



Play your part - Get the Truth About Cancer

Tuesday, 4 Feb 2014 is World Cancer Day.

We invite you to join hands with CANSA to fight misconceptions about cancer and help improve general knowledge regarding the disease.

CANSA is focusing on dispelling four common myths regarding cancer this World Cancer Day, but we need your help to spread the word, so that these myths can be recognised and debunked all year round.

Misconception - Only elderly men are at risk of prostate cancer. Truth - You have an increased risk of developing prostate cancer if...



You are older than 40 (the risk increases more after 50)



You have more than 2 standard alcoholic drinks per day



You don't get enough exercise



There is a history of prostate cancer in your family



You follow a poor diet (high fat & red meat & low vegetable intake)

Help debunk these myths:

- We don't need to talk about cancer
- There are no signs or symptoms of cancer
- There is nothing I can do about cancer
- I don't have the right to cancer care

CANCER REALITY CHECK

Every year 14 million people world-wide hear the words:

"You have cancer"

- **90%** of cancers are caused by environmental & lifestyle factors such as smoking, diet & exercise
- More than **100 000** South Africans are diagnosed with cancer every year
- South African cancer survival rate is **6/10**
- One in **4** South Africans is affected by cancer through diagnosis of family, friends or self

Top 5 cancers among

Stats as per National Cancer Registry (2005)

SA Men

1. Prostate
2. Origin unknown*
3. Lung
4. Colorectal
5. Oesophageal/Throat



SA Women

1. Breast
2. Cervical
3. Origin Unknown*
4. Colorectal
5. Kaposi Sarcoma

* 'Primary sight unknown' means that it is not possible to determine where the cancer originated in the body

CANCER > TB+AIDS+MALA
Globally cancer kills more people than TB, AIDS and Malaria

What can you do to help spread the truth about cancer?

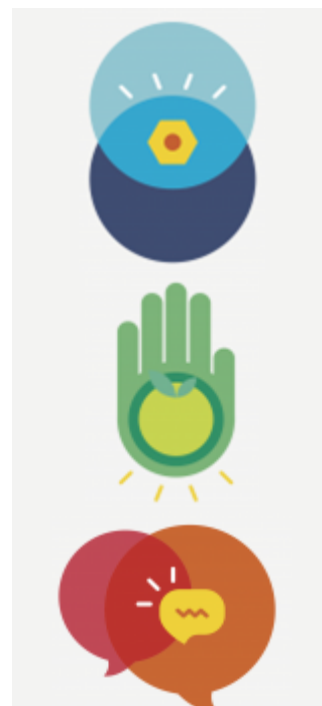
Everyone:

- Educate yourself and your family regarding **the facts about cancer**
- Share the facts with your friends and colleagues too
- Be aware of the **warning signs and symptoms of cancer**
- Reduce your cancer risk by **making smart lifestyle choices** and share tips with those you know
- Make sure that you or your loved ones receive proper **cancer care** - contact our **Care Centres** should you need support
- Support cancer survivors (anyone who has ever heard the words "you have cancer") and their loved ones

Corporates:

Corporates/organisations are in a unique position to help raise visibility and understanding among employees, customers, stakeholders, members and local communities, given their extensive internal and external networks, communication expertise and platforms:

- Recognise and discuss the reality and prevalence of



cancer and its effect on employees and role-players within your organisation

- Help raise awareness regarding **signs and symptoms of cancer**
- Reward employees and role-players in your organisation who **make smart lifestyle choices**
- Ensure that employees and role-players know their rights to cancer care and know what you can do to help

See **more ideas** on how you can integrate World Cancer Day's message into your business on 4 February and all year round.



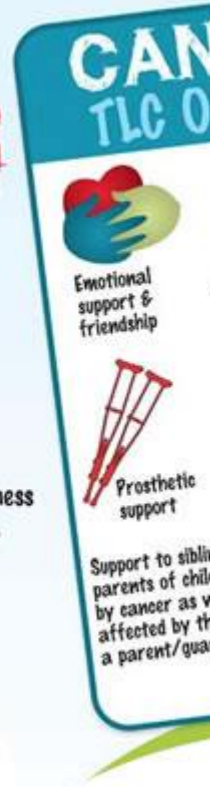
WARNING SIGNS FOR CHILDHOOD CANCER

Under 15 years

Continued, unexplained weight loss
Headaches, often with vomiting - early night/early morning
Increased swelling or pain in bones, joints, back, legs
Lump/mass in abdomen, neck, chest, pelvis, armpits
Development of excessive bruising, bleeding, rash

Constant infections
A whitish colour behind the pupil
Nausea which persists or vomiting without nausea
Constant tiredness or noticeable paleness
Eye or vision changes - occur suddenly and persists
Recurrent fevers of unknown origin

Should you have any concerns about your child showing symptoms, seek medical help immediately. Children with cancer need to receive the right treatment, preferably in a paediatric oncology unit



Get in touch with us

Our CANSA Care Centres country-wide offer a comprehensive prevention, care and support programme for cancer survivors to find the best care solution and advise on managing treatment and related side-effects, be it physical, emotional and/or spiritual. **Contact your nearest CANSA Care Centre** to find out how we can help you.

Alternately, call us toll-free on **0800 22 66 22**, email us at info@cansa.org.za or **Write on Our Wall** - be sure to join us on **Facebook & Twitter** and stay in touch with CANSA and others affected by cancer.



- Head Office (Bedfordview) - 011 616 7662
- Eastern Cape (Port Elizabeth) - 041 373 5157
- Free State (Bloemfontein) - 051 444 2580
- Gauteng (Houghton) - 011 648 0990
- KwaZulu-Natal (Durban) - 031 205 9525
- Mpumalanga (Nelspruit) - 013 741 5441
- Northern Cape (Upington) - 054 3324937
- North West/Limpopo (Rustenburg) - 014 533 0694
- Western Cape (Mowbray) - 021 689 5347

If you like our newsletter **please forward it** to your friends.
