

# newslink

August 2011

Waikato/Bay of Plenty Division Cancer Society of New Zealand Inc. Tel 0800 22 77 44. Web [www.cancersociety.org.nz](http://www.cancersociety.org.nz)

## Daffodil Day turns 21

On Friday 26 August 2011 New Zealand celebrates the 21st anniversary of the Cancer Society's Daffodil Day.

*I*ntroduced to New Zealand in 1990, the Daffodil Day campaign was based on a Canadian fundraiser started in 1957. It has now become one of New Zealand's most recognised awareness campaigns.

Waikato/Bay of Plenty Cancer Society spokesperson Alisha Kennedy says the daffodil has, over the years, become well recognised as the Cancer Society's symbol.

*"The daffodil is one of the first flowers of spring and was chosen to represent the hope there is for the one in three New Zealander's affected by cancer."*

Daffodil Day not only raises awareness of cancer in the community and the work of the Cancer Society, it's also the charity's main fundraising event. Last year Daffodil Day raised \$567,000 in the Waikato and Bay of Plenty region.

*"The Cancer Society receives no direct government funding so we rely on the support and generosity of our communities to operate."*

Alisha explains the National Bank has been a partner and sponsor since Daffodil Day began and the event has gone from strength to strength.

*"Schools, community groups and businesses are also hugely supportive of Daffodil Day and special fundraising events such as multi-days, coin trails, cake stalls, golf tournaments and charity auctions are significant for fundraising too."*

*"The people of Waikato/Bay of Plenty are incredibly generous. We really hope everyone will dig deep again this year! After all, the money raised locally stays in the region."*

Funds are directed towards support services, health promotion programmes and cancer research.

*With your help there is hope*

**Those who want to support Daffodil Day and the work of the Cancer Society can do so by:**

- making donations at street stalls on Friday 26 August
- responding to the enclosed appeal
- making an instant \$20 donation by phoning 0900 311 11
- making an instant \$3 donation by texting 'daffodil' to 883
- taking part in one of the many Daffodil Day events around the country.

Daffodil Day coordinator  
Jenny Edwards (Whitianga)

# Someone to talk to

Janet never expected to be diagnosed with the same cancer she lost her husband to. But two years ago she received news that she too had pancreatic cancer. She was given just three months to live.

After losing her hair during the first round of chemotherapy Janet visited a wig specialist who told her about the support the Cancer Society offers. After her daughter contacted the Society Janet met with Tauranga liaison nurse Colleen Kendrick.

She is now managing her cancer, and gets regular home visits from Colleen, who listens, offers support and advice, and introduces her to others in a similar situation.

Janet is advocate for the Cancer Society's Living Well Programme which she says was extremely helpful. "It put everything into layman's language – all the medical terms – so you understand your cancer and treatment that much more."

Janet hopes sharing her story will encourage people to give generously on Daffodil Day, and help raise the profile of the Cancer Society's services. "The Cancer Society does a fantastic job, and people need to be aware of what they do so they know where to go for help."

*Janet says her family have offered incredible support throughout her cancer journey. "But it's also nice to have someone you can talk to who isn't emotionally involved."*



Daffodil Day volunteer  
Jan Stevenson and Shadow

## Cancer Society's Lions Lodge roars into action

It's been almost six months since the Cancer Society's Lions Lodge officially opened its doors. Since the purpose-built lodge opened in February dozens of people have benefited from staying at the motel-style accommodation while undergoing treatment at Waikato Hospital.

In June a \$912,000 funding contract was signed between the Waikato/Bay of Plenty Cancer Society and the Midland district health boards. The new agreement means people living 30 kilometers or further can access the accommodation free-of-charge. Previously people had to live more than 80-kilometres from Waikato Hospital to be eligible.

"Travel can put a huge strain on people when they're sick. It's wonderful this regional initiative allows us to be able to support even more people who have to travel to treatment," says Chief Executive Judy Gould.

