Announcement of Australian Government funding to support people affected by prostate cancer.

In the last Federal Budget, a major funding boost of $3.9 million provided to PCFA through Cancer Australia has caused great excitement – especially as now it’s time to put plans for its best use into action.

A strategy for how PCFA can best use $4 million in federal funds is taking shape, as National Support Groups Manager John Friedman reports.

From July 1, 2011 the Australian Government is making $3.97 million available over three years, to fund PCFA efforts to provide national evidence-based, self-management information, resources and psychological support for men affected by prostate cancer and their families.

With the funding agreement’s stated intention to support people affected by prostate cancer through providing increased resources and support, the three objectives of this project are:

- To strengthen and grow PCFA’s support group network.
- To develop support kits and evidence-based resources.
- To devise and implement new web-based communication hub.

The basis of the first objective is that the network of existing prostate cancer groups will be strengthened, especially through the development, delivery and evaluation of leadership training and greater availability of resources specific to support groups – in print, digital and web-based forms.

In tandem with these improvements, PCFA will strive to clearly define the purpose, benchmarks and measurable targets of the national support group network, which will ultimately help individual groups gain improved assess and acceptability among health networks and health professionals.

After completing a needs analysis to accurately assess where new group locations should be targeted, PCFA’s ambition will be to establish 90 new support groups within the three-year funding period: 45 additional groups by December 2012, and the full total of 90 by December 2013.

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Our work would not be possible without the many generous supporters and volunteers who contribute their time and money to PCFA. December is a great time to acknowledge the very generous support of our major benefactor, The Movember Foundation. This year Movember provided $5 million of funds to PCFA’s research program. You can read all about the exciting new work that will be carried out by the successful applicants for this year’s funding round on pages 7 & 8 of this edition of Prostate News.

Movember also provided $2.5 million of funding for the first part of the Prostate Cancer Specialist Nursing Program. This PCFA initiative will make a real difference to men, their families and carers affected by prostate cancer. Further details can be found on page 9 of this edition of Prostate News.

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PCFA was very actively involved in the media debate around these two announcements, issuing media releases and conducting television and radio interviews.

We continue to work collaboratively with Urological Society of Australia & New Zealand and Royal College of Pathologists of Australasia to try to convene a round table on PSA testing, involving the medical colleges, Cancer Councils and other stakeholders. The aim of the round table would be to develop a single set of national guidelines on PSA testing.

Over recent years, a number of new treatments have been developed for men with advanced prostate cancer in whom hormone therapy has failed (castrate – resistant prostate cancer). Earlier this year, the FDA approved abiraterone (Zytiga), an oral drug, as well as cabazitaxel, an intravenous chemotherapy drug. Both have been shown to improve survival in large studies in men who have failed treatment with docetaxel, a standard chemotherapy drug that has been available on the PBS for the past 4 years.

Last year, the FDA approved a vaccine therapy, though this costs nearly $100,000 and is not yet available in Australia. Other new drugs, such as MDV3100, another oral drug that works in a different way to abiraterone, also look promising.

Denosumab (Xgeva) is an injection that has been shown to help reduce osteoporosis in men who have ongoing treatment with hormones. Also, it reduces the incidence of bone complications, such as fractures.

As a result of increasing worldwide interest in prostate cancer research and intense effort in developing these new drugs, the prognosis of men with castrate – resistant prostate cancer appears to be looking better, particularly if men choose to be treated aggressively.

Professor Paul de Souza
Director of Medical Oncology
Liverpool Hospital
Professor of Medical Oncology
University of Western Sydney
Conjoint Professor, University of NSW
The next major use for the funding money will be to develop resources that address the broad range of issues affecting those affected by prostate cancer. This includes those dealing with advanced prostate cancer, men aged under 50, the partners and carers of patients, ATSI, CALD (Vietnamese, Arabic, Cantonese, Greek and Italian) and gay and bisexual men. The aim will be to develop quality resources to aid psychosocial and clinical care delivery for all these people.

Increased prostate cancer awareness will also be assisted by allocating resources, information and support to the Ambassador Program, developing new awareness and promotional strategies, and targeting these resources towards health professionals including nurses, GPs and urologists.

To fully embrace modern communication mediums, the funding allocation will also be used to help develop and deliver a social website dedicated to prostate cancer support, including a forum space, blog access, podcasts and live chat events. A web-based Support Group Hub will also be developed, to foster easier communication between support group leaders, improved education and training, and allow easy web-based access to resources, brochures and relevant E-books.

