



# daffodil day

## Cancer Council

### Friday, August 23<sup>rd</sup> 2013

#### About Daffodil Day

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

Each day more than 100 Australians will die of cancer.

Daffodil Day raises funds for Cancer Council to continue its work in cancer research, providing patient support programs and prevention programs to all Australians. Daffodil Day helps grow hope for better treatments, hope for more survivors, hope for a cure.

To Cancer Council, the daffodil represents hope for a cancer-free future. You too, can help in the fight against cancer by participating in Daffodil Day. Daffodil Day merchandise is on sale throughout August, and you can donate to Daffodil Day at any time.

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#### About Cancer Council

Cancer Council brings together Australia's leading state and territory cancer organisations. Our vision is to minimise the threat of cancer for all Australians, through successful prevention, best treatment and support.

To realise our vision Cancer Council undertakes a broad range of activities:

**Research** – We are the leading independent funders of cancer research in Australia. Each year we grant around \$50 million to cancer research, research scholarships and fellowships.

**Patient support** – Cancer Councils coordinate a network of cancer support groups, services and programs to help improve the quality of life of cancer patients, people living with cancer, their families and carers.

**Information** – We provide evidence-based, up-to-date information about all aspects of cancer to:

- Doctors and other health professionals. To help improve prevention, detection and treatment of cancer.

- Cancer patients and the general community. More than 100,000 Australians contact Cancer Councils for information and advice each year, chiefly through the Cancer Council Helpline.

**Prevention** – Our early detection and prevention programs aim to help people quit smoking, protect themselves from the sun, eat healthier foods and engage in physical activity to reduce the risk of cancer.

**Treatment** – Through our Australia-wide network of health professionals, the Australian Cancer Network (ACN) develops guidelines to provide the best evidence based treatment and care for cancer patients.

**Advocacy** – Cancer Council advises government on the needs of our stakeholders and provides an independent voice for improved cancer control policy based on the evidence.

The money raised from Daffodil Day makes a real difference and will give hope to people affected by cancer both now and in the future.

# Friday, August 23<sup>rd</sup> 2013



this daffodil day.

I HOPE THE CHEMO WORKS SHYDAYS BIRTHDAYS  
 I HOPE I CAN LEAVE THE HOSPITAL SOON  
 I HOPE I CAN LEAVE THE HOSPITAL SOON  
 I hope we make it to our anniversary  
 I HOPE FOR MANY MORE BIRTHDAYS  
 I HOPE NOBODY HAS TO GO THROUGH CANCER AGE  
 I HOPE MY HAIR GROWS BACK  
 I hope my husband gets to play with the kids again  
 I HOPE THE RADIOTHERAPY STOPS THE PAIN  
 I HOPE MORE PEOPLE SURVIVE CANCER  
**CANCER-FREE FUTURE**

## Cancer facts:

- Nearly 125,000 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.
- Cancer is a leading cause of death in Australia – more than 43,000 people are estimated to have died from cancer in 2011.
- Nearly 15,000 more people die each year from cancer than 30 years ago. This is mainly due to population growth and aging. Over the same period, the death rate (number of deaths per 100,000 people) has fallen by 16%.
- More than 60% of cancer patients will survive more than five years after diagnosis.
- The survival rate for many common cancers has increased by 30 per cent in the past two decades.
- Every day in Australia, around 300 people are told they have a life-threatening cancer.
- Each day in Australia, more than 100 people will die of the disease.
- The most common cancers in Australia (excluding non-melanoma skin cancer) are prostate, colorectal (bowel), breast, melanoma and lung cancer.
- Around 434,000 people are treated for one or more non-melanoma skin cancers, with 543 people dying in 2011.
- Cancer costs more than \$3.8 billion in direct health system costs (7.2%) each year.
- \$378 million was spent on cancer research in 2000-01, 22% of all health research expenditure in Australia.
- Cancer Council is Australia's peak cancer control organisation and invests approx. \$50M a year into research into the causes of cancer, prevention and improved treatments.

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For further information on how you can get involved in Daffodil Day call 1300 65 65 85 or visit [www.daffodilday.com.au](http://www.daffodilday.com.au)