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MEDIA RELEASE

Pacific cancer partnership strengthened

A delegation from the Samoa Cancer Society arrived in Wellington, Sunday 9 October 2011, by invitation of the Cancer Society of New Zealand and specific pr ltd.

Vaitimu Daryl Clarke, President and Christine Goodman, Executive Officer, are in New Zealand following a reciprocal visit made by the Cancer Society and specific pr in December 2010.

Dalton Kelly, Chief Executive of the Cancer Society, said the Society wanted to do as much as it could to support the Samoa Cancer Society. “We intend to share our resources, learning and experience as much as we can. And the partnership with the Samoa Cancer Society is twofold in that we will better understand how to communicate with the Samoan community in New Zealand. The messages of screening and early detection, exercise and diet in relation to cancer are the same wherever you are in the world.”

“This partnership helps for better understanding, sharing resources and working together collectively to highlight poor cancer statistics for Pacific people and actively work with our communities to do something about it,” says Ms Florence Faumuina-Aiono, specific pr.

The delegation met with key leaders of the Society, Pacific communities working on cancer initiatives and visited the Cancer Unit at the Wellington Hospital.

“It’s great to support each other in our bid to raise cancer awareness and promote early detection initiatives. We can be isolated in the Pacific but this type of partnership strengthens the idea of working together to combat a global issue and sharing resources are key to the fight against cancer,” says Mr Clarke.

The relationship between the two cancer organisations stems from the Relay For Life Porirua event, which launched in March 2010, earning international awards for the mission delivery and youth participation. The Relay’s point of difference was to engage with Pacific communities in Samoa, Australia, Japan and the United States.

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