

## 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 last week.

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.

Waikato Bay of Plenty Cancer Society chief executive Judy Gould says the focus this year was on bowel health. After all, bowel cancer is one of the most common cancers with around 2,600 people diagnosed each year.

“New Zealand has the highest incidence of bowel cancer in the OECD and while no single factor is to blame there is increasing evidence that lifestyle, particularly physical activity and good nutrition, are important factors in prevention,” explains Judy.

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 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.

“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.”

For more information about support offered by the Waikato Cancer Society please visit [www.cancersociety.org.nz](http://www.cancersociety.org.nz) or call the Hamilton office on 07 838 2027, the Tauranga office on 07 571 2035 or the Rotorua office on 07 349 4556.

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