



# Anti-Cancer Council

NUMBER 162 SPRING 1997

## WINNING WHILE APPEARING TO LOSE

The latest mortality statistics released by the Anti-Cancer Council show that while most cancer death rates in men and women are decreasing or stabilising, there is still a need for the fight to remain intense.

Deaths from more common cancers such as breast and prostate remain stable despite an increase in incidence (largely due to early detection and education programs).

### The Decreases

In women, melanoma, Hodgkins disease and cancers of the uterus, thyroid, cervix and eye are steadily declining. Education programs such as SunSmart and PapScreen are contributing to these declines.

In men, cancers of the lung, testes, penis, thyroid, eye and Hodgkins disease are also declining. The decrease in lung cancer is the result of a drop in cigarette consumption following tobacco control campaigns and education programs such as Quit.

Stomach cancer is the most rapidly declining cancer in both men and women. This is probably due to an improvement in the quality of our food and the introduction of refrigeration.

### The Increases

Liver cancer is one of only a few rapidly increasing cancers, with mortality increasing 167 per cent between the 1950s and the 1990s.

The Director of the Centre for Epidemiology, Dr Graham Giles, said the increase in liver cancer is partly due to both men and women who drink alcohol to excess, but that the increase can be mostly attributed to the growing

epidemic of hepatitis infections in Australia.

Non-Hodgkins lymphoma has seen an increase of 150 per cent in mortality in both men and women. Lymphomas are cancers of the immune system and an increase in lymphomas has been observed in people with HIV/AIDS.

Another sharp increase in mortality has been experienced in soft tissue sarcomas which are cancers that grow in muscle and cartilage. Death rates from these cancers have tripled in the last 40 years. Very little is known about their causes but epidemiologists are investigating links with pesticides and herbicides.

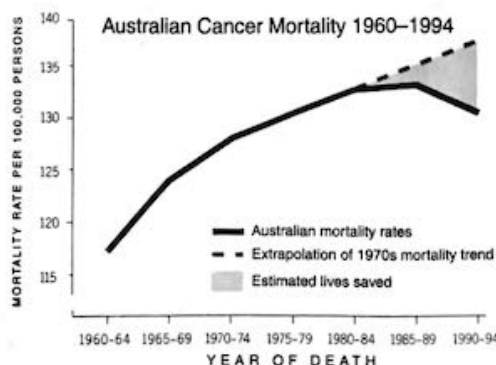
### The Battle is being won

However, despite those increases, the battle against cancer is being won.

When we look at particular cancers the rate may be going up. But there are over 100 different cancers and when we look at the big picture, cancer is on the decline.

The graph shows the rate of cancer deaths in the whole community starting from the 1960s and finally beginning to decline from the mid 1980s.

The shaded area on the graph is an estimate of the number of cancer deaths prevented already. This shaded area will increase dramatically as we enter the 21st century.



## LAURIE IS JUST THE TICKET



Laurie Gillham

When Laurie Gillham decided to do something to help the Anti-Cancer Council and the 1997 Statewide Car Raffle, he meant business.

Laurie broke all records for tickets sold by an individual - over 4000 and, at \$2 a ticket.

Laurie, a retired pilot from Burwood, must have been a salesman in a previous life, judging by the successful way he sold tickets.

He persuaded the managers of his local Safeway, K-Mart and Pinewood Nursery to let him set up a table to sell tickets. He also played his collection of Strauss waltzes at the tables which encouraged patrons to approach. His sense of opportunity paid off and soon Laurie became a familiar face to the Anti-Cancer Council reception desk when he kept returning and asking for more and more ticket books.

Laurie's motivation is based on the sad fact that he has lost family and friends to cancer.

With strong back up support from his wife, Barbara, Laurie can feel proud that he made a tremendous contribution to the raffle this year, helping reach the best ever total of \$189,000.

The winner of the Mazda 323 Astina V6 was Mr Joe Paynting of Eaglehawk.

Second prize of a \$5000 David Jones shopping spree went to Mrs Roz Milne of Toorak.

Third prize, an 8 night holiday for two to Alice Springs, Uluru, Darwin and Kakadu was won by Mrs Faye Bennett-Wood of Yarram.

The fourth prize, a Mikasa dinner set, was won by Mrs Judy Douglas of Bacchus Marsh.

# FROM THE DIRECTOR

## Big Tobacco Up in Smoke

June 1997 saw an historic settlement document signed by all the major tobacco companies in the USA. It is tantamount to a written admission that the tobacco industry in the USA has for decades been:

- 1 knowingly marketing a product that causes death, disease and despair, and denying it.
- 2 targeting children (under age 18) with their advertising as a priority for their future market, and denying it.