But the Lodge doesn't just benefit those who live outside of Hamilton. People from all over the region have supported the Lodge and the Waikato/Bay of Plenty Cancer Society wanted to make sure the new facility would benefit as many people living with cancer as possible.

An increasing number of the Cancer Society's support services, such as support groups and education programmes, are being offered from the Lodge. These services are available to anyone living with cancer and all are offered either free-of-charge or for a small fee. The therapeutic massage service is one service gaining popularity. This has led to the appointment two new massage therapists – Fiona Reglinski and Marion Griffith. ▶

**Do you want to volunteer your time?**



It's thanks to our wonderful volunteers that the Waikato/Bay of Plenty Cancer Society is able to help so many people affected by cancer.

If you'd like to volunteer please contact Bev Henderson on 07 838 2028 or email [bevhenderson@cancersociety.org.nz](mailto:bevhenderson@cancersociety.org.nz)



**Cancer Society**  
**Daffodil Day**  
With your help there is hope



**The National Bank**  
Principal Sponsor

## Cancer Society's Lions Lodge roars into action continued...

► Fiona explains massage is an important part of an holistic approach for people living with cancer. "People going through cancer treatment have so many invasive tests physical contact can start to become a negative; gentle massage not only helps minimise some of the physical side effects of treatment, it also acts as a soothing, therapeutic touch and can aid people's emotional wellbeing."

Accommodation at the Lodge is close to current capacity most weeks. Lodge Manager Anne Schenkel says guest feedback has been fantastic, with many people likening the Lodge to a five-star motel. "But for many people it is the warm and supportive environment that really makes their stay. People tell us that after being confronted with the shock and intrusion of cancer treatment, being able to share experiences with others at the Lodge and receive such warm, welcoming support is so important to them."

Fundraising for the Lodge is continuing with another \$2million still needed. That will cover the final construction including the remaining family units on the basement level. There is also a need for ceiling fans throughout the building and some electronic equipment.



Anyone wanting to make a financial contributions direction to the Cancer Society's Lions Lodge can do so by visiting [www.cancersociety.org.nz](http://www.cancersociety.org.nz)



## Giant colon turns heads

**A colossal colon was a real 'eye opener' for visitors to the Waikato/Bay of Plenty Cancer Society's exhibit at the National Agricultural Fieldays at Mystery Creek, Hamilton.**

The 6.5 meter inflatable colon turned the heads of many of the 117-thousand farmers, lifestylers and general public who turned out to the event. Attendees were even given the opportunity to walk through the giant bowel, seeing firsthand the damage caused by poor bowel health. The attraction saw the exhibit awarded the Rural Living Best Site Award.

For the Waikato/Bay of Plenty Cancer Society the annual 'farmer's roundup' is the perfect location to talk about men's health, especially as it's one of the few times when the Society is able to capture the attention of so many rural people in one location.

This year the focus was on bowel health. After all, bowel cancer is one of the most common cancers with





around 2,600 people diagnosed each year.

For the Waikato/Bay of Plenty Cancer Society the Fieldays was a chance to provide an interactive environment where people can learn about the importance of maintaining good health and preventing cancer, as well as the importance of talking to your doctor if concerns arise.

"Prevention is a vital part of the Cancer Society's work and our health promotion programmes teach people about how they can reduce the risk of cancer," explains Chief Executive Judy Gould.

"We also work hard to ensure Waikato/Bay of Plenty people affected by cancer have access to the best possible services. We have a large pool of outstanding volunteers delivering our services such as driving people to their cancer treatments or dropping off frozen meals during difficult times of treatment."

## What do you think?

-  How is the Cancer Society perceived?
-  What are you interested in hearing about?
-  How would you like to hear from us?
-  Have you used our website?

The Waikato/Bay of Plenty Cancer Society has been conducting a communication survey. The aim is to better understand our communities, including how and when you'd like to hear from us.

The survey can be completed online by visiting [www.cancersociety.org.nz](http://www.cancersociety.org.nz).

