



Anti-Cancer Council

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SMOKERS TOLD THE HONEST TRUTH

In June, a hard-hitting and graphic national anti-smoking campaign was launched onto our television screens. The new campaign is designed to show smokers exactly how smoking cigarettes is damaging their health right now. It tells them there is help available if they want to quit.

The images on our screens are some of the most graphic ever used in an anti-smoking campaign but they are also realistic. Smoking cigarettes not only rots your lungs, it makes your artery walls sticky and narrows them.

The campaign is significant for another reason in that it is a national collaboration between the Federal Government, all State Governments, State Cancer Councils, Quit Victoria, GPs, the National Heart Foundation, the National Asthma Campaign and pharmacists across Australia.

The Ministerial Tobacco Advisory Group, chaired by Dr David Hill, Director of the Centre for Behavioural

Research in Cancer, directed the campaign. He explains the reasons behind the new approach.

"We have broadcast the devastating statistics about the risks of smoking ad infinitum. This approach has met with limited success, possibly because people are naturally risk takers.

The new campaign focuses on the perspective of the individual smoker. We reviewed more than a hundred Quit Campaign studies of smokers from around Australia conducted during the past decade. The consistent theme was their call for new angles on health effects and for information and graphic portrayals of how smoking affects the individual.

This campaign helps smokers recognise that every cigarette they smoke is doing damage, even though they may not feel it at the time.

These advertisements are designed to produce a strong and memorable response."



A scene from the new Quit campaign advertisement

TWO CANCER FIGHTERS MAKE THEIR MARK

From Paul Davey,
Director Administration



Helen Allen and Bev Lovegrove - it will come as no surprise that both have already signed up for new careers as volunteers.

I will remember July 1997 as a month of both celebration and sadness. The celebration will be seeing two wonderful people start out on the adventure of well-earned retirement. The sadness is both personal and selfish as I am saying goodbye to two dear friends who are key members of my team.

Bev Lovegrove began with the Anti-Cancer Council on St Patrick's Day, 1980. Bev has led the fundraising team as Appeals Manager and more recently has been pivotal in the establishment of our new Community Fundraising Department.

Helen Allen joined the team on 30 October 1983, working initially with past Anti-Cancer Council secretary, Adrienne Holzer and for the past five years as my invaluable assistant.

It is somehow fitting that Bev and Helen should be leaving at the same time. They share much in common. Apart from their abundant skills and knowledge, they have both worked in very demanding positions and yet, despite having to make and enforce the difficult decisions, they have done so in good spirit, earning the respect of those around them and making deep and lasting friendships along the way.

Bev and Helen are more than colleagues and good friends. They are part of the fabric of the Anti-Cancer Council, symbolising everything this organisation stands for and everything that, as individuals, we strive to be.

FROM THE DIRECTOR

DAFFODILS AND CANCER - HOW DOES THE DAFFODIL FIGHT CANCER?

August 22 is Daffodil Day. Daffodil Day is a day about cancer awareness as much as raising funds. Consider for a moment what we know, how much we have learnt and what we still need to find out.

Progress in cancer research has been enormous.

- Over half of all people diagnosed with a serious cancer now survive which is an improvement of 100 per cent in the last 60 years.
- While we are still working toward a cure for most cancers, we know what causes some of them (skin, lung and bowel cancer and melanoma) and how to prevent them.
- We now know exactly what cancer is – a disease of mutated genes.
- The single greatest barrier to improving the control of cancer is human behaviour.

The Anti-Cancer Council is a proud participant in these achievements and it is through the generosity of Victorians that it can continue the fight against cancer.

The fight against cancer consumes many millions of dollars world wide and

the money needs to be spent carefully and wisely, not only on issues that are perceived to be of the highest priority.

In 1972 President Richard Nixon declared that cancer would be cured through research by 1980. This was in part a sequel to President Kennedy's 1961 initiative which saw a man on the moon by 1970.

However the two US Presidents faced very different challenges.

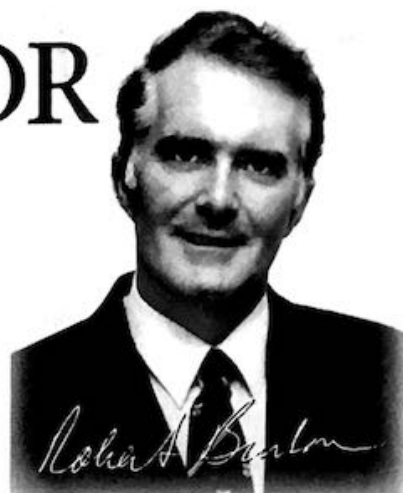
For Kennedy the basic science was largely known and putting a man on the moon was an applied science and engineering challenge.

