie and other passionate supporters who have passed away since our last publication.

When once asked to reflect on her proudest moment, Ms Donaldson named a 2004 meeting with the man she knew had extended her life – Cancer Council researcher Professor Donald Metcalf.

Having been diagnosed with multiple myeloma in 1993, Ms Donaldson knew only too well the value of cancer research – the colony stimulating factors used to help treat her cancer were a major research breakthrough discovered by Professor Metcalf.

"I'm going to strive to do what I can in the future. There is such hope [for cancer patients] with men like Professor Metcalf working on our behalf," Ms Donaldson said. What she failed to mention was the time she had already spent fundraising for various cancer charities.

In remembering the Mooropna resident who lost her life to cancer in June, Ms Donaldson's niece and Cancer Council employee, Amy McKee, said that Ms Donaldson approached her fundraising with true passion.

"Relay For Life meant the most to her and was always a defining part of her year," Ms McKee said.

"I think it was more than just coincidence that the official colour of Relay, purple – was also Ms Donaldson's favourite colour," she said.

Ms Donaldson joined Shepparton's Relay committee in 2002 – its inaugural year. She is remembered as an enthusiastic committee member whose contributions, particularly to the event's opening and closing ceremonies, have set a benchmark for Victorian Relay For Life events.

We know that a number of our supporters have passed away in 2008. Cancer Council activities and the many Victorians impacted by our important work will long benefit not only from their own commitment to fundraising, but also the passion they engendered in those around them.

In just 10 years, Relay For Life supporters like Ms Donaldson have raised an incredible \$20 million for the Cancer Council's research, education programs and support services. Visit www.relayforlife.org.au or call 1300 65 65 85 for more information.



▲ Annie Donaldson – passionate supporter

Sisters will leave a lasting legacy



▲ Bea and Helen Glascodine – Cancer Council bequestors

With cancer having touched their family and friends, sisters Bea and Helen Glascodine each decided to make a bequest to the Cancer Council Victoria in honour of their loved ones.

Both Bea and Helen found it easy to include a bequest in their Wills, particularly once they had decided on the formula – family, friends and then the Cancer Council.

"We decided to leave a bequest to the Cancer Council because we had family and friends who have in the past had cancer." Bea Glascodine said.

"Our brother in law had cancer, my older sister, Bea's twin, had leukaemia, and before that I had a workmate who died, while young, with cancer, which was very upsetting." Helen said

We're just happy for the Cancer Council to use it in a way that will continue to fight cancer.

"We think leaving a bequest is a worthwhile thing to do and we're just happy for the Cancer Council to use it in a way that will continue to fight cancer."

The Cancer Council's Community Relations Manager, Glenis Capps, said bequests were critical to continuing our work.

"Without the generosity of people like Bea and Helen many of our important research, education and support programs just wouldn't happen," she said.

People considering writing a Will are encouraged to call Glenis Capps on 9635 5604 or visit www.cancervic.org.au/bequests for a complimentary Wills Guide with simple information about leaving a bequest.

Blink and you will miss it!

Our new range of Cancer Council sunglasses has arrived, so be sure to check out the latest styles at www.cancervic.org.au/store as there's something for everyone.

Coverspecs Sunglasses designed to be worn over prescription eyewear:

- A Model 2340: dark brown, shiny black & metallic plum/red
- B Model 2112: milky brown, milky black & milky khaki
- C Model 2079: matte brown & matte black



- Ladies** Functional frames for women in the latest shape and colour trends:
- A Model 3007: demi & black
 - B Model 3014: snakeskin diamante & white diamante
 - C Model 3009: black/gunmetal temple & demi/silver temple



- Classics** Elegant and timeless styling and fine workmanship:
- A Model 9619: black, demi and metallic purple
 - B Model 9604: tort & black
 - C Model 9616: black & electric blue

Active Designed specifically for outdoor activities such as gardening, boating, fishing, golf, bowls and cycling:

