

January 2012

A new era in the fight against cancer



Thank you! With your help we are taking a significant step towards discovering new treatments for cancer that will ultimately save countless lives.

On behalf of our donors, Cancer Council SA is proud to announce it has reached a milestone agreement (in collaboration with SA Health) to establish a new cancer research partnership with the South Australian Health and Medical Research Institute (SAHMRI), currently being built alongside the new Royal Adelaide Hospital in the city's west end.

SAHMRI is a \$200 million health and medical 'flagship' research facility that aims to deliver and translate innovative health and medical research into real outcomes for patients and the community.

To be officially launched next month, this new partnership is set to deliver a bigger pool of cancer research funds that will help South Australians in the fight against cancer. It aims to attract more national and international grants and build a stronger cancer research workforce. We also hope it will create opportunities for many talented cancer researchers to return to Adelaide.

This year Cancer Council SA's community donations also go towards; funding the \$4.4 million cancer Data Development Project, providing \$2 million to the Flinders Centre for Innovation in Cancer and funding for three research fellows.

Your support for these exciting projects means that we are able to develop a smarter way of delivering funds, while also helping to generate more cancer

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breakthroughs that will ultimately lead to better survival rates and quality of life for South Australians.

We will be sure to keep you updated on these exciting new endeavours as they progress!

From our Chief Executive

A lot has happened since our last issue of *Progress against cancer* when we reported on Cancer Council SA's contribution towards plain cigarette packaging legislation. We are pleased to report that because of our lobbying efforts the Bill has now passed the Parliament with bi-partisan support with the new laws taking effect later this year. Unfortunately we will continue to see fear campaigns and legal challenges mounted by the tobacco industry; in an effort to undermine this world first public health initiative.

Throughout 2011 Cancer Council SA provided significant scientific expertise to the Australian Government's Expert Advisory Committee on plain packaging. Our contributions have informed the design of new plain cigarette packs as well as new graphic health warnings due to appear on packs later this year.

In addition to this work, Cancer Council SA has been active in the debate surrounding unhealthy food, in particular Health Minister John Hill's draft Regulation to make kilojoule labelling mandatory on all food items sold in chain food outlets which will

encompass many of South Australia's largest and most popular fast food producers.

With the high rates of obesity in Australia and the proven link between obesity and cancer, Cancer Council SA actively supports food labelling, in particular traffic light labelling, as a vehicle to assist consumers to make healthier food choices and as a means of encouraging the food industry to innovate and develop healthier food products.

Cancer Council SA researchers recently co-authored a paper that demonstrates the need for regulation of menu board labelling. It is entitled *Fast Facts: The availability and accessibility of nutrition information in fast food chains* and was published in the December 2011 edition of *Health Promotion Journal of Australia*.

With your support we will continue to call for clear, accurate and concise labelling that is visible at the time of purchase to provide people with a greater opportunity to make informed and healthier food choices; especially given the competing demands on consumers' time to actively seek out such information.



We look forward with interest to the outcomes of this public debate. Your ongoing support will ensure that we can continue to influence and educate our community on these important issues.

We thank you for your dedication to helping us beat cancer.

For people riding for a reason in the Bupa Challenge Tour on 20 January—best of luck on your ride and with your fundraising. I look forward to seeing you out on the road.

*Professor Brenda Wilson
Chief Executive*

Promising outcomes for

In late 2010, Quit SA launched Quit onQ, a free, mobile phone-based support service that assists individuals to quit smoking via an interactive text messaging (SMS) program. The program was developed by Cancer Council Victoria and first offered by Quit in South Australia.

In the first 12 months of the Quit onQ campaign, preliminary results showed:

- over 2,000 people registered for the program
- almost 70 per cent who registered had never had contact with the Quitline previously
- almost 30 per cent who registered were between 15–29 years.

These results are very promising as they show that text messaging

support is reaching a new population of smokers; many of which are young people wanting to quit early.

Quit onQ program results attracted international attention when presented by Cancer Council SA at the 2011 Oceania Tobacco Control Conference, last October.

Prevention and early detection

Life-saving partnership with MTA

Cancer Council SA and the Motor Trade Association of South Australia (MTA) have come together in a unique new partnership that has the potential to save many South Australian lives.

