



Anti-Cancer Council

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NEW INSTITUTE OPEN FOR BUSINESS



Our Cancer Control Research Institute officially opens this month.

The Institute is the new home of the Anti-Cancer Council of Victoria's cancer research and cancer prevention programs and is located at 100 Drummond Street, Carlton.

The Institute is unique in the world in that it accommodates in one building four great pillars of cancer control—behavioural science, epidemiology, cancer education and clinical research.

The official opening on 17 February was addressed by Professor Emeritus Sir Gustav Nossal, The University of Melbourne; and the Director of our Centre for Behavioural Research in Cancer, Dr David Hill, who explained the strategic importance of the Institute and the exciting stage we are at in cancer control research in Victoria and Australia.

Dr Hill released figures showing that Australians are getting sunburned less and moving away from desiring a tan.

The research, conducted by the Centre for Behavioural Research in Cancer at the Anti-Cancer Council of Victoria, highlights how a combined

effort of public education, scientific analysis of human behaviour and cancer trends can dramatically reduce the toll of cancer.

This is why the new Institute has been established, to better combine these sciences to prevent and detect the causes of Australia's most preventable cancers.

Dr Hill said the burden of illness from non-melanoma skin cancer and melanoma makes these cancers a major priority in cancer control in Australia.

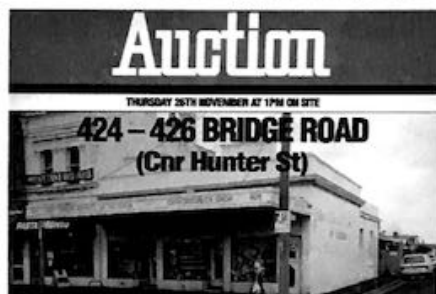
'SunSmart, our prevention program, can now claim a major victory after more than a decade of changing people's attitudes to the sun,' he said.

'There has been a 40 per cent decline in summer weekend sunburn since 1988. Fewer people are tanning and more people are covering up and avoiding the sun in the middle of the day. The occurrence of non-melanoma skin cancer has declined by 30 per cent in Australians under the age of 30.'

If you are seeking more information on the opening and role of the Cancer Control Research Institute it can be found on our Internet site at www.accv.org.au

A BOOST FOR CANCER RESEARCH

In 1976, the Anti-Cancer Council purchased 424-426 Bridge Road, Richmond for less than \$20,000 to house the Opportunity Shop. The site was sold at auction recently for \$613,000.



Paul Davey, Director of Administration at the Anti-Cancer Council, was delighted with the result. 'The decision by the Executive Committee of the day to purchase in Bridge Road was obviously an excellent one.'

Sir Edward 'Weary' Dunlop was Chairman at the time and, over the next 22 years, the Opportunity Shop generated almost one million dollars in income.

The decision to sell was taken when space to house the Opportunity Shop became available at the Anti-Cancer Council offices in Carlton.

Professor Robert Burton believes the Executive Committee's decision to sell, like the decision to buy, was a sound one. 'While it could have been retained as an investment, we would rather invest in the fight against cancer. Every dollar we spend on education and research today saves lives and accelerates the pace of discovery.'

The new Opportunity Shop will be at 23 Rathdowne Street, Carlton, which is the Anti-Cancer Council's old warehouse. The opening is planned for April and any donations of clothing, books, furniture or bric-a-brac would be very welcome. Simply call Joanna on (03) 9635 5376 and she will arrange collection.

FROM THE DIRECTOR

PROFESSOR ROBERT BURTON



Robert Burton

The control of cancer is a global problem and we must be in constant communication with the rest of our world if we are to provide Victorians and Australians with the best evidence-based control of this disease.

Australian researchers are participating on an international front in the battle to beat cancer; however it is important for us to hear from our international partners when they visit our shores.

In just the one month of November last year, we were fortunate to have visits from four distinguished speakers.

