

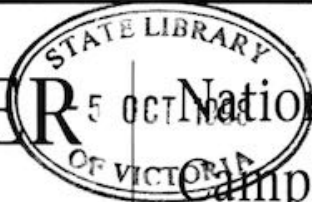


# Anti-Cancer Council

NUMBER 166 SPRING 1998

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## HEART AND CANCER SCORES GOALS



## National Tobacco Campaign Succeeds

**T**HE August launch of the Federal Government's tax reform package contained good news for the Heart and Cancer Offensive Against Tobacco. The Offensive is a combined effort of the National Heart Foundation and the Australian Cancer Society, aimed at fighting the toll of death and disease caused by tobacco.

Responding to the Offensive, the package proposes to tax cigarettes according to the number of sticks per packet rather than by weight.

The Federal Opposition's tax policy launched shortly afterwards contained similar strategies which would bring Australia's tobacco tax into line with the rest of the world. It should spell the end of the huge budget packs of cigarettes which encourage people to smoke more and which are seen nowhere else in the world.

There was more good news for the Offensive last week with the announcement by Federal Health Minister Dr Michael Wooldridge of a phase-out of all tobacco sponsorship by 2006.

The Heart and Cancer Offensive wants government funding for education and smoking prevention programs increased—so that it is at least equal to the amount of tobacco tax gained from children's smoking—at present \$64 million.

With tobacco firmly on the agenda of the October election, the Heart and Cancer Offensive is stepping up its campaign to channel some of the tobacco tax revenue into campaigns to prevent another generation of Australian children from becoming smokers.

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*We need to make an impression on taxation policy. All candidates must be asked to support this, since health ministers alone cannot determine taxation policy. Considerable gains have been made under Federal Health Minister Dr Michael Wooldridge's national \$8 million tobacco campaign and it's vital that we build on this.*

been made under the national \$8 million tobacco campaign and it's vital that we build on this.

Many of our supporters have already received a letter outlining the campaign. We have had lots of positive feedback from the letters and reports of letters and phone calls pouring into electoral offices. To follow up this response, we have printed extra copies of this edition of *Anti-Cancer Council News* to distribute in a letter box drop next week.

However, a few donors have expressed surprise that we are being critical of the efforts and achievements of the Federal Health Minister. This was not our intention. Dr Wooldridge's achievements are highlighted on this page, (see article on right).

**M**ore smokers have quit in the past year in response to the National Tobacco Campaign.

The \$8m campaign, the largest ever in Australia, was launched by the Federal Health Minister, Dr Michael Wooldridge last June, as part of his commitment to reduce smoking in Australia.

The first phase of the campaign comprised a six-month mass media campaign on the theme "Every cigarette is doing you damage", an upgraded Quitline service, liaison with and involvement of non-government organisations and medical organisations.

The chairman of the expert advisory group which has developed and co-ordinated the campaign, Dr David Hill reported that the results were extremely encouraging. Dr Hill is director of our Centre for Behavioural Research in Cancer.

'The percentage of people who had quit smoking in the past year rose from 8.3% before the campaign to 11.4% at its end,' Dr Hill said.

In a large representative survey done by an independent market research organisation, it was found that 51% of smokers said the campaign made them more likely to quit and, of people who had recently quit, 60% believed the campaign would help them stay quit.

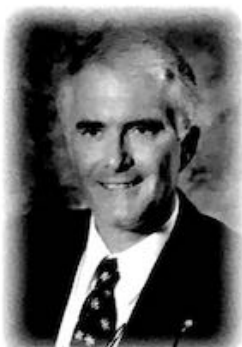
Dr Wooldridge said that the campaign was out there convincing smokers to have a go at quitting.

'With over half of smokers thinking about quitting, we're on track to thousands of lives being saved each year in Australia,' Dr Wooldridge said.

'In the first six months of the campaign, over 100,000 calls were made to the national Quitline. These calls for help from smokers would simply not have been made without the campaign. A follow up survey of callers showed that 24% were not smoking six months later.'

# FROM THE DIRECTOR

**PROFESSOR ROBERT BURTON**



*Robert Burton*

The Anti-Cancer Council of Victoria annually grants up to \$7 million for research in Victoria at the State's premier research institutes and hospitals. It gives me great pleasure to reproduce this letter of thanks from the Walter and Eliza Hall Institute of Medical Research. It is a highlight of the many productive partnerships enjoyed by the Anti-Cancer Council. Our partnership with the institute has not only produced an effective method of controlling cancer but has also resulted in a \$350,000 bonus for the Anti-Cancer Council.