The partnership will provide Cancer Council with access to MTA's broad membership base to communicate cancer prevention messages; in particular the importance of early detection and regular screening.

MTA Executive Director, John Chapman said, "We recently took the decision to seek a new corporate social responsibility partnership that could involve or benefit our members. We knew that the choice of organisation would be crucial to the success of this program".

After conducting a survey on which organisations they believed were suitable partners, MTA's membership of 1,100 businesses voted overwhelmingly in favour of Cancer Council SA.

"Our Board of Management had no hesitation in endorsing the project, especially in light of the fact that a former board member had recently undergone treatment for bowel cancer," John said.

Inspired by this, the MTA decided to promote the opportunity for members to decrease their individual cancer risk by sourcing FOBT (bowel cancer screening) kits through **Cancer Council Helpline 13 11 20**, covering the cost of kits in conjunction with their health insurance partner, Bupa.

"With the greater proportion of our members being over 50, thus falling into the critical age group for bowel cancer risk, this project makes perfect sense," MTA General Manager, Services and Recruitment, Tim Buckley said.

"Importantly, this campaign will be measurable—we will know how many kits were distributed, how many had a positive test and how many lives have potentially been saved," Tim said.

"This is a partnership with a difference. With a direct connection to over 1,100 member organisations and their employees, we have the potential to save many lives," said Troy Flower, Cancer Council SA General Manager, Business Development Unit.



L to R: MTA Executive Director John Chapman, Graeme Goodings, Cancer Council CEO Professor Brenda Wilson, MTA General Manager, Services and Recruitment Tim Buckley and MTA President Neville Gibb at the launch of the Cancer Council SA and MTA partnership and bowel screen test campaign held at the National Wine Centre, 12 October 2011.

Prevention and early detection

Teens targeted in SunSmart campaign

Every awareness campaign we run is funded by your donations—and your ongoing support is having a direct influence on reducing the incidence of skin cancer for South Australians. More than 440,000 Australians are treated for skin cancer each year and over 1,800 die.

Last summer as a result of community fundraising, Cancer Council SA was able to run a social marketing campaign called the *Dark Side of Tanning*, which aimed to increase awareness of the risks of melanoma and challenge the belief that a tan is healthy. This campaign forms a crucial part of our SunSmart strategy, particularly for young people.

The good news is, the results of Cancer Council's latest National Sun Protection Survey (2010–11) show that the dangers of sun tanning are beginning to sink in, with a 15 per cent drop in the number of



Image from the *Dark Side of Tanning* campaign

teens who prefer a tan when compared to results from 2003–04. But we still have a lot of work to do to get the message across, with 45 per cent of teens still preferring the bronzed look over their natural skin colour.

With your support, the *Dark Side of Tanning* campaign is running again

this summer (throughout December and January) with an exciting new addition—a SunSmart tram stop right in the heart of Mosley Square, Glenelg. You can support the campaign by stopping by and ‘slopping’ on some free sunscreen!

“Changing attitudes and educating people about being SunSmart is crucial if we are to reduce the incidence of skin cancer,” said Joanne Rayner, SunSmart Coordinator, Cancer Council SA.

“Ultimately this campaign aims to save many lives—and our donors are literally a part of the ‘team’ behind the campaign,” she said.

For more information on how to stay SunSmart, call **Cancer Council Helpline 13 11 20** or visit www.cancersa.org.au/darksideoftanning

Pan roasted fish with beetroot salad

Recipe by Michael Weldon, MasterChef 2011 runner-up and Cancer Council SA Ambassador

This salad works well with white fleshed fish, tuna, salmon, chicken breast or barbequed steak. Enjoy!

Beetroot salad

4 medium-large beetroots, peeled and cut julienne
1 large red onion, thinly sliced
2 tomatoes, quartered, pulp removed, thinly sliced
Bunch basil, leaves picked
1 packet snow pea shoots, trimmed
30 g sesame seeds, lightly toasted
20 ml white wine vinegar
40 ml olive oil
Seasoning to taste

In a hot pan, add half oil and sliced onion. Cook until caramelised. Remove to mixing bowl.

Reheat pan. Add remaining oil, beetroot and light seasoning. Cook beetroot until heated through and slightly softened. Remove from heat. Add vinegar. Place in mixing bowl.

