

highlight

Oct/Nov2011 | Issue 2

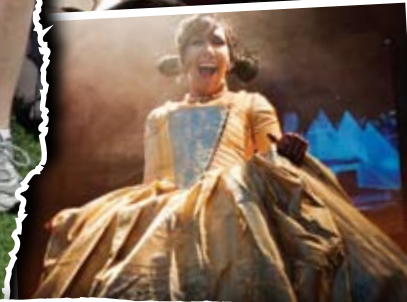


October is...
Breast Cancer
Awareness Month



November is...

MOVEMBER!



3 Gearing up for Movember focus on Mens Health

5 Justin McDermott on the upcoming Trek4Life to China

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Welcome

Welcome to Highlight!

Dear Friend,

A very warm welcome to this issue of Highlight which is packed full of news from the past few months.

In June, the Society's National Cancer Helpline achieved international accreditation for providing outstanding caller experience under The Helplines Association UK.

THA Quality Standard, which is an internationally recognised 'stamp of approval', ensures all calls are dealt with by adequately and appropriately trained staff, operating under strict policies and procedures which are measured and monitored by an external objective body.

We're very pleased to announce that in November the Union for International Cancer Control (UICC) will meet for the first time in Dublin for the World Cancer Leaders' Summit. The Summit brings together global decision makers who can help shape the way our generation addresses the task of eliminating cancer as a life threatening disease for future generations.

On 7th September we launched Breast Cancer Awareness Month in partnership with Vhi Healthcare. Action Breast Cancer is ten years old this year and since it began we have been striving for women in Ireland to become breast aware and for any stigma that surrounded breast cancer to be removed.

We now need to look at the challenge for the next ten years. We want every woman to know that they can reduce their risk of breast



cancer by up to 42% by making lifestyle changes such as being more physically active, drinking less alcohol and being a healthy weight. Many different factors contribute to the development of breast cancer but the fact that we now know key things such as everyday diet and lifestyle choices have a role to play is very positive.

We all know someone who has been affected by breast cancer. We want to encourage all those to remember their mums, sisters, aunts, daughters and grandmothers this October and fundraise for services now and for future generations.

The Pink Ribbon Appeal runs throughout Breast Cancer Awareness Month and we're asking you to get involved. Call our Fundraising team on 1850 60 60 60 to find out how our work is funded by your kindness and you are our heroes. We simply could not meet the ever increasing demand for our services without the energy, commitment and unfailing support you continue to show.

As always, if you or someone you love has recently been touched by cancer, we will be your voice in this illness. We are here to support you every step of the way.

Yours sincerely,
John McCormack
CEO

Snapshot Think Pink!

Last year we piloted a physical activity programme for breast cancer survivors. Such was its success that we are now planning to roll this programme out across the country.

We continued to invest in the best and brightest minds in Ireland working on cutting edge breast cancer research projects. In 2010 we invested €349,122 in breast cancer research.

Our specialist cancer nurses working on our Cancer Information Helpline, Freefone 1800 200 700 answered over 5,000 calls in 2010 from women all around the country concerned about breast cancer.

We had the biggest attendance yet at our Breast Cancer Conference in September. This free conference was hosted by the Irish Cancer Society's Action Breast Cancer programme in association with Reach to Recovery

Almost 2,800 new cases of breast cancer are diagnosed in Ireland each year. Early diagnosis is a key to surviving breast cancer. 70% of those women with breast cancer discovered a change themselves.

Subscribe to receive this newsletter by email – visit www.cancer.ie/highlight You can also follow our Facebook page at www.facebook.com/irishcancersociety





Relay For life



Incredible teams of cancer survivors, family, friends and fundraisers came together in four locations throughout Ireland for the Irish Relay for Life events during the summer. These amazing relay teams ran, walked and occasionally hobbled around tracks in Carlow, Tipperary, Louth and Galway for 24 hours to raise funds for the Irish Cancer Society. Thank you so much!

Each Relay for Life kicked off with a Survivors Lap of Honour and incorporated a Candle of Hope ceremony as darkness fell. For the duration of the 24 hour relays each location had it's own live entertainment and activities to keep up the participants spirits and make the events real celebrations of the lives of survivors and loved ones lost to cancer. Our sincere thanks to all of you who participated and who helped to make these events so successful.