In the USA, the industry has now agreed to "make good" the damage it has caused, to cease all advertising to minors and to pay for programs which must reduce smoking by children; failure means fines.

This has all come about because the Attorney-General of the State of Mississippi, Mr Mike Moore, sued the tobacco industry for the costs of treating diseases caused by smoking. We met recently, and he stressed that the tobacco industry settled because they wanted financial stability and an end to their status as a rogue industry.

What does this mean for Australia at a time where Government taxation of tobacco and the use of these taxes to combat smoking are hot issues? First, we need to be sure where we are in the war against tobacco-caused disease.

We are one of only a handful of countries worldwide where the death rate from tobacco-related disease is falling, and so far only in our men. Lung cancer has come from "nowhere" in the last 25 years to be the most common killer cancer in men and the second most common killer cancer in women. In the USA and UK it is now No. 1.

Worldwide, we are losing the battle with the tobacco companies. Tobacco is

estimated to kill 250 million people in the 60 year period 1960-2020 (about 25 million people died in the Second World War: this is the SAME rate of death).

*Tobacco is estimated to kill 250 million people in the 60 year period 1960-2020.*

Second, adults can choose to smoke, however they must be able to make an informed choice. Claims by the tobacco industry that packet warnings protect them against liability ring hollow when they have been denying the truth of these warnings and deliberately seeking to confuse the public about the links between smoking and disease. When the settlement goes through Congress in the USA, the industry must tell the truth. They should follow suit here; make good and start behaving like responsible corporate citizens.

In the USA making good means paying

PROFESSOR

ROBERT

BURTON



US\$368 billion over 25 years. Adjusted for population, this would mean about \$30 billion in Australia. This is payment for wrongdoing, and should not be seen as some kind of tobacco tax. Imagine what a difference \$30 billion would make to our health promotion and health care budget! Protecting children means licensing tobacco outlets, controlling point of sale advertising and visibility of tobacco products, and conducting sting operations against tobacco outlets.

For Australia we can accept no less, and, in fact, these elements of the USA agreement should be where we start. There has been criticism of the USA settlement; it is too little, youth protection does not go far enough, and there is no international settlement. We must fight to ensure a better deal here!



**The Director of the Anti-Cancer Council, Professor Robert Burton with Mississippi Attorney General Mike Moore and attorney Richard Scruggs.**

# NO ONE EVER DIED OF EMBARRASSMENT, HAVE A PAP TEST

**P**apScreen Victoria will stage a major awareness campaign in September, urging Victorian women to decrease their risk of cervical cancer by having a Pap test every two years.

Cervical cancer is a largely preventable disease which kills about 350 Australian women each year. About 85 per cent of women who die from cervical cancer did not have regular Pap tests.

The campaign will focus on older women because about 70 per cent of cases of cervical cancer occur in women older than 40 years.

As part of the awareness campaign more than 150,000 women will receive a personal letter encouraging them to have a Pap test. The letters will be sent to selected women between the ages of 40 and 59 years. The letters will explain the role of Pap tests in the prevention of cervical cancer and encourage women to have a test if they have not done so in the past two years. A brochure with further information about cervical screening will be included along with advice in 10 languages on where

women from non-English speaking backgrounds can seek assistance.

In addition to the letters, PapScreen Victoria will launch a six week media campaign featuring advertising and editorials in major metropolitan and regional radio and newspapers. The media campaign will particularly target women in regional and rural areas of Victoria. Special prizes are to be given away in a regional radio and newspaper promotion.

Women from non-English speaking backgrounds will be reached through SBS radio advertising and interviews with bilingual health educators representing 18 different language groups. Ads and stories spreading the message will also appear in ethnic newspapers and on Channel 31.

The media campaign will be supported by a promotion with AMCAL chemists featuring brightly coloured stickers with Pap test messages. The stickers will be used to secure paper bags, and will be distributed to 270 AMCAL chemists throughout Victoria.

## LIVING WITH CANCER PROGRAM LAUDED

**T**he Anti-Cancer Council of Victoria's Living With Cancer Education Program video has won two awards at the British Medical Association's Film Competition. The video is used as a guide for people and their families who live with cancer and is divided into six segments. Two of the segments each received an award for educational merit.

The video is part of a program which is offered through 50 venues

in Victoria, largely at hospital oncology units and community health centres. Eight two-hour sessions are run by trained facilitators who come from a range of professional backgrounds including nursing, social work, occupational therapy, pastoral care, medicine and radiation therapy.

