

ProstateMatters

The newsletter of The Prostate Cancer Foundation of New Zealand Inc

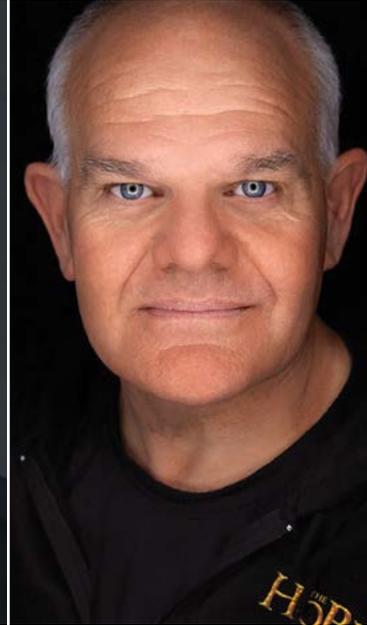


Photo Courtesy of SNIPA/Bethelle McFedries

IN THIS ISSUE

- ConfiTEX Underwear
- Testicular NZ
- Abiraterone Funding Approved
- Introducing Sue Osborne
- Get Ready for Blue September
- The Dong Project
- Metastatic Prostate Cancer Study
- Fundraising
- National Prostate Cancer Conference 26 July
- Make a Donation
- Become a Member

As we gear up for this year's Blue September campaign we are delighted to announce a new major sponsor for the Prostate Cancer Foundation.



Farmers retail chain has agreed to support Blue September over the first 2 weeks of the month with a special emphasis on featuring prostate cancer awareness in conjunction with their Father's Day promotions.

We look forward to this new opportunity to work with one of New Zealand's oldest and most respected retail chains. Customers will have the opportunity to make donations in store and receive a Blue Ribbon in recognition of their support.

We also welcome new Ambassadors to this year's campaign

Mark Inglis, disabled mountaineer and motivational speaker experienced prostate

cancer through his father's illness and death, and also through his background as a medical scientist.

Stephen McIvor, SKY TV presenter has a close family member with prostate cancer and is pleased to use his profile to raise awareness of the disease.

Natasha Fitzsimons is a team member of the Black Sticks Hockey team whose grandfather is currently battling prostate cancer where he lives on the Chatham Islands.

This year's campaign will also feature a new website www.blueseptember.org.nz A new TV commercial featuring actor and PCFNZ Ambassador **Mark Hadlow** is also being produced with a very direct message to New Zealand men. Watch out for this, and lots of other action over the coming months.

Graeme Woodside
Chief Executive

Helpline **0800 477 678**

www.prostate.org.nz

JOIN US ON FACEBOOK





Rugby style undies
Super-absorbent without a pad in sight
www.confiteunderwear.com

Want to wear your normal clothes and not have the embarrassment or high costs of pads?

Well, ConfiTEX's innovative, pad-free, normal-looking underwear does the trick. It wicks away moisture like a modern rugby shirt at a big game. The undies come in light or moderate absorbency and are machine-washable. PCF members also get a 25% discount. Just go the ConfiTEX website and type in PCF25 in the coupon box when you order.



Testicular NZ
testicular.org.nz

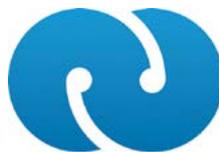
Testicular cancer has been the feature of some recent promotional activity, particularly as a featured health condition in Men's Health Week during June.

This promotion has been backed up by a new logo and upgraded website and a new promotional theme – Check Your Balls – to appeal to the target market of younger men.

Jo Stafford, (photo) a testicular cancer survivor has been actively promoting testicular cancer awareness in schools and has now linked up to the Foundation to work with us in our awareness campaign.

Jo appeared on Good Morning and several other media interviews. Have a look at the great little testicular cancer awareness animation he developed that is on the website.

International rugby player **Tony Marsh**, also a testicular cancer survivor and Ambassador, was also involved in Men's Health Week.



**TESTICULAR
CANCER NZ**



Abiraterone (Zytiga) Funding Approved

Earlier this year PHARMAC announced that this new drug for treating advanced prostate cancer would be funded from 1 May 2015.