Care to Drive moves up a gear

Our much needed and appreciated Care to Drive programme has now been rolled out in three major hospitals St Vincent's, Dublin; Sligo General and St James's; Dublin. The service which partners volunteer drivers with patients attending for cancer treatment has been a great success and has made what is often a stressful journey that little bit more bearable for the patient and their family.

We are delighted to announce that the Care to Drive scheme will soon be available from The Mater Hospital, Dublin; Letterkenny General Hospital and Portiuncula Hospital, Ballinasloe. We will keep you updated as the scheme is extended to more hospitals throughout the country. The national rollout of the care to drive programme is kindly supported by the Tesco Charity of the Year Programme.

To avail of the service please contact the social worker at the hospital you are attending for cancer care.



We are always looking for volunteers, who are the backbone of Care to Drive, a much appreciated and rapidly expanding service. If you would like to volunteer or wish to find out more please contact the Irish Cancer Society on (01) 231 0566 or you can download an application form from our website www.cancer.ie/caretodrive/

Relay For Life – Celebrating those affected by cancer

Interview with Rose O'Dea, Munster Community Fundraiser and Relay For Life Organiser



Were there any challenges?

The main challenge with Relay for Life is getting the message out there. It originated outside Ireland so we are still raising awareness of the event.

Once people are aware they are really eager to get involved.

Hi Rose, tell us about Relay for Life in Tipperary?

I got involved as an Irish Cancer Society staff partner and I was fortunate enough to be involved in the whole process from setting up the committee to helping work with the volunteers in devising and delivering the event.

Relay for Life is very much a community based, 24 hour relay, day and night, to mirror the journey of those living with cancer.

Why is Relay for Life so important to those who take part?

It's a way for people to fight back as a community. It brings together people of all ages and from all walks of life including political parties who put rivalries aside and come together, it's reflects a special, strong spirit.

What do the funds mean to the Society?

The funds raised are hugely important to the Society. All of our work, providing information and services, our campaigns and supporting cancer research comes from fundraising events. We'd set ourselves a target of €50,000 for this event, I'm still waiting for the final figure but it looks like we've exceeded it!

How did the day go and were the memorable moments of the day?

Gosh, the day exceeded all of our expectations. For me there were many key moments like watching members of the committee up on stage telling their story, some of them survivors of cancer others were people who had lost someone to cancer. The hope ceremony I think was outstanding. Our target was to have 2,000 candle bags lighting the track but we actually had 3,000. We sold the bags throughout the year and people can write their message on the bag and they light them in the darkness during the relay and it's a time for reflection.





Mr. Movember

Putting more than a smile on faces across Ireland, Movember is here again!

This extraordinary act of selflessness is undertaken in the name of raising awareness about men's health, specifically prostate cancer. The friends, families and colleagues of these Mo Bros and their female supporters, Mo Sistas, champion their endeavors through their generous sponsorship. Last year the 12,743 brave Mo Bros and Sistas who participated raised a phenomenal €1,652,828.

These funds have been used to help the Irish Cancer Society to deliver our Action Prostate Cancer research and support initiatives. Importantly we have been able to commit €750,000 to allow prostate cancer researchers in universities and hospitals work more closely together.

We have also been able to improve our support services to men worried about or coping with prostate cancer by having specially trained prostate cancer nurses staffing the National Cancer Helpline.

In 2010 funding from Movember helped Action Prostate Cancer host its first national conference which was a huge success and will be the cornerstone of future events that aim to support and empower men with prostate cancer.

This year's conference will take place on Saturday 5th November. For more information call Valerie on (01) 231 0500

Get ready to get involved in what promises to be the biggest, bushiest Movember yet.

Log on to www.movember.com
or call 1850 60 60 60



Major investment in Prostate Cancer Research

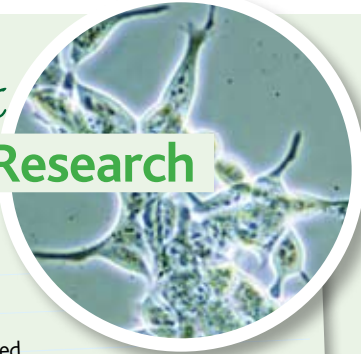
We have developed a new Prostate Cancer Research Grant, which will encourage collaborative research across universities and hospitals - getting prostate cancer researchers in Ireland to work together. Following a detailed process including assessment by a panel of international experts we have committed €750,000 with the help of funds raised last 'Movember' to fund this world-class research over the next three years.

