

insight

50 Years of Hope
Seize the Day
Relay For Life
Fighting for
radiation therapy
Queensland
SunSmart Day

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creating hope for a cancer free future



Cancer
Council
Queensland

50 YEARS OF HOPE

FOR A CANCER FREE FUTURE

Think back 50 years, if you were alive then. You might recall that life expectancy was increasing, but so was the incidence of cancer, a disease not well understood and difficult to treat.

Many feared cancer more than any other disease, knowing that the fight for survival could be an unpredictable and agonising game of chance. Many endured their diagnosis alone, too afraid to tell loved ones and friends that they had 'the big C'. The stigma associated with cancer was worsened by its physical impacts, which leaves many people infertile, scarred, without hair or limbs, or dependent on medical devices which severely reduce quality of life.

We have come a long way in 50 years.

Today, our fight against cancer is one of hope, inspired by the rapid progress of research and characterised by strong support for cancer patients. Today, cancer patients are much less likely to suffer the indignity, anxiety, and distress of being stigmatized.

I am proud to say that Cancer Council Queensland is with them every step of the way, and has been for nearly 50 years.

Next year, in 2011, we will celebrate Cancer Council Queensland's 50 year anniversary. I invite you to get involved in any way you can, firstly by completing our online 50 year anniversary survey and sharing your thoughts.

The survey highlights Cancer Council Queensland initiatives that are worthy of special recognition during our 50 year anniversary year, and asks for your opinion.

The results of the survey will help us to honour the work of Queenslanders in cancer control, inspiring us to renew our commitment and strengthen our resolve, and compelling us to continue our work towards creating a cancer free future in the next 50 years.

I urge you to share your thoughts via our website, www.cancerqld.org.au, and support Cancer Council Queensland during our 50 year anniversary, so that we can continue to stand alongside cancer patients, providing support and hope.

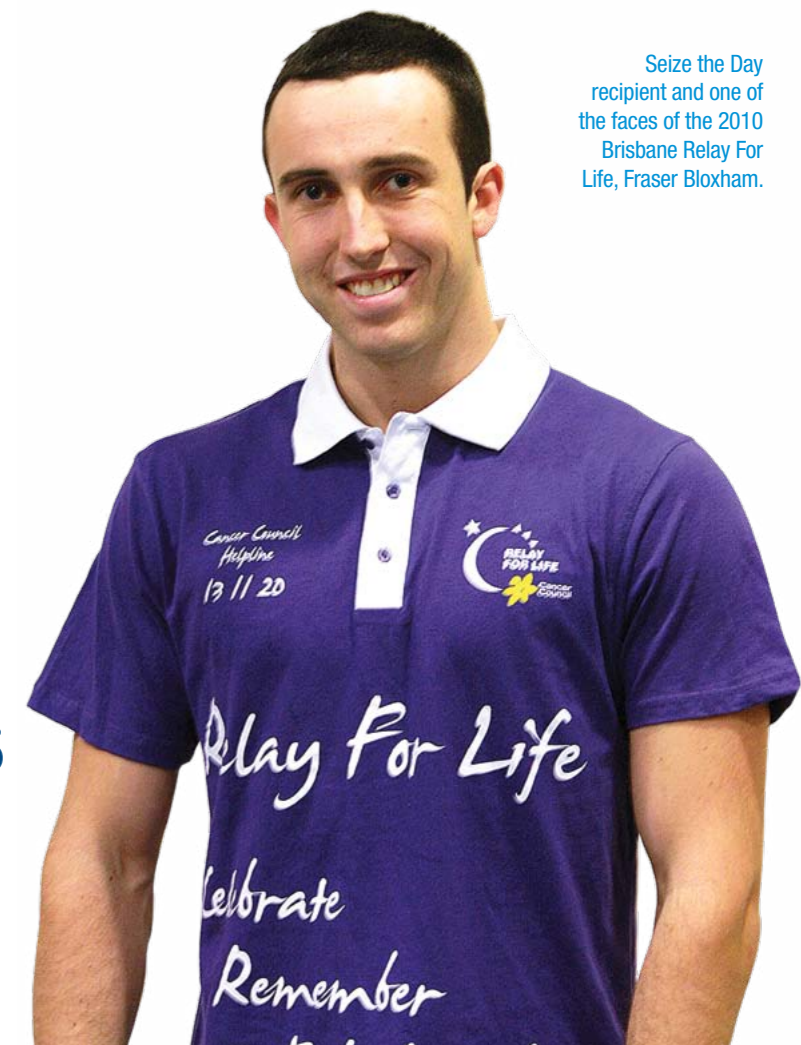
Thank you for believing in our work. Hope will help us find a way.

Best wishes,
Professor Jeff Dunn
CEO



Seize the Day

Our Seize the Day study awards have helped more than 345 young Queenslanders affected by cancer to pursue their dreams.



Seize the Day recipient and one of the faces of the 2010 Brisbane Relay For Life, Fraser Bloxham.

Since 2003, Cancer Council Queensland has called on young Queenslanders aged between 16 and 21 who have been affected by cancer to take control of their futures and apply for our Seize the Day Study Awards.