If you would like to know more about the program, call Karen Todd on (03) 9279 1227.



## IT'S AS EASY AS ABCD

**M**onday, 27 October is Australia's Breast Cancer Day. This year's theme, "Breast Changes. Take Action" is encouraging women who detect any changes to see their GP immediately.

One of the major events organised by the Anti-Cancer Council is a forum for women with recurrent and advanced breast cancer, which will address their concerns and update them on the latest issues via a panel of experts. It will be held at the YWCA Cato Conference Centre in Melbourne on Saturday, 25 October, with the support of ICI Australia.

This year 100 Brunches for Breast Cancer will encourage community and migrant groups to raise awareness around breast changes and breast cancer.

General Practitioners will also be updated on the latest issues surrounding breast changes through several events.

For more information on ABCD, call Spiri Tsintziras on (03) 9279 1147.

The pink ribbon is the international symbol of breast cancer and once again ribbons will be sold throughout October. By purchasing a pink ribbon you will be raising money for research.

Ribbons will be available at Guardian Chemists and other pharmacies, Bras 'n Things and Westfield Shopping Centre Service Desks.

If you want to sell ribbons, you can order a box on 1300 65 65 85.

For information about breast changes or breast cancer, please ring the Cancer Helpline on 13 11 20.

### BREAST CANCER SUPPORT SERVICE VOLUNTEERS NEEDED IN THE WEST

We are recruiting women from Melbourne's western suburbs who have had breast cancer to become Breast Cancer Support Service volunteers.

There are only three volunteers in the region at the moment.

To become a volunteer, a woman needs to have experienced breast cancer and needs to have completed her treatment for breast cancer at least two years ago.

Contact Sue Bottomley or Leonie Salmons on 13 11 20 for more information.



# FUNDRAISING NEWS

## AUSTRALIA'S BIGGEST MORNING TEA:

### Biggest Result



The third annual Australia's Biggest Morning Tea broke all records this year and raised over \$200,000 and there is more money arriving from tea parties each day.

Sponsored by Lipton Tea, over 2000 gatherings were held across the state involving around 100,000 Victorians.

The Anti-Cancer Council has received many favourable responses from people involved who said that the events were easy to organise and were loads of fun.

Planning is already underway for next year. To register call (03) 9279 1114.

## READER'S FEAST SUPPORTS ANTI-CANCER COUNCIL

The Reader's Feast Bookstore has a special offer for supporters of the Anti-Cancer Council. By ordering books from the store's enclosed catalogue and having books delivered, \$1 from every delivery fee will be donated to the Council.

Reader's Feast Bookstore, located in Melbourne, on the corner of Bourke and Swanston Streets, offers a range of over 130,000 books.

## AN UNFORGETTABLE DAFFODIL DAY



On Friday, 22 August, daffodilmania hit Victoria. At every turn, in every nook and cranny there were daffodils!

The major boost to Daffodil Day was the strength of this year's army of volunteers. A total of 1800 volunteers located at 250 sites throughout the state generously gave their time to sell thousands of daffodils and daffodil tokens.

The Daffodil Day Literary and Art Awards and Exhibition, Cancer - The Journey, was held at the VicHealth Access Gallery, National Gallery of Victoria. The Exhibition was a revelation of the journey of discovery experienced by artists affected by cancer.

Other events included: the Daffodil Day public launch at Melbourne Central, the Daffodil Day Ball, and

Requiem, a choral performance by the Gloriana Vocal Ensemble. At the Galleria Plaza, artist Betty Coracas painted the great Daffodil Banner, and daffodils painted on the canvas were dedicated to loved ones touched by cancer. St. Andrew's Anglican Church in Brighton ran the Daffodil & Music Festival from 22 to 24 August.

Also getting into the spirit of Daffodil Day was the legal profession. Barristers and judges associates gathered at the Supreme Court of Victoria to help promote the event. The funds are still flowing in steadily, and we are confident that we will exceed our target of \$1 million.

Thank you to everyone who has helped make Daffodil Day 1997 a great success!

## WHIP ROUND

Volunteers are urgently needed for the 19th annual Cup Day Appeal. If you can spare two hours on Melbourne Cup Day, please fill in the coupon below or phone Rose McLeod on (03) 9279 1114.

Volunteers seek donations to the Anti-Cancer Council outside TABs and are easily identifiable in their yellow tabards. Most volunteers complete a 2 hour shift although many people around the state also get a team together to do the entire day.