- A Model 5004: graded burgundy & graded black
- B Model 5009: matte black & matte demi
- C Model 5003: gunmetal & blue



Shop: 1 Rathdowne Street, Carlton Vic Mail order: Telephone 9635 5112 Online: www.cancervic.org.au/store

All of our sunglasses conform to Australian Standard AS1067-2003 and carry an Eye Protection Rating of 10 (maximum protection). Polarising filters eliminate 100% of horizontally reflected glare, providing maximum comfort and clarity. All models shown have Polarised Glarefoil lenses. Mention this article and receive a free cooler bag with your sunglass purchase (offer valid until 28 February 2009 or while stocks last).

Getting the jump on a healthy lifestyle

A recent parent survey conducted by Kids – ‘Go for your life’ shows one-third of children are not reaching the recommended 60 minutes of daily physical activity.

Daily opportunities for active play contribute to optimal development in all children. The Kids – ‘Go for your life’ Move, Play and Go campaign supports the fact that active play provides the foundations for children to develop lifelong physical activity behaviours and consequently the enjoyment of a long-term healthy lifestyle.

Manager of Kids – ‘Go for your life’, Dr Suzy Honisett, said being active every day helps children develop lifelong physical activity habits and also reduces the risk of overweight and obesity and related chronic diseases, such as diabetes, heart disease and some cancers.

“For these reasons it is just so

important that children Move, Play and Go, and experience up to 60 minutes of physical activity daily,” she said.

Kids – ‘Go for your life’ encourages physical activity and healthy eating in children through primary schools and early childhood services through the Kids – ‘Go for your life’ Award Program.

“As rates of childhood overweight and obesity continue to rise in Australia, change is clearly needed to increase levels of physical activity, and this requires a significant investment in our children. The Kids – ‘Go for your life’ Program is a key component of the investment required.”

For more information on getting your family active visit www.goforyourlife.vic.gov.au/kids or call 1300 739 899.



▲ Essendon footballer Dustin Fletcher with the children from Bell Primary School.

National bowel screening program grows

On 1 July 2008, the National Bowel Cancer Screening Program was extended so that all Australians turning 50, 55 or 65 between 1 January 2008 and 31 December 2010 will receive a free screening test in the mail.

“Bowel cancer is the most common cancer among men and women, and kills around 80 Australians every week. However, nearly all cases of bowel cancer can be cured if found early, thanks to this simple, at-home test,” said Alison Peipers, Chair of the Cancer Council’s National Bowel Cancer Committee.

Ms Peipers said screening was important because bowel cancer often developed without symptoms and therefore it was possible to

Through widespread use of the FOBT, we could reduce the number of bowel cancer-related deaths in Victoria by more than one-third.

have the disease without realising anything is wrong.

Because the risk of bowel cancer increases significantly after the age of 50, the Cancer Council encourages all men and women over 50 to complete a faecal occult blood test (FOBT) every two years. To complement the national program, the Cancer Council Victoria has made it possible for Victorians over 50 who are not yet eligible for the

national program to purchase an FOBT direct from the Cancer Council.

“We’re delighted that since launching our program last year, more than 5000 Victorians have ordered an FOBT through the Cancer Council, a sure sign that the message about screening is getting through.

“What’s really encouraging is that if everyone over 50 completed an FOBT every two years we could reduce the number of bowel cancer-

Bowel cancer kills 80 Australians every week.



That’s why we’re asking you to do this.

Nearly all bowel cancers can be cured if found early. Screening for bowel cancer is easy. It can save your life. The Cancer Council Victoria recommends doing a simple test in the privacy of your own home every two years. To make bowel cancer screening accessible to all Victorians over 50, it is now possible to purchase a screening test online at www.cancercouncil.org.au/FOBT or by calling the Cancer Council on 03 9635 5050 between 8.30 am and 5 pm, Mon to Fri. Each test costs \$26, or \$24 for permanent and health care card holders.

Early detection is your best protection and this simple test could save your life.



related deaths in Victoria by more than one-third,” Ms Peipers said.

