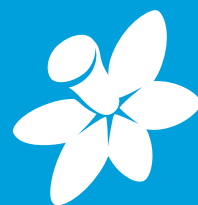


Winter 2010  
Issue 05

# insight

New centre shines  
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**Smoke free cities and towns**  
Bundaberg office opening

creating hope for a cancer free future



**Cancer  
Council**  
Queensland

# Message from the CEO

Welcome to our latest edition of *Insight*, and thank you to those of you who gave so generously in response to our previous edition.

The first half of 2010 has been a busy one. We have strengthened our connection with the community in a range of important ways, with thanks to your support.

Your involvement in awareness programs and events such as Daffodil Day has enabled us to expand the breadth of our work and significantly enhance our services.

Last year alone, we dedicated over \$20 million to our work in cancer control. This year, we are continuing the expansion of our Helpline and Cancer Counselling Service, enabling our highly trained professionals to deliver unprecedented levels of support and referrals to our specialised programs.

We are maintaining our commitment to research, providing millions of dollars towards a comprehensive research framework which includes the work of our own Viertel Centre for Research in Cancer Control (VCRCC) as well as external research grants and research scholarship programs.

In fact, the VCRCC has a Prostate Cancer Research Program that includes one of the world's largest international trials to improve quality of life for couples and men affected by prostate cancer.

In the area of prostate cancer, which is the most common form of cancer in Australian men after non-melanoma skin cancer, our funding for external research includes

the \$1.25 million Strategic Research Partnership Grant, which is currently examining radical prostatectomy and the use of robotic technology in treatment of prostate cancer. You can read about recent progress on the project on page 4.

VCRCC research projects such as this one use the funds raised by our volunteers to improve our understanding of cancer and enhance our capacity to effectively prevent and treat it.

I cannot emphasise enough the importance of your support. Many of you are regular donors or Lifetime Supporters of Cancer Council Queensland, automatically donating each month or including us in your Will.

Regular donations are particularly important because they provide us with a secure funding stream that can be relied on in the long-term. Almost all research projects require time, effort, and substantial investment.

With cancer incidence in Queensland expected to increase by 40 per cent over the period from 2006 to 2016, our vision for supporting those in need is long-sighted, with a broad focus and a reach that extends beyond the immediate future. We know we can win the battle to improve survival rates and eliminate preventable disease if we continue the pace of our progress.

As you know, last year we launched two new facilities, the state-of-the-art \$8 million Palliative Care Centre in Townsville and the \$2 million Central Queensland Cancer Support Centre in Rockhampton. This year we

are working on plans for two new facilities, in Cairns and Toowoomba, to provide regional Queenslanders with better access to cancer treatment services. I look forward to bringing you more news about these projects in our next edition.

Our next edition will also bring you the latest news on events such as the 2nd National Conference for Young Women Affected by Breast Cancer, being hosted by Cancer Council Queensland on the Gold Coast in September this year. The conference will allow young women affected by breast cancer to share their experiences, develop their knowledge, and identify ways to build capacity in their local communities.

Ultimately, the most meaningful measure of our success as a community is our contribution to preventing cancer when we can, detecting it before it takes hold, treating it effectively, and improving the lives of those with cancer, in their hour of need.