'The Anti-Cancer Council of Victoria has supported the work of Professor Don Metcalf at the Walter and Eliza Hall Institute for 45 years, which may well be a world record for sustained support for the research of an individual scientist.

'Through the Carden Research Fellowship, Professor Metcalf was able to begin and continue his important work in the battle to control cancer without worrying where the next research dollar was coming from. He has always been very conscious of the close bond between his work and the generosity of thousands of Victorians who have contributed funds to the Carden Research Fellowship.

'It is an enormous relief when a research-granting agency has the generosity and wisdom to support

promising projects for periods of many years.

'Professor Metcalf set out in 1954 to try to understand how normal white blood cells become transformed to cancer cells in leukaemia. As this work progressed, it became evident to him and his group that the hormone-like regulators controlling white cell growth needed to be identified and mass-produced in pure form so that their action on normal and leukaemic cells could be understood. It took 15 years of hard effort for the group to discover and purify the four hormones controlling the white cells involved in myeloid leukaemia.

'These have since become known as colony-stimulating factors (CSFs) and it required a further five years to successfully mass produce CSFs.

'Clinical trials began in Melbourne in 1986. They were successful and more than a million cancer patients throughout the world have now received one or other of the CSFs as support for their cancer treatment.

'As often happens in research, unexpected things occur. The CSFs were found to have a surprising action in releasing key blood-forming stem cells from the bone marrow into the blood stream. After successful clinical trials in Melbourne and Adelaide, the use of CSF-released

stem cells in the blood revolutionised the procedure of bone marrow transplantation, once a complex, costly and hazardous procedure.

'It is an exciting story but it is an unfortunate fact of life that this kind of research takes years and dramatic changes in treatment take even longer.

'The CSF story has been exceptional and has become a success story in which the Anti-Cancer Council of Victoria and all its loyal supporters can take justifiable pride.

'But there is also more good news.

'After a ten-year battle with the US patent office, the patent rights to one CSF, GM-CSF, have now been awarded to the Walter and Eliza Hall Institute and the Ludwig Institute for Cancer Research. This means the Anti-Cancer Council has received nearly \$350,000 in royalties and hopefully these royalties will continue for the life of the patent.

'This distribution to the Anti-Cancer Council is one tangible way of repaying the trust which you have had in the research for so many years.

'Thank you, supporters.'

*The Walter and Eliza Hall Institute of Medical Research*



**Professor Emeritus Don Metcalf,  
Anti-Cancer Council of Victoria  
Carden Research Fellow**



## STEER CLEAR AND PROTECT OUR CHILDREN

The Quit Campaign has developed a self-help kit to encourage people not to smoke while they are driving, especially if children are passengers. Launched by the Victorian Minister for Roads and Ports, Mr Geoff

Craige, and motor racing legends Mr Bob Jane and Mr Glenn Seton, the Steer Clear Kit has an air freshener, stickers and an audio tape with recorded quitting information. Ring 131 848 for your kit or pick one up from one of our shops.

## SOMAZONE

**S**omaZone is a highly interactive CD Rom encouraging adolescents to take responsibility for their own health and wellbeing. It has been launched by the Quit Campaign, the Department of Human Services, the National Asthma Campaign and Legal Aid Victoria, with contributions from the Centre for Adolescent Health, the Australian Drug Foundation and SunSmart.

Called SomaZone (soma means 'body' in Greek), the CD Rom has won an international gold award in New York for best educational CD application.

It has been distributed to schools across Victoria to assist students to develop these life skills.



## CHANGES TO WILLS ACT

**From Ken Collins at  
Wills and Probate  
Victoria, Little Bourke  
Street Melbourne**

**T**he *Wills Act 1958* has been rewritten and incorporates a number of significant new laws effective from 20 July 1998. It is now known as the *Wills Act 1997*.

Three important new laws are:

- The widening of the class of possible claimants in respect to Will challenges. This means that defacto spouses, step-children and other people who believe they are dependent on the testator may claim against the estate where the testator dies on or after 20 July 1998.
- The Supreme Court will be able to authorise the making of a Will on behalf of a testator who does not have the requisite testamentary capacity. This power will be the first of its kind in Australia.