To order an FOBT from the Cancer Council, go to www.cancercouncil.org.au/FOBT or call 9635 5050. For further information about the National Bowel Cancer Screening Program, visit www.cancerscreening.gov.au or call 1800 118 868 between 8.30 am and 5 pm, Monday to Friday.



SunSmart shortlisted for Premier's Award



▲ Sue Heward – SunSmart Program Manager

The SunSmart program was a finalist in this year's annual Victorian Public Healthcare Awards, held on 10 September.

SunSmart was shortlisted for and highly commended in the Premier's Award for Excellence in tackling chronic disease and improving public health.

The award was won by Gippsland Lakes Community Health Service for its Indigenous chronic disease program.

At what was dubbed the Victorian public healthcare community's 'night of nights', finalists joined the Premier of Victoria, the Minister for Health and the Minister for Mental Health to celebrate the very best in innovative, visionary healthcare at Carousel on Albert Park Lake.

SunSmart's Program Manager, Sue Heward, attended the event, as did Craig Sinclair, Director of the Education Unit and Chair of the National Skin Cancer Committee.

"More than 300 entries were submitted across all categories – a record number – so we were very pleased to have been shortlisted and highly commended. The SunSmart Program is not only about skin protection, it's an investment in prevention that brings considerable human and economic benefits to Australia. Sixteen hundred

Australians die every year from skin cancer, and the cost to the health system is enormous at over \$294 million annually, yet ironically skin cancer is the most preventable cancer in Australia," Ms Heward said.

When should Victorians start being SunSmart?

Most skin cancer can be prevented by being SunSmart when you're enjoying time outdoors. But don't wait until summer to be SunSmart.

From September, UV Index levels are rising again. Whenever the UV Index level reaches 3 and above, it's time to use a combination of the five sun protection measures, because that's when the UV radiation can damage skin and eyes and lead to skin cancer:

1. Slip on sun-protective clothing – that covers as much skin as possible.
2. Slop on SPF30+ sunscreen – make sure it is broad spectrum and water resistant. Put it on 20 minutes before you go outdoors and every two hours afterwards. Sunscreen should never be used to extend the time you spend in the sun.
3. Slap on a hat – that protects your face, head, neck and ears.

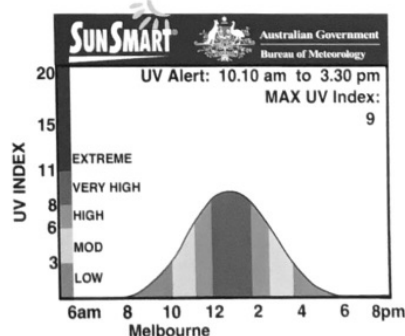
4. Seek shade.

5. Slide on some sunglasses – make sure they meet Australian Standards.

Particular care should be taken between 10 am and 2 pm (11 am and 3 pm daylight saving time) when UV Index levels reach their peak.

It's easy to check the UV Index each day

The SunSmart UV Alert appears when the UV Index reaches 3 or above. You can find it on the weather page of daily newspapers, or on the Bureau of Meteorology website at www.bom.gov.au/weather/vic/vic-uv-index-map.shtml



Encouraging Indigenous girls and women to be vaccinated

PapScreen Victoria implemented a media strategy in June and July this year to encourage Indigenous girls and women aged 12 to 26 to access the free cervical cancer vaccine.

Indigenous girls and women are a key target group for PapScreen as they are four times more likely to die from cervical cancer than non-Indigenous women.

The strategy involved a targeted media release and a photography shoot with two young Indigenous women, Carly Sheldon and Kasey Edwards, receiving the vaccine.

The media release urged girls and women to access the vaccine as soon as possible, as the course involves three injections over a six-month period, and the vaccine is only available free of charge until July 2009.