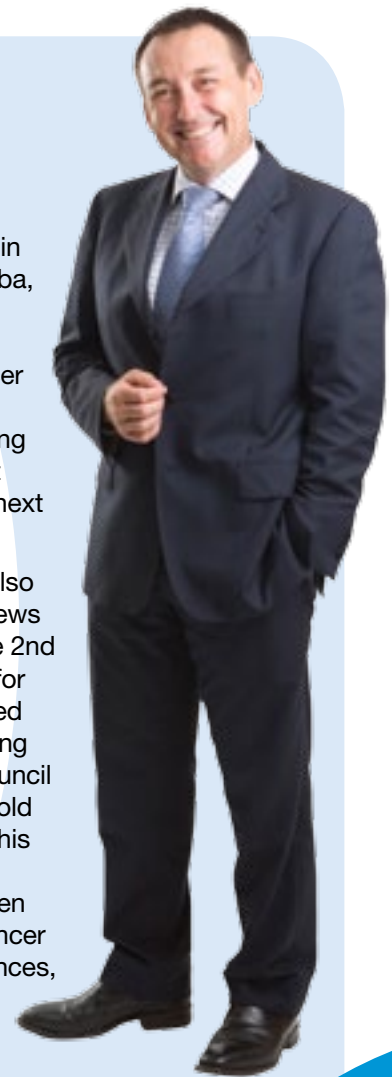
So thank you for your support, not just today, but every time you contribute to our work.

Hopefully you feel connected with our mission for a cancer free future.

On the subject of mission, next year will be a special occasion for celebration, with the advent of our 50 Year Anniversary. I look forward to involving you in this important milestone.

Best wishes,

**Prof Jeff Dunn**  
Chief Executive Officer



**Last year alone, we dedicated over \$20 million to our work in cancer control.**



**“Residents are now able to benefit from the services of a dietitian, a pharmacist, an occupational therapist, a physiotherapist, and a speech pathologist.”**

# New Centre shines

**The new \$8 million Cancer Council Queensland Palliative Care Centre in Townsville has been highly praised by patients and their family members for providing comfort and care to terminally ill North Queenslanders in their time of need.**

Since opening in October 2009, over 100 terminally ill North Queenslanders have stayed at the Centre, which provides a peaceful setting that caters to each patient’s needs.

Our North Queensland Regional Manager, Sandra Moore, says feedback from patients and their family members has been overwhelming.

“In just six months since the opening, we have received 75 ‘thank you’ letters and notes, a testimony to the high standard of service, unwavering commitment of staff, and unrivalled capacity of the Centre.

“The feedback in person has been equally appreciative, with

patients praising the features of the Centre, such as the spiritual garden and viewing pavilion, for helping to ease some of the distress that so often accompanies terminal illness, both for them and their loved ones.”

Impressively, all patients have been admitted on demand and there is no waiting list for respite at the state-of-the-art facility.

“We have worked with Queensland Health to ensure that all patients who need to stay in the facility have been able to do so, and staffing of the Centre has been prioritised.

“Residents are now able to benefit from the services of a dietitian, a pharmacist, an occupational therapist, a physiotherapist, and a speech pathologist.

“These specialist professionals complete a comprehensive and dedicated team who are working together to introduce a best-practice model of inpatient palliative care.”

The Centre is expected to raise the international benchmark for

inpatient palliative care, with a focus on improving quality of life for terminally ill patients.

“Ultimately, the most meaningful measure of the Centre’s success is its contribution to improving the lives of people affected by terminal illness, and particularly cancer, in their hour of need.

“We feel assured that the Centre has also provided a level of comfort and peace of mind for their loved ones.”

With cancer incidence in Queensland expected to increase by 40 per cent over the period from 2006 to 2016, our vision for supporting those in need is long-sighted, with a broad focus and a reach that extends beyond the immediate future.

To this end, Cancer Council Queensland are currently developing plans for two new cancer accommodation and support centres, in Townsville and Cairns. Our plans are strong and the community need is great. We look forward to updating you on these projects as progress unfolds.

# STREP project takes first step in prostate cancer research

In an exciting development, a \$1.25 million five-year research project into prostate cancer, funded by Cancer Council Queensland, has recently recruited the first patients for a ground-breaking study.

The Strategic Research Partnership Grant, or STREP, is investigating whether open radical prostatectomy for men with prostate cancer provides better results than the same operation using robotic technology.

Lead researcher, Professor Robert 'Frank' Gardiner, says the project is the first of its kind to compare the benefits and risks of using a robot to perform radical prostatectomy.

"The project is the first randomised study of robotic and open radical prostatectomy to evaluate and compare clinical and quality of life outcomes for men with prostate cancer.

