



Cancer Council SA volunteers (L-R)
Naomi Robinson, Jan Petherick,
Lesley Lindsay and Julie Nagy.

A day of hope

Daffodil Day – Friday 27 August 2010 – is the largest fundraising event of its kind in the southern hemisphere and raises around \$8 million nationally each year, providing vital funds for cancer research, prevention and support strategies.

“The simple message of hope, represented by the daffodil, is embraced far and wide, especially in regional areas of South Australia,” said Professor Brenda Wilson, Chief Executive, Cancer Council SA.

Daffodil Day also attracts our largest number of volunteers. Cancer survivor, Jan Petherick is a long-term supporter of Daffodil Day and Cancer Council SA.

“I got involved in 1997, my first year of diagnosis, as I thought it was a way of staying positive and determined. For the last five years I have run a Daffodil Day stall in Regent Arcade and last year, ran a stall in Rundle Mall as well. I will coordinate both stalls again in 2010,” said Jan.

Last year, with Jan at the helm, our popular Rundle Mall stall raised an incredible \$17,000 in a single day!

“Every volunteer on my team has some connection to cancer. Robert Lindsay and his wife, Lesley helped while Rob was between chemotherapy rounds. Others have lost family or friends, while some are supporting others in their battle.

“To me, Daffodil Day is a reminder of how lucky I am to be a survivor. It’s a way of showing empathy and support for those dealing with the disease, honouring and remembering those who have lost their battle and being pro-active and positive in the fight against cancer,” Jan said.

If you would like to be involved, you can order merchandise boxes and fresh daffodils to sell to family, friends and colleagues, volunteer to help on one of our Daffodil Day stalls, or make a donation. Your support will help us maintain the hope that the daffodil symbolises to thousands of people diagnosed with cancer each year. For more information, call **1300 65 65 85** or visit **www.daffodilday.com.au**

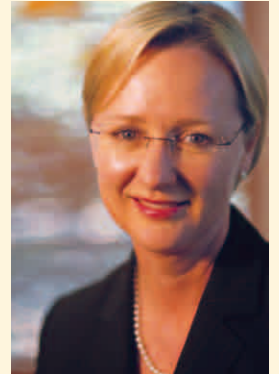
*The daffodil is the international symbol of hope for those diagnosed with cancer.

From the Chief Executive

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Glitz and Hammer Ball

In the lead up to the recent state election, Cancer Council SA invested considerable energy in advocating for the future health of our state. We made a comprehensive submission to government that addressed the enormous cost of cancer to the community – nearly \$1.5 billion over the next four years.



In addition to ensuring that all major party electoral candidates received a copy of the submission, we discussed its contents with more than 40 of these candidates.

We were encouraged to hear widespread and strong support. Community leaders and candidates in country areas, in particular, expressed a high level of interest in our suggested changes to the Patient Assistance Transport Scheme (PATS).

We would like to express our thanks to the Liberal Party and the Greens for their pre-election commitments and recognition of our concerns. A post election strategy is now underway to build on the significant progress we have made on behalf of the South Australian community.

Tobacco causes more ill health and premature death than any other drug used in Australia and our election submission included several suggested measures to address these health issues. We welcome the South Australian Labor Government's attempts to combat this toll by ushering in a smoking ban on grounds and buildings of SA health services from World No Tobacco Day, 31 May 2010. The health of South Australians certainly took another step forward from this day.

In this issue of *Progress against cancer*, we share some unique stories with you. Meet cancer survivor, Jan Petherick, one of our dedicated Daffodil Day volunteers and Kevin Trevan, whose story on page five is a stark reminder of the need for regular bowel cancer screening. On the opposite page, our feature story on Cancer Council SA's Staying Healthy After Cancer program is an insight into the enormous role it plays in supporting South Australians touched by cancer.

We also give you some tips on how to make breakfast time a healthier start to your day and offer a rundown on some of the fundraising events you will see in your community over the next few months. We sincerely hope you will be able to play your part, large or small, in supporting Cancer Council SA, as we work to ensure that South Australians reduce their cancer risk and receive the best cancer care.

A handwritten signature in black ink, appearing to read 'Brenda Wilson'.

Professor Brenda Wilson
Chief Executive



Staying Healthy After Cancer

Our unique Staying Healthy After Cancer program deals specifically with cancer related issues

The Advertiser reported late last year that, according to oncology experts, cancer survivors “suffer physical, psychological and social after-effects” and feel “abandoned” due to “inconsistent and fragmented” follow-up care.