Governance of the funding allocation will occur through a steering committee that comprises PCFA board and staff representatives, nominees from Cancer Australia, Cancer Council Australia, Peter Mac Survivorship Centre and a consumer representative of Cancer Voices Australia. Progress of the funding agreement’s stated objectives will be recorded, with quarterly reports delivered to Cancer Australia.

A strategy for $4 million of federal funds (continued from cover)

A 7 year old’s prostate cancer message

In 2010, Olivia Nelson requested a very unusual gift for her seventh birthday. She asked for her family and friends to donate money to PCFA’s national barbecue campaign for her birthday party on September 5.

Olivia’s grandfather, Graham Black, had been diagnosed with prostate cancer several years earlier, and she saw the great effect that the disease has had on her beloved grandfather. While she couldn’t directly help her grandfather, Olivia liked the fact that she could help others with same disease by contributing to PCFA fundraising efforts.

Having seen the national barbecuing campaign for prostate cancer awareness advertised in 2010, she decided that holding her own barbecue was the best action to take – and it raised more than $2500.

For 2011, Olivia repeated her request for another fundraising barbecue to celebrate her eighth birthday, and all of Graham Black’s 10 grandchildren got involved. In addition, many more people were touched by an article published in the Bendigo Magazine that carried Olivia’s personal prostate cancer message.

“Thank you for taking an interest in supporting such an important cause,” wrote Olivia. “Our Pa, Graham Black, has been fighting prostate cancer for the past seven years and we have decided to host another Big Aussie Barbie to help raise much needed funds for research into a cure. We would love to raise this money so that other grandchildren don’t have to go through the sadness of losing their Pa.”

It resulted in more than 50 guests attending Olivia’s eighth birthday barbecue, and achieved the aim of raising $5000.
Like so many Aussie blokes I had heard the words prostate and cancer mentioned together before, but never really knew what use my prostate served or how cancer could affect it. Being 36 years old I especially never thought that prostate cancer was something that could affect me.

Earlier this year I had decided that it was time to get myself into the routine of having a yearly medical check-up. I’m an active guy, I’m not overweight and I’m generally pretty fit, so I wasn’t worried about anything in particular; I just wanted some peace of mind that I was in fact looking after myself. On consulting my GP I decided that we’d do all the basics. Check my blood pressure, heart rate, and have a blood test etc. It was then that my GP mentioned to me that we could check my PSA in the blood test. I asked him what he meant and he said that in men between the ages of 40 and 50 it’s a test that can detect prostate cancer. He said I was too young to have prostate cancer, but it couldn’t hurt to do it anyway considering we were already going to do the blood test. I completely agreed with him, and as it turned out it is one of the most fateful decisions I’ve ever made.

After having all the tests done I returned to my GP to find out the results. Besides having slightly high blood pressure (a bi-product of leading a busy lifestyle a lot of us lead these days), he noted that the only other concern was that I had a PSA of 4.7, which is quite high for someone in their 30’s. He mentioned that a raised PSA could be for several reasons other than prostate cancer, and that I shouldn’t be too concerned. He then referred me to my urologist to try and find the cause.

On meeting with my urologist he too suggested that because of my age it could just be an infection, inflammation or something like that. Everything seemed normal when he felt my prostate, so he prescribed a course of antibiotics and asked me to follow up in a month. After that course of antibiotics my PSA fell by 25% (which was good), but it was still higher than it should have been. After another couple of months of watching my PSA, and going on and off antibiotics it was still sitting around 3.7. It was then suggested to me that this could just be my normal level of PSA (which is quite plausible) and that I could be pretty confident that I didn’t have prostate cancer. But, just for my peace of mind it might be a good idea to have a biopsy to confirm it.

Again I agreed and decided to go ahead with the biopsy. I’d read one or two stories from men who’d had prostate biopsies who compared it to having a rivet gun fired off in their backside. Honestly, my experience was nothing like that at all. It was performed under general anaesthetic and all I had was a little soreness after I woke up. A couple of panadeine and I was fine. My doctor sent me away saying it all looked good on the ultrasound during the procedure and he was 95% sure everything would be ok.

