

**In this issue:** Cancer Voices South Australia action; Grant funding successes; World Cancer Day; Cycling; Community talks; Twitter; Ovarian Cancer Awareness Month; Overseas Advocacy Connections- Voices of Survivors  
[www.cancervoicessa.org.au](http://www.cancervoicessa.org.au) ☎ [info@cancervoicessa.org.au](mailto:info@cancervoicessa.org.au) ☎: 0403 925 599

## Cancer Voices SA (CVSA) action

Dear Cancer Voices SA members,

Best wishes for 2010. We are very excited that a lot of our hard work over the past few months has culminated in some great opportunities for us. Good news to start the year! Here is a brief outline of recent activities, with more details provided later in the Bulletin.

We have been successful in all 3 funding applications we've submitted! Thank you and 'Well Done' to the Team for all the effort that went into planning and writing these proposals.

The Cancer Voices SA Cycling Team had 25 members participate in the cancer focused 'Ride Like Crazy' through the Adelaide Hills on 17<sup>th</sup> January, and 80 riders wore the



(L to R: Paul Garrick, Peter George, Andrew Perry)

The team will continue with regular training rides, and take part in many community

Cancer Voices SA team name on their jersey in the Tour Down Under Community Challenge Ride on 22<sup>nd</sup> January. Windy conditions made both rides quite challenging!

cycling events throughout 2010. We have riders at all levels of fitness and ability, so don't be too shy to join us!

Our 'grass-roots' action has been showcased on the national and international stage. We were featured on the ABC TV 7.30 Report and LIVESTRONG video Blog. Thank you for the calls and emails of support we received following all these activities.

This year we will be progressing commitments aligned with Global Cancer Campaigns ie.

- To raise awareness about cancer
- To reduce the stigma of cancer
- Via a grassroots movement, to raise the priority of cancer

In November, we briefed the Minister for Health, John Hill on these Campaigns and presented him with copies of Reports from the GoPublic Campaign to Control Cancer and LIVESTRONG Global Cancer Summit.



(L to R: Minister Hill, Julie Marker, Ashleigh Moore)

During 2010 we hope to hear more from you, the people affected by cancer, about what issues are important to you. We aim to represent, respond and respect the diversity of cancer viewpoints. We also hope to get more people involved in a variety of ways, so stay with us and let's see what we can achieve together.

### Grant funding successes

A grant from the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) will assist us to purchase a small display tent and other items to promote Cancer Voices SA at events. We want to raise awareness about what we do. Through meeting and talking to people, we can also listen and learn. We will be calling for volunteers to help us on our stalls, so please contact us if you are interested in participating in this way.

Community Support grants from Cancer Australia were announced on 4<sup>th</sup> Feb – World Cancer Day. Cancer Voices SA was awarded funding for 2 grant submissions. We were invited to the launch, to speak about our project to Pilot Cancer Conversations in Aboriginal Communities.

Aboriginal leader, Sandy Miller, and Julie Marker described our plan, Cancer Voices role and the importance of Cancer Australia's consistent support for consumer involvement. (L to R: Julie Marker, Sandy Miller)



A recent United Nations Report (State of the World's Indigenous Peoples, Jan 2010 <http://www.unpo.org/content/view/10586/83/>) stated that Aboriginal Australians have the worst life expectancy rates of any indigenous population in the world. We also know that Aboriginal cancer mortality rates are markedly higher than the Australian average, even when adjusted for the stage at diagnosis, cancer treatment and other co-morbidities. We aim to start breaking down the stigma and 'silence' about cancer by holding cancer conversations in several rural Aboriginal communities. We will tailor the 'conversation' methodology and work on building relationships with Aboriginal groups

including Health Workers. We must try to change these terrible statistics.

Another grant was awarded to Cancer Voices SA to establish Online 2-way Communication for Cancer Advocacy. We want to involve you in discussion, debate and hear your thoughts and ideas, wherever you live, at a time convenient for you. Twitter is one form of 'social networking' being used by Cancer Voices SA. Read about **Twitter** later in this Bulletin.

### World Cancer Day

The 4<sup>th</sup> Feb each year is World Cancer Day. Cancer prevention is the focus of the International Union Against Cancer (UICC) campaign this year. Approximately 40% of cancers are potentially preventable through simple measures:

- Stop tobacco use and avoid exposure to second-hand smoke
- Limit alcohol consumption
- Avoid excessive sun exposure
- Maintain a healthy weight, through eating healthily and exercising regularly
- Protect against cancer-causing infections

<http://www.worldcancercampaign.org/>

### Cycling

Members of the Cancer Voices SA cycling team will maintain their fitness and participate in a number of cycling events during 2010. By wearing the team name on



our jersey whenever we ride, we will raise awareness and be a symbol of courage and hope in cancer survivorship.

(L to R: Ashleigh Moore, Jim Vlahakis) During the Tour Down Under our cycling led to Cancer Voices SA being featured on ABC national TV on the 7.30 Report – Riding for their lives

<http://www.abc.net.au/news/video/2010/01/20/2797291.htm>

We also met with LIVESTRONG senior staff member Chris Brewer, himself a cancer survivor who went through treatment at the same time as Lance Armstrong. A short video of interviews with several cancer survivors in the Cancer Voices team was posted on the international LIVESTRONG site.