"The project would not have been possible without the STREP Grant from Cancer Council Queensland, which provides the long-term funding support we need to comprehensively investigate the effects of each surgical option.

"Importantly, the project will also examine the impacts of robotic and

open surgery on each patient's life-expectancy and compare the relative cost burdens for patients and health services," Prof Gardiner says.

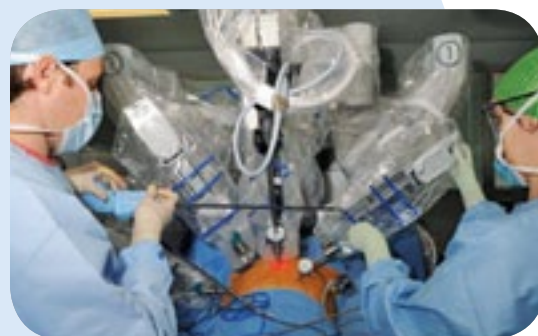
Prostate cancer survivor and founder of the Prostate Cancer Support Network, Peter Dornan AM, says the project findings will be critical for newly diagnosed men who need clinical evidence to make treatment decisions.

Mr Dornan, a well known Brisbane physiotherapist, sculptor and writer, was 52 when he was diagnosed with prostate cancer in 1996. He has seen first-hand the advances that have been made since his cancer diagnosis.

"It was a different world when I was diagnosed with prostate cancer back in the mid 90s. Treatment options were limited, the prognosis was far more grim, and there was no such thing as the Prostate Cancer Support Network," Mr Dornan says.

"At the time, I considered that surgery (radical prostatectomy) offered the best chance of survival. However, the procedure seriously impacted on my lifestyle.

"Men affected by prostate cancer need all the support they can get as they navigate their way through the



treatment process and the changes that come with living with prostate cancer."

Thanks to the generosity of supporters like you, research projects such as this one have helped to increase cancer survival rates by more than 30 per cent over the past 20 years.

We look forward to updating you on the project's progress as research continues.

Lead investigator Professor Robert 'Frank' Gardiner AM is a researcher for the University of Queensland Centre for Clinical Research at Royal Brisbane & Women's Hospital and is an internationally recognised urologist and prostate cancer specialist.

For more information about the project or about Peter Dornan's work with the Prostate Cancer Support Network, please call the Cancer Council Helpline on 13 11 20 or email [insight@cancerqld.org.au](mailto:insight@cancerqld.org.au).

## Do you like giving flowers?

If you like giving flowers, receiving flowers, or just having them around, then please support Daffodil Day.

This Daffodil Day, our aim is to raise \$1.87 million...but we can't do it alone!

We need 1,000 volunteers this Daffodil Day, Friday, August 27.

Being a Daffodil Day volunteer is a special experience. You become part of a movement that connects people from all walks of life to provide bright hope for a cancer free future.

If you can't volunteer, but would still like to help, why not order a merchandise box to sell in your workplace or local community.

Please support us if you can!

If you can volunteer for an hour or two, we'd love to hear from you! Go to [www.daffodilday.com.au](http://www.daffodilday.com.au) or phone 1300 65 65 85

# Insight Date Claimers



## Celebrating hope

A courageous young Queenslander named **Brooke Anderson** has been selected as a 'Face of Relay' for the 2010 Brisbane Relay For Life.

Brooke, from Roma, became involved in Relay For Life at just 13 years of age, after being diagnosed with osteosarcoma and undergoing an above-knee amputation. During her treatment, she stayed at our Charles Wanstall Apex Lodge in Brisbane.

Brooke's journey to recovery is an inspiration. At her first Relay in Roma last year, she enlisted the support of her school friends and medical staff to keep her wheelchair going for 12 hours of the 18 hour event.

This year, at Brisbane's Relay For

Life, she will be walking in Relay For Life for the first time, using a new prosthesis, with family, friends, and school teachers from Roma by her side.