During this time, Seize the Day has fostered the personal growth and development of more than 345 young Queenslanders by providing them with financial grants to assist with the cost of textbooks, stationery, fees, transport and accommodation incurred during post-secondary education and training.

This year, Cancer Council Queensland will award \$50,000 to young Queenslanders through the Seize the Day program, with individual awards ranging from \$200 to \$2,000.

In 2009, Fraser Bloxham became one of our 345 recipients.

At just nine years of age Fraser and his older sister tragically lost their mother to breast cancer, after an exhausting four-year battle with the disease.

"When I was young it was hard to comprehend the severity of a terminal illness, as I had always expected my mum to be there for me; I couldn't understand that she wouldn't be there anymore."

Only weeks after leaving home in the Sunshine Coast to start his first year of a Bachelor of Engineering at The University of Queensland, Fraser received the news his father had been diagnosed with terminal prostate cancer. This left Fraser juggling his new university commitments in Brisbane while trying to stay strong and care for his father on the Sunshine Coast.

"As my Dad's condition worsened, it got pretty tough financially for my family as Dad could no longer work and my

sister and I were both studying full time away from home. My constant travelling also affected my university results.

"When my Dad lost his battle in 2009, I felt I had to step up and take care of my sister. The loss of both of my parents will always be difficult to accept, but my experience with cancer has taught me that life has no guarantees and that I have to live the life I want.

"Mum and Dad always wanted us to do what made us happy, so that's what I'm doing and I'm grateful for the help my Seize the Day Award has given me along the way."

Fraser will graduate at the end of this year. He hopes to become involved in the development of alternative energy technologies.

Seize the Day study award applications for 2011 will be available in March. For more information, call the Cancer Council Helpline on 13 11 20.

Relay For Life really does make a difference

Our Central Queensland Cancer Support Centre, in Rockhampton, has become "a second home" for Central Queensland residents Sue Johnson and her husband Ian, as Sue continues her treatment for advanced breast cancer.

Sue and Ian are proud participants in the Central Highlands Relay For Life and are looking forward to this year's event.

Sue travels to Rockhampton from Emerald every month and stays at our Central Queensland Cancer Support Centre while she undergoes bone strengthening treatment and scans to check the activity of her cancer.

She was diagnosed with cancer after presenting to her GP with pain in her leg, pain so bad she couldn't put any weight on it. An x-ray discovered a tumour.

Sue was transferred to Rockhampton Hospital 24 hours later where they found the primary tumour in her breast, which had advanced to her bones.

"I went from not having cancer to having secondary breast cancer," she says.

Sue's treatment has included a lumpectomy, about six months of chemotherapy and 30 doses of radiation.

"I am not in remission, I am classed as stable, which means the cancer hasn't shrunk, but hasn't grown either, which is great," she says.

"Right now we are sort of on a plateau.

"My husband has been such a wonderful support and carer for me. It's tough for carers, they are trying to deal with what's happening to you, and trying to be a support for you as well.

"The help we have received from Cancer Council Queensland has been an absolute blessing.

"We couldn't have done it otherwise. We always joke that coming to the Centre in Rockhampton each month is like coming home."

Now wheel-chair bound as a result of her treatment, Sue has even



Sue and Ian Johnson of Emerald

stronger resolve to get involved in her Relay For Life.

"We will be at the Central Highlands Relay For Life this year and can't wait for it. Every little bit counts."

Sue knows better than most people that the funds raised at Relay For Life events really do make a difference!

To find out when and where your local Relay For Life is being held and to get involved, just go to www.relayforlife.org.au.

Volunteer on Pink Ribbon Day



Make a date this Pink Ribbon Day Monday October 25

On Monday, October 25, you could be one of more than 500 special Pink Ribbon Day volunteers to help us raise more than half a million dollars for breast cancer.

Being a Pink Ribbon Day volunteer is a rewarding role, helping to raise awareness and funds that go towards research and support services for women affected by breast cancer.

We are looking for passionate volunteers to sell our pink merchandise or volunteer across Queensland on Monday October 25.

This year, you can help us beat last year's fundraising total and paint your town pink!

www.pinkribbonday.com.au or 1300 65 65 85

Australia's Biggest Morning Tea breaks a record...

We would like to thank the thousands of Australia's Biggest Morning Tea hosts, guests, donors and media who supported this year's morning tea campaign during May, we have now raised an amazing \$2 million in Queensland!

With thanks to your generosity, we will continue to use funds raised from Australia's Biggest Morning Tea and other fundraisers to provide millions of dollars for cancer research projects and patient support services.

With your support, we can continue our investment into cancer for the benefit of all Queenslanders affected by this disease.

Thank you once again for helping Cancer Council Queensland support the 21,000 Queenslanders diagnosed with cancer each year, and for helping us create hope for a cancer free future.



Thank you for helping us beat our target!

Get the girls together for Girls Night In!

Kick up your heels with your girlfriends this month and join our parade of pink for Girls Night In events across Queensland.

Hosting an event is easy, just invite your girlfriends over for an evening of fun, and encourage them to donate the money they would usually spend on a night out.