Combine remaining ingredients in bowl. Set aside.

Fish

4 x 140 g snapper (fillet or steak), lightly seasoned
40 ml sunflower oil
2 lemons, halved

Heat pan to high heat. Pat fish dry and season. Add oil to pan. When hot, add fish skin side down. Cook until bottom half is white. Flip, then cook for half the time. Remove from heat.

Put lemons cut side down in hot dry pan. Cook until caramelised.

To serve

Place beetroot salad in centre of plate. Top with fish, skin side up. Place caramelised lemon on side. Squeeze lemon over fish and salad to finish.



My story

Bianca Owen-Cooper

There are many ways to support Cancer Council SA and honour someone you love who is on the cancer journey. One heartfelt and unique way is through our wedding bombonieres.

Cancer Council SA's wedding bombonieres are a meaningful alternative to the traditional 'guest gift'. In return for a donation, we provide you with an attractive 'tent card' for each guest's place setting. Personalised with the bride and groom's names and wedding date, the card explains that a donation has been made to Cancer Council SA on their behalf in celebration of the wedding day.

For an additional donation, we can also provide a pin for each guest, either daffodil pins to represent all cancers, or pink ribbon pins to represent women's cancers.

Bianca Owen-Cooper added our bombonieres to her long-awaited wedding day last April. Her donation was a sign of support for her mum, who found comfort in Cancer Council SA's counselling service during her cancer journey.

"Kyle and I had only been engaged for a few months when mum was diagnosed with stage 3 breast cancer after a routine mammogram," said Bianca.

Bianca's mum had a double mastectomy, then six months of chemotherapy. "Mum is a very strong woman but doesn't give herself credit for her bravery. The counselling she sought and received from Cancer Council SA was very helpful and I was thankful that she had such good support.

"The bomboniere were my way of supporting and saying 'thank you' to Cancer Council SA," Bianca said. "Mum was hesitant at first, but when she saw the elegant cards she was incredibly touched. Everybody wore their daffodil badge, including my 83-year-old grandmother.



Bianca Owen-Cooper with her mum, Gabby Marin on her wedding day.

"Everyone knows someone who has been affected by cancer and wore their badge in support of that person. It was a beautiful touch to an amazing day," she said.

Please help us spread the word about this alternative to the traditional 'thank you gift' to help Cancer Council SA continue to fund critical cancer research and provide prevention and support programs. For more information, please visit www.cancersa.org.au/weddingfavours or call 1300 65 65 85.

In our community

Shear for Mates



Dean Richardson held a 24-hour shearthon, 'Shear for Mates', where he sheared 400 sheep to raise funds for Cancer Council SA.

Relay For Life goes south

The first Southern Metro Relay For Life was held last November at Morphett Vale West Primary School. The Committee's enthusiasm and passion for Relay was outstanding, as were the bagpipers that led the Survivor's and Carer's first lap. They were successful in reaching their target of \$50,000!



New ambassadors make 100

A warm welcome to our latest ambassadors, Michael Weldon, MasterChef 2011 runner up and Pamela Cook, X-Factor contestant, who have taken our total number of Cancer Council SA Ambassadors to 100. Pamela recently shared her personal breast cancer story with us as did Michael who as a teenager, lost his father, a GP, to prostate cancer.



Quit SA

Teri Lucas, Project Of and provides training to increase the support available to help people give up smoking. She is pictured with James Michael, a regular visitor to the Hutt Street Homeless Shelter who at the time had given up smoking for five days.

SunSmart schools



Through its SunSmart Schools Program, Cancer Council SA supports schools to protect students and staff from overexposure to harmful UV rays and to lower their risk of skin cancer. To celebrate National Skin Cancer Action Week 2011, Cancer Council SA gave SunSmart Schools the opportunity to win one of two marquees to assist them in providing shade for outdoor school activities. Congratulations go to Aberfoyle Hub R-7 School (far left) and Lobethal Lutheran School (left).

South



Officer at Quit SA (right) works with disadvantaged groups to community health workers from across South Australia



Roxby's Great Shave

Roxby Downs threw incredible support behind the efforts of local resident, Mel Egginton, in her Roxby's Great Shave for Cancer Council SA event last October. With the support of the community, Mel raised \$70,000. Approximately \$35,000 in cash donations were made in the lead up and during the event, then doubled, in accordance with BHP Billiton's Match-Giving scheme.