This grant will address the clinically important question of which prostate cancers are slow-growing and do not need treatment, and which are the more aggressive cancers that do need to be treated.

According to Professor Bill Watson, (pictured left) the lead researcher on the grant, 'This programme aims to deliver a defined panel of biomarkers which can be used to identify patients with insignificant disease, ultimately impacting on the patients quality of life but also giving them the confidence to delay radical therapy.'



Earlier this year, we also invited applications for smaller grants to encourage existing cancer researchers in Ireland to focus their attention on prostate cancer. We were delighted that two out of the top three projects selected by our international panel of experts received co-funding from the Government, which allows our funds to stretch twice as far. The three projects that will be funded allow high caliber researchers from Galway and Cork to become involved in prostate cancer research.



SCHOLARS MAKING GREAT STRIDES

In October 2009, the Irish Cancer Society awarded its first ever Research Scholarships to three bright young students embarking on a career in cancer research. All three Scholars have already made considerable progress in each of their research areas.



Christine White, whose cervical cancer research is taking place at the Coombe Womens' Hospital and Trinity College Dublin, aims to identify patients at risk of developing high grade disease who need close follow up, and those who are at low risk and can be followed up by routine smears. Christine has enrolled over 1,000 women into her study, and one interesting result so far has shown that high grade disease was more commonly seen in smokers compared with non-smokers, suggesting a link between cigarette smoking and the development of high grade disease.



Dr Claire Donohoe, ICS Research Scholar and surgeon in training at Trinity College Dublin and St James's Hospital has also made great strides in her research. Claire is investigating the link between obesity and oesophageal cancer and is particularly

Trek4Life *China challenge*



This year's Trek4Life along the Great Wall of China will be both an amazing challenge and a very rewarding experience for our committed group of trekkers as they raise that fund research to help make a difference in the lives of people affected by cancer in Ireland.

One of the great wonders of the world, stretching 4,500 miles from the Gobi Desert to the mountains of Korea, the Great Wall of China trek is one

of the world's classics, offering stunning scenery, challenging walking and a fascinating insight into an ancient culture.

The trek will test the team's fitness and challenge their resolve as they undertake this once in a lifetime quest. Joining them in will be two staff partners from the Irish Cancer Society, one of them, Justin McDermott, tells us about his motivation and hopes for the trek.

interested in finding out if a group of molecules (called the Insulin Growth Factor Family) are involved in driving the growth of cancer cells in people who are obese. One part of Claire's research involves testing samples from cancer patients. She has found that patients who are viscerally obese (belly-fat) have the highest level of these molecules in their tumour samples.



Maria Pertl's research aims to find ways to reduce the long-term fatigue that many cancer patients experience. Maria's research began with a questionnaire to find out more about patients' beliefs and experiences of cancer-related fatigue. This questionnaire involved 150 fatigued cancer patients and survivors. A number of interesting findings came from this study, including support for the idea that patients' beliefs about their fatigue play an important role in fatigue outcomes, either directly or through coping behaviours. Also, the study showed that many patients feel inadequately prepared for cancer-related fatigue and are frustrated with the lack of understanding and support for this symptom.

We look forward to hearing more about the progress of each of these important projects.

Trek4Life Interview

Justin McDermott Community Fundraiser Connaught Ulster at Irish Cancer Society

Why is Trek4Life so significant?

For the Irish Cancer Society and the people participating it's very significant for a number of reasons. Firstly the trek itself is a great challenge but so is the preparation for such a long, challenging trek.

Ultimately, the funds it raises are important as they enable the Society to provide financial support to Cancer Research in Ireland. By helping fund research we can help find new and better ways of treating cancer.

Have you ever taken part in an event like this before?

I've done quite a bit of trekking before but this is my first time to take part in a charity trekking event and I'm really looking forward to it.

What role will you play in the Trek4Life team?

I'm going as one of two staff partners who will represent the Irish Cancer Society and support the group of trekkers. We will be helping to ensure that participants have a good time and are all doing ok. I think that it's important for them to know that the Society support them and it gives us a chance to get to know them and explain the positive impact that their efforts will have on cancer research.