Dr Al Marcus is the Chair for the Centre for Behavioural Research at the AMC Cancer Research Centre in Denver, and has more than 20 years' experience in cancer prevention and control research. He is the Principal Investigator for a number of studies: testing a new system, tailored for individuals, which offers expert advice for smokers wanting to quit; a large randomised trial of a telephone-based counselling intervention service for breast cancer patients following treatment; and another project which is testing a telephone-counselling intervention to promote cancer screening among the first-degree relatives of breast and colorectal cancer patients.

Dr Marcus led a workshop for the Centre for Behavioural Research in Cancer and the Cancer Information and Support Service, where he presented on the history, current activities and future opportunities for the Cancer Information Service network in the US. He also gave a well-attended lecture on 'First-degree relatives of breast cancer patients: breast cancer screening practices and psychological concerns'.

Professor Craig Jordan, the 'father of tamoxifen', was the keynote speaker at the first scientific meeting of the Victoria

Breast Cancer Research Consortium. He was the inaugural Dame Ella Macknight Lecturer and his masterly treatment of selective oestrogen receptor antagonists provided a natural bridge between the gynaecological cancers and breast cancer. Tamoxifen grew out of synthetic oestrogen antagonists which were initially targeted at the morning-after pill market, then used for stimulation of ovulation (clomiphene) and finally, and largely due to the leadership shown by Professor Jordan, applied to the treatment of breast cancer.



Professor Craig Jordan

The history of tamoxifen covered over a quarter of a century, from the morning-after pill to the prophylaxis of breast cancer, and it was with the analysis of the two recent breast cancer prevention studies with tamoxifen and raloxifene that Professor Jordan concluded his lecture. Dame Ella, who devoted her professional life to the care of women, would have been delighted, I am sure, with prospects for advances for gynaecological oncology, a discipline she began in Melbourne, and breast cancer, which will come from further developments in this field.

We were also honoured by the visit of Professor Emeritus Sir Richard Doll, who presented a public lecture on 'The medical history of tobacco': a fascinating panorama covering two and a half millennia. In the last 500 years, tobacco in the western world has gone from being accepted as a widely-used and integral part of many aspects of society to being seen as a health hazard which would kill one in two lifelong cigarette smokers. The year 1950 marked the transition from cigarette smoking being seen as a pleasant social habit to one that resulted in the largest preventable cause of death, disease and despair in the developed world. Sir Richard was there at the beginning when, as a young man, he trained under Sir Bradford Hill, focusing on epidemiological studies in tobacco smoking and health.

At a lecture at the Anti-Cancer Council in late November, Mr Richard Sainsbury, one of the most senior breast surgeons in the UK, who is part of a multidisciplinary unit in Huddersfield, reinforced the importance of the multidisciplinary management of breast cancer. He followed this interesting lecture with a series of presentations to the Clinical Oncological Society of Australia in Sydney. The variation in outcomes for women treated with breast cancer in the UK, depending on where they lived and who treated them, was an eye opener. Moreover, we were envious of the way the various UK cancer registries have been collecting detailed treatment and survival data for all of this decade, and can literally audit individual breast units and individual surgeons! Mr Sainsbury is a surgeons' surgeon, and his logical and analytical approach to the practice of breast cancer management was very well received both in Melbourne and in Sydney.

We must translate the best international cancer research findings into the control of cancer in Australia. These four presentations illustrate how we keep abreast of developments and test our knowledge and experience against the world's best.

Our new contact details are:

Anti-Cancer Council of Victoria
1 Rathdowne Street Carlton Vic 3053
Tel: (03) 9635 5000 Fax: (03) 9635 5270

Cancer Control Research Institute
100 Drummond Street Carlton Vic 3053
Tel: (03) 9635 5000 Fax: (03) 9635 5440

SUNSMART SCHOOLS ACROSS AUSTRALIA

A new national program based on the Anti-Cancer Council of Victoria's successful SunSmart Schools Program has been launched for schools across Australia.

Its launch at the beginning of summer coincided with an article published in the *Medical Journal of Australia* which presented evidence of the need for skin cancer prevention programs for primary school aged children in Australia.