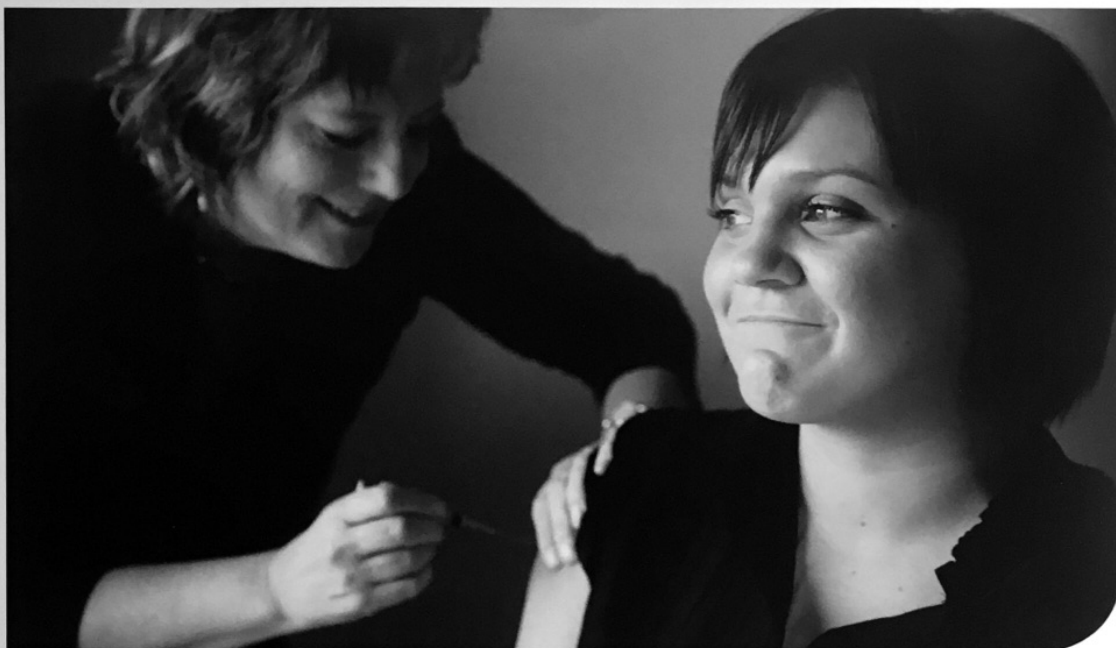
Vaccinated women were also reminded about the ongoing importance of regular two-yearly Pap tests between the ages of 18 to 69, as the vaccine only protects

against 70% of cervical cancers and Pap tests are the only way to check for abnormal cell changes in the cervix.

The media release, along with photographs, was sent to national

and Victorian-based Indigenous and non-Indigenous print media.

For more information about the cervical cancer vaccine, Pap tests or cervical cancer please visit www.papscreen.org.au



▲ Wemba-Wemba woman Carly Sheldon receiving her free cervical cancer shot from nurse Lynne Walker.

PapScreen reaching at-risk women

PapScreen Victoria targeted women in selected areas in Victoria where Pap test rates are particularly low through an advertising campaign that ran between August and November this year.

Data from the Victorian Cervical Cytology Registry enabled PapScreen to locate the lowest screening Local Government Areas (LGAs), with screening rates well below the state average of 63%. These included Pyrenees, Northern Grampians, Golden Plains, Melton, Wyndham, Hobson's Bay, Hume, Frankston, Greater Dandenong and Whittlesea.

PapScreen's Program Manager, Lea Rawlings, said the data enabled PapScreen to pinpoint the locations

in Victoria where women are not having regular Pap tests.

"By knowing what areas have below average Pap test rates we can ensure our messages are effectively reaching the right women. This is part of PapScreen's ongoing strategy to reach those most at risk of developing cervical cancer."

The advertisements remind women about the importance of cervical screening and encourage those who have not had a Pap test in the last two years to make an appointment with their GP or community health service.

Advertisements were placed in local newspapers, selected female restrooms within hotels, bowls and golf clubs, cafes and restaurants in the Grampians area and at bus

shelters and in shopping centres within selected Melbourne suburbs.