Before

Barry Mitchell, Mick Gillespie (top)
Merv Rodgers, Josh Rose (middle)
Ian Johnson, Graham Warren and
Kate Donohue (bottom)

After

Merv Rodgers, Barry Mitchell,
Melanie Egginton, Josh Rose,
Mick Gillespie and Graham Warren



Cancer Council Shop returns to Marion

For those customers in the southern suburbs, we are back at Marion Westfield Shopping Town. This is a great opportunity to buy your SunSmart items with every purchase funding the fight against cancer. You will be able to visit us there until April 2012.

Research

New research soon to be released

New research conducted by Cancer Council SA's Tobacco Control Research and Evaluation Unit will soon reveal the true impact of the Government's increase on tobacco merchant license fees, implemented in 2007.

All retail outlets wishing to sell tobacco products in South Australia must apply for an annual Retail Tobacco Merchant's licence, which on 1 January 2007 increased from \$12.90 to \$200 per annum.

The impact of this cost has been monitored over time, and it is anticipated that the significant hike in the cost of a government licence has resulted in cigarettes being available in fewer places, like entertainment venues and cafes, thus removing more locations at which cigarettes can tempt smokers.

Look out for the full results of this study to be communicated by Cancer Council SA after they have been formally published.

This study is one of several presented by Cancer Council SA at the 2011 Oceania Tobacco Control Conference last October. Presented by Cancer Council Australia and hosted by Cancer Council Queensland, the conference is recognised as the Oceania region's foremost leadership summit on tobacco control, engaging some of the world's leading health experts.

Legal and Financial Planning Referral Service

A cancer diagnosis raises many issues. Making a will, powers of attorney and early access to superannuation can all be a concern at a time when energy is needed to cope with diagnosis and treatment.

In March last year, we established a new service to help with this, made possible through a unique partnership between Cancer Council SA, Cancer Council NSW, AMP and several law firms in South Australia. The service offers legal and financial advice to people with a cancer diagnosis and their carer/s, on a paid and 'pro bono' (free) basis.

Amela Paleka from Thomsons Lawyers has been involved with the service since it commenced. "It feels very rewarding to know I am helping people feel that their affairs are in order at such a difficult time. I also feel it gives families a sense of peace. This experience will stay with me throughout my career," she said.

If you think the service may be of assistance to you, call **Cancer Council Helpline 13 11 20**. Law firms interested in providing assistance can contact Debbie Ball, Coordinator, Direct Support Services at Cancer Council SA on 08 8291 4159.

We are grateful to our legal and financial planning partners throughout South Australia as we all strive to meet demand for this service. Your work is truly making a difference.



Amela Paleka

Support

Experienced nurse counsellors—only a phone call away!

Providing information, support and understanding to people affected by cancer and their carers, family and friends is a rewarding experience for nurse counsellors taking calls on **Cancer Council Helpline 13 11 20**.

Sue Lilley, who has been a nurse for 47 years, enjoys her extremely varied role at Cancer Council Helpline. “The most rewarding aspect of my role is to be able to connect with a caller and help them manage the feelings of panic, shock and isolation that a cancer diagnosis or treatment can cause. The carer and surrounding family are also affected by the cancer diagnosis, they have to try to be supportive and understanding.”

Daniel McDonald contacted Cancer Council Helpline just before he left on his journey to support his partner, Belinda van Eyssen, who underwent chemotherapy treatment in South Africa.

“I spoke to a nurse who had dealt with patients undergoing cancer treatment. She let me know exactly what I was in for and how I could be the best partner possible whilst Belinda was undergoing her treatment,” Daniel said.

“I was also able to ask some questions that I may not have been as comfortable discussing with Belinda,” he said.

“When Daniel arrived, I was surprised at how much he knew and how prepared and equipped with information he was on what to expect whilst I was undergoing chemotherapy,” Belinda said.

“It was comforting to know that Daniel had an understanding of what I was going through and that he had mentally prepared himself for what to expect when he saw me. I believe this



Sue Lilley

gave both of us more strength and courage to get through the ordeal of it all,” she said.