Anti-Cancer Council Director, Professor Robert Burton, said the new National SunSmart Schools Program aims to build on the success of the Victorian program in reducing children's exposure to the sun's ultraviolet (UV) radiation while they are at school.

Research has shown that exposure to UV radiation during the first 18 years of life greatly increases the risk of getting

skin cancer. This is why childhood protection is so important and schools are a great place to start providing that protection.

Schools have a duty of care to protect their students from injury: this includes sunburn as well as the long-term damage caused by sun exposure. Schools also have the resources to have a SunSmart policy to protect children while they are at school.

The SunSmart Schools Program offers schools encouragement and accreditation for implementing sun protection policies in line with specific guidelines. The Victorian program has welcomed more than 1,100 schools to become accredited SunSmart Schools since the program commenced in 1993.

A SunSmart School is one that has a comprehensive sun protection policy meeting minimum standards relating to

curriculum, behaviour and the environment. The policy involves children learning about sun protection and skin cancer in the classroom. Children and teachers are required to wear hats, use SPF 30+ sunscreen and seek shade when possible.

For many schools, becoming a SunSmart School simply means documenting practices already in place. Others may need to form a committee to develop and implement a sun protection policy.

Each State and Territory cancer organisation will offer resources and assistance for schools in development of a sun protection policy to help them in the accreditation process.

For more information on the Victorian SunSmart Schools Program call (03) 9635 5148.

RELAY FOR LIFE

The Anti-Cancer Council will hold the inaugural Relay for Life in Melbourne on 26-27 March. This exciting and challenging event involves teams of 10 to 15 people taking turns to walk, stroll or jog for 30 minute intervals over 24 hours and be paid by sponsors for their efforts.

Participants will camp out in the middle of the arena while live bands and comedians keep spirits high. A night-time candlelight ceremony will remind people why they have joined the event as they remember loved ones and celebrate survivors' battles.

Relay for Life originated in the US in 1985 when Gordy Klatt, a Washington surgeon and American Cancer Society volunteer, put on his jogging shoes and headed for his local oval after his good friend died from cancer. Twenty-four hours and 81 miles later, Dr Klatt had raised \$27,000 in sponsored donations.

Since then Relay for Life has evolved into the biggest fundraising activity for our US counterparts and is held in 800 locations, raising more than US\$90m for cancer research.

Join the inaugural Victorian event and help make a difference.

It starts at 6 pm on Friday 26 March and will be at the Duncan MacKinnon Athletics track (corner of North and Murrumbeena Roads Murrumbeena). Entry fee is \$100 per team.

If you want to become involved, you could be a team captain and recruit 10 or more of your friends, or we can put you in contact with a team needing an extra member, or you can volunteer to assist at the event.

We are also seeking sponsors for special prizes and incentives at the event.

For enquiries and registrations please contact Catherine Macmillan (03) 9592 5984.



EVER CONSIDERED VOLUNTEERING?

We need volunteers all year round to help us keep our huge database of fundraising supporters up to date and cost efficient. Basic computer and keyboard skills are essential but you don't need a typing speed of 120 words a minute—accuracy is far more important. Full training on the software package will be provided. The only other skills you need are an enthusiasm for working in a small but busy team, to enjoy working with computers and to be able to give us some time during normal office hours.

For more information and a position description, please contact Joanne Pulling on (03) 9635 5234.

The Anti-Cancer Council's corporate golf program is seeking volunteers to help out on its charity golf days. Ideally you will be a golfer or very familiar with the game (caddies are welcome). If you are interested and would like to find out more, call Melinda McLean on (03) 9635 5321.

FUNDRAISING NEWS

COMING EVENTS

Art Awards

AT THE CROSSROADS is the theme for the 1999 Daffodil Day Arts Awards. There is a \$1,000 prize for the winning entry in each category of poetry, prose, art and classical music composition. For further entry information ring 1300 65 65 85.