How are you preparing for Trek4 Life?

Well it's a pretty physically challenging trek but I'm reasonably fit anyway. I do a lot of long distance running, marathons and cycling. As it gets closer to the event I'll step it up a bit.

This year's Trek4 Life is to a very iconic location, what are you most looking forward to experiencing?

As you say the Great Wall of China is a really iconic location and it'll be a fantastic experience to trek along it. I'm really looking forward to spending a week in the company of an interesting group of people and I'm looking forward to experiencing a new culture.

Anything you're hoping to avoid? Blisters!!!

What 'must have' will you pack for the Trek?

Apart from the blister pads, I'll bring a box of my favourite tea bags. It'll be my home-comfort a nice cup of tea.

So, you're bringing tea to China?

Yes, I suppose I am... I'll give their tea a try while I'm there too!

How significant are the funds raised by events like Trek4Life to the Irish Cancer Society?

Hugely significant, the Irish Cancer Society is the largest contributor to cancer research in Ireland. It contributes around €3m a year to research teams throughout the country. Ireland is a world leader in cancer research and these teams are working at the cutting edge of international research. So the funds raised by this Trek4Life will fund advances in the clinical research to improve the diagnosis and treatment of cancer. Everyone who has raised funds over the years will be part of finding a cure.



For more information on the 2012 Trek go to www.cancer.ie

Breast Cancer Awareness Month 2011 in partnership with Vhi Healthcare

October 2011 is Breast Cancer Awareness Month. This year, Action Breast Cancer, a programme of the Irish Cancer Society in partnership with Vhi Healthcare wants every woman in Ireland to become breast aware and incorporate our five point breast awareness code into their routine.



It has been scientifically established that in countries such as Ireland, around (42%) four in 10 cases of breast cancer are linked to alcohol, body fatness and physical inactivity. Therefore we can reduce the instance of breast cancer by making the following lifestyle changes.

- Be physically active, aim for at least 30 minutes of moderate exercise every day.
- Be a healthy weight to reduce the risk of postmenopausal breast cancer, the most common type.
- Limit or reduce your alcohol intake to no more than one drink per day.

Left: Minister Roisin Shortall, Naomi Fitzgibbon, Irish Cancer Society, Marie O'Laoi, Breast Cancer Survivor and Reach to Recover Volunteer with Dr Bernadette Carr, Vhi Healthcare

The 5 point breast awareness code

1. Know what is normal for you
2. Know what changes to look for
3. Look and feel
4. Discuss any changes with your GP without delay
5. Attend for routine breast screening if you are aged between 50 and 64



We want women to know that the Irish Cancer Society, through our Action Breast Cancer programme, is the key source of information and support for anyone concerned about breast cancer or going through a breast cancer journey. To speak to a breast cancer nurse specialist in confidence call the National Cancer Helpline Freephone 1800 200 700

"...restore your sense of well-being and self esteem..."

looking good



Look Good... Feel Better, 43-45 Northumberland Road, Dublin 4.
T: 01 231 0520 F: 01 231 0555 E: info@lgb.ie www.lgb.ie
Cancer Helpline 1 800 200 700
(Mon-Thur 9am - 7pm / Fri 9am - 5pm)

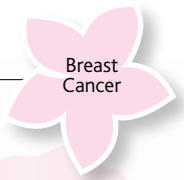
Look Good... Feel Better

Women can find the emotional and appearance-related side effects of cancer treatment very difficult to cope with. Look Good... Feel Better is a morale-boosting service that presents an opportunity to help restore a woman's sense of wellbeing and self-esteem. The service, an initiative of the Irish Cancer Society is offered free of charge in conjunction with local hospitals and is supported by the cosmetics industry.

Every patient is invited to attend a free, informal beauty workshop where they receive professional advice on dealing with the visible side-effects of treatment and get to develop their make-up skills. Using a gift box of 21 products presented to each patient, the beauticians take the group through a 12-step skincare and make-up regime.



For more information go to www.cancer.ie



Reach to Recovery... someone who's been there

Many people who have had breast cancer find it helps to talk to someone who understands what they are going through. All our Reach to Recovery volunteers have had personal experience of breast cancer and are trained to offer emotional support and practical advice, face to face or by telephone.



