

FREE

Issue 03 SUMMER 09

insight

creating hope for a cancer free future

**BRAVE JACINTA'S BATTLE WITH LEUKAEMIA // BE
BREAST AWARE // WIN A \$100 SUNSMART VOUCHER
// GET INVOLVED IN RELAY FOR LIFE // NEW
SUPPORT CENTRES OPEN FOR CANCER PATIENTS**



**Cancer
Council**
Queensland



is a new way of approaching our work in the community.

The aim of CancerSmart is to improve cancer control, so that all Queenslanders have access to information, resources, and services that are essential to prevent, detect, and survive cancer.

We have CancerSmart Co-ordinators across Queensland, to provide you with the information and support you need to reduce your cancer risk and detect cancer early.

Our aim is to make CancerSmart an integral part of everyday life, in schools, shops, workplaces, and homes.

If you'd like more information about CancerSmart programs and activities, please contact us today on 07 3634 5100 or email insight@cancerqld.org.au ☎

Sign up for Queensland's first SunSmart Day!

Queensland's first SunSmart Day will be held on Friday November 13, to get all Queenslanders involved in raising awareness and funds to fight skin cancer.

SunSmart Day will mark the start of summer and National Skin Cancer Action Week, raising funds and awareness in the fight against skin cancer.

You can get your family and friends involved in SunSmart Day by wearing coloured zinc to work or school, or by hosting a crazy hat competition.

Our Community Education Strategies Manager, Deb Gillespie, says the event is a fun way for Queenslanders to be SunSmart.

"By taking part in SunSmart Day at your work or school, you can reduce unsafe sun exposure and help end Queensland's record for the highest rates of skin cancer in the world.

"With the hot sun and long summer days, Queenslanders cannot afford to be lazy about sun protection," Ms Gillespie says.

"We need to pay more attention, as individuals and a community, to making sure that our friends and family are SunSmart."

Sign up for SunSmart Day now – just phone 1300 65 65 85 to register and receive your supporter kit.

Go to our website for more information and activities during National Skin Cancer Action Week.

And don't forget to visit our SunSmart Shop online at www.sunsmartshop.com.au or in-store at Gregory Terrace for SunSmart Day bargains! You'll receive a 20 per cent discount on November 13 to celebrate Queensland SunSmart Day.

Why do Queenslanders need to be SunSmart? Just read the statistics in the column on the right!

- 2,452 Queenslanders were diagnosed with a melanoma of the skin in 2006, with 229 dying from the disease.
- Of the 2,452 diagnosed, 1,448 were male and 1,004 were female.
- In 2006, melanoma was the second leading form of cancer diagnosed in men and women.
- In 2006, 21 Queenslanders died from other skin cancers, excluding Basal Cell Carcinoma and Squamous Cell Carcinoma of the skin.
- The approximate lifetime risk of a Queensland male to be diagnosed with melanoma before the age of 85 is one in 12, and risk for females is one in 20.
- Approximately 133,000 non-melanoma skin cancer cases are diagnosed in Queensland each year. ☎

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Queenslanders helped hope to bloom brightly on Daffodil Day

insight

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Cancer Council Queensland is Queensland's leading independent organisation in cancer control.

The achievements of Cancer Council Queensland are made possible by the generosity of Queenslanders.

We respectfully acknowledge the Aboriginal and Torres Strait Islander people of Queensland, the traditional owners of this land.



CANCER FACT:

Exposure to UV radiation over long periods can result in serious damage to the eyes. This can include cataracts and skin cancer of the eyelids. For the best protection, use wraparound, close fitting, large-lens, polarized sunglasses, like the ones in our SunSmart Shop!

Message from the CEO

Welcome to our final edition edition of *Insight* for 2009

This year has been a year of significant progress in pursuit of our commitment to cancer control.

We held the world's first international conference for women affected by breast cancer, we continued the expansion of our Helpline by rolling out regional operations, and we have recently opened two new multi-million dollar cancer centres. We also continued our investments in cancer research and our daily efforts to provide cancer patients with care and support.

All of these activities honour our promise to provide all Queenslanders with the support they need to better prevent, detect, and survive a cancer diagnosis.