Our Biggest Morning Tea

ON THURSDAY 27 MAY 1999, it will be time to once again raise your cups for cancer research as part of Australia's Biggest Morning Tea. Last year we raised almost \$340,000 from gatherings across Victoria, and this year we hope to raise \$420,000. But we can't do it without your help! To register for a Host Kit or to find out more, just call the Community Fundraising Department on 1300 65 65 85, fax us a note of your details on (03) 9635 5240, or e-mail us on morningtea@accv.org.au

Doll Show

EVERYONE IS INVITED to the Melbourne Doll Show's 10th Anniversary Birthday Party on the weekend of 13-14 March 1999 at The Camberwell Centre. The impressive sum of \$15,000 was raised in 1998. Entry is \$7, or \$5 for concession card holders and students. For further information, ring Irene Manitta on (03) 9635 5201.

Bulb planting

THE GEELONG OFFICE of the Anti-Cancer Council will coordinate a mass planting of 10,000 bulbs, in memory of those who have lost their battle with cancer and in support of people who have cancer, at a special site in Geelong on Sunday 21 March 1999. For more information contact the Geelong office on (03) 5226 7243.

Daffodil Day bulb offer

Once again the Anti-Cancer Council is offering bulbs to plant in time for Daffodil Day. Look for the enclosed brochure and/or call 1800 67 74 37 to place your order directly with Dyson's Bulbs.

WIN A MAZDA 626

THE Anti-Cancer Council's 1999 Mazda Raffle is now on and we have some fantastic prizes again this year worth over \$46,374. Heading the prize list is the latest **mazda 626** Luxury Sedan provided with generous assistance again by Victorian **mazda** dealers.

Last year our Mazda Raffle broke all records, raising \$217,000, which could not have been achieved without the

tremendous support of our loyal volunteers and donors. Tickets are now on sale at \$2 each or a book of 10 tickets for \$20. You could also give a book of tickets to your family or friends to sell. Every ticket offers the chance to win one of the fantastic prizes and also help support cancer research. The raffle will be drawn at the Anti-Cancer Council on Friday, 9 July 1999 at 12 noon.

1st prize

mazda  **626**
luxury sedan

2 litre 4 cylinder automatic, valued at \$37,510 including on-road costs.

Sponsored by Victorian **mazda** Dealers



2nd prize \$5,000 Shopping Spree from David Jones Melbourne
Sponsored by David Jones Melbourne

3rd prize 7 Nights Holiday for Two to Port Douglas including accommodation at the Radisson Reef Resort Hotel.

Also included are buffet breakfast daily and airport transfers. (valued at \$2,264)

Sponsored by Ansett Australia

4th prize \$1,000 Gift Voucher from **SPORTSMART**
Sponsored by **SPORTSMART**

plus 20 consolation prizes of Anti-Cancer Council sunglasses (valued at \$30 each)

Yes I'd like to help sell tickets for the Anti-Cancer Council

Please send me Raffle Books of 10 tickets to sell to my family and friends.

OR I would like to purchase tickets in my name.

(please state if you wish the tickets registered in another name)

Name

Address

.....Postcode.....

Phone Amount \$.....

My cheque/money order payable to Anti-Cancer Council is enclosed for \$.....

Please debit my: Bankcard Mastercard Visa

American Express Diners

Credit Card No. _____ Expiry Date/.....

Signature.....

Please return your coupon with your money to Community Fundraising, Anti-Cancer Council of Victoria, 1 Rathdowne Street, Carlton Vic 3053.

A BIG THANK YOU TO ...

The field of 108 players including sponsors, clients, brokers and ORIX personnel, who hit off at the Metropolitan Golf Club in October at the annual ORIX Australia Golf Day in support of the Anti-Cancer Council. Funds raised on the day are awarded to Professor Don Metcalf at the Carden Laboratory to assist in his search to find a cure for leukaemia. As well as the golf, participants attended a dinner, where an auction of sporting memorabilia earned \$8,000. The event raised \$40,000.