Thanks to Healthy Food Guide, all surveys which were received by 15 August 2011 have gone into the draw to win a one year subscription to the monthly magazine.



**healthyfood**  
PRACTICAL IDEAS FROM THE EXPERTS



# Key facts: Cancer incidence rates

The Ministry of Health and National Health Board have co-released the latest New Zealand cancer registration statistics, including a series of maps which show regional differences.

The annual report, Cancer: New Registrations and Deaths 2008, illustrates district health board regions with significantly higher or lower rates of cancer than the national rate.

The maps show Bay of Plenty and Lakes district health board regions, along with the Northland and Canterbury regions have significantly more cancer registrations than the national rate.

Waikato, Lakes and Bay of Plenty district health board regions, along with the Northland, Taranaki, Tairāwhiti, Whanganui and Otago regions have significantly higher death rates than the national average.

Ministry of Health National Clinical Director John Childs explains the statistical reports do no attempt to explain the observations. Information in the report has not been adjusted to account for differences in ethnicity or socioeconomic factors. *"This means it's important to look at the population structure in different areas when reading this report. For instance, we know that Māori populations have higher rates of cancer and that people who are most deprived generally have poorer health outcomes."*

Cancer remains the leading cause of death in New Zealand, accounting for 29 percent of all deaths. The most commonly registered cancer in 2008 was prostate cancer. Colorectal and breast cancer were the next most commonly registered sites. Lung cancer remained the leading cause of cancer death in 2008, followed by colorectal, breast and prostate cancer.



## In brief...

### Out of sight ...

The Cancer Society is delighted the Government has passed the legislation required to ban tobacco displays. The decision is another step towards denormalising smoking in New Zealand and becoming a smokefree, and healthier, country.

### Fancy a cuppa?

Dilmah Tea has generously offered to supply the Waikato/Bay of Plenty Cancer Society's Lions Lodge with free tea for guests and support groups. Dilmah also provides the Rotorua support groups with some free tea. For more information about Dilmah please visit [www.dilmah.co.nz](http://www.dilmah.co.nz)

### Most trusted charity ...

New Zealanders have ranked the Cancer Society the country's most trusted charity according to the 2011 Reader's Digest poll which ranked New Zealand's leading brands, charities and professions.

### Relay for Life recognition ...

The Waikato/Bay of Plenty Cancer Society's Relay for Life Organising Committee was awarded Runner Up at Volunteering Waikato's 2011 Volunteer Excellence Awards. Well done team!

### Thanks to ...

Special thanks to all who have made recent donations to the Cancer Society's Lions Lodge, in particular our major donors Marcia's Charitable Fund, Tidd Foundation, Tauranga Energy Consumer Trust, Rodmor No.2 Charitable Trust and Lions District 202L.

Please cut here and post to the Waikato/Bay of Plenty Cancer Society, PO Box 134, Hamilton 3240 ✂

# Yes, I would like to donate to the Waikato/Bay of Plenty Cancer Society

MR / MRS / MS / MISS FIRST NAME: \_\_\_\_\_

SURNAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

SUBURB: \_\_\_\_\_

TOWN/CITY: \_\_\_\_\_ POST CODE: \_\_\_\_\_

TEL or EMAIL: \_\_\_\_\_

Please send me information on: (please tick)

- becoming a volunteer
- making a bequest
- making regular donations by automatic payments
- Please do not put me on your mailing list

My donation is (please tick)

- \$35
- \$50
- \$100
- \$250
- \$500
- Other \$ \_\_\_\_\_

I would like to pay by  cheque  credit card

Visa  Mastercard  Amex Expiry date \_\_\_\_ / \_\_\_\_

Card Number:

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Signature: \_\_\_\_\_

Name on card: \_\_\_\_\_

Donations of \$5 or more are eligible for tax deduction

Please let us know if you would prefer to receive your newsletter via email [admin@cancersociety.org.nz](mailto:admin@cancersociety.org.nz) - this can save us considerable costs!