(Source: ‘Ordeal after cancer battle’, November 10, 2009)

Cancer Council SA has long been aware of this issue, introducing the Staying Healthy After Cancer (SHAC) program specifically to address people’s needs in this area. Project Officer, Kathriye Strassnick has been involved since the program’s inception.

“SHAC filled a gap,” says Kathriye. “It deals specifically with cancer and cancer-related issues and is delivered by trained peer leaders – people who have survived cancer or cared for someone with cancer.”

Run at community centres throughout the metropolitan area, the free, seven-week program covers nutrition, physical activity, relaxation techniques, fatigue, medications, difficult emotions, communication, problem solving and goal setting.

SHAC specifically helps people who have finished their cancer treatment with:

- managing changes to their body
- coping with difficult feelings such as anxiety, depression and fear

- working more effectively with health care professionals;
- reconnecting with life to get more out of living.

“People who come to our program have finished the medical side of things and are left with a great deal of uncertainty,” Kathriye says. “Questions like ‘Has it gone? Will it come back?’ are common.”

“Some people feel they have a second chance at life and are asking ‘What’s important in my life and how will I proceed now?’ People can get quite stuck, while others around them are thinking that it’s all over and they should get on with things.”

“The power of the program is that very relevant information is shared in a friendly, informal environment and support is derived,” says Kathriye. “Participants tell us they value hearing how other people manage and learn new skills for coping. Many groups stay in touch – people who participated in the first group we ran in 2005 are still regularly getting together.”

Colon cancer survivor, Sharon Coombe found participating in SHAC so valuable that she has since become a peer leader.

“It gave me exactly what I needed when I needed it,” she said. “A lot of my friends and family noticed the difference in me, yet nothing had changed except my attitude,” she said.

To find a SHAC program near you, call **Cancer Council Helpline 13 11 20** or visit www.cancersa.org.au

To learn about becoming a SHAC leader, contact **Kathriye** on **08 8291 4158** or kstrassnick@cancersa.org.au

Participants report on SHAC benefits

From 2005 to 2008, 79 participants who had completed cancer treatment took part in the SHAC program. Participants completed three questionnaires – prior to participating, after the final session and six months after completing the program. Results showed that participants:

- felt better able to self-manage their illness during the program
- reported significant improvements in levels of fatigue, confidence, exercise behaviours, use of stress management techniques and goal achievement during the program
- maintained those levels of improvement six months after the program.

Go for 2 and 5 at breakfast

We've all heard that breakfast is the most important meal of the day – but how many of us forget this in the rush to get out of the door in the morning?

Breakfast kick-starts the body's metabolism, helps us concentrate and perform better – whether at school or at work – and maintain a healthy weight. A good breakfast also means we are less likely to make unhealthy food choices through the rest of the day, especially mid-morning or at lunch.

Breakfast can easily be built into a busy lifestyle and plays an important part in a healthy eating plan, recommended by Cancer Council SA as one of several ways you can reduce your risk of cancer.

The Australian Dietary Guidelines recommend that all South Australians should aim to eat at least two serves

of fruit and five serves of vegetables every day. Increasing your daily intake of fruit and vegetables reduces cancer risk through a lower risk of becoming overweight and obese and can prevent coronary heart disease, reduce blood pressure and cholesterol levels and improve the control of diabetes. However, remember to limit fruit juice and dried fruit – these are high in kilojoules and it's easy to overindulge.

Breakfast is the ideal meal to increase your daily serves of fruit and vegetables. Why not add fruit to breakfast cereal or yoghurt, top your toast with sliced banana or whip up a frothy fruit smoothie?

This delicious breakfast recipe from "Go for 2 and 5" is a great addition to your healthy eating plan. Visit www.gofor2and5.com.au for more tips.

Tomato & garlic bruschetta

An Italian appetiser – toasted bread topped with fresh chopped tomatoes, garlic, basil, and olive oil.

7 minutes preparation +
10 minutes cooking

5 serves of vegies in this recipe

Serves 2

Ingredients

4 slices crusty bread, cut into
2-3 cm thick slices

2 cloves garlic, peeled and halved

2 teaspoons olive oil, warmed

2 medium ripe tomatoes, sliced

1 tablespoon red or white onion,
finely diced

A few fresh basil leaves, torn into
small pieces

Method

Lightly toast bread on both sides
under grill or in a hot oven at 200°C
for 10 minutes each side.