This year we are aiming to raise over \$981,000 and have over 2450 Girls Night In hosts register.

Our Senior National Events Co-ordinator, Katie Field, says anyone can get the girls together for a Girls Night In.

"Girls Night In is a great way to enjoy time with friends, while raising funds for women with cancer.

"The campaign gives women the opportunity to support their mothers, sisters and girlfriends who have experienced cancer.

"It's about having a good time for a good cause, to help create hope for a cancer free future."

Hosts will receive a 'how to' kit, including event ideas, fundraising tips, donation books and posters.

To register, just go to www.girlsnightin.com.au or call 1300 65 65 85.



One of our 2010 Girls Night In ambassadors, radio journalist Katie Clift of 96.5FM.



Fighting for radiation therapy



Cancer Council Queensland has called on Queensland Health to put an end to radiation therapy treatment delays by fast-tracking the delivery of new radiation therapy machines in Queensland.

An estimated 3,000 cancer patients could miss out on radiation therapy treatment next year because Queensland does not have enough linear accelerators.

Director of Public Affairs, Anne Savage, says greater community awareness will urge Queensland Health to take action.

“This is a critical issue with serious consequences for cancer patients.

“We’re encouraging cancer patients and supporters statewide to raise this issue with their State Member of Parliament, for the attention of the Deputy Premier and Minister for Health.

“We hope that public action and

awareness will prompt increased funding to fast-track new linear accelerators ahead of the current schedule, so that the public health system can meet demand for radiotherapy services.”

Queensland is facing a crisis of undercapacity in radiation therapy treatment for cancer patients.

“Without increased investment and rapid delivery of linear accelerators, significant numbers of cancer patients will have poorer prospects of long-term survival.

“This is a life or death risk for cancer patients, a critical priority for Cancer Council Queensland, and an issue that Queensland Health must act on.”

We have asked Queensland Health to meet the minimum benchmark for radiation therapy by 2014, which requires 1.6 linear accelerators per 1000 new cancer cases.

To find out more, email us today at insight@cancerqld.org.au!

Queenslanders still smoking in cars

Queensland Health recently revealed figures showing 158 people had been caught breaking the new law against smoking in cars carrying children under 16.

Research suggests more than 30 per cent of smokers with children aged under 14 continue to smoke in their cars.

In light of the recent figures, we are revising our position on smoking in cars to call on the Queensland Government to toughen the bans even more.

Over 250,000 Queensland smokers have children under 16 living in the household.



158 people have been caught smoking in cars carrying children.

More than just a Helpline

Our Cancer Council Helpline answers around 100 calls every day, providing Queenslanders with cancer support and information.

Angie and Jackie are Senior Helpline Operators and experienced specialist cancer nurses, with over 20 years of oncology nursing experience. Both still work part-time in clinical practice as oncology nurses.

Angie

“As a Senior Helpline Operator I have a unique opportunity to provide advanced support and information to all patients, families and carers, and we can take the time we need to do this well.

Often the support we offer alleviates stress and when it doesn’t we can refer people to other support services that may be more beneficial, such as the Cancer Counselling Service or one of our peer support programs.”

Angie and Jackie also help to educate other team members about developments in cancer care, and help with the development of our extensive range of cancer resources.



Jackie

“With the Helpline expanding so rapidly we are making a difference in an exciting time. By working closely with other health professionals and researchers we are constantly learning how we can best meet the needs of patients, families and the community.

Every day we get an update of the latest daily cancer news so that we are well informed about current developments. We discuss this as a team and support each other to stay up to date and informed about the many aspects of cancer that we need to be aware of.

We speak to many callers about preventing cancer and finding it early and this has added to our knowledge base, bringing an added dimension to a fulfilling role.”

If you need information or support, call the Helpline on 13 11 20.

Two of our Helpline staff share their reasons for wanting to make a difference as we enhance our service to support cancer patients.





Get involved in Queensland SunSmart Day!

Have you registered your local school or workplace for SunSmart Day on Friday November 12?

We're asking all schools, workplaces, associations, sporting and community groups to get involved in Queensland SunSmart Day by holding a SunSmart fundraising event on the day.

Consider a hat making competition or zinc extravaganza, and help us raise money for skin cancer prevention, detection and treatment. The event coincides with National Skin Cancer Action Week, from November 14 - 20.

Sadly, over 2,500 Queenslanders are diagnosed with melanoma each year, and over 280 Queenslanders die from the disease. In fact, melanoma is the second most diagnosed cancer in Queensland men and women.

Queensland SunSmart Day is proudly supported by Energex.

Call 1300 65 65 85 or go to www.qldsunsmartday.org.au for more information and to register!



This summer SLIP, SLOP, SLAP, SEEK, SLIDE and SHOP online at the SunSmart Shop.

Check out our new summer stock now at www.sunsmartshop.com.au and receive 10% off your total purchase price - just use the promotion code **In10** when you shop online, by phone, mail order, or in store!

Shop for a great range of stylish ladies clothing, cosmetics and accessories, SunSmart stuff for babies, toddlers and kids, and new SunSmart products for men!



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 _____ Date of birth _____

Email _____

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.