ORIX Australia Golf Day 1998 winners: John Armstrong, ORIX; Paul Vawdrey, Vawdrey Australia; Mick Kelly, Australia Post; Dale Tieman, Tieman Industries



The E J Whitten Foundation for supporting men's health. For the second year running, the Whitten Foundation, set up in memory of football legend Ted Whitten, has generously contributed to prostate cancer research. The considerable fundraising efforts of his son, also called Ted, raised \$95,000 in 1998. This significant gift is being used by the Director of our Cancer Epidemiology Centre, Dr Graham Giles, recipient of the Ted Whitten Fellowship, in his study of prostate cancer in twins and other brothers. Prostate cancer is the leading cancer in Victorian men.

Dr Graham Giles and Ted Whitten



The sponsors of our annual Melbourne Cup Day Appeal—Tabcorp, Network TEN, 101.1 TT FM and all TAB patrons. The hundreds of volunteer collectors did a great job and so far the appeal has raised approximately \$150,000.

The 520 organisations across Victoria who chose to wear casual clothes or fancy dress to work on Friday 27 November and joined the inaugural Dress Down Day. Many people put in a great deal of effort and participated in Pyjama Parties, Formal Wear, School Uniforms, 70s Celebrities and Cross Dressers themes. It raised \$34,000.



Dressing down: Staff from Concorde International

The generous companies who contributed Christmas goodies to the volunteers' thank you lunches we held in December. The lunches were very successful and we would particularly like to thank: Baker's Delight, Ballantynes Chocolates, Cottees Schweppes, Ferguson Plarre Bakehouses, Glenroy Bakery, Pink Lady Chocolates, Safeway Carlton and S Smith & Sons.

The 104 players involved in the annual Dr Nigel Gray golf trophy at Huntingdale in November. The team from Ajilon Australia (formerly F&S Management) won this year's trophy with Campbell Meats coming in second place. A great day was had by all with a total of just under \$30,000 raised on the day.



Dr Nigel Gray Golf Day: Roger Paul, Mark Stewart, Geoff Cupples and Ian Foote

An everlasting gift to future generations

Funding quality cancer research depends to a very great extent on the money people leave us in their Wills.

Have you considered that by including the Anti-Cancer Council in your Will, you can give future generations a world where people diagnosed with cancer do not have to die? You can give them health and life.

Please consider us when you write or update your Will.



Dear Doreen



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

I'd like to get a second opinion but I am afraid to talk to my doctor. Can you suggest another doctor?

Every patient is entitled to a second opinion. When dealing with a life-challenging illness it is important to obtain specialist opinions on treatment options available for your type of cancer so that you may make an informed choice regarding your treatment plan. The Cancer Information and Support Service can provide you with questions to ask your doctor and general information about the types of treatment available for your type of cancer and the type of specialist you may wish to consult, for example, a urologist, gynaecologist-oncologist, medical oncologist or radiation oncologist.

We often suggest that you write down your questions so that you can hand them to your doctor at the start of your appointment. It is always advisable to take a friend with you, so that they can take notes. When you are emotionally involved, it is often difficult afterward to remember what the doctor said, so you can then consult your friend and your notes.

People have said they find the Cancer Helpline useful in assisting them with communicating with their doctor and also with understanding the medical language and what it means for them.

I don't know how to talk to my doctor: can you recommend a good one?

We are often asked to recommend cancer specialists by callers, however, the best person to recommend a cancer specialist for you is your GP. Victoria has many excellent cancer specialists and cancer treatment facilities and your GP can recommend you to one who specialises in your type of cancer.

The Cancer Information and Support Service never recommends individual practitioners. We are not a stan-

dards or ethics committee or a medical registration board and we are not qualified to recommend specialists. We always refer callers back to their own doctor. However, we will assist you with ways to talk to your doctor and help you to formulate questions.

I have just been diagnosed with cancer: who should I tell?

Most people with cancer find it easier to tell their family and close friends rather than keep it secret. Talking about things you are going through is one of the best things you can do to help yourself cope with what is happening. You may be tearful and depressed at first, or even angry and frustrated and it is helpful to share your feelings with those you love. This also gives your family and close friends a chance to express their feelings and to offer you support.

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:

P'Code:

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*