To be put in touch with a Reach to Recovery volunteer, call the National Cancer Helpline on Freephone 1800 200 700.

Pink Partners

This year we have teamed up with the following Corporate Partners to help raise funds for our breast cancer services in Ireland:



Travel2Care

The Irish Cancer Society provides travel grants to women with breast cancer who experience hardship travelling for their treatment. The Travel2Care scheme is funded by the National Cancer Control Programme (NCCP).

For further information regarding the scheme please visit www.cancer.ie/travel2care email travel2care@irishcancer.ie or call 01-231 6619

- Vhi Healthcare
- Centra
- Pandora
- ghd
- Esso
- Curves
- Newstalk
- Barry's Packaging
- BB's Coffee Shops
- Hairy Baby
- Spin 103.8
- Carlton Hotels
- Rubycard

Pink Ribbon Walk 2011

Building on the success of previous years The Pink Ribbon Walk took place in two locations this year. The first walk in May was held in Kilaloe, Co Clare and the second in Kells Co. Meath. To contribute or to get involved in future Pink Ribbon Walks go to www.pinkribbonwalk.ie

Expert beauty advice can help patients gain the confidence they need to face the world and fight the disease. Many find the difference can be quite dramatic. Look Good... Feel Better does not endorse products and the volunteer beauticians' services are provided free of charge.

For more information about how to access the programme, contact the Irish Cancer Society on tel. 01 2310520.

"Cancer can rob a woman of her energy, appetite and strength. But it doesn't have to take away her self-confidence."



"I feel like I've had a holiday, totally relaxed. My face is glowing and I could enter any room with confidence"




For more information on any of the above products or what the Irish Cancer Society are doing to mark Breast Cancer Awareness Month contact the Communications Team on 01 231 0500



Action Breast Cancer

The past 10 years have shown a marked improvement in breast cancer survival rates in Ireland. The key to this improvement is that Irish women, with the help of the Irish Cancer Society, have become more breast aware and are seeking advice and treatment at a much earlier stage. Our Action Breast Cancer service relies entirely on voluntary funding to provide information, support and services to the 30,000 women that contact us each year.

Every October is Breast Cancer Awareness Month and we, along with our supporters and volunteers, focus on raising awareness and funds to continue to provide and improve the services we provide to women affected by breast cancer. So check out the fundraising events below and lend your support in whatever way you can. These funds make a real difference to real peoples lives.

 **For further information, advice and support on any aspect of breast cancer, call the National Cancer Helpline on Freefone on 1800 200 700 or visit www.cancer.ie**



Get the Girls 'Round with Action Breast Cancer this October!



The Irish Cancer Society has launched this years Get the Girls 'Round campaign, with the generous support of Centra, Irelands leading retailer, in support of Action Breast Cancer. Taking place in October which marks Breast Cancer Awareness Month the event encourages groups of women to have a night in to raise funds for ABC which is Irelands leading provider of breast cancer information and support.

Register your Get the Girls 'Round party on www.getthegirlsround.ie and you will receive a registration pack containing a booklet with ideas for a great girls night in and vouchers that can be redeemed against Centra goodies to get your night off to a tasty start.

Friends are asked to donate the equivalent of what they would have spent on a night out to Action Breast Cancer. All funds raised from Get the Girls 'Round campaign will go towards developing information, advice and support services for women with breast cancer. So Get the Girls 'Round and make your night in really count.

Action Breast Cancer's services are free, confidential and accessible and include:

- **National Cancer Freefone Helpline 1800 200 700** – is staffed by specialist cancer care nurses and is accredited by the Telephone Helpline Association UK
- **Information** – booklets, fact sheets and website.
- **Health Promotion** – providing community and workplace programmes on breast cancer awareness and early detection
- **Reach to Recovery programme** – one-to-one emotional support provided by former breast cancer patients.
- **Research** – funding vital Irish breast cancer research that will have a significant impact on diagnosis and treatment.
- **Advocacy** – providing a voice for women with breast cancer in Ireland.
- **Night Nursing services** for critically ill patients with cancer in their home.
- **Financial assistance** for those experiencing difficulties as a result of their cancer diagnosis.

What's on this October.?