- The Supreme Court will be able to dispense with the formal requirements which used to be required for making of Wills. The court will have the power to determine whether a document is or is not a Will, even in situations where the testator did not sign the Will or have it witnessed correctly.

While this new legislation stamps out a few injustices, it may sometimes jeopardise the testator's final wishes.

The Anti-Cancer Council's Community Relations Manager, Mrs Joan Hoskins, said that one way to ensure that your actual wishes are honoured, is for these important gifts to be made in your lifetime if possible.

'The alternative is to update your Will on a regular basis with professional help,' she said.

If you are considering a bequest to the Anti-Cancer Council, and require any assistance on the Act or other matters, please call Joan Hoskins on (03) 9279 1242.

## THOUSANDS JOIN DIET TO BEAT CANCER

**T**wenty-five thousand Australians have joined the campaign to reduce the country's cancer toll by enrolling in a groundbreaking nutrition program to help reduce their risk of cancer.

Lifetrack 2000, launched by the Australian Cancer Society in July, is based on the latest international and national research linking diet and diseases such as cancer, heart disease and diabetes.

Lifetrack Manager, Mr Paul Davey, said the Australian Cancer Society has been inundated with people wanting to learn more about how simple nutrition can help reduce the risk of one of Australia's biggest killers.

'It is never too late to make changes to daily eating habits which could reap health rewards and reduce your risk of cancer,' Mr Davey said.

'As well as cancer, the Lifetrack 2000 diet also reduces the risk of heart disease, diabetes and stroke.

'Lifetrack 2000 helps you find your starting point, ends the confusion about fad diets and allows you to regain control of your eating habits.

'Most of the population know that vegetables have protective properties and Lifetrack 2000 helps you assess what you are getting enough of and what other vegetables you need to add to your diet.

'Many people have also been surprised to learn that they should be eating more cereals and grains, which are rich in fibre and nutrients.

'People who want to enrol in

Lifetrack 2000 can get their copy of the questionnaire by ringing 1300 78 79 90. Once they have completed and returned the questionnaire they receive a comprehensive report on their current diet and a copy of the *Lifetrack 2000 Dietary Guide*. The total cost, including the 192-page dietary guide, is only \$35.

'It couldn't be easier making the first step to reduce your risk of cancer.'



**Vikki Leng and Athol Guy at the Lifetrack 2000 launch**

# FUNDRAISING NEWS



*Paul Draper (Albroys Car Centre), Phyllis Lester (Leader Moe Unit), Linda Vincent (Winner)*

## 1998 statewide car raffle result

The official draw of the annual Statewide Raffle took place on 3 July. Victorian State Manager for Mazda, Mr John Read, and volunteer, Mr Laurie Gillham, drew the prizes.

Laurie, who last year broke the record for the number of tickets sold by an individual (over \$8,000 worth), exceeded his 1998 goal and sold \$10,330 worth of tickets.

The final tally for this event broke last year's record, raising \$217,000.

The winner of the Mazda 626 Luxury Hatchback was Linda Vincent of Westbury.

Second prize, a \$5,000 David Jones Shopping Spree, was won by Jenny Gould of Frankston.

Third prize, a seven night holiday for two to Cairns, was won by Graeme Jessup of Blackburn.

Fourth prize, a \$1,000 gift voucher from Sportsmart, was won by Violet Reade of Strathmore.

## Australia's Breast Cancer Day: Pink Ribbon Day

Australia's Breast Cancer Day 1998 will be celebrated on Monday 26 October, and will also be known as 'Pink Ribbon Day', given that the association of the pink ribbon with Australia's Breast Cancer Day is very well recognised.

This year, the Anti-Cancer Council will be offering a range of opportunities for community involvement in special events. The theme, 'Living with Breast Cancer', will focus on the experiences and needs of, and support services available for, women who have breast cancer, and for the significant people in their lives.

Events include:

- BreastHealth Update Forum for Community and Health Workers, to be held at the Peter MacCallum Cancer Research Institute on Friday 25 September.

- Living Well: A Forum for Women with Recurrent Breast Cancer, to be held during October.
- Brunches for Breast Cancer, to be held at many community sites across Victoria. One hundred brunches will receive assistance grants of \$100.
- Multicultural Breast Cancer Information Service, to be launched on Australia's Breast Cancer Day.
- Pink ribbons and enamel badges will be sold again this year to raise money for breast cancer research, education and prevention activities.