Rub both sides of bread with garlic
and brush with oil. In a small bowl
mix onion and basil.

Place slices of tomato on each piece
of toast and top with onion and
basil mixture.



© Healthy Food Fast,
State of Western Australia, 2009

My story

Kevin Trevan

“I’ll openly admit I probably wouldn’t have done the test if my doctor had not encouraged me.”

Bowel cancer is the second most common cause of cancer death in South Australia with around 447 people dying every year – but also one of the most curable. Bowel cancer can be treated successfully if detected in its early stages, but currently fewer than 15 per cent of bowel cancers are detected early in South Australia.

Cancer Council SA encourages everyone over the age of 50 to take a screening test – especially given that many people don’t realise that bowel cancer is actually the second most common cancer diagnosed in men and women in South Australia.

Bowel cancer risk also increases with age, so it is still important to screen even at 70, as Kevin Trevan discovered.

“It all started in 2007 when my doctor said I should take a bowel cancer screening test,” said Kevin.

“The ‘Insure’ test was non-invasive. All I had to do was place a sample of toilet water after a bowel motion on an absorbent block, do the same thing three days later and send them away. It was easy,” Kevin said.

Kevin took two screening tests, 12 months apart, on the advice of his GP. The first was negative, but the second was positive.

Soon Kevin was on his way for a colonoscopy and bowel cancer was found in his lower intestine.

“Luckily we caught it early. Within a few weeks I was in hospital having part of my bowel removed. This was followed by a preventative course of chemotherapy. Despite a few side effects, I got through it,” he said.

“Since then I have had clinic sessions, a colonoscopy and most recently a body scan – everything is all clear. I’ve been told to just go on living my life but I still have to have regular check ups,” he said.

“I have used my experience to let others know about bowel cancer – for example, speaking to the members of my Orchid Growers Club,” he said.

Cancer Council SA Chief Executive, Professor Brenda Wilson, says that Kevin’s experience is clear evidence that re-screening is important.

“Bowel cancers are slow growing and even though a person may have one, or several, negative tests it’s important

to continue re-screening as cancer can develop at any time.

“It’s also important to remember that bowel cancer can develop without any symptoms and when you are living a healthy lifestyle. You can be feeling fit and healthy and still have an early cancer,” she said.

“I reckon a lot of men think ‘it won’t happen to me’. I’ll openly admit I probably wouldn’t have done the test if my doctor had not encouraged me,” said Kevin.

Cancer Council SA recommends all South Australians over the age of 50 should be screened for bowel cancer every two years. While the current National Bowel Cancer Screening Program offers a free screening kit to people turning 50, 55 or 65 between July 2008 and December 2010, Cancer Council SA also sells kits to encourage those people who are not part of the National Screening Program to take a test.

Call **Cancer Council Helpline 13 11 20** (8:30 am to 8:00 pm Monday to Friday) or visit **www.cancersa.org.au** to order a part-subsidised screening kit. The simple test can be done in the comfort of your own home. Cost: \$25 or \$15 for health care cardholders and pensioners (includes pathology costs, postage and handling).

Kick cancer this July with Call To Arms

The Adelaide Crows and Adelaide United Football Club are lining up alongside an impressive list of big name sporting stars in a bid to tackle men's toughest opponent yet – cancer.

These Adelaide-based clubs are joined by Essendon Football Club, St Kilda Football Club, the Parramatta Eels, Titans, Broncos, West Tigers and Melbourne Storm, in urging sporting clubs around the country to partner with Cancer Council Australia and fight back against men's cancer through our annual Call To Arms event.

Cancer affects one in two men by the age of 85 and Australian men are more likely to be diagnosed with cancer and less likely to survive their diagnoses compared to women.

The Crows are showing their support by turning their match against Essendon on Saturday 3 July into a Call To Arms round. We are urging community-based clubs to follow their lead in a show of respect for all men who have fought or are fighting cancer.

Funds raised will help prevent and detect cancers in men as well as supporting men in need, by funding Cancer Council Australia's important cancer research, prevention and support strategies.

Call To Arms is open to all sporting clubs, from junior leagues up to professional clubs, of all codes.

You can register now to receive your free Call To Arms kit, which includes yellow armband tape, promotional



(L-R) Nathan Van Berlo and Patrick Dangerfield from Adelaide Crows

posters, donation boxes and practical ideas to make fundraising simple and enjoyable.