This October, Action Breast Cancer (ABC), has teamed up with the following corporate partners to help raise funds for our breast cancer services in Ireland:

- * Vhi Healthcare want you to remind all your friends and family by sending them a pink ribbon. For every ribbon you send, Vhi Healthcare will donate €1 to Action Breast Cancer, a programme of the Irish Cancer Society so start sending your ribbons!
- * Pandora have teamed up with us to sell an exclusive pink jewelled charm with a donation going towards ABC. The charm will be available in participating stockists RRP €39
- This October Spin 103.8 will be teaming up with us and going pink for Breast Cancer Awareness
- BB's Coffee & Muffins will also be turning pink for October and will host Pink Tea Parties in aid of Action Breast Cancer
- Hairy Baby T-shirt Company has created an exclusive quirky t-shirt in aid of ABC. The T-shirt is available at stockists nationwide and retails at €20. €5 will be going to ABC
- We have once again joined up with ghd who have created a fabulous limited edition 'Pink Orchid' ghd. €10 from every ghd will go towards ABC
- 39 Esso service stations around the country will be turning pink to raise €100,000 for cancer this October
- Ruby Card – The new prepaid pink Mastercard is making a donation to ABC
- Carlton Hotels are creating an exclusive Pink Pamper Package available in it's hotels throughout October in support of ABC
- Centra beenies will be available in Centra stores nationwide for just €5 from October 3rd, 100% of the proceeds will go Action Breast Cancer.



Advocacy

Photographic warnings to make smoking even less attractive

The Irish Cancer Society has strongly welcomed the publication of legislation that will require tobacco companies to print photographic warnings on packaging. The graphical warnings will motivate many smokers to think about quitting and is excellent medium to communicate health information. Research shows a direct link between pictorial warnings and motivation to quit, they also deter those who are not yet addicted to tobacco.

"Graphical warnings make smoking less attractive by deglamorising the addiction and showing smokers how they are damaging their health. However, the National Smokers Quitline should be on every packet of cigarettes so that smokers are given immediate access to support and advice when they think about quitting," said Ms. Norma Cronin, Health Promotion Manager at the Irish Cancer Society.

Smoking the Facts

- Tobacco causes most preventable death and disease in Ireland
- Tobacco kills half of all lifetime users
- 30% of people in Ireland smoke
- 16 people a day die from it
- 70% of smokers want to quit
- Smoking cause 1 in 3 cancers
- 9 out of 10 lung cancers are smoking related.



Daffodil Day

New Daffodil Centre launched at the Mater Hospital

The Irish Cancer Society launched a new Daffodil Centre at the Mater Misericordiae University Hospital, Dublin in July. The Daffodil Centre, which is the third of its kind, is run by Irish Cancer Society specialist cancer nurses and trained volunteers is an information service on-site in the hospital, where people affected by or concerned about cancer can receive information and support.

Expressing his support of the service, Brian Conlan, CEO Mater Misericordiae University Hospital said, "We are delighted to work with the Irish Cancer Society to host a Daffodil Centre and we share their vision to transform the patient experience in relation to cancer information and support. The Centre will also support Mater Hospital staff, as they can be assured they are directing their patients to an additional layer of care provided by a trusted, professional and expert source."

Daffodil Centres are a realisation of the Society's goal for world-class cancer services in Ireland by offering support and information to people affected by cancer at the point where they need it most – the hospital. Centres are open to all, no referral or appointment is necessary. So far this year, the centres supported more than 1,730 people. Those visiting the centre include in-patients, out-patients, partners, family or friends, people with cancer worries or symptoms, those who want to reduce their risk of getting cancer and healthcare professionals.

Demand for the service is already high and seems set to grow rapidly. "Since opening in March 2011 over 60 people per week make enquiries/visit the centre at the Mater and this demand is growing.

Left: John McCormack, Chief Executive, Irish Cancer Society is pictured with television presenter Mary Kennedy at the launch of the Daffodil Centre in the Mater Misericordiae University Hospital.

One third of enquiries are from someone diagnosed with cancer, another third from family members and friends and one fifth relate to people concerned about cancer or lifestyle risks. Two thirds of the visitors are women," said Mairéad Lyons, Head of Services, Irish Cancer Society.

