

THANKS A BUNCH!



Thank you to everyone who helped us raise much needed funds and awareness this Daffodil Day. With the help of our volunteers, The National Bank and the generosity of the community, we were able to raise over \$1.1 million in Auckland and Northland.

This is a fantastic result and heart warming considering the difficult economic times that have affected so many over the past few years, including the Cancer Society and Daffodil Day. Thank you to everyone who gave so generously. Every contribution, no matter how big or small, makes a difference.

Volunteers are an important part of Daffodil Day and key to its success. Thank you to everyone who donated their time to collect and prepare for the day- not only did you help us raise money, but your assistance also helped us minimise costs. Congratulations and a special thank you to our volunteers who have been involved with Daffodil Day since it began in August 1990.

We look forward to celebrating Daffodil Day's 21st birthday with you all next year!



For cancer information and support phone the
CANCER INFORMATION HELPLINE
0800 CANCER (226 237)

This issue of NEWScan is proudly supported by
The Trillian Charitable Trust



How your donation is spent

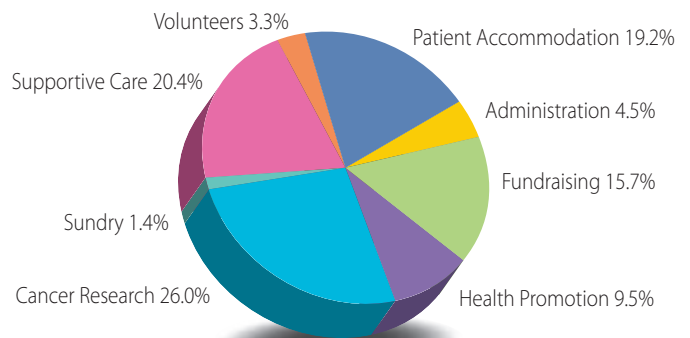
Here at the Cancer Society Auckland we work hard to keep costs to a minimum so your donation can go where it is needed most – helping people affected by cancer and working towards a future with less cancer. For every dollar you donate eighty cents goes towards our core services, a figure which sits well within industry standards and one we are proud of.

As a non-government organisation we are reliant on donations, bequests and community support to carry out our work in information, support, health promotion and cancer research. In 2009/10 your donations helped create hope for people affected by cancer now and in the future by allowing us to:

- Devote \$3.9 million to providing information, support and accommodation for people affected by cancer in Auckland and Northland
- Provide over \$2.5 million towards important scientific research into the causes and treatment of cancer through our support of the Auckland Cancer Society Research Centre
- Spend \$0.9 million on reducing the risk of certain cancers by advocating to policy makers, local councils and community leaders to create healthier public policy and environments

With your help there is hope. Thank you.

Cancer Society Auckland Expenditure (year ending 31 March 2010)



Copies of our full accounts and Annual Report are always available either by request or online at www.cancersocietyauckland.org.nz

INSIDE THIS ISSUE

- ONE STEP CLOSER TO A SMOKEFREE NEW ZEALAND
- SUNBEDS INCREASE MELANOMA RISK
- COLLABORATIONS LEAD TO NEW CLINICAL DRUG
- TAKE STRIDES AGAINST CANCER – RELAY FOR LIFE

From the CEO



It's hard to believe that summer is almost upon us and that spring and yet another outstanding Daffodil Day, have come and gone. Despite all the challenges we experienced, our team and our community responded magnificently and I offer my heartfelt thanks to all involved. Daffodil Day is our flagship appeal but it is more than just a fundraiser. It is also an opportunity for us to generate significant publicity for

our organisation and our work in information, support, health promotion and cancer research.

The recent local body elections saw many changes across our region including the appointment of new Mayors in both Auckland and

Whangarei. Of particular interest to the Cancer Society were pre-election comments made by Mayor Len Brown regarding Council Smokefree policies. In response to a question from our Health Promotion Manager at a mayoral debate, Mayor Brown stated clearly that 'Auckland will be a smokefree Council'. Having been a champion of this work in his previous capacity as Mayor of Manukau City, we hold high hopes that we will be able to work closely with the new super city mayor and his Council to make the places where we work, live and play, a healthier environment for all.

From myself and the team here at the Cancer Society Auckland we wish you all a very safe and sunsmart holiday season.