Radio advertisements in Vietnamese, Arabic, Italian, Greek and Chinese were also placed on multilingual radio stations in Melbourne to reach the large proportion of women living in these areas who speak a language other than English.

To ease expected demand for Pap test appointments, financial assistance was also offered to selected health services in these areas for extended Pap test clinics.

For more information about the LGA initiative or cervical cancer prevention visit www.papscreen.org.au

Data enabled PapScreen to pinpoint the locations in Victoria where women are not having regular Pap tests.

Cancer Council Helpline with Doreen Akkerman

In an effort to support more Victorians affected by cancer, we are thrilled to announce the expansion of Cancer Connect, our telephone peer support program.

The launch of Cancer Connect for Survivors, and Cancer Connect for People with Blood Disorders and Bone Marrow Transplants, enables more people affected by cancer to access support from someone who has been through a similar experience.

Research, better treatments and early detection have seen cancer survival rates rise in recent years so the need for specialised support for survivors is greater than ever.

Ongoing fatigue and coping with changes to relationships, employment and financial situations are all common challenges people face after cancer. Our survivor volunteers have been carefully selected and

up-skilled to provide specialised support to others. At least five years post-treatment, these volunteers can help cancer survivors feel less isolated and better prepared to cope with ongoing physical and emotional changes.

The launch of Cancer Connect for People with Blood Disorders and Bone Marrow Transplants is a wonderful example of collaboration between four key organisations to deliver extended support for people with cancer.

The Cancer Council partnered with the Leukaemia Foundation, the Bone Marrow Donor Institute and the Myeloma Foundation of Australia to recruit new volunteers who have had a blood disorder or bone marrow transplant.

People linked in to Cancer Connect can confidentially share experiences with our trained volunteers and talk through their concerns with someone who

understands what they are going through.

We often hear people say: "My volunteer made me feel like I was not alone".

Call 13 11 20 to speak to a Cancer Connect volunteer today.

People linked in to Cancer Connect can confidentially share experiences with our trained volunteers and talk through their concerns.



▲ **Doreen Akkerman AM** – Director of the Cancer Council's Cancer Information and Support Service



▲ **Riki Long** (at right) with breast care nurse **Andrea Yoemen** at Peter Mac

Breast care nurse program updated

In collaboration with La Trobe University, the Cancer Council has launched a new unit of study titled 'Breast Care Nursing: Foundations for Practice'.

Replacing the successful 'Breast Cancer Disease Entity in Nursing Practice', this program has been updated by experts to reflect current clinical practice guidelines for breast cancer care.

Riki Long, Nurse Educator at the Cancer Council Victoria, said breast care nurses were a critical part of the multidisciplinary team caring for breast cancer patients.

"With more than 3000 Victorian women diagnosed with breast cancer each year, many of these women rely

on the specialist information and care of their breast care nurse," she said.