For more information and to register, visit www.calltoarms.com.au or call **1300 65 65 85**.

Cancer Council SA Stocktake Sale

Help Cancer Council SA fund cancer research, prevention and support strategies and take advantage of these great savings! Sale ends 31 July 2010.

PLUS! Don't forget your NEW 2010/2011 Entertainment™ Book

Great savings!

50% off all swimwear
(until stock sells out)

20% off all cosmetics

Lipstick was \$14.95... now \$11.95

Lip Gloss was \$10.95... now \$8.75

SPF 30+ Foundation was \$18.95... now \$15.15

SPF 30+ Tinted Moisturiser was \$12.95... now \$10.35

Shop online at:

www.cancercouncilshop.org.au

Or visit our shops:

11 Regent Arcade, Adelaide
Ph: 08 8232 4832

Head Office Outlet, 202 Greenhill Road, Eastwood
Ph: 08 8291 4102



Stories from the Ambassador Project: Susan Barnes

Like many people, 27-year-old environmental scientist Susan Barnes says her cancer experience came out of nowhere.

“My mum had breast cancer four years ago, so my first experience of cancer was as a carer,” Susan said. “I contacted Cancer Council SA then and really appreciated all their wonderful services.”

Two years later, Susan turned to Cancer Council SA again, this time for support with her own battle – with bowel cancer.

“I was young, fit, travelling and working overseas but then, quite unexpectedly, something wasn’t right. I saw my doctor when I got home to Adelaide and a week later I was in surgery,” she said.

“Cancer Council SA was so helpful during my treatment. I accessed their counsellors and called **Cancer Council Helpline 13 11 20** constantly

for information about chemotherapy, doctors, complementary therapies – I read everything I could get my hands on.”

“I also sent friends and family to the website for information – it explained everything much better than I could and stopped me having to repeat myself over and over again.”

The experience has inspired Susan to “really take care of” her body and, when invited by friends to participate in the City-Bay Fun Run, she opted in.

“I raised over \$700 for Cancer Council SA and realised I could do something for myself and for others at the same time – it felt great.”

Susan’s 12-month check-up in March thankfully gave her the ‘all clear’. Now, as a Cancer Council SA Ambassador, she is fundraising, volunteering, promoting preventative measures – and encouraging others to get involved.



Susan Barnes

“Don’t assume that your commitment has to be huge,” she says. “Many hands make light work.”

Could you be our next Ambassador?

We’re aiming to create a network of 1,000 people just like Susan, who will use their skills, experience and passion to help us in our mission to beat cancer in South Australia. Ambassadors are ordinary people making an extraordinary difference. Please contact **Matt Sarre** on **08 8291 4118** for more information if you would like to Unite In The Fight to beat cancer.

Meet Benita Heritage: Senior Nurse Helpline Coordinator, Cancer Council Helpline 13 11 20

In her 12 years of caring for cancer patients, registered nurse, Benita Heritage “has seen many gaps in the psychological and emotional aspects of cancer care”. Now, as the coordinator of 13 part-time nurse counsellors who work on Cancer Council Helpline 13 11 20, Benita knows she is making a real difference through her worthwhile work.

“We get calls from the general public wanting to know about early detection and prevention, family and friends wanting to know how they can support a loved one with cancer and cancer patients at various stages wanting to talk about their experiences,” she said. “We provide qualified, experienced, caring help along the whole pathway.”

It’s demanding work; the Helpline responds to almost 8,000 people each year.

“As you listen to people’s stories you can’t help but empathise with their situation,” Benita says. “But that’s part of the job. As nurses, we develop ways to cope.”

Like many on the team, she supplements her Helpline work, taking a weekly shift on an oncology ward to ‘stay plugged in’ to patient needs.

“We want people to know that we’re here and that they can call about anything to do with cancer,” she says.

“We offer free, confidential help and people can pop in during business hours or contact us by email, letter or fax.

Cancer causes questions – call us for the answers. **Cancer Council Helpline 13 11 20** is open from 8:30 am to 8:00 pm Monday to Friday.

We provide up-to-date, evidence-based information, and refer people on to other services. Most importantly, we listen when people need to talk.”



Benita Heritage

Limestone Coast's record Relay results

More than 800 people, including 180 cancer survivors and carers, helped to set a fundraising record while celebrating cancer survivors and remembering loved ones lost to cancer at this year's Limestone Coast Relay For Life.