A week later I returned to find out the results, and sitting in the waiting room something didn’t feel quite right to me. It was moments after that on speaking to my doc that I was told that I could consider myself very unlucky, as the biopsy had detected some cancer in my prostate… Everything he said to me after that went in one ear and out the other, and I don’t remember any of it. He handed me a textbook on prostate cancer and that was that.

For a couple of days after hearing the news that I had prostate cancer I was quite upset, but I quickly picked myself up and decided that the only thing to do was fight this thing with everything I had. I returned to the doctor with my fiancé and we went through all the
Prostate cancer patients are enjoying world-class brachytherapy treatment at St George Hospital’s Prostate Cancer Institute since its second stage of construction was completed in August.

The Institute represents an innovative new means of assisting prostate cancer patients, as it not only presents a modern treatment site but also serves as a progressive model of care for prostate cancer patients.

The Institute, which is the first of its kind in Australia, now boasts facilities that include a purpose-built brachytherapy operating room, CT scan room, recovery ward and additional technical services.

It is seen as a facility leading the way in delivering cohesive and coordinated prostate cancer treatment – with a commitment for further government funding also pledged by NSW Minister for Health and Minister for Medical Research, Jillian Skinner.

In officially opening the facility in Kogarah, Ms Skinner said the institute had the potential to make Sydney a leader in prostate cancer care. “Patients will receive holistic care and management by a team of experts dedicated to minimising side effects and improving health outcomes,” she said.

The reasons behind developing a specific prostate cancer facility within the St George Hospital’s cancer department reflects the growing need for increased specialised attention of prostate cancer issues in Australia – especially as the national male population is ageing rapidly, and many men younger than 60 are now being diagnosed with this form of cancer.

The chances of detecting prostate cancer at an early and curable stage are improving thanks to more direct action being taken, and the institute has the facilities necessary to make great advances in this area, particularly in brachytherapy treatment.

St George Hospital’s Director of Radiation Oncology, Professor John Kearsley, explained that one type of brachytherapy involves implanting small radioactive seeds, which are permanently implanted into the prostate gland and the cancer itself. “This type of brachytherapy is only appropriate for some men who have low-risk, early-stage prostate cancer,” Professor Kearsley said. “Another service being offered at the Prostate Cancer Institute is temporary prostate brachytherapy implantation. Unlike seed brachytherapy, where needles are used to deposit radioactive seeds within the prostate gland, a (HDR) brachytherapy implant uses multiple hollow plastic needles that act as a conduit for a more active radiation source to be placed directly into the prostate temporarily. Temporary brachytherapy implants are generally used in combination with moderate doses of external beam radiation.”

St George Hospital Urological Surgeon and PCFA National Director Dr David Malouf was also at the Prostate Cancer Institute opening, and he emphasised that brachytherapy is a good option for many men diagnosed with prostate cancer.

“Patients have ready access to a facility in NSW that can offer a full range of cancer treatments,” he said. “The Institute brings together all specialists in a holistic approach for early and advanced prostate cancer.”

CONTINUES ON PAGE 6 ➔
This includes such innovative technologies as a new form of cryotherapy, in which intense cold is used to kill cancerous cells – a less intrusive technology for sufferers of recurrent prostate cancer who haven’t been helped by other treatments. The Institute’s Seednet Gold Cryotherapy system uses sub-zero gases for precision targeting of cancers. It is the first centre in Australia to introduce regular cryotherapy treatment for prostate cancer, which also makes it the only public institution in Australia capable of providing all treatment options for prostate cancer patients.

The new facility has already won high praise from patients. Ray Hespe, of Port Macquarie, recently underwent brachytherapy treatment at the Prostate Cancer Institute, and says he came through it “virtually unscathed … it is less invasive than surgery and has less side effects.” For his treatment and recuperation, Mr Hespe was able to stay in Bezzina House, a lodge for cancer patients who are visiting the hospital that has 15 independent units and has provided 50,000 free accommodation nights since it opened in 1998.

The Institute will immediately service a growing need in Sydney’s southern urban areas, as the Cancer Care Centre at St George Hospital receives 250 new referrals each year. The completion of the Institute’s stage-two development was greatly assisted by a community-based fundraising committee, led by chairman John Green, which raised more than $2.28 million toward the new building. The NSW Government contributed $860,000 for equipment to fit out the new treatment areas.