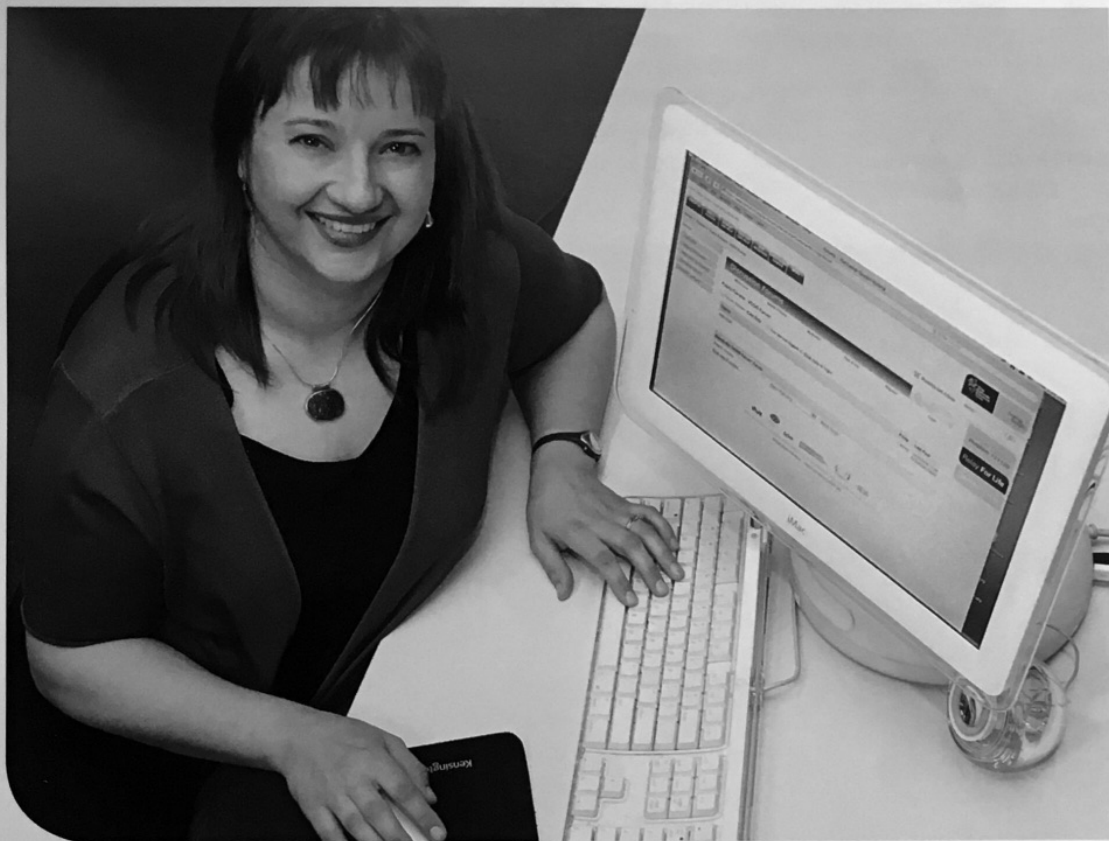
"This program encourages nurses to take innovative steps to ensure emotional and physical needs are being addressed at all stages of breast cancer care."

Registered nurses can complete the program as a core unit in the graduate certificate in breast care nursing or enrol in the post graduate diploma program. Think Pink scholarships are available.

Visit www.cancervic.org.au or www.latrobe.edu.au for more information.



Online discussion forum to be launched



▲ Cancer Nurse Kate Wakelin – demonstrating the Cancer Council's new online forums

Looking at new ways to provide information and support to people affected by cancer is critical to Kate Wakelin, Cancer Nurse and Internet and Telephone Support Groups coordinator at the Cancer Council Victoria.

She recently invited support group members and health professionals to join a pilot online discussion forum available at www.cancervic.org.au/forums

"Many people find it helpful to connect with others in a similar situation," Mrs Wakelin said.

"The online discussion forum offers people the opportunity to source information and support in their own time without leaving home or work."

"The online forums are a safe space to ask questions and share concerns and participants can remain anonymous."

Mrs Wakelin said anyone affected by cancer would soon be able to join the discussion forums: including patients, survivors, young adults, carers and people with advanced cancer.

"It's not always possible to attend face-to-face support

services, particularly if people are too ill or live in rural areas. Others can find face-to-face support too confronting," she said.

"The online forums are a safe space to ask questions and share concerns and participants can remain anonymous."

"In addition, people can participate knowing the forums are moderated by health professionals."

Join an Internet and telephone support group

The Cancer Council will hold Internet and telephone groups for the following groups in 2009:

- younger adults
- people with advanced cancer
- parents, carers, family and friends
- cancer survivors
- male and female groups
- same sex cancer groups
- people with multiple myeloma
- people with a genetic condition that predisposes them to cancer.