We are very pleased with this decision as the Foundation has been involved, along with a number of individuals, in advocacy for the funding of this new treatment.

Some men have been self-funding this drug at considerable cost so it is some relief this is now funded.

To find out more about this treatment visit www.iszytigaforme.co.nz This website has been set up by Janssen Pharmaceuticals along with a support programme for patients being treated with Zytiga.

Zytiga is the first of a new generation of drugs to treat advanced prostate cancer to be funded. The Foundation will continue to advocate on behalf of patients for other new treatments, not yet funded, to be made available in New Zealand.

Sue Osborne Joins Board

Sue has accepted an invitation to join the PCFNZ Board and will bring both medical expertise and a women's perspective to Board meetings.

Sue has a dual role of Urology Nurse Practitioner and Urology Clinical Trials Nurse Specialist, at Waitemata District Health Board (WDHB) in Auckland. She graduated with a Master of Nursing with first class honours in April 2010 and is one of only two urology nurse practitioners in New Zealand.

Sue has a strong interest in prostate cancer, providing case management for men with metastatic disease. She also facilitates a telephone surveillance clinic for prostate cancer patients established on treatment protocols. Sue has developed many initiatives for improved patient care for men with prostate cancer and has also published on pain management for men with bone metastases; nurse led flexible cystoscopy and the lived experience of testicular cancer.

Sue has a keen interest in the process of research and in particular evaluating service initiatives through audit. In her clinical trials role she manages the protocol requirements and care pathways of participants recruited to international multicentre prostate cancer clinical trials.





Get Ready for...

BlueSeptember

Facing up to Prostate Cancer

With just 2 months now until our major campaign month it is time to begin planning your events and activities to support Blue September.

This year we have a catchy new theme: *Don't die of embarrassment. Man up and give prostate cancer the finger this Blue September.*

Raising funds, and awareness, is at

the heart of this campaign so visit our new website blueseptember.org.nz to get some ideas and inspiration about how to be involved. Register your event, set up an online fundraising page and above all have a lot of fun getting blue for prostate cancer during Blue September. Contact us if you would like any assistance with your Blue September planning.

The Dong Project

Take 2500km of third world roads crossing the length of Vietnam, two 50cc motor bikes with not much more power than your Mum's kitchen blender, two Waikato brothers stepping out of their comfort zone in an epic adventure in support of prostate cancer, and you have The Dong Project.

Eli (27) is an I.T. software developer and Sam (31) is an architect. Nobody directly involved with them has prostate cancer, but they wanted to raise money for The Prostate Cancer Foundation because "it's a man's disease and the most common cancer in New Zealand men and men don't talk much about their health or this area."

The Dong Project was no Sunday joyride. The moment the Thomas brothers arrived in Ho Chi Minh City at the end of April, it was all go. They picked up their 50cc Honda Cubs, donned their backpacks and took off on the first leg of the journey.

"The trip was amazing, we had a blast of a time and completed a huge amount of our crazy challenges, We broke down almost every day and had to rely on the kind heartedness of locals on many occasions in order to make it the 2500km to the finish line." explains Eli. "All up we raised over \$5000."

Well done!



Metastatic Prostate Cancer Study

Professor Ross Lawrenson and his team of researchers from University of Auckland recently released a new study on the management of metastatic prostate cancer in New Zealand.

The report was first presented at a Parliamentary Breakfast hosted by Minister of Health Hon Dr Jonathan Coleman and chaired by PCFNZ President Mark von Dadelszen.

The research found there are some inconsistencies in treatment standards around New Zealand and also that the

outcomes of the disease are considerably worse than outcomes in UK, and considerably worse for Maori. This created some media comment and discussion.

The research also involved interviewing men and families/whanau about their experience of the disease and treatment. This has provided some helpful insights into improving care and information. As a Foundation, we will look to implement issues highlighted in the research where we can provide improved support.

[Click here to see the report in full.](#)

Fundraising

Shear4Life

A 24-hour shearing marathon was completed in Tarras in March and raised over \$40,000. Two young local farmers, Cole Wells and James Hill have both had close involvement with cancer through family members, and decided to both attempt an extraordinary physical challenge – shearing 1605 sheep in 24 hours, and in doing so raising prostate cancer awareness and funds for the Foundation.