With Christmas fast approaching, our thoughts

turn to the thousands of Queensland families who have been affected by cancer. Many of these families will be remembering a lost loved one this Christmas, and equal numbers will be caring for a loved one with cancer.

The focus of our Christmas appeal, and the centrepiece of this edition, is a brave young Queensland named Jacinta. In 2006, at just four years of age, Jacinta spent Christmas day in hospital, fighting for her life against leukaemia.

As you and your family know, cancer affects all Queenslanders in some way. The 21,000 people diagnosed each year include our spouses, sons, daughters, grandparents, teachers, soccer coaches, neighbours, loved ones and friends.

All of us understand, without question, that our great responsibility is to try and give our children hope that a cancer free future is possible.

This Christmas, we hope to do that, by gathering new funding and community support for our work.

Thank you, once again, for being involved in our mission and for donating to our appeal.

I wish you and your family a healthy, safe, and peaceful holiday season, and look forward to reporting on our progress when *Insight* returns in 2010. ☺

.....
Professor Jeff Dunn
 Chief Executive Officer
 Cancer Council Queensland



WIN a \$100 SunSmart gift voucher!

We recently unveiled our new look website. The site provides information, support, research and statistics, and many ways to get involved in our work.

You are invited to be one of the first to visit the site. You can go in the draw to win a \$100 SunSmart voucher just by visiting us online before November 30 and answering three easy questions.

We welcome your input and feedback on the site. ☺

Go to www.cancerqld.org.au today and find our competition clues!

Relay For Life 2010: Take action against cancer!

WE WANT YOU, and your friends and family, to join us at your local Relay For Life in 2010.

Relay For Life is one of our most important fundraising events, allowing Queenslanders affected by cancer to celebrate, remember, and fight back!

Go to www.relayforlife.org.au or phone 1300 65 65 85 to find a Relay near you in 2010!



“We almost lost her”



This week in Australia, 3 children will die from childhood cancer.

Our 2009 Christmas Appeal aims to raise \$642,000 by Christmas Day to fund the Australian Paediatric Cancer Registry and lifesaving research projects in 2010, to create a future free of childhood cancers.

This is Jacinta, who spent nearly a whole year in hospital battling leukaemia. Allergic to chemotherapy and weakened from treatment, she nearly died.

Jacinta was just four years old when she became seriously ill with unexplained symptoms.

Her mum, Annelies, said it was the beginning of a terrible ordeal that lasted over two years for little Jacinta:

“It was November 2006 and I had taken the kids to visit my Aunt Jan, to stay overnight. My husband Gary, a medical researcher, was overseas for work and the kids were missing him, so I thought the visit might cheer them up.

“We were watering my Aunt’s pot plants, when Jacinta began to complain of sore legs. She couldn’t stop crying, which was completely out of character. I knew there was something seriously wrong.”

Most of us can only begin to imagine Annelies’ fear and panic. Annelies rushed

Jacinta to hospital, as any concerned mother would:

“They admitted Jacinta straight away and ran tests, giving her morphine for the pain.

“A doctor came in to examine Jacinta and pointed out how many bruises she had. He said some of her test results were abnormal, but told me he wouldn’t know anything until 7pm that night.

“Then he said she might have leukaemia, and I went into shock...”

Sure enough, at 7pm that evening, less than twenty-four hours after Jacinta complained of having sore legs, the doctor confirmed that Jacinta had acute lymphoblastic leukaemia.

For little Jacinta, the next two and a half years involved excruciating treatment and medical complications that nearly killed her.

Annelies recalls the despair of sitting by her daughter’s hospital bed, watching helplessly while Jacinta

struggled with the pain:

“They put a portacath in her chest, did a bone marrow biopsy and a lumbar puncture. She had her first chemo soon after that.

“Her second round of chemo was just before Christmas... that was when everything went really bad.

“Jacinta was allergic to some of the chemo drugs, which gave her severe pancreatitis.

“At first the doctors didn’t know what was happening, her whole body seemed to be shutting down.

“We almost lost her.”

No child should have to experience the distress of a cancer diagnosis. And no mother or father should have to endure the agony and helplessness of seeing their child in the grips of such an overwhelming disease.

Annelies fights back tears at the memory of Jacinta lapsing in and out of consciousness:

“We were the only ones in the ward on Christmas day.