My Journey by Ben Jenkins (continued from page 4)

treatment options with him. I thoroughly researched all of these treatments in books and on the Internet afterwards to get my head across it all.

(One book not directly written about prostate cancer, but one that really emboldened me, helped me develop a positive attitude and indeed changed my approach to life in general is “Anti-cancer: A new way of life” by Dr David Servan-Schreider. I can’t recommend it highly enough.)

After arming myself with all the facts, I made the decision to have a radical prostatectomy. Considering my age and that I have a life expectancy of another 45 years it seemed the best option to provide me with a cure. This is also the option that my urologist suggested. I then consulted with another 2 doctors for their opinion… They both suggested that I have a radical prostatectomy as well. One of the urologists I spoke to is actually the father of a friend of mine, so I trusted that I really had made the right decision for myself to have the surgery. Having a radical prostatectomy does come with the possibility of side effects such as incontinence and impotence, but advances in technology and an experienced surgeon greatly reduce the risk of these side effects continuing long term. Neither of these things had any effect on my decision… Ultimately I just wanted to be cancer free, I was open to, and comfortable with whatever came my way.

It’s now 7 weeks since I had surgery and I’ve just received the results from my first post-operative PSA test. The result was 0.01 - virtually undetectable. The surgery can be considered successful in treating my prostate cancer, and needless to say I couldn’t be happier. Physically I feel pretty good, a little soreness now and again, but not a lot to complain about. My continence is nearly perfect, and erectile function is improving slowly. The main thing is that I feel that I made the right decision for myself in having the surgery, and I’m completely comfortable and happy with the outcome. Mentally and spiritually I’m in a much better place now than I was before I was diagnosed. This journey has really opened my eyes and helped me to see what’s important in life.

There seems to be a lot thinking out there at the moment that suggesting younger men have a regular PSA test is only going to lead to needless suffering through having more tests and possibly surgeries for men that never needed to have them in the first place. In my opinion that’s just not true. I’m 36 years old, currently not in the recommended age bracket for testing, but a simple PSA test set me on the path to discovering that I had cancer in my prostate that needed to be treated. The biopsy I decided to have revealed that the cancer showed signs of aggression. Quite simply If I had of waited until I was 40 to have my first PSA test it may well have been too late to do something about it. It’s quite rare for someone in their 30’s to have developed prostate cancer, but I’m confident that the PSA test my GP recommended initially may have saved my life. The only pain you may experience from having a PSA test is from the needle when giving blood. If your PSA is normal then there is no harm done, and you have the peace of mind that everything is fine down there. If there is an abnormality then you’d want to know about it, and as you can tell by my story there’s a lot more that can be done to monitor the situation to be sure that the correct diagnosis is made.

I think the most important message I’d like to come from my story is that men, no matter their age, shouldn’t feel uncomfortable about having their PSA tested. At the moment it’s the best way to catch cancer early if it is indeed in your prostate. So, whether your 30 or 50 years old and you feel you want to get it checked, then speak to your GP. Ultimately when it comes to your body and your wellbeing, you make every decision for yourself. You decide the course of action you want to take, and you won’t be doing anything you’re not comfortable with.
PCFA grant recipients

PCFA’s Research Program, which is funded through the generous support of the Movember Foundation, received 88 applications for funding this year. Following a rigorous national and international expert review, The Research Committee recommended for approval to PCFA’s National Board a total of 14 new grants. Based on this recommendation PCFA’s National Board approved these grants at their October 27 2011 meeting. A total of $3.5M was allocated to the best prostate cancer investigators nationwide. Cancer Australia priority-driven collaborative research and other partnership grant funding will be announced shortly.

### Movember Young Investigator Grants 2012 and beyond

**Awarded to**

**DR MITCHELL LAWRENCE**  
Monash University

Dr Lawrence will investigate the behaviour of prostate cancer cells, regulated by their surrounding environment known as the stroma. The stroma has been proposed as a therapeutic target, but it is a diverse mix of cells that needs to be specifically targeted. Dr Lawrence’s new data shows that not all stromal cells are equal; a subset of stromal cells exhibit features of adult stem cells and promote the formation of prostate cancer. The goal of this project is to directly isolate this potent subpopulation of cells from tumour tissue and study their role in prostate cancer progression.

