



Cancer Council Victoria

# Media Kit 2018



# About

Cancer Council Victoria is a non-profit cancer organisation dedicated to world leading cancer research, prevention, and support.

Our mission is to prevent cancer, empower patients and save lives.

Since our establishment in 1936, we have developed an international reputation for innovative work in cancer research, prevention and support.

Find out more at [www.cancervic.org.au](http://www.cancervic.org.au).



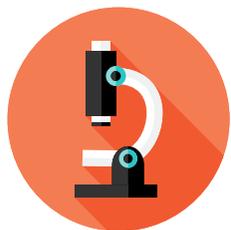
# What we do Research



# Research

## Funding research to improve the prevention, detection and treatment of all cancers

Our research programs underpin all of our work in cancer prevention and support and generate the knowledge required to continue to drive improvements in cancer survival, prevention and quality of life.



We fund researchers working in hospitals, universities and medical institutions across Victoria.



Each year we provide researchers with grants so they can continue their work into all types of cancer.



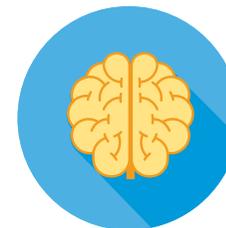
Over the past two to three decades, extensive research has improved survival rates for more common cancers by 30%.



The **Australian Breakthrough Cancer (ABC) Study** is looking for 50,000 Australians who have never had cancer to help us find out more about the causes of cancer and other diseases.



In 2015 we began funding four unique research projects through the second round of our **Venture Grants Scheme**. These projects have the potential to be ground-breaking in terms of finding the next cancer breakthrough.



Our **Forgotten Cancers Program** is focussing on less common cancers, such as kidney, pancreas and brain, because they account for over half of all cancer deaths in Victoria.



At Cancer Council Victoria we have behavioural scientists and epidemiologists who work at finding more about the causes of cancer and its prevention.



# What we do Prevention

# Prevention

## Educating the community on how they can cut their cancer risk

A third of cancers can be prevented through a healthy lifestyle.



We have a number of programs, such as Quit Victoria, SunSmart, LiveLighter, Rethink Sugary Drink and screening programs which educate the community about how they can cut their cancer risk by eating a healthy diet, being physically active, limiting alcohol, not smoking, being a healthy weight, and getting checked for cancers such as bowel and melanoma.



Our prevention campaigns are evidence-based, with our behavioural scientists researching reasons why people behave the way they do, and evaluating the effects of media campaigns and policy changes.



We have also seen great advancements in tobacco control in Victoria, with the Government introducing a ban on smoking in outdoor eating areas in 2017. Changes like this help to educate the community and help people make the behavioural changes that keep them healthier.



The daily smoking rate in Victorian adults has dropped to a record low 11.9 per cent, driven largely by public education campaigns, marketing restrictions, smokefree areas and price increases.



On 1 December 2012 Australia was the first country in the world to introduce plain packaging on cigarette packets, to prevent uptake of smoking by young people.





# **What we do** **Support**

# Support

## Supporting the 33,000+ Victorians diagnosed with cancer, and their family and friends

Our support services provide reliable information and support to people living with cancer and those around them.



Our support services rely on the generosity of our supporters, including our **information and support line 13 11 20**. About 11,500 people affected by cancer contacted a qualified cancer nurse to get information on cancer types, treatments or to be referred to other support services last year.



These services include our peer support programs, such as **Cancer Connect**, which offers free phone support by matching people to a trained volunteer who is similar in terms of cancer type, experience, treatment and age. There is also Cancer Council's Online Community.



We also help more than 120 support groups across Victoria provide face-to-face support for people affected by cancer. Last year, 189 health professionals were supported by 51 education programs across Victoria to help reduce the impact of cancer for 675 patients, their families and friends.