“I had Jacinta’s Santa sack at the hospital so she could open her presents with Nathaniel and Jessie (her brother and sister), but Jacinta was barely awake from all the medication.

“She pretty much missed Christmas. I remember her asking ‘why didn’t Santa come to me?’ – she couldn’t remember getting her presents.”

Between December 2006 and October 2007, Jacinta was only allowed home from hospital a few times.

“We only spent 32 days at home in 2007. It was hard for all of us, but hardest for Jacinta, who lost a year of her childhood. She missed playing with Nathaniel and Jessie, and she couldn’t go to pre-school with her friends.”

Each year, instead of packing their bags for school, 600 Australian children are diagnosed with cancer, and pack their bags for hospital. Many, like Jacinta, are left traumatised and utterly overwhelmed.

Cancer Council Queensland's 2009 Christmas appeal will help fund the Australian Paediatric Cancer Registry, Australia's only national registry of childhood cancer, and other life saving research projects.

Cancer Council Queensland fully funds the Australian Paediatric Cancer Registry, which was formed in 1977.

The Registry is one of few such registries in the world. It collects information on the incidence, stage, treatment and survival of all children diagnosed with cancer in Australia.

No other registry in Australia collects information on the stage of disease and treatment of children with cancer.

Researchers understand, without question, that the starting point for our work is access to the crucial data provided by cancer registries. That's why Cancer Council Queensland established the Australian Paediatric Cancer Registry, to get the data we need to find answers to childhood cancer.

With your donation, we can meet our target to raise \$642,000 by Christmas Day

and continue the work of the Australian Paediatric Cancer Registry and other research projects, to give researchers the best possible hope of finding better treatments, and one day even a cure, so that your children, or your grandchildren, do not have to battle for their lives, like little Jacinta did.

With your help, we can provide hope to families like Annelies'.

"For a year I was at the hospital every day and night of every week, while Gary would take over on Friday and Saturday nights. Jacinta came home for four days in March 2007, and then for a few days in May.

"They were trying to get her well enough to come home for her birthday in July. She was counting down to it, but two days before her birthday she suffered another attack of pancreatitis...she couldn't even eat her birthday cake.

"Seeing your little girl go through cancer can make you feel so alone.

"Some days it was hard to believe she would get better."

The Australian Paediatric Cancer Registry gives

us a reason to believe. And more importantly, it gives researchers the data they need to pursue their investigations into cancer.

Researchers like Professor Geoff Hill, whose team is working to advance bone marrow transplantation. The project, funded by Cancer Council Queensland, has advanced our understanding of the way leukaemia is eradicated after bone marrow transplantation. Importantly, it will provide better ways to treat children like Jacinta, who suffer from life-threatening cancers.

Professor Hill knows how important the Registry is, as a father with an eleven year-old daughter.

"The Australian Paediatric Cancer Registry is absolutely crucial to researchers in Queensland and nationally. It provides the data we need to find better ways of preventing, detecting and treating childhood cancers.

"Cancer Council Queensland's ongoing commitment to the Registry allows us to keep up the pace of work to reduce the incidence of childhood cancer and help young children

survive a cancer diagnosis. All those who support the Registry are creating hope for a world free of childhood cancers."

In August this year, Jacinta was declared cancer free and officially in remission.

However, because Jacinta was allergic to chemotherapy, she received a weaker dosage, placing her at a higher risk that the cancer will return. So, while she has won the hardest fight, the threat of cancer remains.

And, although we have made significant progress in our fight against cancer, it remains the leading cause of disease-related death in Australian children between 1 and 14 years of age.

That's why we need your help, to continue Cancer Council Queensland initiatives such as the Australian Paediatric Cancer Registry in 2010. Without the Registry, research into childhood cancer will suffer severely.

This Christmas, our vision is to create hope for a world free of childhood cancer. Research holds the key to better treatments, and one day, a cure. ☺

Creating hope for children with cancer



The Australian Paediatric Cancer Registry is Australia's only national registry of childhood cancer.

