



What's on in your region?

- Wellington - Cancer Update "Beyond cancer - Living longer, living better after treatment". 6pm-7.30pm, Thurs 18 August, Spectrum Theatre, cnr Customhouse Quay and Johnson St, Wellington. (Refreshments 5.30pm)

- Wairarapa - Living Well Education programme - with Louise Jackson and Jacinta Buchanan, Starting 1 September, 1-3pm.

Moving on...after breast cancer. 6 week course for those completing treatment. Commences Aug/Sep.

Grief Recovery - starting Monday 20 June for 4 weeks. 5.30-7.30pm.

Cancer Update Public Lecture Thurs 18 August, 12-2pm, Boddington room, Masterton Club, Masterton.

- Kapiti - CanSurvive Group - 4th Tuesday of each month 6.30-8.30pm, Kapiti Rotary Room, Community Centre, Paraparaumu.

- Marlborough - Blood related cancer network group meeting, 13 July, 6.30-8pm.

Next Look Good Feel Better - 15 August.

Cancer Update Public Lecture - 16 August, Wishart Room, Marlborough Civic Centre.

CanSurvive group - 3rd Wed each month, informal survivors and partners group.

- Nelson - Partners/Carers Support Group - 19 July.

Look Good Feel Better - register by 19 July for 9 August workgroup.

Cancer Update Public Lecture 17 August, 12-2pm, Suburban Club, Tahunanui Drive, Tahunanui.

Please contact your local Cancer Society office for more details:

Wellington: 04 389 8421 Kapiti: 04 298 8514
Nelson: 03 539 3662 Marlborough: 03 579 4379
Wairarapa: 06 378 8039

Daffodil Day 2011 - It's Our 21st Anniversary

The idea for Daffodil Day was brought back from Atlanta in 1989 by Max Ritchie, then CEO of the Wellington Division, and Jeff Brown, CEO, National Office, after they attended the first International Cancer Society Fundraising Convention.

The Daffodil Day logo, which has morphed over the years into its current look, was adopted nationally by the third Daffodil Day.

We use the daffodil as our symbol as it is one of the first flowers of spring, whose bright yellow blooms remind us of the joys the new season will bring. It represents the hope there is for the one in three New Zealanders affected by cancer. It symbolises rebirth, hope and promise of happier times after the cold winter. The brilliant golden yellow colour of the daffodil uplifts the spirits after the long months with little garden colour.

Our principal sponsor, The National Bank, has been proud partner of Daffodil Day since its inception 21 years ago. Since that time The National Bank has raised over \$14 million for the Cancer Society.

We invite you to help celebrate our 21st Anniversary. Your contribution will help the Cancer Society to fund research into the causes and treatments of cancer, to support people with cancer and their families and to help with cancer prevention through public education.

Thank You Volunteers!

That Daffodil Day is such a resounding success is due in no small way to the hundreds of volunteers who play a pivotal role in the lead-up to the big day. Months before Daffodil Day volunteers are packing fabric daffodils, assembling windmills and display boxes, preparing the schools kits, taking orders for fresh daffodils, packing resources and bunching the fresh daffodils. Our Volunteer Area Coordinators meanwhile are ringing around their collectors, sorting out rosters and sites. And then of course there are the hundreds of volunteers collecting on the day. We thank each and every one of you. Your contribution is greatly valued and sincerely appreciated.



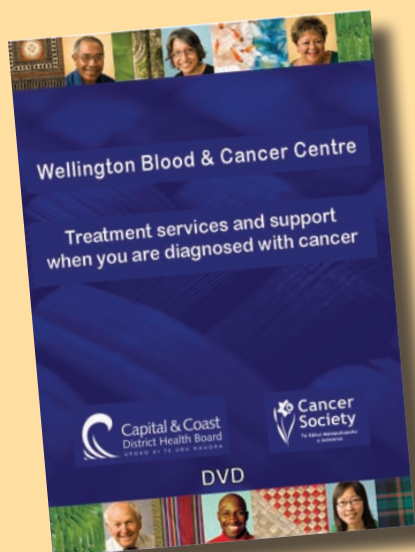
Volunteers from the Grand Circle Travel Group packing fabric daffodils.

Our Mission

Improving community wellbeing by reducing the incidence and impact of cancer.

Collaborative Project with Wellington Blood & Cancer Centre - 'Virtual Tour' DVD

People newly diagnosed with cancer are offered the opportunity to attend an Orientation Tour of the Wellington Blood & Cancer Centre (WBCC) so that they have a better idea of what they will 'meet' at their first treatment. The partners in this tour are staff of WBCC and Cancer Services Guides, a Cancer Society Volunteer team. These Guides provide a hosting capacity; they also bring those on the tour back to the Cancer Society Wellington Division (CSW) for refreshments and introduce them to the range of CSW Supportive Care services. Now, with cooperation around filming from staff of WBCC together with volunteers and staff of CSW, the CSW has funded the production of a DVD providing a 'Virtual Tour' of treatment and support services available in the area, including conversation with essential health professionals, and a showcase of CSW services to the cancer community. The aim of the DVD is to assist people with cancer and their families to understand a little of the experiences they can anticipate during treatment and the support and information services available for them. By drawing on the expertise and experience of health professionals, CSW volunteers and staff directly involved in providing services, an informative and educational tool has been created, allowing busy WBCC staff to be freed up for other essential tasks, and providing a format that can be offered to patients in various settings.