Many people facing a cancer diagnosis can experience legal and financial issues. We provide a free legal and financial advice service where people can get assistance with issues such as wills, superannuation, employment, and end of life matters. We also provide free wigs for people experiencing hair loss as a result of treatment, and short holiday breaks at donated accommodation so families affected by cancer can make more memories together.

### Working with others



The **McCabe Centre for Law and Cancer** is a joint initiative between Cancer Council Victoria and the Union for International Cancer Control, focusing on contributing to the effective use of the law for cancer prevention, treatment, supportive care and research in Australia and worldwide.



Cancer Council Victoria's **Clinical Network** consists of oncologists, surgeons and allied health professionals who volunteer their time and expertise to meet and promote a range of measures to improve cancer outcomes in Victoria.

It's a peak multi-specialty representative oncology forum in Victoria, and has forged key links across the health care sector and with government.



# Cancer Statistics

# Cancer in Victoria

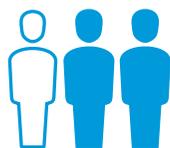
The Victorian Cancer Registry (VCR) is recognised as an innovative leader in the collection and provision of data for cancer control nationally and internationally.

See the VCR's *Cancer in Victoria: Statistics & Trends 2016* publication for the most up to date Victorian cancer data at [www.cancervic.org.au/research/registry-statistics](http://www.cancervic.org.au/research/registry-statistics).

## INCIDENCE

# 33,000+

Every year, more than 33,600 Victorians will be diagnosed with cancer.



## 1 IN 3

Victorians will be diagnosed with cancer by the age of 75.

# 90

Every day, 90 Victorians hear the words 'you have cancer'.



## 43,000 NEW DIAGNOSES

The number of new cancer diagnoses in Victoria is expected to rise to 43,000 by 2027.

## SURVIVAL



Five year survival rates have increased from 48% in 1986 to 68% in 2015.



## MOST COMMON

The most common cancers in Victoria are prostate, breast, bowel, lung and melanoma.

## THE BURDEN

Cancer is a leading cause of disease burden in Victoria.



## MORTALITY

# 30

30 Victorians die from cancer every day.

## 11,111 DEATHS

10,937 Victorians died from cancer in 2015.

## DEATH RATES HAVE DECLINED

Death rates have declined steadily since 1982 (falls of 1.5% per year for males and 1.2% for females). This reflects earlier detection of cancers through screening, reductions in tobacco use, especially in males, and improvements in treatment.

## 63,000 YEARS LOST

In 2016, cancer deaths in Victoria resulted in the premature loss of nearly 63,000 years of life. This is more than four times the loss compared with other major causes of death.

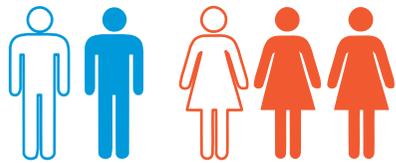


# Cancer in Australia

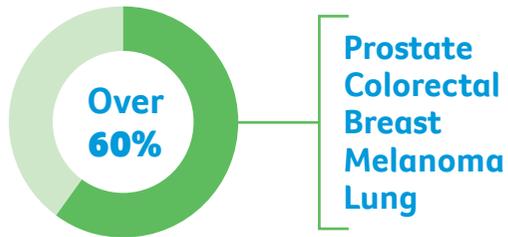
## INCIDENCE



An estimated 130,470 new cases of cancer will be diagnosed in Australia this year, with that number set to rise to 150,000 by 2020.

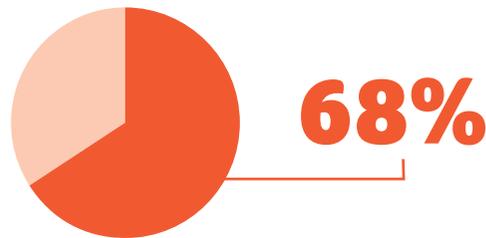


1 in 2 Australian men and 1 in 3 Australian women will be diagnosed with cancer by the age of 85.