Ask a Cancer Council Helpline nurse

The experienced nurse counsellors from **Cancer Council Helpline 13 11 20** take hundreds of calls every week. Some common queries include;

Where can I get my skin spots checked?

We recommend that everybody checks their own skin regularly to know what is normal for them and to be alert to any new or changing moles, freckles and spots. If you have a skin spot or lesion that you are concerned about,

you should see your own GP. If you don't have a regular doctor make an appointment with a doctor for a skin examination as soon as possible. For a second opinion, you can get a referral to a skin specialist, such as a dermatologist or a plastic surgeon.

I have finished my treatment and my friends think I should be moving on. Why am I having trouble doing this?

It is not uncommon to have a mixture of good and bad feelings once your

cancer treatment has finished. Many people feel relief and happiness but some people can feel apprehensive and lost without the support of health care professionals.

Cancer Council Helpline offers an opportunity to discuss any feelings, concerns and issues through our one-to-one counselling service. Counselling can help you find strategies to move forward in a positive way.

Cancer Council Helpline 13 11 20

Cancer Council Shop

Safe fun in the sun this summer

All **NEW** summer range from Cancer Council SA.

Sunglasses

Our eyewear offers the highest level of sun protection at an affordable price. Every pair of Cancer Council sunglasses is fitted with polarised lenses for glare reduction and ultimate comfort.

All NEW sunscreen

Kids sunscreen—specially formulated for delicate skin, fragrance free and very high SPF factor.

Active range sunscreen—high protection with a dry touch feel. Ideal for an active outdoor lifestyle.

surf & snow sunscreen plus lip balm—2 in 1 sunscreen with handy, 35ml pocket tube and lip balm. Extra protection from damaging UV rays reflected from water and snow.

Sensitive sunscreen in a 110ml tube —high protection, low irritant formula with aloe vera, vitamin E, calendula and coconut oil. Perfect for very sensitive skin.

Slap on a hat

This summer, check out our best range yet—great styles, colours and of course, complete protection.

Chevron \$49.95



Polarised lens

Bourke \$49.95



Broadbeach \$49.95



Kerang \$39.95



Girls Diamonte \$21.95

Kids Sport Wrap \$21.95



Kids—
110ml Tube \$11.95,
500ml Pump \$24.95

surf & snow—
35ml Lotion + 2.6g
Lip Balm \$9.95



SPF 30+

Active—
110 ml Tube
\$13.95, 50ml
Eziclip \$9.50,
200m Spray
\$16.95



Sensitive —
110ml Tube \$13.95

Men's Raffia
Safari \$39.95



Ladies Braid Widebrim
\$36.95 (natural, brown, black)



Boy's Reversible Widebrim \$20.95
(blue/lime, stone/navy, navy/red)



Girl's Reversible
Ponytail \$24.95
(pink, mauve,
yellow)

New



Bowel screening kit \$25
(\$15 concession)

Purchase your Cancer Council products from **Shop 11, Regent Arcade, Adelaide**, (08 8232 4832), **202 Greenhill Road, Eastwood** (08 8291 4127), **Westfield Marion Kiosk**, Woolworths walkway until April 2012 or shop online at www.cancercouncilshop.org.au

Cancer Council SA service directory

Cancer Council Helpline

13 11 20—nurses provide confidential information and support for health professionals, people with cancer, their families and friends.

Cancer Counselling

Service—our face to face or telephone counselling service is available to people with cancer, their family and friends, to provide support during their cancer journey.

Cancer Connect

—a telephone peer support program that connects newly diagnosed people with trained volunteers who have had a similar experience.

Free community programs

Managing cancer stress—an eight-week program based on mindfulness meditation to help you better manage difficult thoughts and emotions that arise while facing the challenges of cancer.

Staying Healthy After Cancer—a seven-week program to help get you back on track, reduce feelings of anxiety and fear, and reconnect with life.

All these services are free. Call **13 11 20**, Monday to Friday 8:30 am to 8:00 pm. Callers can also use the services of an interpreter.

Accommodation—we provide subsidised accommodation at Cancer Council Lodges—Greenhill, Flinders and Seaview for country people undergoing treatment in Adelaide, and their carers. For information and bookings call Flinders **08 8291 4400**, Greenhill and Seaview **08 8291 4200** or Cancer Council SA **08 8291 4111**.

