

Information Sheet



THE FACTS:

- 1 in 3 New Zealanders will be affected by cancer
- Each year approximately 19,000 people are diagnosed with cancer and around 8,000 die as a result of cancer
- There are over 100 different cancer diseases
- The five most common cancer diagnoses are colorectal cancer, prostate cancer, breast cancer, melanoma and lung cancer
- The Cancer Society is an independent non-government organisation dedicated to reducing the incidence and impact of cancer in the community through support, information, research and health promotion
- Daffodil Day is the flagship appeal of the Cancer Society and is in its 19th year. Daffodil Day culminates with a street appeal on the last Friday in August
- The daffodil is a 'symbol of hope' and is used by cancer organisations all over the world

KEY MESSAGES:

- The Cancer Society is a non-government organisation reliant on donations and bequests
- By making a donation you are helping the Cancer Society provide free support services and information for people affected by cancer and are supporting vital scientific research into the causes and treatment of cancer
- Please give generously when you see collectors out on the streets on Friday 28 August, or donate at any branch of The National Bank
- Call 0900 31 111 to make an instant \$20 donation
- Text 'DAFFDAY' to 2448 to make a \$3 donation
- Visit www.daffodilday.org.nz to make an online donation
- The Cancer Society does not collect door to door

HOW DOES THE CANCER SOCIETY HELP?

Research

- Each year the Cancer Society contributes around \$2.5 million towards the work of the Auckland Cancer Society Research Centre and provides a further \$1.5 million towards cancer research grants
- The Auckland Cancer Society Research Centre was founded by the Cancer Society in 1956. It has 80 staff and an international reputation as a leading anti-cancer drug development laboratory
- To date the Research Centre has brought eight new drugs to clinical trial and has had work published in over 1200 scientific papers

Information and Support

The Cancer Society offers a range of free support services throughout New Zealand for people affected by cancer. These include:

- **Cancer Information Helpline** manned by experienced cancer nurses able to offer support and information on any cancer related issue - 0800 CANCER (226 237)
- **Community Liaison Nurses** who visit cancer patients in their home and offer practical information and support to enable them to effectively manage their cancer experience
- **Counselling and Psychology** Service to help people and their families adjust to the emotional and psychological impact of cancer
- **Accommodation** for cancer patients having to travel away from home for treatment
- **Volunteer drivers** to assist patients getting to and from treatment which is often on a daily basis for a number of weeks, sometimes months, and to deliver meals
- **Aromatherapy massage** to assist with physical and emotional wellbeing

Health Promotion

The Cancer Society works in health promotion with a focus in the following three areas:

- **SunSmart** involves the SunSmart Schools accreditation programme and works to develop safer environments and healthy policy in an effort to prevent skin cancers
Visit www.sunsmart.org.nz
- **LiveSmart** is an online coach for individuals, families and workplaces offering simple information and support to help people make small sustainable lifestyle changes and stack the odds in their favour against some cancers
Visit www.livesmart.co.nz
- **Smokefree** involves working in a number of areas including creating smokefree sports and playgrounds and advocating for a complete ban on tobacco displays in retail settings
Visit www.protectourchildren.org.nz

For more information please contact:

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