CEO Graeme Woodside attended the event to support the boys and their great support teams.

Well done guys!

Picture courtesy of Otago Daily Times



Melissa Brooks is presented with a cheque from Z Northcross

Every year the 'Good in the Hood' programme gives away \$1 million to help community groups do good.

They work with local not-for-profits and their customers from the local community decide who they want their funds to go to. Prostate Cancer Foundation participated in 3 stores on the North Shore Auckland and received a total of \$3257 from the Albany, Northcross Constellation Drive outlets. Our thanks to 'Good in the Hood' for giving back to the community.



National Prostate Cancer Conference

26 July, Auckland

This year's Conference theme is "Living the Prostate Cancer Journey".

The conference provides an opportunity for attendees to hear up-to-date information on treatments and support issues for those living with a diagnosis and treatment for prostate cancer. Prostate cancer not only affects the patient, but also carers, family and our wider networks.

Presentations will be given by leading professionals and will help us all better

understand how to deal with issues relating to this disease. Professionals providing care will also find this conference very beneficial.

Attendees are asked to register with a modest \$25 registration fee. **For more information and to register click here.**

We appreciate the sponsorship of Janssen, Abbvie and AstraZeneca.

The programme includes:

- Local Iwi
Welcome and blessing
- Mark von Dadelszen QSM
President's welcome
- Professor John Nacey – Chair, Prostate Cancer Working Group
Can I have a prostate cancer check? What men should expect when posing the question.
- Dr Stephen Mark – New Zealand Chair USANZ
NZ Prostate Cancer Registry: Current status and future plans
- Assoc Prof Anthony Lowe and Mr Jim Hughes AM
Issues and activities in prostate cancer in Australia

- Dr Peter Fong – Medical Oncologist
New drugs in Advanced Prostate Cancer
- Dr Anna Lawrence – Urologist
Incontinence with Prostate Cancer; what can we do?
- Professor Brett Delahunt ONZM – Pathologist
Gleason No Longer Makes the Grade
- Dr Jim Duthie – Urologist
Treating Prostate Cancer Electronically
- Jan Burns – Sex Therapist
Dealing with Sexual Dysfunction
- Mr Rea Wikaira ONZM JP
My Journey with Prostate Cancer
- Graeme Woodside – CEO
New opportunities and strategies for PCFNZ

Make a Donation

Donations to support the Prostate Cancer Foundation can be made directly online through credit card or internet banking, or sent direct to the Foundation office.

Tax receipts will be issued for all donations. As a charity with no Government funding we appreciate the financial support of members, sponsors and donors who enable us to achieve our Mission.

Become a Member

The Prostate Cancer Foundation is a membership-based organisation and encourages those interested in our activities to join as members. Members have a key role in decisions made by the organisation through the election of the Board and the opportunity to attend the Annual General Meeting. Membership rates are \$20pa Single; \$30pa Couples and are renewed from 1 August each year.

For More Information

Postal: PO Box 301313, Albany, Auckland 0752

Location: Suite B, Building C, 42 Tawa Drive Office Park, Albany, Auckland

Phone: 09 415 2405 or 0800 477 678
Email: info@prostate.org.nz

Registered NZ Charity No. CC30635

Yes, I want to make a donation to Prostate Cancer Foundation NZ

Complete and post this form to **Prostate Cancer Foundation, PO Box 301313, Albany, Auckland. 0752**
For further information on donating, please email: **info@prostate.org.nz** or call **0800 4 PROSTATE (0800 477 678)**

(Miss/Ms/Mrs/Mr): _____ Name _____

Email: _____ Phone: _____

Postal Address: _____

My cheque made payable to Prostate Cancer Foundation is enclosed: \$1,000 \$500 \$100 \$50 \$25 \$ _____

Please charge my credit card \$ _____

Visa Mastercard Card no.

Cardholder's name: _____ Expiry date: Signature: _____

Donations can also be made directly to the Prostate Cancer Foundation bank account ASB # 12 3031 0184117 00

Please contact me with more information about: becoming a regular donor leaving a bequest to PCFNZ in my Will

I would like to receive communications via email. Please make sure to fill out the email field above.

I would like to unsubscribe from your newsletter mailing list.