



Anti-Cancer Council

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NO MORE EXCUSES: MAKE AN APPOINTMENT



NEW CEO FOR AUSTRALIAN CANCER SOCIETY

As the Australian Cancer Society evolves to become the nation's peak, non-government cancer control organisation, the new role of Chief Executive Officer has been filled by Professor Alan Coates.

Professor Coates lives in Sydney and is a medical oncologist. His current research interests include improving the quality of life for cancer patients and studying how much a positive outlook affects prognosis.

His link with Melbourne is strong: he was born here and undertook his medical and scientific studies with the Royal Melbourne Hospital and The Walter and Eliza Hall Institute of Medical Research.

After a period of training in medical oncology at the Wisconsin Clinical Cancer Centre, he moved to Sydney in 1978 to pursue clinical trials research with the NSW Cancer Council and the Ludwig Institute for Cancer Research.

Just prior to his appointment as CEO he was an Associate Professor in Cancer Medicine at the University of Sydney, Research Director with the *(cont'd next page)*



Professor Alan Coates, ACS CEO

commercial networks for four weeks with a further four weeks in October. In addition to the television commercial, print advertising will be placed in women's magazines from June to November. The print ads will reinforce the 'Don't make excuses' message.

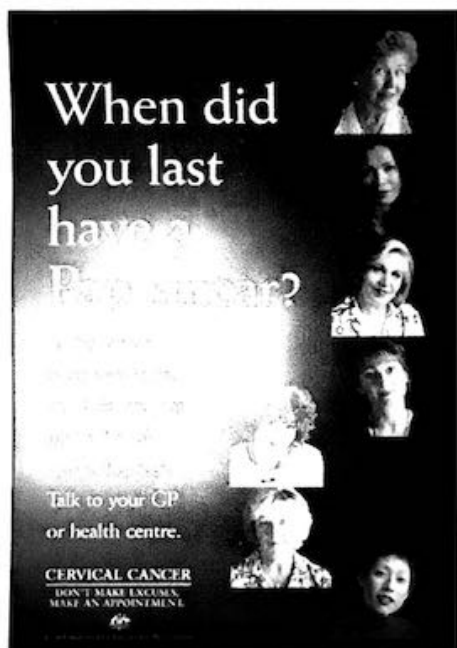
Cervical screening is helping women win the war against cervical cancer. Every year fewer women are dying of cervical cancer and more abnormalities are being detected early enough for treatment to be successful.

The message 'All women between the ages of 17 and 70 who have ever had sex should have a Pap test every two years' is well accepted. Most women do have a Pap test every two years, however there are still many women who don't. It is these women that the media campaign seeks to reach.

The aim of this campaign is to address the excuses women make for not having a Pap test. In particular, it seeks to convince women of their personal risk of cervical cancer. The ad does this by presenting realistic images that would make a strong impact and create a powerful call to action.

The ad has been shown to women from the target group, including women from non-English speaking backgrounds, Aboriginal and Torres Strait Islander women, women who have had cervical cancer and women who do not have Pap tests.

The focus group used in this study found the ad motivating, honest and realistic, with most women agreeing that it would lead them to have a Pap test.



Don't make excuses, make an appointment is the key message of the National Cervical Screening Program's 1998 media campaign. Developed by the National Cervical Screening Program in collaboration with each State, this is the first national cervical screening television campaign since 1993.

The creative agency Coo'ee Network was commissioned to develop the campaign.

The agency has come up with a 60 second television commercial and a series of 15 second ads which confront the excuses that women use for not having a Pap test.

The media campaign started on 7 June and will be broadcast on all

FROM THE DIRECTOR

PROFESSOR ROBERT BURTON



(cont'd from page 1)

There has hardly been a week in the past few months when the media has not announced a new prevention or cure for cancer with a fanfare of enthusiasm. 1998 does seem to be a different year for cancer control: Why?

Cancer has never been more preventable, detectable and curable in all except the late stages of the disease. Total cancer incidence and death rates are now falling in Australia and 55 per cent of cancer is curable by surgery, radiotherapy and drugs.