For further information please call Julie Hassard, Spiri Tsintziras (forums and brunches) or Kerilyn Squires (fundraising enquiries) on (03) 9279 1111.

**90 cents of every dollar raised from the public goes to cancer control**

## Dress Down Day: go casual for cancer!

On Friday 27 November, the Anti-Cancer Council will call on Victorians to change their normal work clothes and dress down for the day to help raise funds for our newest event.

At work, organise your co-workers to make a gold coin donation and dress casually or in a theme. Hold a barbecue or enter our 'best dressed' competition to win great prizes. It's a fun way to get your colleagues together and help the fight against cancer.

Registered participants will receive a Casual Kit including a money box, posters to publicise your participation and stickers for you to wear so that everyone will know why you are dressing down.

Call 1300 65 65 85 for more information.

## For better or worse in regional Victoria

Alan Hopgood's heart warming comedy about a man's battle with prostate cancer has met with much success he has continued to tour Victoria. It will be in **Daylesford** on 16 October, **Melbourne** on 17 November and in **Ballarat** on 18 March. For bookings, please call **Bay Street Productions** on (03) 9596 2064.

# VOLUNTEERS NEEDED

- Volunteers with a retail or office background are urgently needed by the Anti-Cancer Council of Victoria in the Elizabeth Street shop and the Rathdowne Street building. If you can spare some hours per week on an ongoing basis, please contact Joanne Pulling on (03) 9279 1234.
- If you have knowledge of golf and can spare some hours a month, you might like to assist with our corporate golf days. Call Peter Nardella on (03) 9279 1121.
- 1998 is the 20th anniversary of the Melbourne Cup Day cancer appeal and we would like to mark the occasion by breaking all records! Volunteers are urgently needed. If you can spare just two hours on Melbourne Cup Day, please fill in the coupon below or phone Rose McLeod on (03) 9279 1231.

Volunteer collectors seek donations to the Anti-Cancer Council outside TABs. Most volunteers complete a two hour shift. There are also many people around the state who get a team together to do the whole day.

If you can shake a tin for us, let us know soon.

# ART INSPIRED BY HOPE

Eleven year old Angela Meade, from south-west Victoria, was inspired to turn to art to help grieve over the deaths of two of her relatives last year. Her positive outlook reaped rewards as she won the under 12 category of the Daffodil Day Arts Awards.

The winning entries formed an outstanding exhibition that was opened at St Paul's Cathedral in early August by the Victorian Minister for Health, the Honorable Rob Knowles.

It marked the official beginning of the Daffodil Day Campaign, which aimed to raise \$1.4 million in Victoria. Early indications show that we are well on target.



Angela Meade, winner of a Daffodil Day Art Award

We would like to thank the individuals, service groups and companies who supported Daffodil Day 1998. More than 4,000 people and retailers took boxes of merchandise to sell, our volunteers staffed 300 sites at shopping centres and we staged more than seven major events as part of the campaign.

**THANK YOU:** This issue of *Anti-Cancer Council News* marks the end of its association with Wally Wagner of Barker and Company. Wally has been the newsletter's proud printer

since the late 1960s and has printed millions of copies for us. The Anti-Cancer Council thanks Wally for his generous support and commitment over the years.

AND NOW FOR A MESSAGE STRAIGHT FROM THE HORSE'S MOUTH...



## 20th CUP DAY CANCER APPEAL VOLUNTEERS URGENTLY NEEDED!

More volunteers are urgently needed for our Cup Day Cancer Appeal. The Appeal will take place on Melbourne Cup Day, Tuesday 3 November, 1998. This is the 20th year of this Appeal and each year a number of our volunteer collectors retire. What is involved? Join the fun at your local TAB. Can you donate just two hours to shake a tin? The Appeal for small change lasts for just six hours.

**YES!** I can rattle a tin for the Anti-Cancer Council of Victoria outside a convenient TAB on Melbourne Cup Day, Tuesday 3 November, 1998.

NAME .....

ADDRESS .....

..... P/CODE .....

PHONE: (Home) .....

(Business) .....

Name of town/suburb where I wish to collect .....