There are now Daffodil Centres in Galway University Hospital, Beaumont Hospital, Mater Misericordiae University Hospital and the Bon Secours Hospital, Cork. The uptake in the existing locations shows that there is a real demand for this professional yet accessible service. We plan to expand the service to three more hospitals around the country this year.



Save the date!

*Daffodil Day 2012
– It's our birthday!*

Friday, 23rd March will not be long coming around and we can't wait to reveal our plans for the 2012 Daffodil Day campaign! We will be celebrating 25 years of Daffodil Day.

We look forward to having you as part of our bunch!



Study Reveals Physical Activity Reduces Breast Cancer Re-occurrence Rates

In 2010-2011, the Irish Cancer Society began a pilot physical activity programme. A growing number of scientific studies indicate that both physical activity and strength training can improve the overall health and wellbeing of people recovering from cancer as well lowering the chance of cancer coming back.

The Irish Cancer Society engaged an Exercise Specialist, Ms Marie Murphy to design the pilot programme, which included group walking and resistance training over 4 months. 48 breast cancer survivors, aged between 36 and 72 years, were recruited into the pilot programme.

42 women completed the programme of 10 exercises twice a week over 15 weeks. The programme continued to empower the participants to develop and improve their fitness in a maintenance programme.

Using the World Health Organization Quality Of Life instrument (WHO-QOL) it was demonstrated that the participants ended the study with a positive outlook, were eager to continue and highly recommended the programme to others. The next challenge for the project is to make the training available on a wide reaching basis across the country.



Above: Pictured at their first training session for the National Lottery's Dublin City Marathon, the Irish Cancer Society's Run4Life team, Aubrey Anderson, Grainne Sheridan, Kate O'Kelly, Roman Whelan and model Suzanne McCabe.

Making Every Step Count...

Speaking at our Run4Life training session first time marathoner and cancer survivor Roman Whelan said; "I started running in a bid to lose some weight after I had finished chemotherapy. I found the more I ran, the more I enjoyed it so this year I decided I'd run my first marathon for the Irish Cancer Society."

 If you want to join Roman and the rest of the Run4Life team and help in the fight cancer callsave 1850 60 60 60 or visit cancer.ie

Funds raised from participants in this year's National Lottery Dublin City Marathon will go towards the Irish Cancer Society's free patient support services including our National Cancer Helpline Freefone 1800 200 700, Night nursing, advocacy, awareness and cancer research.

Urgent need to tackle rising lung cancer mortality in Irish women

Research published this September by the National Cancer Registry of Ireland (NCRI) highlights the need for increased Government commitment to deal with the 50% rise in cancer cases. The increase in the numbers being diagnosed is in part due to greater public awareness around the issue of cancer which promotes earlier detection, however, this is coupled with an overall increase in cancer rates which are lifestyle related.



Although the number of women dying from breast cancer continues to decrease there has been an marked increase in the deaths from lung cancer among women.

Lung cancer now kills more women than breast cancer in Ireland.

Nine out of 10 of these deaths are as a direct result of smoking which is responsible for 30% of all cancers. We believe this needs to be tackled in terms of providing education, creating awareness and delivering support to help more women to quit.

There has been a 50% improvement in survival, however overall, it is still lower than the rest of Europe. **For advice on quitting smoking call the National Smokers Quitline on 1850 201 205.**



Our work is almost entirely funded by voluntary donations, and none of it would be possible without the generosity and commitment of our amazing supporters. We wish to pay special thanks to the following individuals and organisations that have recently gone that extra mile to support the Irish Cancer Society.

➔ For more information on how you can support our work, email fundraising@irishcancer.ie or CallSave 1850 60 60 60.

Thank you...

Niamh Ni Dhriscoil raised €4,600 by organising a family fun day and BBQ on Cape Clear. The supportive crowd enjoyed some superb weather, delicious food and a great fun day.

Roslyn and Eamon Crotty raised €35,000 from the first 'Great Island 10' road race in Cobh, Co. Cork. Congratulations to all involved and we look forward to further success in 2011!

Penny McGowan and her committee truly turned their town pink when they brought the Pink Ribbon Walk to Kells for the third year in a row. Over 500 runners, joggers and walkers turned out for what was a spectacular event in Drewstown House, Kells, Co. Meath.