Call 13 11 20 for more details or visit www.cancervic.org.au



How we can help you

The Cancer Council Victoria's Cancer Information and Support Service is a team of cancer nurses, clinicians, social workers, health and other professionals who are committed to reducing the impact of cancer on the community.

They provide reliable and up-to-date cancer information, specialised support programs for people affected by cancer and education and training for health professionals.

The support services include:

- Cancer Council Helpline (13 11 20)
- Multilingual Cancer Information Line
- Cancer Connect Programs for patients and families
- Cancer Support Groups (face-to-face, telephone and online)
- When Cancer Won't Go Away Forums
- Financial Assistance
- Breast Cancer Support
- Prostate Cancer Support
- Holiday Break Program
- Look Good Feel Better Program

Our health professional education programs include:

- Victorian Cancer Clinicians Communication Program
- Breast Care Nurse Distance Learning Program
- Prostate Cancer Nurse Distance Education Program
- Living With Cancer Education Program

Call 13 11 20 for more details or visit www.cancervic.org.au



Coping with cancer over Christmas

Celebrating Christmas can be difficult for people who have experienced a major change or loss in their life. Feelings of loneliness, isolation and sadness are common and Christmas traditions can be painful reminders of how different life has become.

Edwina Beddoes, Senior Cancer Nurse on the Cancer Council Helpline, said the helpline received hundreds of distressed calls from people affected by cancer over Christmas and New Year.

"This can be a very difficult time for people affected by cancer," Ms Beddoes said.

"We speak to patients who are fearful that this may be their last Christmas. Others may be worried that their feelings and emotions may ruin the celebrations for others."

Ms Beddoes said family and friends finding it difficult to cope with Christmas without a loved one also called the helpline.

"When people are facing Christmas without a loved one, this can bring forward overwhelming feelings of loss and grief," she said.

Ms Beddoes encourages anyone finding it difficult to cope with cancer to call the Cancer Council Helpline on 13 11 20.

"When people are facing Christmas without a loved one, this can bring forward overwhelming feelings of loss and grief."

Coping strategies

Sharing experiences and coping strategies can help people get through difficult times. Ms Beddoes spoke to patients, family and friends affected by cancer, as well as people coping with the loss of a loved one to find out how they cope with Christmas; here are some of their suggestions.

Set realistic expectations

Consider online shopping and/or gift vouchers for Christmas presents. This can save both time and energy.

Express your needs

Tell others if you are finding it difficult to cope. Accept offers of help and be specific about things people can do to assist.

Be gentle with yourself

Give yourself permission to get through Christmas in the best way you can. Try to accept any limitations and remember that Christmas doesn't have to be perfect.

Keep activities simple and non-strenuous

Fatigue is a common side effect after cancer treatment. Avoid overwhelming numbers of visitors and long car trips. As energy levels may fluctuate, sometimes it can be helpful to plan the day's activities and then halve them. Allow for rest time during the day.

Create new rituals

If your usual Christmas rituals or traditions are too painful, consider replacing with a new ritual or tradition that is special to you.

Seek support

Talking to someone about your feelings can reduce feelings of distress and isolation. Family and friends can be a good source of support. If you need to talk to someone anonymously, the Cancer Nurses on the Cancer Council Helpline can listen to your concerns and put you in touch with support services.



▲ Edwina Beddoes – Senior Cancer Nurse

The Cancer Council Helpline, 13 11 20, will be available on the following days over Christmas and the New Year:

Wednesday 24 December	8.30 am – 3 pm
Thursday 25 December	Closed
Friday 26 December	Closed
Monday 29 December	10 am – 4 pm
Tuesday 30 December	10 am – 4pm
Wednesday 31 December	10 am – 4pm
Thursday 1 January	Closed
Friday 2 January	10 am – 4 pm

Messages on the answering machine will be checked every weekday that we are closed. To have your call returned, please leave your name and phone number. The Cancer Council Helpline will return to normal hours (Monday to Friday 8.30 am – 8 pm) on Monday 5 January 2009.