The true biology (nature) of cancer has now been revealed; all cancer is a disease of damage to certain genes. With this has come new insights which will revolutionise cancer treatment in the 21st century.

Since the 1950s many drugs which can kill cancer cells directly have been discovered.

Today, cytotoxic chemotherapy cures many leukaemias and lymphomas, many childhood cancers, testicular cancer in men and a number of uncommon cancers.

However, when most cancers are advanced these drugs no longer offer a cure, although they can give many cancer sufferers prolonged periods of high quality life. They also have many side effects because they kill all dividing cells, not just cancer cells.

The hormone dependence of breast cancer has been known for a century. Today it is possible to control breast cancer in many women by using drugs, which alter the female hormone balance.

Prostate cancer in men is also hormone dependent and can often be controlled by altering the male hormone balance.

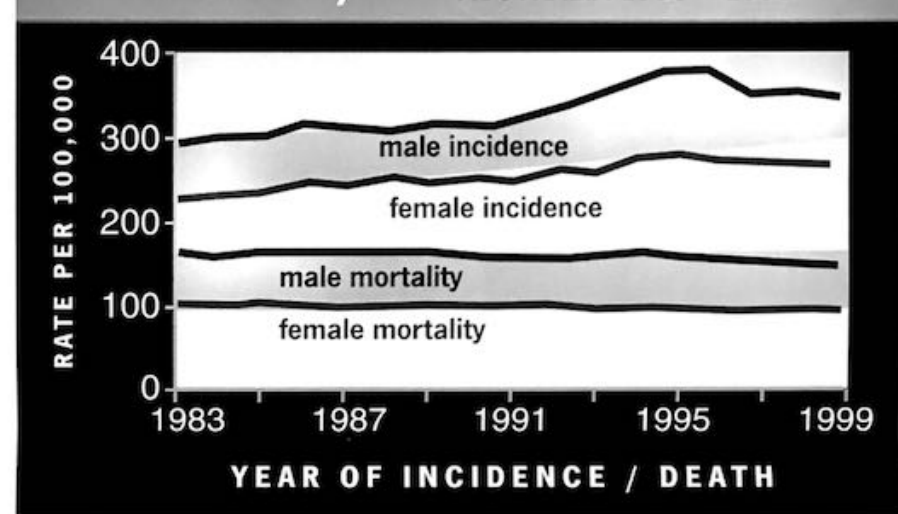
What is new in 1998 is a much better understanding of hormone dependence. The concept that cancers need certain growth factors like hormones to grow has resulted in the development of new drugs which antagonise growth factors.

One of these (Herceptin) has now finished clinical trials and will be used for

the treatment of breast cancer in the near future. The drug binds to a growth factor receptor on breast cancer cells and stops growth factors stimulating the cells.

To date, all of these drugs act on the cancer cells. The newest drugs act on the blood vessels which cancer cells create in order to grow, and on the framework of proteins on which cancer cells live. A cancer cannot grow to a size of more than 1 millimetre or so without creating a blood supply for itself. This is called angiogenesis (angio = blood vessel, genesis = creation).

Trends in cancer incidence and mortality AUSTRALIA 1983 - 1999



Once it creates a blood supply, growth to a lethal size is possible.

Research over the last two decades has resulted in two drugs that can specifically inhibit angiogenesis: angiostatin and endostatin. In mice, these drugs can cause advanced cancers to totally disappear, and human trials will begin soon. However, we have been able to cure cancer in mice for many years, so we will not have these drugs in Australia next year.

The clinical trial phase will take a number of years to reveal whether these drugs can be used and what can be expected of them in humans.

Sydney Melanoma Unit, Chairman of the Scientific Advisory Committee of the Australian and New Zealand Breast Cancer Trials Group and Co-Chairman (with Aron Goldhirsch) of the Scientific Advisory Committee of the International Breast Cancer Study Group. He was also Chairman of the NSW Department of Health Breast Advisory Committee and member of the Scientific Advisory Committee of the Clinical Trials Centre (National Health and Medical Research Council).