I am mobile and can go where I am most needed:

YES  NO

The time which would suit me best is:

9am-11am  11am-1pm

1pm-3pm  3pm-5pm

PLEASE RETURN TO:

Community Fundraising  
Anti-Cancer Council of Victoria  
1 Rathdowne Street  
Carlton VIC 3053  
Telephone (03) 9279 1111

# Dear Doreen



**Doreen Akkerman, Director, Cancer Information and Support Service, answers your questions.**

**I am writing because of a TV program I watched regarding a miracle cure which an Italian doctor has in Italy. His work was not even recognised here or in any other countries around the world. Why hasn't there been any follow up on this doctor's work and why is it not incorporated into a cure for cancer here in Australia? Are we falling behind in Australia?**

The Anti-Cancer Council and many Victorian clinicians received numerous calls because of the intense media coverage of the Di Bella therapy in Italy.

Australian clinicians offer up-to-date treatment and management of cancers and participate in international trials with clinicians from the USA, Europe and other countries. We have a rate of treatment and cure which compares very favourably with other countries.

Many of the treatments discovered and trialled in Victoria are now used throughout the world to benefit people with cancer.

Public demand was so great that the Italian government funded a clinical trial to evaluate the effect of the Di Bella therapy and the results showed that not one person had been cured by the therapy. Results were recently published in *The Lancet*: we reproduce the article below.

### **Italian 'wonder' cure for cancer is ineffective**

*'The results of a prospective multicentre observational study set up to evaluate the efficacy and safety of Luigi Di Bella's controversial anticancer therapy (see Lancet 1998;351:891) were released last week. In 33.3% of patients disease remained unchanged, in 50.4% there was local progression and in 14.7% there was new metastatic involvement. Only one patient (0.3%) showed a partial response and four (1.2%) had a minor response. Adverse effects were reported in 23% of patients, mostly nausea and vomiting, diarrhoea, and neurological signs. In 3.3% of patients, treatment was stopped because of adverse effects.'*

*'The trial, launched five months ago, is sponsored by the administration of Lombardy, Italy, and coordinated by Milan*

*oncologists Alberto Scanni and Giancarlo Martignoni. "Di Bella's tetralogy" consists of vitamin A, B-carotene, vitamin E, bromocriptine, melatonin and somatostatin. Adult patients with histologically confirmed cancer unresponsive to treatment of proven efficacy were eligible for the trial, provided they had a good performance status, a life expectancy of more than 8 weeks, and could take oral drugs. More than 7000 applications for enrolment were received from 32 oncology centres. 5000 patients were invited for evaluation of whom 3000 showed up. Inclusion criteria were fulfilled by 1326 patients, 964 were enrolled, and data on objective response and tolerability were available for 333 and 480 patients, respectively.*

*'The clinical results of the trial are "very disappointing", says Scanni, and although Di Bella approved the trial protocol, "he now questions the validity of the results". The trial has so far cost the Italian health service L9 billion (\$US5.1 million), and the treatment's credibility among the medical profession now seems irremediably lost.'*

THE LANCET  
Vol 352 18 July 1998 p207

**Doreen Akkerman is the Helen M Schutt Trust Fellow.**

**If you have any further questions about clinical trials or cancer treatment call the Cancer Helpline on 13 11 20.**

## **Cancer: a big problem where every little bit helps**

As a valued supporter you are already aware of the importance and magnitude of our task and know our achievements have only been possible because of the kindness of supporters like you.

By giving so generously, you have shown great trust in us and we have repaid that trust by spending your money wisely, not least by keeping our costs to a minimum by only sending you one donation request a year.

Unfortunately we get far more requests for help

than we make ourselves. Our support services are called on 365 days a year, demand for our education resources is constant and there are always more research projects to fund than we can afford.

If you choose to make an extra donation using this coupon you will enable us to allocate more money to these vital programs while keeping our administration and mailing costs to the bare minimum. Thank you in advance for this extra kindness.

### **Yes I would like to make an extra gift in the fight against cancer**

Please find enclosed my donation of \$

to help the Anti-Cancer Council continue its vital work.

Name: .....

Address: .....

PCode: .....

Please send me more information on how to include the Anti-Cancer Council in my Will.

My cheque made payable to the Anti-Cancer Council of Victoria is enclosed or

please debit my credit card for \$

Bankcard  Mastercard  VISA  American Express  Diners

Credit Card No: \_ \_ \_ | \_ \_ \_ | \_ \_ \_ | \_ \_ \_

Signature: ..... Exp Date: \_ \_ / \_ \_

**Post this coupon with your donation to:**  
Anti-Cancer Council of Victoria, 1 Rathdowne Street, Carlton Vic 3053

*\* Donations of \$2.00 and over are tax deductible*