Regards, John Phone: 09 308 0173 email: jloof@akcansoc.org.nz

One step closer to a smokefree New Zealand

You may have seen tobacco in the media a lot lately. This is because the Māori Affairs Select Committee report into the tobacco industry and consequences of tobacco use for Māori, has been released with clear guidelines on the actions needed to create a smokefree New Zealand. Thank you to everyone who joined the Cancer Society in making a submission. Your support for our work and to prevent future cancer has been an invaluable way to show the Committee how important this is to our communities.

Key recommendations from the report:

- New Zealand to be smokefree by 2025
- Smoking prevalence to be halved by 2015 across all demographics
- Tobacco industry to be held accountable legally, ethically and financially
- Reducing availability of tobacco through reducing amount of tobacco imported annually
- Plain packaging of cigarettes and packets
- Putting cigarettes under the counter in dairies and other retail stores

The Cancer Society Auckland is supportive of the intention of the report. Since the report it has been announced that legislation requiring retailers to put cigarettes under the counter and out of sight will be passed before the end of the year. This is a great initial step but it's important that these small incremental steps are not the only

actions committed to by Government. Real impact to cancer statistics will only occur when the tobacco industry is targeted through a number of measures including reducing supply and working towards a smokefree New Zealand.

Common myths:

Putting tobacco under the counter will result in huge costs to the small retailer

This is a common myth that comes directly from the tobacco industry. Moving cigarettes under the counter can be as inexpensive and easy as putting them in a drawer or box under the counter.

Smoking is an adult choice

Very few people start smoking after the age of 18. The average age people start smoking is 14 years old and for Māori 11 years old. At this age, our children are not making informed adult decisions.

Smoking is nowhere near as bad as 'P', alcohol and other drugs

Every year 5,000 people die from smoking related illnesses and cancers. If this many people died on our roads or from the drug 'P' every year, there would be an uproar.

If we have a smokefree New Zealand, the gangs will take over selling cigarettes and crime will get worse

Think about someone you know who smokes, is it feasible that they will contact gangs to keep smoking? Having a smokefree New Zealand is not about banning smoking but banning the sale of cigarettes – it's about reducing supply and demand.

Thumbs up to Vodafone Warriors and ARC for smokefree leadership

The Cancer Society Auckland recently presented the Vodafone Warriors and Auckland Regional Council (ARC) with certificates to acknowledge their commitment and work towards creating healthier, smokefree environments.

The Vodafone Warriors utilised their stance in the community to be role models and lead the way by making their games smokefree and by promoting smokefree messages to their fans. They also worked with the Cancer Society on a successful submission to make Mt Smart Stadium smokefree at all times.

The ARC with the leadership of Councillor Sandra Coney, adopted a smokefree policy within the Regional Parks Management Plan. This is a direct result of the advocacy efforts of the Health Promotion team over the past few years and shows the sort of impact we can have across a region by working on a population health approach and working strategically. This policy change affects 27 regional parks covering 40,000 hectares of land, and affects over five million visits a year.

It's fantastic to see that support for these policies will be continued into the new Auckland Council structure. Councillor Sandra Coney indicated that she would follow up with Mayor Brown to continue the good work that has already been started and Deputy Mayor Penny Hulse was instrumental in a leadership role in making Waitakere playgrounds and sports fields go smokefree. It is great to see our new Auckland Council being led by visionary people supportive of cancer prevention.



Cancer Society CEO John Loof and Health Promotion Manager Beth Jenkinson with Councillor Sandra Coney from ARC and Dave Curran of Vodafone Warriors

Volunteer drivers needed



We urgently need more volunteer drivers for the Flatbush, Dannemora, Manurewa area. Volunteer drivers pick patients up from their home, take them to treatment and cancer-related appointments, and return them home again. You can drive as little or as often as you like and full training is provided.

To find out more or to register your interest please call us on **09 308 0496** or email volunteers@akcansoc.org.nz

Sunbeds increase melanoma risk

Sunbeds, also known as solariums, are often advertised as a way to 'pre-tan' for summer and protect your skin from sun burn. However using sunbeds actually increases your risk of developing melanoma, the most serious form of skin cancer.

Recent research carried out in over nine countries by the International Agency for Research on Cancer, found the risk of melanoma increased by 75% in those who routinely used sunbeds before the age of 30.

The report states that sunbeds have a cancer risk equal to that of cigarettes and asbestos. Where once it was a "probable" risk factor, today the agency is calling for these devices to be labelled "carcinogenic to humans".

A sunbed tan is also the result of exposure to UV radiation, just given in a different form and concentration. In fact sunbed doses can be up to three times the strength of the midday summer sun.