Mike's Hike for Cancer

Mike Butler is just popping off to the bank... he'll be back in nine weeks.

The Wellingtonian is planning to visit every South Island branch of the National Bank, on foot, during 2011.

He's walking to raise money for the Cancer Society. As part of the National Bank's support of Daffodil Day, Mike says he was inspired by virtual walks done with colleagues at the ANZ National Bank.

"I've taken part in three Global Corporate Challenges, where teams of seven complete a virtual walk around the world, measured with pedometers.

Apart from raising money, that was great for improving my fitness, so I began to plan a virtual walk to do myself, between Global corporate Challenges.

As I started to fill in the details I realised I could do an actual walk instead, and the whole plan evolved from there."

It's called Mike's Hike, and in all, the walk will cover 2323 kilometres. Starting and ending in Christchurch, it will in take in Blenheim, Nelson, Motueka, Westport, Greymouth, Hokitika, Arthurs Pass, Geraldine, Twizel, Wanaka, Queenstown,

Alexandra, Invercargill, Dunedin, Oamaru, Waimate, Timaru and Ashburton.

As with all good walks, he'll be accompanied by his dogs - Border Collie, Rapid and Australian Kelpie, Ella.

"Rapid will be with me over the whole distance. Ella, who's a bit older, will walk only in selected parts of the trip."

One of Mike's biggest worries is ensuring the dogs' paws are up to the tough job of walking on thousands of kilometres of chip bitumen and gravel roads.

"Ella will be fine because she's mainly going to be walking with me through towns, but Rapid has had to do a lot of walking on rougher surfaces to toughen up his paws. I have boots for him, but I hopefully won't need to use them because they carry the risk of blisters."

As for Mike, the walk will see him burn through 4 pairs of shoes.

With every fifth day a rest day, the whole enterprise will last just over two months, starting on August 11.

"The aim is to raise \$23,230 for the Cancer Society. That's \$10 per kilometre.

Order Your Fresh Daffs Today.....

Would you like to support Daffodil Day by purchasing a bunch of 50 fresh daffodils? Then place your order before August 15 by calling Rachael on ph: 389 0057.

\$55 includes gst and delivery. Your beautiful bunch of daffodils will be delivered on Wednesday 24th August.



Cancer Society Wellington's Two New Hospital-Based Volunteer Teams

Cancer Society knows that a diagnosis of cancer is a stressful experience for patients and their families. During a cancer journey people will have many changing information and support needs. These will be met in diverse ways by an array of health professionals, family, friends, and by trained Cancer Society volunteers.

For more than three decades volunteer coordinators and drivers, have been able to relieve patients of some of their transport anxieties; rain, hail, or sunshine volunteer drivers get through! Drivers do a magnificent job transporting cancer patients to outpatient treatment when they are most needed.

Since 1997 volunteer Cancer Services Guides have assisted Wellington Blood and Cancer Centre's (WBCC) multidisciplinary team

fortnightly orientation of new patients to the Centre. These volunteers who are either cancer survivors or retired health professionals also familiarise patients with the Society's car park and lounge, inform them of supportive care services and resources, and introduce them to the Cancer Information Nurses.

Highly Recommended in the 2010 Health and Wellbeing category of the Wellington Airport Regional Community Awards was the CanDo volunteer team who work in the WBCC Day Ward. These five volunteers contribute to the wellbeing of patients in multitudinous ways complementing the work of the staff.

The impact of the presence of these volunteers, creating an empathetic and nurturing environment, gained the

credibility and acceptance of oncology staff, culminating in requests for additional volunteer involvement in the waiting area of the Day Ward and on Ward 5 North. Sixteen volunteers attended two day's training in July. They are now in the midst of finding their feet in these two new challenging but inevitably rewarding roles.

Hospital based volunteers have the advantage of having quality time for patients, time to stop and listen, to source information, locate a wheelchair, run errands, read the newspaper, help solve a cryptic crossword, code-cracker or Sudoku, or make a cuppa! They can help alleviate patient anxiety by providing sensitive patient-centred care; volunteers' gifted time and skills can make the difference.

Ann F Hodson - Manager Volunteering

Cancer Update 2011

There are over 30 million cancer survivors around the world and this figure continues to grow as the population increases, cancers are detected earlier, and treatment becomes more effective.



So it seems most appropriate that 'Survivorship' is the theme of Cancer Update this August. For the last ten years Cancer Society Wellington Division has hosted Cancer Update - adopting a cancer theme and then offering public lectures and professional educational opportunities, with a special international guest speaker and other highly qualified speakers.