For Nixon the basic science was largely unknown. Seventeen years after the expiry of his deadline, we do not have a cure, or cures for all cancers but the critical point in cancer research has been passed.

We know that more than 50 per cent of the world's 9 to 10 million new cases of cancer each year are preventable, given the current knowledge about the causes of cancer.

Some cancers will shortly become curable through vaccination. The majority

**PROFESSOR
ROBERT
BURTON**



of the more than 700,000 cancers of the stomach and 400,000 cancers of the cervix could be prevented through elimination of the helicobacter pylori virus in the stomach and the human papilloma virus in cervical cancer. Research aimed at developing effective vaccines against these agents is a high priority.

Similar thinking can assist the development of priority areas for research into the early detection and treatment of cancer. For colorectal cancer there are a number of prevention and early detection strategies worthy of trial.

Unfortunately we know little or nothing about how to prevent the 700,000 or so breast cancers and the 300,000 prostate cancers that occur each year worldwide.

These are the priorities for fundamental and preventative research.

In the absence of any feasible primary preventative measure for breast cancer at present we can't dramatically reduce mortality rates. While mammographic screening's maximum potential benefit may be a reduction in breast cancer deaths by about 25 per cent it is not appropriate for younger women. Thus further research into early detection of breast cancer is still required, as well as research into new treatments.

Do we need more basic cancer research? Certainly!

It is from this research that the really major advances will come in the next century.

Strategic thinking and priority setting must become a routine part of cancer research program planning and funding.

And that is where the dollars from Daffodil Day go.



Painting by Betty Coracas, Daffodil Day 96. Betty painted a daffodil in the meadow for each donation she received.

BREAST CANCER TREATMENT IMPROVED

from Mr John P Collins
Chairman, Victorian Cooperative Oncology Group (VCOG)
Breast Study Committee

In Victoria 1,250 women have helped pave the way for improved breast cancer treatment for women around the world in a series of international clinical trials.

As a direct result of these trials, treatment for women with breast cancer has greatly improved, including more conservative surgery, fewer mastectomies, better and safer combinations of chemotherapy, a better quality of life during and after treatment and access to the latest advances in treatment available to the world.

There is also evidence to show that the overall survival of women treated in clinical trials is better than those treated outside of trials.

The results of this clinical trial activity were recognised at the 20th Anniversary meeting of the International Breast Cancer Study Group⁽¹⁾ held in Switzerland in April.

The current generation of clinical trials uses new hormone treatments which have fewer side effects than previous treatments and can, in some situations, be substituted

for chemotherapy.

New chemotherapy regimes are also being evaluated with increasing tolerance and safety, and one particular study is looking at reducing the amount of surgery to the axillary lymph glands thus reducing the long term problems associated with this operation.

Measurements of quality of life in these trials are also an important consideration of these studies.

Women are advised to ask their doctor if they are eligible for treatment within a clinical trial.

Meanwhile the G W Vowell Foundation has given \$10,000 for the production of the VCOG newsletters which disseminate information and keep the medical profession up-to-date with the latest in cancer treatment and developments.

⁽¹⁾ The International Breast Cancer Study Group is a highly successful cooperative group of researchers, surgeons, oncologists, pathologists, biologists and statisticians. It represents 33 institutions from Australia, New Zealand, Hong Kong, Switzerland, Italy, Spain, Sweden, South Africa, Israel and Canada.

IT'S EASY TO HELP ON DAFFODIL DAY

It's Daffodil Day season once again and we are calling for your support on our most important cancer awareness and fundraising day on 22 August.

Daffodil Day is a day of celebration, support and remembrance. We celebrate because more than 54 per cent of people with cancer look forward to recovery. We support those living with cancer and we remember those who have died.

Since Daffodil Day began in Victoria in 1994, \$1.9 million has been raised and there are three easy ways to help add to the tally this year.

- **Volunteer your time** — spend a few hours selling daffodils at your nearest shopping centre on Friday, 22 August and Saturday, 23 August.

- **Order a box of merchandise** — your box contains silk daffodils, pens and badges to sell in shops, at work, at school or during social occasions. What you don't sell, return to us.