In New Zealand 8% of the population report using sunbeds. We have one of the world's highest rates of melanoma with over 2,000 new cases each year and around 300 deaths.

SunSmart tips for summer:

- Don't use sunbeds. If you're set on tanning, fake tan from a bottle is the safest way
- Don't burn – slip, slop, slap and wrap! Slip into some shade or a shirt, slop on some SPF 30+ sunscreen, slap on a broad brimmed hat and wrap on some sunglasses
- Seek shade between 11am and 4pm when the UV levels are at their highest
- Be a good role model for children – they are more likely to be SunSmart if you are
- Be proactive in your community and advocate for more shade at your local playground, swimming pool or park and for community events to be held outside of 11am to 4pm
- Regularly check your skin and become familiar with your moles and freckles. If you notice any changes or are concerned at all, check it out with your doctor

Latest cancer statistics

According to the latest Ministry of Health statistics recently released, in 2007 there were 19,736 new cancer diagnoses and 8,519 cancer deaths in New Zealand. Females accounted for 9,311 of new diagnoses and 3,980 deaths, and males 10,425 of new diagnoses and 4,539 deaths.

The Cancer Society Auckland serves more than one third of New Zealand's population and this is reflected in the incidence of cancer in our region. In 2007 there were 5,799 new diagnoses and 2,140 deaths in Auckland, and 907 new diagnoses and 383 deaths in Northland.

Between 1997 and 2007 the actual number of new diagnoses and deaths in New Zealand has increased. However, when adjusted for age and population growth, by calculating age-standardised rates, the number of new diagnoses has actually decreased by 2.2% and cancer deaths by 10.3% over this period. We hope to see this trend continue.

Most common cancer diagnoses

1. Prostate 15.1% (2,954 cases)
2. Colorectal 14.2% (2,809 cases)
3. Breast 13% (2,575 cases)
4. Melanoma 11% (2,173 cases)
5. Lung 9.2% (1,822 cases)

Leading cause of cancer deaths

1. Lung 18% (1,528 cases)
2. Colorectal 14.7% (1,252 cases)
3. Breast 7.6% (648 cases)
4. Prostate 6.7% (574 cases)
5. Pancreas 5% (428 cases)

For more information and statistics visit www.nzhis.govt.nz

Source: Ministry of Health. 2010. Cancer: New Registrations and Deaths 2006. Wellington: Ministry of Health.

Free talks for people with cancer, their family and supporters

Our 'Coping with cancer: tips and tools' programme is made up of four talks which look at strategies for managing distress, getting a better night's sleep, talking about cancer and keeping life in balance.

The talks rotate each week and are available for people with cancer, their family and those supporting them. Come along together or on your own. Sessions are free and run by experienced Cancer Society psychologists.

When: Every Thursday between 12:30 and 1:30 pm

Where: Cancer Society's Domain Lodge, 1 Boyle Crescent, Grafton

Parking: Free on site on a first come first served basis

There is no need to book- just turn up on the day and sign in at reception. For more information please phone us on **09 308 0168** or **0800 CANCER (226 237)**.

The Cancer Society is entirely reliant on donations and bequests to fund a wide range of free services to help people affected by cancer and work towards a future with less cancer. We value the time and thought given by generous individuals and groups to raise funds to help support our work. Here we acknowledge just some of the many inspiring fundraisers.



Johnny at the top of Mount Everest

Conquering Everest for cancer

Johnny Davison is a professional mountain guide who had the opportunity to guide nineteen people on a climb to the summit of Mount Everest. Because Johnny has a close family member affected by cancer he chose to use this great experience to fundraise for the Cancer Society. The climb was a great success and Johnny raised \$3,500.

IAG/State Insurance Charity Golf Day

The Cancer Society was again the chosen charity to benefit from the IAG/State Charity golf day where teams played for the IAG Alby Clarke Memorial Trophy. A cheque for \$5,000 was presented to the Society to support cancer patients and their families in the Auckland and Northland region.

A record breaking performance

Chris Reed from Auckland successfully broke the Guinness World Record for the Longest Solo Playing Performance. His challenge was to play his guitar and sing for 32 hours, with only a five minute break each hour. During Chris's exhaustive attempt, \$531.30 was raised for the Society.

On parade at Domain Lodge

Joan Swift, a Cancer Society volunteer and Life Member, organised a fashion parade held at Domain Lodge. The garments were supplied by Bliss of Browns Bay and modelled by staff and friends. John Manley performed his MC duties with humour and flair. The evening was a great success and raised \$1,056.20.