Relay For Life's mission is to help those affected by cancer to Celebrate, Remember, and Fight Back. As a 'Face of Relay', Brooke's experience has helped others to find their courage in the fight against cancer!

It's the world's largest team event in the fight against cancer. Teams camp out overnight and enjoy the unique atmosphere and excitement of a special community fundraising fete for those affected by cancer. Over 2095 teams and 20,000 people took part in Relay For Life events across the state in 2009, helping

### Girls Night In

One night in October...  
Round up the girls, kick off your heels and hold a Girls Night In.

Cancer Council Queensland needs 2,000 women across the State to host an event, in order to raise \$980,000 for women's cancers.

Register for host kit at  
[www.girlsnightin.com.au](http://www.girlsnightin.com.au)



to raise over \$3.4 million in our quest for a cancer free future.

If you and your friends and family would like to help us Celebrate, Remember and Fight Back, go to [www.relayforlife.org.au](http://www.relayforlife.org.au) and join one of the 20 events scheduled around the State for this season – including the Brisbane Relay For Life at the RNA Showgrounds on November 6 and 7.

Help us make our mission a reality!

**P.S. If you are in Brisbane on Friday July 9, join us for our Brisbane Relay For Life Corporate Launch and meet Brooke in person. For more details and to register your attendance, just phone Vicki James on 3634 5378.**

# Unborn babies take first breath of fresh air



A new Cancer Council Queensland health program will be the first of its kind in Queensland to focus on reducing smoking during pregnancy among Indigenous women.

Our Team Leader of Tobacco Programs, Emma Dalglish, says the program will promote the health and well being of unborn babies and their mums.

“This program is unique, culturally relevant, and specific to the needs of Indigenous women.

“Our aim is to provide an evidence-based approach to help expectant mothers to quit smoking and stay smoke free during their pregnancy and beyond.

“Importantly, the program provides specialised skill-based training for health professionals, social workers, and community members, who can then take their learnings and apply them in their community.”

The program, Stop the Smokes for a Healthy Bub, will be trialled at two locations from October this year and will be expanded Queensland-wide from 2011.

Indigenous women are three times more likely than non-Indigenous women to smoke during pregnancy, with 52 per cent of Indigenous mothers reporting that they smoked during pregnancy, compared to 16 per cent of non-Indigenous mothers.

“One of the great aspects of this innovative health program is that it will assist Indigenous women and their partners to quit smoking during and after pregnancy,” Emma says.

“Community involvement and self-determination will be key planks of the program’s approach, enabling communities to develop initiatives that provide the best possible support for future mums.”

To find out more, email us today at [insight@cancerqld.org.au](mailto:insight@cancerqld.org.au)

## Show your support for smoke free cities and towns

We recently launched a major campaign to create smoke free cities and towns, writing to Mayors across Queensland to request the regulation of smoking in public spaces.

Our Director of Public Affairs, Anne Savage, says local council action can dramatically improve Queensland’s liveability, encouraging tourism and economic productivity.

“Banning smoking in public places will not only help to improve community health and general productivity, it will also improve the appeal of our regions and promote increased use of public space for recreation and tourism.

“Furthermore, a total ban will help reduce the costs of environmental damage from cigarette litter, raising Queensland’s reputation as a great destination.”

Importantly, local regulations will also help stop young people smoking.

“The regulation of smoking in public places will help reduce the prevalence of smoking and prevent tobacco-related deaths in the future.”

Alarmingly, it is estimated that 32,000 Queensland school children aged 12 to 17 smoke weekly.

“A total ban on smoking in local malls and public spaces will send a strong message to discourage young people from smoking and help to reduce tobacco related illness and deaths in the longer term,” Anne says.

“We aim to gain the support of local governments to pave the way for the introduction of uniform statewide laws in Queensland.