- **Make a tax deductible donation.**

To support Daffodil Day, call 1300 65 65 85. We also need volunteers at our premises in Rathdowne Street, Carlton. Call Joanne Pulling on (03) 9279 1234 if you can help.



PROFESSOR DON METCALF RECEIVES AWARD

Professor Don Metcalf, the Anti-Cancer Council's Carden Fellow, has had his cancer research work recognised by two prestigious international organisations.

In March, he was elected an Honorary Fellow of the Royal College of Pathologists (UK) — one of three foreigners so honoured this year.

Then in April, he was awarded in Boston, the Warren Alpert Foundation Award of \$US100,000



which he shared with Dr Sachs of Israel. This is Harvard Medical School's highest award and is administered jointly by Harvard Medical School, MIT and the US Academy of Sciences. The award is given specifically for medical research that has led to a major improvement in clinical medicine and was for his discovery and development of the colony stimulating factors.

This research was funded by the Anti-Cancer Council.

FUNDRAISING NEWS

AGM - ANOTHER YEAR GOES BY

Over 130 people attended this year's Annual General Meeting held at the Anti-Cancer Council on 28 May. The AGM is not a meeting where motions are passed and seconded, it is a meeting which celebrates the year's achievements and provides an opportunity for our researchers and staff to meet with donors and friends of the Council. The May meeting was the last

for Mr W Allan Dick AO as President of the Anti-Cancer Council because he will retire next year after years of tireless service to cancer control.

The meeting was ended with a spectacular fashion parade which previewed the newest in SunSmart fashion for next summer.

Our 1997 annual review and research report covering the 1996 year were also launched at the AGM. Call Marian Wilson on (03) 9279 1213 for your copy.

WE'D LIKE TO THANK YOU TODAY

Requests are vital to the Anti-Cancer Council as they ensure the valuable research can continue. Sadly however we often only learn of a person's generosity after they have passed away.

We do appreciate that a will is a very confidential document but appreciate being notified as it gives us the opportunity to say an appropriate and personal 'thank you'.

We'd like to thank all those friends who have already remembered us in their wills and also encourage others to consider a bequest when they review their future estate planning.

If you would like to discuss your will or are considering a bequest for cancer research and would like confidential advice, please call Joan Hoskins, Community Relations Manager at the Anti-Cancer Council on (03) 9279 1242.



Mrs Lesley Griffin, Mr Ron Webb of Esso Australia, Mr Peter Griffin, Chairman of the Anti-Cancer Council Finance Committee and member of the Executive Committee

VOLUNTEER UNIT OPENS IN WODONGA

The Anti-Cancer Council has expanded its army of 5,000 volunteers with a new volunteer unit in Wodonga. The Wodonga Unit was established through the work of local residents Mrs Margaret Lacey and Mrs Jan Pithie who have been longtime supporters of Anti-Cancer Council events such as Daffodil Day and Cup Day. The Wodonga Unit joins 30 others operating throughout Victoria.

Call the Volunteer Units Coordinator, Lorraine Carlton on (03) 9279 1267 for more details of the volunteer unit closest to you.

CANCER - READ ALL ABOUT IT!

A collection of works from the 1994-97 Daffodil Day Literary and Art Awards is to be published by Text Publishing and will be available in book stores from September for \$12.95 (RRP).

The collection reflects the depth and diversity of experiences of people touched by cancer and it can provide inspiration and comfort to others affected by the illness.

The collection, with a foreword by patron John Clarke, will be launched on 17 August at the National Gallery of Victoria as part of the Literary and Art Awards Exhibition and Concert Program.

To place your order, or to find out more about this year's awards, call 1300 65 65 85.



Daffodil Day Patron, John Clarke.

NEXT ISSUE:

Results from Australia's biggest morning tea

VILLAGE ROADSHOW PROMO

Village Roadshow launched its new cinema complex at the Crown Entertainment Complex in May with a 24-hour movie marathon.

Entry was \$2 and a token from the Herald Sun. All the proceeds came to the Anti-Cancer Council. The event raised \$12,000 which will help the Education Unit Programs.

BACK BY POPULAR DEMAND

In this issue we have enclosed our annual Christmas Merchandise catalogue. Our beautiful cards and gifts are reasonably priced and are available from our shop or through mail order. This campaign was so popular last year that we sold in excess of 300,000 cards.

All proceeds from the sale of merchandise help fund cancer research and education. We need your support for our programs to continue.

If you are connected to the Internet, tap in and browse our summer catalogue via the superhighway at www.accv.org.au or email us on shop@accv.org.au.