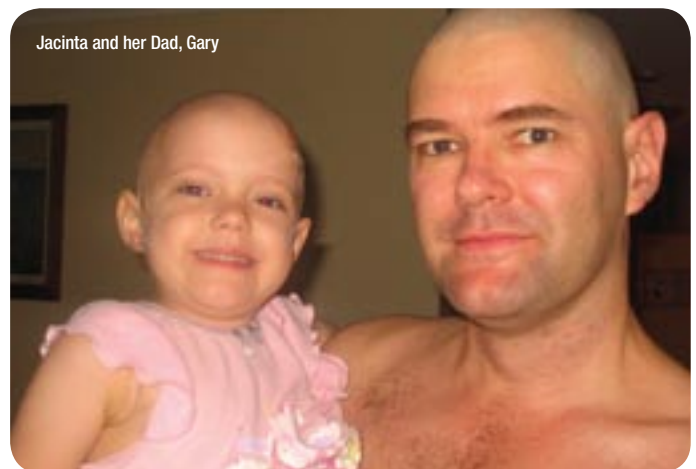
As one of few such registries in the world, the Registry collects information on the incidence, stage, treatment and survival of all children diagnosed with cancer in Australia.

Today, the Registry's data collection has 15,000 records. These records play an important role in

improving our understanding of childhood cancer, to look for better ways to prevent, detect, and treat our children.

Researchers use the Registry data to inform their work, striving to improve survival rates. Governments use the Registry data to guide policy development and funding towards childhood cancer.

Cancer Council Queensland is the sole funder of the Australian Paediatric Cancer Registry. ☺



Please, will you help us by giving a gift before Christmas Day, to raise \$642,000 for a world without childhood cancer?

Donate by mail, by phoning 1300 66 39 36 or online at www.cancerqld.org.au

Cancer Connect: Everyday Queenslanders supporting others with cancer



Frances McKenzie at the 15th UICC Reach To Recovery International Breast Cancer Support Conference

Our Cancer Connect program offers emotional support and information for people with cancer, provided by trained volunteers who have had a similar cancer experience.

Talking to someone who has had a similar cancer experience can often help to cope with the challenges of a cancer diagnosis or treatment.

Brisbane cancer survivor, Frances McKenzie, was diagnosed with lung cancer in 1994 and then breast cancer in 1996.

Frances is a dedicated Cancer Connect support volunteer and she also supports breast cancer patients through our Breast Cancer Support Service.

"I decided to volunteer to support cancer patients after being diagnosed and undergoing treatment," she said.

"I really valued my support volunteer when I was going through my breast and lung

cancer, so I wanted to give back the support I received.

"Cancer Connect volunteers provide emotional support for cancer patients. They can share their feelings with someone who isn't family or a friend.

"It's good to have someone to talk to, someone who understands what they are going through and has had that experience too.

"I became a support volunteer because I felt it was something I could do to help other cancer patients, especially because I received support during my own cancer experience," she said.

Cancer Council Queensland Project Officer, Victoria Mol, says peer support during cancer treatment is extremely valuable.

"Many people find that simply talking to someone who has had a similar cancer experience can be a very comforting, positive experience.

"Our volunteers are trained and are available to support people with a wide variety of cancer types."

Cancer Connect is a free and confidential service that provides: support before, during or after treatment and during recovery; practical information; hope and encouragement; advice about the recovery process; and referrals to additional information and support. ☺

For more information about our Cancer Connect program, contact the Cancer Council Helpline on 13 11 20.

Reduce your risk: Be breast aware!

October was Breast Cancer Awareness Month, with Girls Night In and Pink Ribbon Day reminding all Queensland women to be breast aware.

Breast cancer will affect one in eight Queensland women before the age of 85, making it the leading cancer diagnosed in Queensland women.

Cancer Council Queensland Community Education Co-ordinator, Karen Bucholz, says women must be more breast aware.

"The earlier breast cancer is detected, the more likely it is that a woman will survive.

"Being breast aware means doing regular self-checks, having a mammogram every two years if you're aged 50 to 69, and seeking the advice of a health professional if you notice any symptoms."

Ms Bucholz says women of all ages should pay attention to the look and feel of their breasts, and should see their doctor if they notice any symptoms.

In 2006, over 2,400 women were diagnosed and 432 women died from breast cancer in Queensland.

More than 75 per cent of cases occur in women over 50, but women of all ages should be breast aware.