Models dressed in clothes by Bliss

Read about more fabulous fundraisers on our website – www.cancernz.org.nz/divisions/auckland/help/our-supporters

Grants *The Cancer Society acknowledges the following organisations for their generous support*

- **Four Winds Foundation** has granted \$14,000 to contribute towards the replacement of washing machines and dryers for use by patients staying at Domain Lodge while undergoing treatment. 
- **Pelorus Trust** has granted \$6,000 to contribute towards the printing of patient information folders. 
- **Infinity Foundation** has granted \$6,000 to contribute towards the printing of the Support Services information booklet. 
- **Blue Waters Community Trust** has donated \$5,000 to the Cancer Society's Volunteer Transport to Treatment programme, Meal Service and Oncology Support programme at Auckland City Hospital. 
- **Community Group Accommodation Support Fund (CGASF)** has granted \$16,100 towards the annual rates for Domain Lodge, the Cancer Society's patient accommodation facility. 
- **The Trusts Charitable Foundation (TTCF)** has granted \$1267.50 to the Cancer Society Northland office for pull-up banners to be used at community events.
- **The Joyce Fisher Charitable Trust** has made a generous donation of \$5,000 to contribute towards Volunteer Services and patient welfare.

A great Christmas gift idea.... NZ House & Garden Tours 2011

The Cancer Society, along with Look Good Feel Better, is delighted to be part of the NZ House & Garden House Tours 2011. It is the largest event of its kind in the country and gives New Zealanders the opportunity to take a peek inside the most interesting and inspiring homes across four locations. This year's selection features homes and gardens in Christchurch, Auckland, Wairarapa and Tauranga. All funds raised will be shared equally between the two charities.

The Cancer Society is privileged to be a part of this high profile event which raises funds to reduce both the incidence and impact of cancer and promotes confidence and well-being of women currently undergoing treatment.

- **Christchurch** Friday 4 March
- **Auckland** Friday 11 March
- **Wairarapa** Friday 18 March
- **Tauranga** Friday 25 March

Tickets will be on sale from Monday 6 December 2010 through Ticketmaster 0800 111 999 at a cost of \$57 each ticket.

Step inside the pages of NZ House & Garden for a wonderful cause.





Take strides against cancer... Relay For Life

Relay For Life is a remarkable and moving overnight team event to raise funds for the Cancer Society while joining together to Celebrate, Remember and Fight Back.

Teams of ten or more camp out overnight and take part in a walk/run relay while enjoying an energetic atmosphere with live entertainment, decorated tents, themed teams, games, prizes and much more. Teams fundraise in a variety of ways prior to the event and all money raised goes towards supporting the work of the Cancer Society in your community.



Celebrate

At Relay we **Celebrate** and acknowledge cancer survivors. If you have experienced a cancer diagnosis then we would like to host you as a VIP at Relay For Life. Be part of the survivors and supporters opening lap and join the celebrations! Call now for your free VIP pack and to find out more.



Remember

At Relay we **Remember** loved ones lost to cancer with a moving dusk ceremony and the decoration and illumination of hundreds of candle bags. Decorate your candle bag in memory of a loved one and join us for this wonderful experience.



Fight Back!

At Relay we **Fight Back** against a disease that takes so much by joining with others to have fun, raise awareness, fundraise, support those with cancer and work towards a cancer free future. Register your team today and Relay For Life!

**Be part of
Relay For Life –
sign up today!**

To register or for more information please call us on: Auckland 09 308 0494 or Whangarei 09 437 5593 or visit www.relayforlife.org.nz

Relay For Life 2011
Auckland North Shore, 5-6 March, 4pm-10am
Franklin, 12-13 March, 4pm-10am
Whangarei, 19-20 March, 12pm-12pm



Fantastic New Year events for your diary!

The New Year is almost upon us and we have a great line up of 2011 events to add to your diary.

Don't miss out on some fantastic events and fun ways you can support the Cancer Society in 2011.

To find out more about any of our events please contact us on 09 308 0494, email events@akcansoc.org.nz or visit www.cancersocietyauckland.org.nz.

The Cancer Society is an independent, non-government organisation and as such relies on donations and bequests so that it can provide services to the community free of charge
PLEASE NOTE THE CANCER SOCIETY DOES NOT COLLECT DOOR TO DOOR

OUR GRATEFUL THANKS TO THE FOLLOWING SUPPORTERS FOR THEIR GENEROUS CONTRIBUTIONS



The National Bank