This year we look forward to hearing our expert, Professor Bogda Koczwara. Professor Koczwara is a medical oncologist in the Department of Medical Oncology at the Southern Area Health Service in Adelaide, Regional Director of Cancer Services and a co-director of the Flinders Centre for Innovation in Cancer at Flinders University, Adelaide, Australia. She is hugely interested in cancer survivorship, supportive care and psycho-oncology.

She has been instrumental in implementing survivorship care planning for women with breast cancer and this programme has been running for almost two years. 'The issue is not about how we cure cancer, it's about how we are not so good at providing support afterwards. We need to recognise that people live free of cancer for a long time', she says (<http://eleanorlimprecht.blogspot.com/2010/10/after-storm.html>).

'Beyond cancer - living longer, living better after treatment' will be offered:

See front page (What's on in your region?) for date and venue details. For registration or any queries ring your local Cancer Society or 04 389 8421.

Research Grants Programme

The Cancer Society is the largest non-Government funder of life saving and world class cancer research in New Zealand. Each year grants approved for funding by the Society total over \$3 million and represent a wide range of research projects aimed at detecting and treating cancer more effectively.



The Society considers proposals from prominent and well-published scientific researchers aimed at detecting and treating cancer more effectively. Applications are received through the Research Grants Programme and receive a rigorous assessment procedure similar to that undertaken by the Health Research Council.

A number of scholarships are also awarded annually to allow students to undertake advanced research in the field of cancer, leading to a Doctorate in Philosophy from a New Zealand University.

Since 1990, with the growing need for the Society to address the prevention of cancer, the Society has supported the Social and Behavioural Research at Otago University, Dunedin. The Unit currently works across all health promotion areas to:

- build up and maintain the evidence base.
- evaluate health promotion programmes.
- support post graduate students into the field.

For more information about the Cancer Society Social and Behavioural Research Unit or to read about the 10 research grants approved for funding in 2011 go to : www.cancernz.org.nz/research/



From the Divisional Managers

of people together to help raise funds and profile for the work we do.

As an estimate we think there are about 2000 people involved in Daffodil Day in Wellington Division, which includes not only Wellington, but Nelson, Marlborough and the Wairarapa. So it is logistically a very big undertaking.

Our Cancer Society colleagues in Canterbury will have a difficult time with their street collection this year with the CBD in Christchurch still a no go area. Their buildings are out of action and their fundraising will be seriously affected as well. Our thoughts are with them in this terrible time.

I cannot emphasise enough what the proceeds from Daffodil Day have meant to this Division over the 21 years of its existence. Frankly we probably would not exist as the strong, vibrant Society we are today. There is still much to do before we can say that we are on top of those 200 or so cancers, but much

progress has been made despite the often doom and gloom press cancer gets from time to time.

Many of our services such as our Information Service, our Library, the CanSupport programmes we run, our counselling service, massage, Cancer Chat, Margaret Stewart House and the services provided by our volunteers, particularly the driving service are all reliant on the funding we receive and Daffodil Day is a big contributor to these.

So to carry on the work of the Society to fulfil its' mission of 'minimising the impact of cancer in our community' events like Daffodil Day will be needed for some time yet.

I know we can rely on your support again this year so thank again.

Roger Taylor - Divisional Manager

With heavy snow covering parts of the South Island and rain in most of the remainder of the country, it is little wonder that our thoughts turn to spring and the subsequent summer that will hopefully eventuate.

For us at the Cancer Society spring thoughts start with Daffodil Day and all the hard work it entails for a great many people both volunteers and staff. Preparation starts almost as soon as one Daffodil Day finishes but the momentum gathers in July and reaches its peak in August. Despite the hard work it is an event we look forward to because it brings a great number

Demystifying Cancer Project

A new project is underway with the Cancer Society Wellington Division. The working title is "Demystifying Cancer"- or as one group said "a journey out of the mist-understanding cancer and cancer services". The aim is to help Maori and Pacifica Health professionals in their understanding about cancer.

One aim has been to strengthen partnerships and collaboration between health, social services and cancer care providers, as well as improving understanding of how to access cancer services.

One day workshops have been held targeting Maori and Pacifica health professionals: for GP or marae based community nurses, well-health coordinators, hospital based whanau care workers and others interested. The 'journey out of the mist' has been described, by people who have had a diagnosis of cancer, the director of the Wellington Blood and Cancer Centre, researchers, and those who work in the cancer related health field.

For many people with cancer, their family and those around them, the whole 'journey' from diagnosis, treatment and recovery seems complicated. The Cancer Society's aim is to ensure that health professionals can have a 'map' of this cancer journey, and thereby help those affected by cancer.

The three workshops held in July have been enormously well received by health professionals. The workshops will be followed up with visits to the Wellington Regional Hospital Blood and Cancer Centre, Cancer Society rooms and a hospice tour, assisted by our Cancer Society volunteers.

This certainly has been another step on the pathway to increasing knowledge about cancer.