**Awarded to**

**DR HELEN PEARSON**  
University Of Melbourne

Loss of cell polarity is a characteristic of cancer. The disordered orientation of cells results in unorganised tissue structures where cells have the ability to pile on top of each other or migrate away. The mechanism underlying this phenomenon remains unclear. Dr Pearson has described a previously unrecognised role for genes that control cell polarity in prostate tumour formation and growth. She proposes that planar cell polarity proteins play a tumour suppressive role in the prostate. In this grant proposal, she describes experiments to test this hypothesis and to dissect the molecular mechanisms of this event, thus providing a novel route for therapeutic intervention and improving our understanding of prostate aetiology.

**Awarded to**

**JASON DOWLING**  
Csiro Australian E-Health Research Centre

External beam radiation therapy is a foremost and successful treatment for prostate cancer. However side effects can result from this treatment including erection problems and inflammation of the bowel. The aim of this project is to reduce treatment side effects by using MRI scans for treatment planning. MRI allows the borders of the prostate, rectum and bladder to be identified with greater precision than CT scans. Building on previous research, Dr Dowling will identify the boundaries of these organs from MRI scans with a high level of accuracy and develop treatment plans based on the MR information alone. This is a principal step towards next generation combined MRI-linear accelerator treatment machines.

**Awarded to**

**DR JEFF HOLST**  
Centenary Institute

Dr Jeff Holst is a Movember Young Investigator. Dr Holst’s current PCFA support ends December 2011. PCFA’s Research Committee has approved a one year extension on his current Young Investigator Grant. Dr Holst’s group will examine the role of protein pumps that control the amount of nutrients taken into and out of cancer cells. One such protein pump, PO1, is dramatically increased in prostate cancer and may be responsible for increasing nutrients and enhancing survival of the cancer cells. Understanding of its role may provide clues for dietary or drug therapy design “to starve the cancer” that are entirely novel.

### Movember Equipment Grants 2012 and beyond

**Awarded to**

**DR LUC FURIC**  
Monash University

To accelerate validation of new potential biomarkers, and to assess the efficacy of new compounds to fight prostate cancer, it is necessary to have a consistent imaging analysis platform that allows comparisons between samples and the capacity to quantitate rapidly changes in molecular markers. Dr Furic and other investigators at Monash University aim to purchase an Aperio ScanScope CS (Digital slide scanner) with operating software and server.

**Awarded to**

**PROFESSOR ROBERT NEWTON**  
Edith Cowan University

Exercise is now well established as a medicine for prevention and management of prostate cancer. For example, men with existing prostate cancer who are physically active have 49% lower risk of dying from any cause and 61% lower risk of dying from their prostate cancer. The Actigraph system is the gold standard for measurement of physical activity and provides a valuable research tool to evaluate the effectiveness of programs designed to increase physical activity in prostate cancer patients. Prof Newton is aiming to purchase an Actigraph Physical Activity Monitoring System, that he will share with Dr Galvao and others in the course of a previously funded project.
## Movember Concept Grants 2012 and beyond

**Awarded to PROFESSOR ROGER DALY**  
Garvan Institute of Medical Research  

A particular gene rearrangement is found in about half of all prostate cancers. This is known to promote prostate cancer development, but how this occurs is unclear. This project aims to resolve this issue by using a new, high-throughput technology that characterises in a global fashion all of the regulatory signals within a cancer cell. Since blocking these signals may stop cancer cells growing or spreading throughout the body, the project may lead to new treatments for prostate cancer.

**Awarded to ASSOCIATE PROFESSOR LOUIS RENDINA**  
University Of Sydney  

Very few options exist in the treatment and imaging of advanced prostate cancer. The demand for new, tumour-specific drugs that can target malignant prostate cancer is increasing. This project will investigate the possibilities of a completely new class of drug for targeting a protein known as TSPO, found in high abundance in prostate tumour cells. The drug will also play several important roles in the progression of the disease.

**Awarded to ASSOCIATE PROFESSOR ROSS HANNAN**  
University Of Melbourne, Peter MacCallum Cancer Centre  

Despite advances in diagnostic and treatment strategies for prostate cancer, there is an urgent need for new therapeutic approaches that improve survival and even cure the disease. In collaboration with a drug company, Dr Hannan and Co. has developed the world’s first molecule selective inhibitor (CX-5461); a completely new strategy for the treatment of cancer based on disruption of the cellular mechanisms that control protein synthesis. This project aims to establish the efficacy of these inhibitors to treat prostate cancer in a pre-clinical setting. Such studies will provide the foundation for potential clinical trials of this novel therapeutic approach to treat prostate cancer. Furthermore, the project will enable Australian investigators to build an internationally competitive position in the prostate cancer field and bring these novel therapies to Australian prostate cancer patients.