He will remain with the University of Sydney and the Breast Cancer Trials Groups.

Professor Coates has three children and (currently) two grandchildren and enjoys sailing and (very occasional) golf.

This is of little comfort to Australians with advanced cancer today, although it does emphasise how important it is for cancer sufferers to receive the best possible advice about treatments which can prolong their lives. This information is available from cancer specialists, oncology units in hospitals, our Cancer Helpline on 13 11 20 and increasingly on the World Wide Web.

It is important for patients with advanced cancer to explore all possible sources of reliable up-to-date scientific information on cancer treatments.

WORLD NO TOBACCO DAY MOVES TO PROTECT CHILDREN

A new study released by the Anti-Cancer Council on World No Tobacco Day in May shows 67 per cent of Victorian smokers still smoke in the presence of children.

While the 1996 figure shows a decrease over the last 10 years, anti-smoking campaigners remain concerned that children are being exposed to the dangers of passive smoke in their own homes.

The Executive Director of Quit, Ms Judith Watt, said the study, by the Anti-Cancer Council's Centre for Behavioural Research in Cancer, showed some people were listening to the warnings but there was still a large number who chose to ignore them.

'Cigarette smoke is more dangerous for young children than adults because they have smaller and more delicate lungs, which are still developing,' Ms Watt said.



World No Tobacco Day seeks to protect children from the effects of passive smoking.

'Children of smokers are around 60 per cent more likely to have serious chest infections, such as bronchitis, croup and pneumonia, especially during the first years of life. Passive smoking is also a significant factor in the development of childhood asthma. That is why we are emphasising the family today and encouraging adults to quit.'

The Victorian Minister for Health, the Honourable Rob Knowles, called on parents who smoke to consider the health of their children and protect them from smoking related diseases.

'The percentage of smokers who reported that they do not smoke at all in the presence of children increased from 14 per cent in 1989 to 33 per cent in 1996 and that is encouraging. However, there is still a lot of work to be done, encouraging more adults to avoid smoking around children.'

CHANGING OF THE GUARD

After 16 years as the President of the Anti-Cancer Council, Mr Allan Dick AO, is retiring.

Dr Ruth Redpath, a Melbourne-born and educated former palliative care physician, will succeed him.

Dr Redpath trained in surgery and radiation oncology. For 14 years she worked with the British National Health Service, her last appointment being as Consultant Radiation Oncologist at St Bartholomew's Hospital and the Hospital for Sick Children in London.

In 1982 she became involved in the development of community palliative care services at Dandenong and in setting up hospital palliative care consultancy services.

She was also responsible for establishing the academic unit at the Monash Medical Centre.

Dr Redpath has been Vice-President of the Anti-Cancer Council since 1995 and has served on the Executive Committee since 1992, the Victorian Cooperative Oncology Group from 1988 to 1996, and the Palliative Medicine Study Committee from 1988 to 1996.

Mr Dick retires with the record of the Anti-Cancer Council's longest serving volunteer. He has served without interruption since 1955; before volunteering he performed the role of Anti-Cancer Council Secretary from 1951-54. He was Vice-President from 1977-81 and served on the Executive Committee from 1955.

He formed and chaired the Public Education Committee from 1955; this committee has pioneered many of the Anti-Cancer Council's early detection and prevention campaigns.

Mr Dick's period of association with

the Anti-Cancer Council has seen great achievements in the area of cancer control. He was directly involved in programs that initiated changes in public attitudes towards sun exposure, tobacco consumption and diet.



Mr Allan Dick AO and Dr Ruth Redpath

FUNDRAISING NEWS

Think Pink Party at Georges, 19 September

THE second annual 'Think Pink Party', organised on behalf of the Anti-Cancer Council by the Fashion Group International (FGI), will be raising funds for breast cancer at Georges on Saturday 19 September. The hot pink ribbon will once again be the statement for the night, which, after last year's function, is widely anticipated to be the party of the year.

The 'Think Pink Party' is now an official function of Spring Fashion Week, which runs from 14-19 September. The Anti-Cancer Council is the main beneficiary of the week, which features a calendar of catwalk shows and fashion events which showcase our best designers and retailers. For more information call 1300 65 65 85.