Held in March, the event inspired a host of volunteers, event sponsors, members of the local community and the event's 68 teams to come together to Unite in the Fight against cancer. Together they raised a record-breaking \$222,619.

This money will assist Cancer Council SA to fund important support strategies, prevention programs and research. A portion of the funds will be allocated to improving facilities at Cancer Council SA's Greenhill and Flinders Lodges, which provide accommodation for people from regional and remote locations when they need to stay in Adelaide to access cancer treatment.



Just some of the 800 participants in the Limestone Coast Relay For Life

The Limestone Coast's Relay For Life is just one of many Relays taking place around our state.

If you would like to plan or participate in a Relay near you, please contact the Relay For Life team on **1300 65 65 85** or email events@cancersa.org.au

Make a life-saving pledge

Relay For Life events close with a ceremony that prompts participants and supporters to make a pledge to continue the fight to beat cancer in their own special way.

Perhaps it's as simple as getting a mammogram, recommending that a neighbour or loved one gets a health check, committing to losing weight, or telling a friend to call **Cancer Council Helpline 13 11 20** to get more information on their cancer diagnosis. But don't wait for a Relay event to make your own pledge: these simple steps can and do save lives.

Australia's Biggest Morning Tea

Australia's Biggest Morning Tea on Thursday 27 May sparked a series of events, proving an enormous success. Thousands of South Australian hosts helped to raise funds that will make a difference through cancer research, prevention and support strategies. Though it is only early days, we are confident we will reach our target of more than \$800,000.

Thunderbirds co-Captain, Geva Mentor and team member Mo'onia Gerrard, were just two of our supporters this year. Mo'onia says she got behind Cancer Council SA because her family has a history of cancer. "I think the morning tea is a great initiative as it encourages people to get together and chat, which can improve the dynamics of any team," she said.



(L-R) Thunderbirds co-Captain, Geva Mentor and team member Mo'onia Gerrard
Photo courtesy *The Advertiser*

Award winning Glitz and Hammer Ball



Christine Swanson and Max Walker

Can you help to find a cure for cancer while having an absolute ball? The organisers of the 2010 Glitz and Hammer Ball are certain of it!

Dust off your best suit, put on your dancing shoes and get ready to bid on a range of fabulous auction items while you Unite in the Fight to beat cancer.

Taking place on Saturday 31 July from 7:00 pm to 1:00 am at the Adelaide Convention Centre, the Glitz and Hammer Ball will once again be hosted by Max Walker, who charmed guests with his warmth and wit last year.

The night of fun, music, dancing and entertainment includes a live auction featuring leading South Australian business leaders as guest auctioneers and overseen by high-profile professional auctioneers.

Organised by a dedicated volunteer committee of passionate fundraisers, the Glitz and Hammer Ball supports Cancer Council SA, with all funds raised going directly to support cancer treatment, research, education and support strategies.

Don't miss your chance to attend.
Buy your tickets online at
www.glitzandhammerball.com
\$165 individual tickets
\$1,500 for table of 10.

For more information, contact
Christine Swanson on **08 8419 3080**
or **christine@glitzandhammerball.com**

Events Diary

July

Throughout July Call to Arms
31 Glitz and Hammer Ball

August

27 Daffodil Day

September

5 Fathers Day Classic
19 City-Bay Fun Run

October

1 Operation Pink
9-10 Relay For Life – Riverland
16-17 Relay For Life – Roxby Downs
Relay For Life – Pt Augusta
17 Pink Ribbon Race 4 Life
23-24 Relay For Life – Upper Yorke (Kadina)
30-31 Relay For Life – ETSA (Belair National Park)
Relay For Life – Whyalla

November

6-7 Relay For Life – Barossa
13-14 Relay For Life – Adelaide Hills
27-28 Relay For Life – Murray Bridge
Relay For Life – Pt Lincoln

To register or for more information,
phone **1300 65 65 85** or visit
www.cancersa.org.au



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Freecall 1800 188 070
cc@cancersa.org.au

ABN 31 469 615 538

Greenhill Lodge

204 Greenhill Road
Eastwood SA 5063
t 08 8291 4200

Flinders Lodge

27 Dequetteville Terrace
Kent Town SA 5067
t 08 8291 4400

Cancer Council Shop

11 Regent Arcade
Adelaide SA 5000
t 08 8232 4832

Retail Outlet

202 Greenhill Road
Eastwood SA 5063
t 08 8291 4111

Cancer Council Helpline 13 11 20

www.cancersa.org.au

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