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



Yes, I can rattle a tin for the Anti-Cancer Council outside a convenient TAB on Melbourne Cup Day, Tuesday 4 November, 1997.

Name: .....

Address: .....

..... P'code: .....

Tel. Home: .....

Tel. Bus: .....

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

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

Yes  No

The time that would suit me best is:

9-11am  11am-1pm  1-3pm  3-5pm

Return to: Community Fundraising  
Anti-Cancer Council  
1 Rathdowne Street  
Carlton Vic 3053

# cancer: the journey

## *Pictures from an Exhibition*



**ABOVE: Anna Antolic**  
"not titled"  
Charcoal on paper



**ABOVE: Piroska Pisko**  
"Power of the Mind"  
1997 Acrylic on canvas



**LEFT: Sandra Angliss**  
"Shirley Sleeping"  
1991 Earthenware ceramic

## SUMMER CATALOGUE OUT

In this issue you will find the new summer merchandise catalogue. Telephone (03) 9279 1112 to place your order, or fill in the order form and mail it back to us. If you would also like a free copy of our Christmas Card/Gift catalogue, please telephone (03) 9279 1112.

## 3 BOOKS LAUNCHED

Three books were launched as part of the Daffodil Day Literary & Art Awards & Exhibition.

*Together Alone* is an anthology of poems and stories from the Daffodil Day Literary & Art Awards, 1994-96. RRP \$12.95.



*The Big C*. Rebecca Swan's powerful and personal story regarding her experience with cancer has been captured through stunning photos. RRP \$24.95.



In his book, *A Good Day to Walk*, Mark Dent attacks the issues surrounding cancer and his treatment with straightforward honesty. He deals with issues that are rarely discussed openly. RRP \$14.95.



These books are available from all good book stores, or call the Anti-Cancer Council on 1300 65 65 85. Royalties from the sale of *Together Alone* and *A Good Day to Walk* will go to the Anti-Cancer Council. Royalties from the sale of *The Big C* will go to us if purchased via us.

Dear  
Doreen



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

**I've heard a lot about prostate cancer in the newspapers and on TV and they say it is important for all men over 50 to be tested regularly for prostate cancer. Is this correct?**

Most health authorities DO NOT recommend having a test if you have no symptoms of prostate problems.

A Government report released in 1996 stated: "there is no conclusive evidence at this time to show that screening for prostate cancer makes any difference to how long a man will live, nor that early detection and treatment of prostate cancer will result in improved quality of life".

**What are the tests for prostate cancer?**

The two common tests are the digital rectal exam (DRE) and Prostate Specific Antigen (PSA) blood test. They are not specific measures of prostate cancer but merely indicate whether there is a problem with the prostate gland.

The DRE requires your doctor to insert a gloved finger up your anus and actually feel the prostate through the wall of the rectum. The major limitation of this test is that many cancers may occur where they can't be felt and so cancers are missed.

The PSA test is a blood test that measures a substance produced by the prostate gland called prostate specific antigen (PSA). There is a normal level of PSA in the blood but when that level is raised, it usually means that a man has a prostate problem. A major limitation of the test is that 7 out of 10 men who have raised levels of PSA do not have prostate cancer.

**What are the chances I will get prostate cancer?**

In the Australian population, only 1 in every 10 men will be found to have prostate cancer and most of these will be over 65 years of age. Of all the men with prostate cancer, two-thirds will not die from it. The cancer will not progress and they will die from some other cause unrelated to prostate cancer. Only 1 in 33 of all men in the Australian population will die as a direct result of prostate cancer.

**What causes prostate cancer?**

We do not know why some men develop prostate cancer and others do not. We do know that the older men get the more likely it is they will get prostate cancer.

Researchers are currently investigating factors such as family history, physical activity and diet to determine if any of these have a role in the development of prostate cancer.

**Why do some men have the tests?**

Some have urinary symptoms or have been advised by their doctor. Others are seeking reassurance that they do not have prostate cancer or are prompted by their partner or family.

**Why do some men not have the tests?**

Other men choose not to be tested as they are in good health and symptom free, have not got around to it, or do not consider it worthwhile.

**If I do have prostate cancer, will early detection and treatment improve my chances of survival?**

Common sense suggests the earlier a cancer is found the more likely it is that effective treatment can be delivered. However, no such conclusive evidence exists that treating prostate cancer actually saves lives.

Age at first detection and the presence of other medical conditions also impact on this issue. Older patients who have other significant illnesses are less likely to benefit from having prostate cancer tests and treatment if a cancer is found.

## 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