Memorial lecture

DAME Ella MacKnight, renowned obstetrician and gynaecologist and member of our Executive Committee for many years, died in May 1997.

In commemoration of her outstanding contribution to all aspects of women's health, a lecture will be held annually and will be open to the public.

The inaugural lecture will be held on 16 November at the University of Melbourne and the keynote speaker will be Professor Craig Jordan, who is Director of the Breast Cancer Research Program, as well as Professor of Molecular Pharmacology and Biological Chemistry at the Robert H Lurie Cancer Center, Northwestern University Medical School in Chicago.

His lecture title is New Strategies to Prevent Breast and Endometrial Cancer in Postmenopausal Women.

ABMT — thank you!

The early indications are that our most social fundraiser of the year, Australia's Biggest Morning Tea, will reach its target of \$300,000. More than 2,700 gatherings, involving over 120,000 Victorians, were held. Thanks to those who hosted or attended a morning tea—your efforts will help us fund cancer research over the next twelve months.



This is the site of the Victorian Cancer Control Research Institute, the new home of our Cancer Research and Education Programs. 100 Drummond Street was purchased in April and Tattersall's has contributed \$1 million to its establishment, The Jack Brockhoff Foundation has dedicated \$150,000 to the building's information technology requirements and the Helen M Schutt Trust has donated \$250,000 to the Institute.

Coles slaps on \$42,000

A national initiative by Coles Supermarkets to donate 25c from the sale of each bottle of 15+ and 30+ Farmland sunscreen has raised \$42,000 for the Australian Cancer Society. The sales were during summer 1997-98.

1997 reviews available

The Anti-Cancer Council's *Annual Review* and *Research Report* are now available. Contact Ms Marian Wilson on (03) 9279 1213 if you would like a copy.

New shop for the Anti-Cancer Council

The Anti-Cancer Council has opened its bright and attractive new shop in the heart of Melbourne's Central Business District. Located at 115-117 Elizabeth Street, the new shop will trade from 10 am to 5.30 pm weekdays and from 10 am to 5 pm on Saturdays. Trading and mail order will continue from the shop at 1 Rathdowne Street, Carlton.



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.

Daffodil Day, 21 August 1998: Calling for your support

A day of hope that we
can and will beat
cancer

A day to support those
we love who are
touched by cancer
A day to remember
those we have lost



Now in its fifth year, Daffodil Day is our largest and most important day of the year, not simply for the funds that it raises, but also because it unites all Victorians so positively behind a single purpose—beating cancer. Thanks to everyone enlisted in the Daffodil Day army—our volunteers, donors, sponsors, committee and Unit members, staff and friends—you make Daffodil Day possible.

How you can help

You can join the effort and help us reach our target of \$1.4 million simply by doing one or more of the following:

- **Volunteer your time** at your nearest shopping centre to sell daffodils.
- **Call now to take a box of daffodil merchandise to sell** at work, your community group or in your shop.
- **Make a donation** to the cause.
- **Buy our merchandise.** The new range of Daffodil Day merchandise can be purchased from the following sponsor outlets—thanks to all of them for their absolutely essential support: Coles Supermarkets, Kmart, Amcal Chemists, Newspaper Newsagencies, Mitre 10, Mobil, Quix Convenience Stores, NRMA, Australian Geographic, BiLo, Medibank Private, Medicare, RACV, Liquorland, Katies Fashions, Rockmans Fashions, Penfolds and Cheescake Shops. The merchandise is being delivered free of charge by our major transport sponsor, McPhee Transport.
- Alternatively, **buy Together Alone,**

short stories and poems by people with cancer, available from any good bookstore. Also for sale is *Fields of Hope*, a Daffodil Day CD of classical music from Polygram, which may be purchased from any good music store.