Other support service: Lifeline 13 11 14



Help find a Breakthrough in the fight against cancer – become a regular giver

Joining Breakthrough, the Cancer Council's regular giving program, is the most simple and cost-effective way to help Victorians fighting cancer. Simply fill out the form below or call 1300 65 65 85 to set up your regular gift.

Join Breakthrough

08RGCNDO

Yes, I would like to join Breakthrough and make a regular donation of:

\$15 a month \$20 a month \$35 a month
 \$50 a month Other \$_____ (\$5 minimum)

Installments will be made on the 1st or 15th of the month.

Make a one-off donation

0800CNDO

I can't commit to a regular gift at this time, but I'd like to make a one-off donation of \$_____ towards fighting cancer.

Personal details (please PRINT clearly)

Name (Mr/Ms/Mrs/Miss) _____

Address _____

Suburb _____

State _____ Postcode _____

Preferred telephone no. (Work/home/mobile) _____

Email _____

Payment details

I would like to make my payment by:

Direct debit from my bank account
 Visa MasterCard Diners American Express

Card number _____

Name on card _____ Expiry date / _____

Signature _____ Date / _____

All donations over \$2 are tax-deductible

Please give generously.



Post this coupon with your donation to:

Cancer Council Victoria
 Reply Paid 75583
 1 Rathdowne Street
 Carlton VIC 3053

ABN: 61 426 486 715

YOUR PRIVACY Cancer Council Victoria respects your privacy. If you would like to know more about your rights and our obligations you can view our Privacy Policy on our website, www.cancervic.org.au or call 1300 65 65 85 for a copy. Cancer Council Victoria stores your information to let you know about our fundraising events. We do not sell, rent, share or disclose your details under any circumstances. If you no longer wish to receive correspondence from us, please call the Supporters Hotline on 1300 65 65 85.

By supporting the Cancer Council's Breakthrough program, you could save a life

By providing an ongoing and predictable source of funding for the cancer fight, Breakthrough supporters allow us to plan for long-term research, support and education programs, confident that we will have the funds to see these projects through. It's these long-term projects that can lead to the breakthroughs that save lives.

How does the Breakthrough program work?

Breakthrough is flexible, easy and reliable. Each month, a regular amount that you have chosen is automatically debited from your credit card or bank account. You can increase or decrease your monthly donation, or cancel your donation at any time.

At the end of the financial year, you will receive an annual statement for your tax return.

Your contribution can make a difference

\$15 a month – over a year, can pay for one of the vital tissue samples used by a research team to investigate the causes of cancer.

\$20 a month – over a year, can provide a grant to a cancer patient to cover costs like phone bills, gas accounts and wigs while they adjust to changed circumstances.

\$35 a month – over a year, can pay for eight registered cancer nurses with oncology qualifications to give information and support to a person facing cancer via the Cancer Council Helpline (13 11 20).

\$50 a month – over a year, can subsidise faecal occult blood tests (FOBTs) for more than 75 Victorians in financial hardship.

Benefits of being a Breakthrough member

In recognition of your vital contribution, you will receive a special Breakthrough Welcome Pack containing important health information and a photo frame for your special memories.

You will also be invited to special events, which include our researchers discussing their progress, and receive regular updates through Cancer News.

Every five minutes, an Australian is diagnosed with cancer. **Will you take 5 minutes to help make a difference?**



Cancer News is published by

The Cancer Council Victoria
 1 Rathdowne Street, Carlton
www.cancervic.org.au
enquiries@cancervic.org.au
 Managing Editor: Jane Sullivan
 Editor: Belinda Goldfinch

Anna Jones, Amanda Millington,
 Eva Zann, Emma Fay, Shona Clarke,
 Sophy Chirnside, Clare Price, Sonia Mehta

Photographers: Brian Gilkes, Vikki Bell, James Byron, Katrina Bradilovic, Moira Callegari

Useful contact numbers:
 Cancer Council Helpline 13 11 20
 Supporters Hotline 1300 65 65 85
 Quitline 13 7848