“Recent Federal and Queensland Government progress on tobacco control has been significant, but

we need to take tougher action on tobacco control to save lives

“Even small amounts of exposure to tobacco smoke can be harmful. With co-operation of local government, we can create a smoke free Queensland and end the tragic toll of nearly 3,500 tobacco related deaths each year.”

**To get involved, simply write to your local Mayor to request a smoke free city or town!**



# No more buts about Bowel Cancer Screening

“Without a population-wide program, people will continue to die from a disease that can be treated effectively if it is detected early.”

**We recently relaunched our campaign calling for Federal Government support of a comprehensive National Bowel Cancer Screening Program, after it missed out on funding in this year's Federal Budget.**

Significant numbers of Queenslanders could be at risk of a late diagnosis of bowel cancer if the Federal Government does not fund a comprehensive national bowel cancer screening program.

Over 4,000 Australians and nearly 900 Queenslanders die from bowel cancer each year.

Our Community Services Co-ordinator, Rachel Hull, says the number of Queenslanders diagnosed with bowel cancer is increasing, calling for a Federally funded program of population-wide two-yearly screening for those aged over 50.

“It is concerning and disappointing that the Federal Government failed to allocate funding for the program in this year's budget.

“Without a population-wide program, people

will continue to die from a disease that can be treated effectively if it is detected early.”

Current funding for the screening program ends at the end of 2010.

Maureen Barnes was diagnosed with bowel cancer two years ago, at age 55, after receiving the screening program kit in the mail.

“When I got the screening kit in the mail I knew nothing about bowel cancer, I didn't even know I was a high risk because of my age,” Maureen says.

“I was healthy and fit and didn't have any symptoms. After I'd done the test and sent it in, I got a letter to say it was positive. More tests confirmed that I had bowel cancer. I was shocked.

“If it wasn't for the screening program, it may have been picked up too late to save my life. I am convinced that doing that test saved my life.”

Maureen is supporting Cancer Council Queensland's call for a Federally funded program.

“It is sad and distressing that Australians will die unnecessarily because

we don't have the funding we need for this screening program.

“Many more people will have the chance to survive if we get behind a national screening program for this deadly disease,” she says.

Cancer Council Queensland is urging people to get behind its campaign to tell Federal and State Members that Queenslanders have had enough ‘buts’ about bowel cancer.

“Early detection through a comprehensive screening program is critical to improving bowel cancer survival rates,” Rachel says.

“No more ‘buts’ about bowel cancer – we need Queenslanders to tell their Federal and State Members that they care, by visiting [www.getbehindbowelscreening.com.au](http://www.getbehindbowelscreening.com.au) and sending an email asking our government representatives to make bowel screening available to everyone over 50 years of age.”

Once you're done, forward the website link to 11 friends and family, signifying the number of people who lose their lives to bowel cancer each day in Australia.

## New Bundaberg office open for business

The Bundaberg community will benefit from an enhanced level of cancer-related support, following the opening of our new Bundaberg office in late April.

Member for Bundaberg, The Hon. Jack Dempsey MP, was joined at the opening by Managing Director of FK Gardner & Sons and over 100 local dignitaries and guests, including Bundaberg Mayor Cr Lorraine Pyefinch.

Managing Director of FK Gardner & Sons, Gary Gardner, said his family-owned and operated business was

proud to make a donation to Cancer Council Queensland to cover the first year of rent costs for the new office.

"My father founded FKG and sadly died of cancer at the early age of 52, which is why we feel strongly about making this donation to Cancer Council Queensland.

So many Queensland families have also been touched by cancer.

"Unfortunately we are still battling cancer in our family. My wife's parents are Bundaberg residents and have both been diagnosed with

cancer, so I'm passionate about helping the Bundaberg community," Mr Gardner said.

Our Bundaberg Cancer Action Co-ordinator, Bonnie Dale, says the office staff will be focussed on providing cancer education and support services for the Bundaberg community.

"We have many volunteers and supporters in the local region and a local presence helps to build local awareness to improve cancer control."

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### 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 \_\_\_\_\_

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- 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



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