- **Buy fresh daffodils on Daffodil Day.** If you can't make it to one of the Anti-Cancer Council's volunteer stalls, you can buy bunches of daffodils from any Official Daffodil Day Florist (look out for the sticker) or from Coles, BiLo and Safeway Supermarkets. Last year more than \$60,000 was donated to the Anti-Cancer Council from these supportive fresh daffodil retailers.
- **Order daffodil arrangements direct to your door.** For the first time, we are offering daffodils delivered to your door through the Petals network. Bunches cost \$25, \$60 and \$100 inclusive of delivery. Call Petals direct on 1800 802 035.

What's On:

for bookings and information,
call 1300 65 65 85 early to
avoid disappointment

Flower Power Workshop, 9 August

The return of the popular flower arranging day organised by Helen Lindsay and Bryan Frost of In Full Bloom. \$40 for a fun filled, flower filled day of demonstrations with plenty of hands-on activity held at the National Flower Centre. You'll leave with more flowers than you can carry! Supported by Interflora.

The Journey Within— Experiences with Cancer 3-22 August, St Paul's Cathedral

Proudly sponsored by Eastern Energy, the exhibition *The Journey Within* can be seen at St Paul's Cathedral. This powerful and moving body of work is a selection of art and literary pieces from the 1998 Daffodil Day Arts Awards.

All are welcome to join the Victorian Minister for Health, the Honourable Rob Knowles, to the Official Opening of the Exhibition at 6.30 pm on Wednesday, 5

August. The winners from the 1998 Daffodil Day Arts Awards will also be presented with their awards.

Daffodil Day Business Breakfast, 21 August

Proudly supported by Ansett Australia, AIM and Hotel Sofitel. Keynote Speaker, Mr Rod Eddington, Chairman of Ansett Australia, is donating his time to present a business perspective about doing business in Asia. \$60 per head or \$550 for a table of ten to be held at the Hotel Sofitel.

Daffodil Day Ball, 22 August

Organised by the Young People's Committee, this fourth annual Daffodil Day Ball for our younger supporters should be a great party and will be held at The Forum in Russell Street, Melbourne.

Daffodil Day Remembrance Concert, 22 August

The Victorian Chorale, with full orchestral accompaniment and guest soloists, will

perform Mozart's *Requiem* at St Paul's Cathedral, in memory of those we have lost to cancer. Adult \$25, Concession \$18 and Family \$60. Bookings through the Malthouse on (03) 9685 5111. Organised by Fred Wallace and Rod Scanlan of Noteworthy Australia.

Daffodils a la Pro Hart

A unique limited edition print by Pro Hart (pictured), featuring the beautiful flower of hope, has been donated to the Australian Cancer Society members exclusively for Daffodil Day. For more information about purchasing these prints, please phone the 1300 number listed above.



Dear Doreen



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

I have read that there are some new drugs to cure cancer. Why can't I get them from my doctor?

Just recently there has been a lot of publicity involving the drugs tamoxifen, raloxifene, angiostatin and endostatin. Tamoxifen has been used for many years to treat breast cancer and has recently been trialed with women who have a high risk of developing breast cancer to see if it was effective in prevention. Angiostatin and endostatin are new drugs that help block the supply of

nutrients to a growing tumour, thus starving and killing off the tumour. While this has worked well in mice, human tests have only just begun.

Research is always going on but unfortunately the media publish results which are very preliminary and which will take years to progress to being used in treatment of humans. So while it may seem that the new treatments are readily available, they are not, and it is not until all trials are completed and the treatments are shown to benefit humans, that they will be made generally available.

How come it takes so long for the drug to be developed?

Twenty years ago, it would take as long as 10 years or more from the discovery of a new drug until it became widely available. That process is much shorter these days, however it still takes some

years for a drug that works in a test tube (in vitro), to work in mice (in vivo) and then to be properly trialed to see if it can be used for humans.

How can I be confident of getting the most up-to-date treatment?

Groups, clinicians and researchers with the Anti-Cancer Council's Centre for Clinical Research in Cancer are involved in many international clinical trials. These results are published in peer reviewed medical journals. The Anti-Cancer Council works to ensure that all doctors are informed of the most up-to-date treatment.

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

Doreen Akkerman is the Helen M Schutt Trust Fellow.

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*