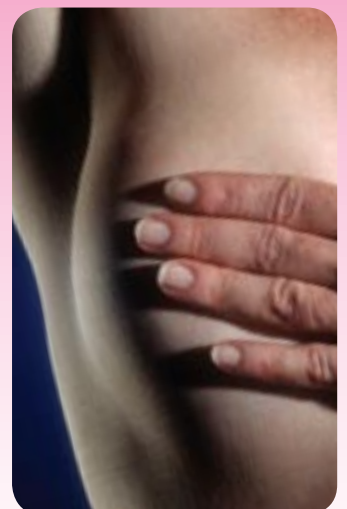
"Age is a strong risk factor, so it's particularly important for women to be breast aware as they age, but it's equally important to be aware of other risk factors, such as family history."

Symptoms may include:

- A lump, lumpiness or thickening in the breast or armpit.
- Changes to the nipple – discharge or drawing in of the nipple.
- Changes in the skin – dimpling, puckering or redness.
- Any change in shape, feel and size of the breast that is not usual.
- An area that feels different from the rest.
- Unusual breast pain which is not associated with a menstrual cycle.

Free mammograms are available through BreastScreen Queensland. For more information, call 13 20 50 or go to www.breastscreen.qld.gov.au.

Anyone can show their support for Queenslanders affected by breast cancer and for Cancer Council Queensland's research into beating breast cancer by donating online at www.cancerqld.org.au. ☺



Staff profile: Vicki James



Fundraising
Engagement
Manager,
Vicki James

Gold Coast Relay For Life, sell daffodils and doorknock.

Community connections:

The rest is history! I have been working for Cancer Council Queensland for over five years and the time has flown by. I love that I still see patients occasionally and seeing them survive gives me the extra boost to continue doing what I do. Without the funds we generate, Cancer Council Queensland couldn't continue to support the many patients who use our services. I have a great respect for the many friendships I have made through my connection with the Cancer Council and am so proud of the giving nature of our communities. I also acknowledge that without our inspirational volunteers, Cancer Council Queensland would cease to exist.

Background:

I first joined the Cancer Council Queensland family in 1999 when I went along to a volunteer branch meeting in Surfers Paradise. I was nursing at the Gold Coast Hospital where we had a healthy succession of Nurse of the Year entrants each year. My colleague and dear friend Maggie Roberts (Cancer Council Queensland volunteer) suggested I enter the campaign in 2001.

Nurse of the Year:

My year as a Nurse of the Year entrant was a turning point in my life. I had wanted to be a nurse since the age of three and started nursing training in 1987. Being involved in the campaign gave me an opportunity to share my nursing experience and engage in so many of Cancer Council Queensland's programs such as community speaking, branch volunteering and all fundraising aspects. My two young children (now teenagers) came along to every fundraising event and are now legends in raffle ticket selling and volunteering.

I was honoured to be named 2001 Nurse of the Year and humbled by the amount of support from nursing colleagues and Cancer Council Queensland staff. I continued to volunteer and enter our family team in the

Fundraising:

My regional fundraising team work across the state on everything to do with fundraising. It's a role that often means working on weekends and volunteering at events, but despite the extra hours the work is done with a smile!

I work with an amazing, dedicated team who, like me, are motivated by the fact that we are playing a part in helping to find better ways of preventing, detecting, treating and one day maybe even curing cancer.

My role has been to recruit these amazing individuals and keep them motivated, working as a team in new and creative ways to increase the funds raised so that we can continue to provide research and support. 📍

Multi-million dollar centres open for cancer patients

Cancer Council Queensland has launched two new multi-million dollar facilities for cancer patients, delivering on its commitment to support Queenslanders with cancer.

The facilities are located in Townsville and Rockhampton, and will service hundreds of cancer patients and their loved ones each year.

In Townsville, the \$8 million Cancer Council Queensland Palliative Care Centre will provide 20 new palliative care beds for terminally ill North Queenslanders. The Sylvia and Charles Viertel Charitable Foundation donated \$3.5 million towards the cost of the centre, complementing over \$3.4 million raised by the Capital Appeal Committee chaired by the North Queensland Cowboys Executive Director, Peter Parr.