The most common cancers in Australia (excluding non-melanoma skin cancer) are prostate, colorectal (bowel), breast, melanoma and lung cancer. These five cancers account for over 60% of all cancers diagnosed in Australia.

## SURVIVAL



68% of people diagnosed with cancer in Australia are still alive five years after a cancer diagnosis.

## MORTALITY



Cancer is a leading cause of death in Australia – more than 44,000 people died from cancer in 2013. Cancer accounted for about 3 in 10 deaths in Australia.

# Fundraising



HOPE LIVES HERE

## Hope

The courage that you all display on a daily basis is an inspiration to us all.

Hope is all around us when people like you sleep us how to go forwards.

RELAY FOR LIFE

## Hope

The courage that you all display on a daily basis is an inspiration to us all.

Hope is all around us when people like you sleep us how to go forwards.

#relaunche #relaxandlove

#hope #hope #hope #hope #hope #hope #hope #hope #hope #hope

## Hope

Tonight is the night where we honour those heroes whom are fighting their cancer battles... But more importantly, we honour the heroes whom have lost their battle we love you and may we honour you forever.

RELAY FOR LIFE Cancer Council

## Hope

The courage that you all display on a daily basis is an inspiration to us all.

Hope is all around us when people like you sleep us how to go forwards.

# Fundraising

Cancer Council Victoria relies on the generosity of donors to continue our work in cancer research, prevention, support and advocacy. More than half of our income is derived from fundraising.

## Our fundraising campaigns include



### Relay For Life

Relay For Life is an incredible overnight event that is an opportunity for family, friends and colleagues to get together with the community and celebrate cancer survivors, remember loved ones lost to cancer, and fight back against a disease that takes too much.



### I Will For Cancer

You dream it. We support it. Simply choose a fundraising idea, tell us about it and we will be there to back you every step of the way.



### Australia's Biggest Morning Tea

Australia's Biggest Morning Tea is an opportunity for friends, family or workmates to come together, share a cuppa and some delicious food, whilst helping those affected by cancer.



### Daffodil Day

Daffodil Day is one of Australia's best known and most popular fundraising events.

To Cancer Council, the daffodil represents hope for a cancer-free future. You too, can help in the fight against cancer by wearing a Cancer Council pin on Daffodil Day.



### Girls' Night In

Love catching up with your girlfriends and the ladies in your family? Why not bring everyone together for a very special event, and raise much-needed funds to help beat women's cancers at the same time.

# Work with us

## Todd Harper

### Cancer Council Victoria CEO

As Cancer Council Victoria's Chief Executive Officer (CEO) Todd Harper has a passion for the organisation's important work in research, prevention, support and advocacy.



He has a wealth of knowledge and senior leadership experience including 20 years spent in public health advocacy and implementation as a former CEO of VicHealth, Executive Director of Quit Victoria, and Director of the VicHealth Centre for Tobacco Control.

Since his appointment as CEO in April 2011, Todd has overseen significant achievement in cancer control.

You can follow Todd on Twitter @ToddHarperAus

## The Cancer Council Victoria Media Team

Cancer Council Victoria's Media Team is happy to work with journalists and media outlets interested in cancer and related issues. We can:

- Answer media enquiries about Cancer Council Victoria and cancer issues
- Provide a spokesperson for interview
- Provide a cancer case study for interview or media involvement
- Draft feature articles or opinion pieces for publication

## Our Media Resources

- Media releases
- Media backgrounders on our key events and campaigns
- Booklets and factsheets - reliable and up-to-date cancer publications for people with cancer, their families and friends.
- Cancer Council Victoria position statements – our perspective on key cancer issues
- McCabe Centre for Law and Cancer
- Victorian Cancer Registry publications

Please do not hesitate to contact us if we can assist in any way.

**General information, events, fundraising, support and research**

### Thea Cargill

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**Cancer Prevention, Quit Victoria program, Obesity Policy Coalition, LiveLighter, SunSmart, Alcohol and Screening**

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