In July **Lynsey Dunne and Mairgead McMahon** swam the English Channel which was a fantastic success. **David Thompson and 12 of his Friends** canoed the River Suck in Co. Roscommon. **Jarlath Cannon and three of his golfing friends** did 18 hour golf marathon in Co. Sligo.

Kevin Curran from Waterville, Co. Kerry took part in the Mizen to Malin Tractor run in June and raised in excess of €30,000. Thank you to Kevin and everyone else who supported this event.

Michelle Harding, Newmarket, Co Cork went beyond the call of duty when she married the local postman on the 9th of July in a mock wedding. This escapade raised an incredible €15,000 of which €5000 was donated to the Irish Cancer Society. The other two beneficiaries were the Dunmanway Cancer Unit and The Marymount Hospice.

The Dip in the Nip took place in June in Sligo, we were one of three beneficiaries this year, over 350 dippers took to the water on Dunmorán Strand.

Our Corporate Partners

- Aramark ● Aviva
- Bank of Ireland ● Barry's Packaging
- BJ Fitzpatrick ● Boots ● Bristol Myer Squibb
- Brown Thomas ● BB's Coffee and Muffins
- Carlton House Hotels ● Citi Group ● Curves
- Dell Ireland ● Derchil ● CosiHomes ● Donedeal ● D4 Hotels
- Elave ● Eli Lilly ● Esso Ireland/nine one one ● Eurostyle ● ghd
- Google Ireland ● Gaelic Performance ● Hairy Baby ● Hewlett Packard
- HSBC ● Kerry Group ● IBM ● Intel ● IBM ● Leinster Rugby
- L'Oreal ● Maxim ● McCabes ● Musgraves Centra SuperValu
- McCabes Pharmacy ● National Lottery ● Newstalk ● Pandora
- Peter Mark ● Pfizer ● Prestigious Textiles
- Schering Plough ● Tesco Ireland ● Today FM
- Rubycard ● Spin 1038
- Vhi Healthcare

What's on in 2011

October

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

October 2011

BREAST CANCER

AWARENESS MONTH

(BCAM)

Nationwide
October

Run Walk & Roll

Nationwide
October

National Lottery

Dublin City Marathon

Dublin
Monday 31 October

European Relay for Life

Summit, Dublin
Thursday 27 – Sunday 30
October

November

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



November 2011

MOVEMBER

Nationwide
November

National Men's Prostate Cancer Seminar

Croke Park Conference Centre
5 November

NYC Marathon

6 November

Annual Ecumenical Service

St Patricks Cathedral, Dublin 2
13 November

World Cancer Leaders Summit

Mansion House, Dublin 2
18 November

Make the gift of a lifetime

Leaving a gift to the Irish Cancer Society in your will is a profound way to transform the lives of future generations and have a lasting impact on a cause close to the hearts of many people in Ireland. We fully recognise that your loved ones come first, but after you have provided for your family and friends perhaps you would consider including the Irish Cancer Society in your will too. All legacies big and small make a difference. Gifts in wills make up to 11 per cent of our income and help to fund our cancer research programmes and our free cancer information and patient care services. We simply could not do the work that we do without them. If or when the time is right for you to include a legacy in your will please remember us.

➔ For further information or to speak, in total confidence about the possibility of leaving a legacy to the Irish Cancer Society please contact Edel Cribbin on 01 231 0510 or email: ecribbin@irishcancer.ie

Have you already made a gift in your will to the Irish Cancer Society? We would greatly appreciate hearing from you so that we can express our gratitude and ensure your wishes are fulfilled. All information will be treated confidentially. Would you be willing to share your story and tell us what inspired you or a family member to leave a legacy to the Society? If so please contact Edel on 01 231 0510 0 or email ecribbin@irishcancer.ie

The Irish Cancer Society nationwide appeal for Church Gate volunteers

Have you got extra time on your hands and want to do something for a worthwhile cause?

The Society is putting out an urgent call for Church Gate volunteers to help raise money throughout the country.

Did you know Cancer will affect one in three of us during the course of our lifetime and one in four of us will die from the disease? Your contribution will help us to improve the lives of people affected by cancer in your community.

It's very easy to organise a churchgate collection and we can provide you with everything you need! Together, we can make a difference.

➔ To sign up Call Save the fundraising team on 1850 60 60 60 or email fundraising@irishcancer.ie