[http://livestrongblog.org/2010/01/20/interview-cancer-voices-s-a/?utm\\_source](http://livestrongblog.org/2010/01/20/interview-cancer-voices-s-a/?utm_source)

For more details of our cycling activities, see [www.cancervoicessa.org.au/](http://www.cancervoicessa.org.au/)

### Community talks

We have been speaking about cancer in rural communities.

#### Tailem Bend



A community forum: Cancer- Meeting the Challenge" at Tailem Bend on 3 November attracted more than 250 people. Ashleigh Moore spoke about his cancer experience, and the work of Cancer Voices SA, 'raising a voice' for those affected by cancer.

#### Port Lincoln

Pt Lincoln St Johns Ambulance Cadets invited Cancer Voices SA to 'break the ice' by talking about cancer at their pre-christmas weekend camp. Their popular and dedicated leader for the past 23yrs, Mrs H/ Elaine Hancock, had recently been diagnosed with cancer and is undergoing a rigorous chemotherapy regime.



Cancer never comes at a 'convenient time', so it was greatly appreciated that Cancer Voices was able to respond to this call for help. Being scared to talk about cancer doesn't help the person with cancer to cope, or the people around them who are affected eg. partner, friends, family, neighbours, students, colleagues. Sharing information about cancer might also help others to recognize symptoms, and save their life through earlier detection.

(Photo: Julie Marker from Cancer Voices SA with St Johns Cadets and Leaders.)

### Twitter [www.twitter.com](http://www.twitter.com)

Twitter has been described as "the fastest-growing phenomena on the Internet".



Twitter is a free online social networking and micro-blogging website, [www.twitter.com](http://www.twitter.com), that allows users to send brief text updates and presents these messages for viewing by either a friend/followers list or the public.

Twitter messages are called 'tweets,' and are limited to 140 characters or less in length. Individual users can 'follow' another user's updates.

Twitter is used to provide information, commentary, brief descriptions of events and activities, share website links, photos and videos. Access to this global cancer community of advocates, survivors, researchers and others via Twitter has meant news, information and ideas are instantly shared.

Twitter messages can be submitted by a variety of means, including text messages, mobile Web sites, audio, the Web site hosting the micro-blog, or other sites that are supported by an Application Program Interface (API).

Twitter and Facebook are probably the largest online social networks (in terms of visits per month).

### Twitter Terms/ language

The following are common terms related to Twitter activities:

- *Tweet*: an individual post or update on Twitter
- *Follower*: a Twitter user who subscribes (at no cost) to follow another user
- *@ Reply*: A response to a tweet that is sent out using the "@" symbol and username creates a direct link to that user's profile eg [@CancerVoicesSA](#)
- *ReTweet or RT*: The act of reposting another user's tweet through your social network and giving them credit, usually by using the phrase "RT @username" eg RT@[CancerVoicesSA](#)
- *"#" or Hashtags*: A way to categorize posts around a certain topic; eg #cancer.

### Twitter Tips

The text within individual tweets should be short and simple and can include links to related information available on a website.

- To include a website link within a tweet, shorten the URL using an online tool eg <http://tinyurl.com/>
- An online tool allows you to link a photo to a tweet, eg <http://twitpic.com/>
- Limit tweets to 120 characters or fewer, to encourage retweeting;
- Post regularly to attract more followers
- Include a short biography and image on your Twitter profile.

Follow Cancer Voices SA on Twitter at

<http://twitter.com/CancerVoicesSA>

More Twitter Tips can be found at

[http://www.cancervoicessa.org.au/Twitter\\_et\\_al.asp](http://www.cancervoicessa.org.au/Twitter_et_al.asp)

Contact us if you would like to participate in a 'Social Networking Workshop' to learn more about using Twitter.

### February is Ovarian Cancer Awareness Month

Ovarian Cancer Awareness Month is an initiative of Ovarian Cancer Australia. Activities and media campaigns around Australia aim to raise awareness of ovarian

cancer and its symptoms. Know the symptoms!

<http://www.ovariancancer.net.au/awareness/symptoms-ovarian-cancer>

### Overseas advocacy connections Voices of Survivors

<http://voicesofsurvivors.com/>

The "Voices of Survivors Foundation" was started by Lynn Lane, a documentary filmmaker and cancer 'survivor'. Lynn was diagnosed with Prostate Cancer in 2008, at the age of 41. He saw a real need to put a human face and voice to being a 'survivor', and invites people for their own definition of what being a 'Survivor' means. Cancer Voices SA reps met Lynn at the LIVESTRONG Global Cancer Summit in Dublin in Aug 09. Lynn's website is inspiring to visit, with videos, spoken word transcripts, and mouth-watering photos of 'Cooking Survivor Style' a recent addition via Twitter (<http://twitter.com/survivors> ).



From left to right: Lynn Lane, Ashleigh Moore.

### Contact us

CVSA Exec welcome feedback on any of the items and issues raised in this newsletter.

Register to become a member of Cancer Voices SA. It is free. Join us and add your voice to 'raising a voice for those affected by cancer'. Email to [info@cancervoicessa.org.au](mailto:info@cancervoicessa.org.au) or phone 0403925599

*Ashleigh Moore,*  
*Executive Chair, Cancer Voices SA.*  
[www.cancervoicessa.org.au/](http://www.cancervoicessa.org.au/)