In Rockhampton, the \$2 million Central Queensland Cancer Support Centre will provide a home away from home for regional cancer patients who travel to Rockhampton for cancer treatment. Central Queensland residents contributed over \$900,000 to the cost of the centre, including major donations from local businesses, such as The Rock Building society. Queensland Health also

provided a \$1 million grant from its new \$15 million Patient Accommodation Grants Program.

Cancer Council Queensland CEO, Prof Jeff Dunn, says both centres will provide essential care in a comfortable setting.

"Our investments in these new facilities are fundamentally important to improving cancer control, and will strengthen health services so that we can better prevent, detect, and treat cancer.

"They are unique facilities that will support cancer patients during their illness.

"Importantly, each centre has been designed with sensitivity to home-style comforts, providing a peaceful setting for patients and their loved ones.

"We owe tremendous thanks to the Queensland community and the major donors who contributed so generously to our capital appeals."

Both facilities were jointly opened by the Chairman of Cancer Council Queensland, The Hon. Justice Richard Chesterman RFD, and the Deputy Premier and Minister for Health, The Hon. Paul Lucas MP. 📍



The new Central Queensland Cancer Support Centre in Rockhampton

Help raise funds for cancer: Shop SunSmart this Christmas

Cancer Council Queensland is urging Queenslanders to be SunSmart in the lead-up to summer, by remembering to 'Slip, Slop, Slap, Seek, Slide'.

Queensland experiences high UV levels in all seasons, especially summer.

In a bid to boost SunSmart behaviour, the SunSmart Shop will support Queensland SunSmart Day on November 13 with a 20 per cent discount for registered Queensland

SunSmart Day supporters.

Shoppers will be able to pick up the latest range of SunSmart clothes, hats, sunglasses, cosmetics and accessories to provide full sun protection all summer.

Retail Co-ordinator at the SunSmart Shop, Ben Clayton, said the store has a unique range of products for all ages, from babies to grandparents.

"This summer we have a brand new range of sunglasses as part of our new beach range, which includes many bright colours as well as petite sizes, for people with

a smaller face," he said.

"The great news is that all Cancer Council sunglasses are polarized to provide maximum protection from the sun, making them perfect for everyday use.

"Our sun protection products can help reduce sun damage and prevent skin cancer.

"The SunSmart Shop offers retail therapy for a good cause, and offers some great ideas for Christmas, with all proceeds going towards cancer research and prevention in Queensland," he said. ☺



Visit our SunSmart Shop online at www.sunsmartsshop.com.au or order by phone on 1300 36 34 33. You can also visit the shop at our Brisbane office on Gregory Terrace, open from 9am to 4.30pm Monday to Friday or 9am to 12.30pm on Saturday.

www.sunsmartsshop.com.au



Daffodil Day: Funding for research and support blooms brightly!

We are proud to report that Queenslanders helped hope to bloom brightly on Daffodil Day: To date, we have raised \$1.24 million state-wide and are well on track to reaching our target of \$1.79 million in Queensland!

Importantly, this money will go towards research and support services for nearly 21,000 Queenslanders who will be affected by cancer this year.

Whether you gave of your time, by volunteering, or of your money, by buying a fresh bunch of daffodils, thank you for your generous support.

Our efforts were boosted by a brigade of over 1,000 volunteers across the state. We couldn't have done it without their help! ☺

Thank you for helping us to create hope for a cancer free future.

I am pleased to send my gift to help cancer patients and their families

My gift enclosed for: \$25 \$50 \$100 Other \$ _____

Please make cheques payable to Cancer Council Queensland.

or charge my Mastercard Visa Card Diners Card Amex

Card number

Expiry date / Signature _____

Mr / Mrs / Miss / Ms Full Name _____

Address _____

Postcode

Phone _____ Mobile _____

Send me information on

- Leaving a bequest or using our Free Will Service **and/or**
- Making monthly donations

Don't forget to include your name, address and phone number.

Post this form to
Cancer Council Queensland,
PO Box 201, Spring Hill Qld 4004



Donations over \$2 are tax deductible. Cancer Council Queensland depends on supporters like you for its life-saving work and we thank you for your generosity. We do not sell, rent or otherwise make available any information about our supporters. However, if you wish to receive less information about the work of Cancer Council Queensland please tick and return to us. Alternatively, please telephone the Donor Hotline on 1300 663 936.