WE NEED YOU!

The Anti-Cancer Council of Victoria is about to trial a new dietary questionnaire related to the Health 2000 project. We need 750 volunteers to fill in a questionnaire about their eating habits.

Apart from helping us you will receive a personalised report that will tell you how your diet compares with the diet recommended to reduce the risk of a wide range of health problems, including cancer, heart disease, and diabetes. To be part of the trial, simply call Sue Flower on (03) 9279 1102 or write to her at the Anti-Cancer Council of Victoria, 1 Rathdowne Street, Carlton Vic 3053.

ROCK 'N ROLL FUNDRAISER

In April it was time for rock 'n roll at the Anti-Cancer Council Diamond Jubilee Gala Ball. The Ball kicked off the appeal for the Victorian Cancer Control Research Institute. The Institute, the first of its kind, will house the Centre for Behavioural Research in Cancer and the Cancer Epidemiology Centre and be

dedicated to research in epidemiology and behavioural science and developing and monitoring educational programs in cancer.

If you are interested in donating towards the building fund, contact Catherine Brown at the Anti-Cancer Council on (03) 9279 1138.



Dear
Doreen



*Director, Cancer
Support Service,
Victoria.*

sexuality and breast cancer is offered. The CISS team of trained oncology nurses provides back up and support to BCSS volunteers and up-to-date literature and referral to community resources.

We do require that women who volunteer must have a minimum period of two years since completion of treatment for breast cancer in order that they may be physically and psychologically prepared for the supportive role that they undertake. Volunteers are matched with newly diagnosed women and women from a non-English speaking background are matched with a woman who is from their culture.

Is there special training for nurses caring for women with breast cancer?

During 1993-94 the Centre for Behavioural Research conducted an evaluation of the Anti-Cancer Council's Breast Cancer Support Service and interviewed women who had had breast cancer, volunteers and nurses. All stated that they wished that Breast Cancer Support Service nurses knew more about breast cancer. Nurses said that they would feel more confident in their role if they had completed a formal course. The evaluation offered 11 recommendations for improving the BCSS with the recommen-

dition that a formal course for nurses be designed and implemented.

The Breast Care Nurse Distance Learning Package was designed by the Cancer Information and Support Service Nurse Educator Amanda Hordern who is also the NRMA Fellow in conjunction with the LaTrobe University School of Nursing. It was launched in May. The course expands the knowledge and skills of nurses working in the breast cancer area so that they may support a woman from diagnosis through her whole breast cancer experience.

Each nurse who successfully completes the course will receive a certificate which states that she is an accredited Breast Care Nurse with the Anti-Cancer Council of Victoria. Women diagnosed with breast cancer can seek out these nurses in the hospital they are attending and obtain information and support from a skilled, qualified provider at any time from when they are newly diagnosed, through a recurrence or during the palliative stage.

Sixteen nurses have graduated from the first course and the next starts in September.

The Cancer Helpline was established with the help of the Helen M Schutt Trust. Doreen Akkerman is the Helen M Schutt Fellow.

I had breast cancer last year and am really enthusiastic about helping other women who have breast cancer. How do I join the Breast Cancer Support Service as a volunteer?

I am so pleased that you are interested in becoming a Breast Cancer Support Service (BCSS) volunteer as it is such a valuable service. The BCSS volunteers are an extremely important part of the Cancer Information and Support Service (CISS) team. They attend a mandatory two day orientation program and a minimum of three training sessions per year. They sign a confidentiality statement and agreement to abide by the Anti-Cancer Council Code of Ethics. A job description and manual is provided. Training in the rights and responsibilities of the volunteer, communication and listening skills, grief and loss,

HELP US MEET OUR FUTURE TARGETS -introduce a friend

As a valued supporter, you are already more than aware of the importance and magnitude of our task to minimise the human cost of cancer for all Victorians. Our past achievements have only been possible due to the generosity of our supporters and there is a simple way you could help us further - introduce a friend to the Anti-Cancer Council by giving them this newsletter and donation coupon.

Passing on your copy of Anti-Cancer Council News is an easy way to make others aware of our vital work and to encourage them to join us in the fight against cancer.

If you introduce a new donor to the Anti-Cancer Council they, like all our donors, will receive this newsletter four times a year but only one donation request. We believe multiple requests are both an imposition and a waste of money.

I would like to become a registered donor 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 \$

Card type:

Bankcard Mastercard VISA Amex 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