Resources and

information—**Cancer Council Helpline 13 11 20**, Monday to Friday 8:30 am to 8:00 pm or visit our website **www.cancersa.org.au** Information and support is also available in languages other than English.



UNITE
IN THE
FIGHT

I would like to help

Title _____ First name _____

Last name _____

Address _____

_____ Postcode _____

Phone _____ Email _____

I would like to make a tax deductible donation:

by regular direct debit of \$5 or more (please complete your details above and we will contact you with more information)

or a gift of: \$25 \$50 \$100 my choice \$ _____

Method of single payment

My cheque, made payable to Cancer Council SA, is enclosed

or debit my MasterCard Visa

Cardholder's name _____

Expiry date _____ / _____

Signed _____

I do not wish to be contacted to give feedback.

I would like to help in other ways

I would like to know more about making a bequest in my will.

I would like to register for my local Relay For Life.

I would like to host an Australia's Biggest Morning Tea.

I would like to learn more about becoming an Ambassador or volunteer.

I would like more information about holding a community fundraiser.

I would be willing to share my cancer story to raise awareness.

I no longer wish to receive *Progress against cancer*.

I would like to receive *Progress against cancer* via email.

I know someone who would like to receive *Progress against cancer*.

Please detach and return this completed coupon in the enclosed reply paid envelope or

send to: Reply Paid 929, Unley BC South Australia 5061

email to: events@cancersa.org.au

fax to: 08 8291 4180



Events

Will you ride for a reason?

For the fourth year in a row, Cancer Council is the official charity partner of this month's Santos Tour Down Under. Our *Ride for a reason* campaign held in conjunction with the international cycling event aims to raise one million dollars to help fund critical cancer research.

A significant target such as this needs a collaborative effort. We are grateful for the generosity of our Supporting Partners; Santos, Škoda and Adam Internet and to 891 ABC Adelaide, their 'Spokes-People' and listeners.

Ultimately your donations will help translate cancer research into health policy, clinical practice and health

services that will save the lives and improve quality of life for many South Australians.

Ride for a reason encourages cyclists taking part in the Bupa Challenge Tour on Friday 20 January 2012 to dedicate their ride to someone they know who has felt the impact of a cancer diagnosis and raise funds in their honour.

Be part of the action and register now! For more information on how to register or to make a donation in support of the riders, please visit www.rideforareason.com.au



Members of the 891 ABC Adelaide Spokes-People team (l-r): Annabelle Homer, Keira James, Patrick Jonker, Steven Georg-Dent, Christopher Parsons, Ben Faber, Angela Vas, Louise Bond and Katie Hannan at the team launch in October.

Progress against cancer is a publication produced by Business Development Unit, Cancer Council SA. Comments and suggestions are welcome. Please contact the PR Office by phoning 08 8291 4119 or email media@cancersa.org.au

Events diary

January

20 *Ride for a reason*

February

10–30 Mar Meditation—Cancer Stress Management, Eastwood

15–28 Mar Staying Healthy After Cancer program, Fullarton

March

2–3 Limestone Coast Relay For Life

24–25 Gawler Relay For Life

31–1 Apr Southern Fleurieu Peninsula Relay For Life

31–1 Apr Adelaide Relay For Life

April

22–28 SuperCycle 2012

May

22–3 Jul Staying Healthy After Cancer program, Eastwood

24 Australia's Biggest Morning Tea

June

All month Call To Arms

Cancer Council SA

202 Greenhill Road
Eastwood SA 5063
t +61 8 8291 4111
f +61 8 8291 4122
cc@cancersa.org.au

Cancer Council Lodges—

Greenhill, 204 Greenhill Road
Eastwood SA 5063
t +61 8 8291 4200

Flinders, 27 Dequetteville Terrace
Kent Town SA 5067
t +61 8 8291 4400

Cancer Council Shop

11 Regent Arcade
Adelaide SA 5000
t +61 8 8232 4832

Resource outlet

202 Greenhill Road
Eastwood SA 5063
t +61 8 8291 4127

 **Cancer Council
Helpline**
13 11 20
www.cancersa.org.au