**Awarded to ASSOCIATE PROFESSOR WAYNE PHILLIPS**  
University Of Melbourne  

Metastatic prostate cancer is currently poorly understood and as a result there is no known therapeutic intervention that can cure prostate cancer once it has metastasised. Activation of the PI3K signalling cascade is frequently activated in human primary prostate tumours and is almost always deregulated in metastatic prostate cancers. The aim of this project is to understand the role of PI3K pathway activation in the biology of prostate tumour formation and metastasis; as well as developing a novel pre-clinical model for generating and testing new therapeutic strategies for the treatment of prostate cancer.

## Movember New Directions Development Awards 2012 and beyond

**Awarded to ASSOCIATE PROFESSOR IAN DAVIS**  
Ludwig Institute For Cancer Research  

Prostate cancer is dependent on male sex hormones but relies on other hormones including female sex hormones, also present in men. The effects of these hormones can have important effects on how the cancer behaves. Professor Davis will use a novel scanning technology called PET to study how female sex hormones attach to prostate cancer cells. This research could lead to improved ways of scanning for prostate cancer in the future and might also suggest new areas of treatment.

**Awarded to ASSOCIATE PROFESSOR DANIEL GALVAO**  
Edith Cowan University  

The presence of bone metastases has excluded the participation of cancer patients in exercise programs due to concerns of bone fragility and fracture. However, this group of patients often develop significant physical impairments from prior and continuing hormone treatment, increased by subsequent and intensive interventions such as chemotherapy. This project will determine the safety and efficacy of a tailored exercise program in prostate cancer patients with bone metastases.

**Awarded to DR ELIZABETH WILLIAMS**  
Monash University Of Medical Research  

Once prostate cancer progresses from localised disease it is essentially incurable. Dr Williams will identify the differences between cancers that only have a short response to anti-androgen therapy to those that have prolonged response. This is will provide evidence to underpin the development of new therapies for advanced prostate cancer.
Prostate Cancer Specialist Nursing Program

PCFA is leading an important new development in improved prostate cancer patient care with the creation of a Prostate Cancer Specialist Nurse pilot program, to be introduced in metropolitan and regional Australia before the end of this year.

For the past six months, PCFA has been establishing the criteria for a three-year specialist nursing program that is being funded through the generous support of the Movember Foundation.

Specialist nurses will be employed directly by selected hospitals in metropolitan and regional areas through all States and Territories of Australia, and PCFA will provide initial training, ongoing education and support to the nurses throughout this trial.

Prostate Cancer Specialist Nurses have been designed to serve as an expert point of contact for patients and their families, getting the best possible from local services and treatment centres by:

- Assisting men to access services in hospitals and in their community during and after treatment.
- Providing men with reliable information about their diagnosis and treatment plan.
- Providing men with information on dealing with the effects of treatment and how to get further help for their specific problems.
- Coordinating care, wherever a man is in his cancer journey.
- Helping men and families access a support group.
- Providing education and training to other health care workers.
- Participating in projects to improve care for those affected by prostate cancer.

A crucial new partnership with Qantas will help make this bold Australia-wide project more manageable, as the airline will provide valuable flight support assistance for nurses involved in the program.

To select the sites where specialist nurses will be working, an Expression of Interest was mailed to all identified prostate cancer service providers earlier this year, which drew 64 applications from across Australia. Applications were reviewed by a PCFA expert panel and potential sites visited to determine the most appropriate trial locations.

Host hospitals will be announced in early November, and each facility will then recruit and employ nurses using PCFA funds. PCFA will host the Nursing Team launch and a training event early in 2012.

To measure the effectiveness of the pilot program, PCFA will work with Queensland University of Technology to measure outcomes and determine long-term plans for the service. This study will involve health care teams working with the nurses, and with men and families in contact with the nursing service.

Further information about the Prostate Cancer Specialist Nursing Service can be obtained from the PCFA website at www.prostate.org.au
After a gruelling twenty-six and a half hours’ effort, a dedicated team of six Commonwealth Bank volunteers has set a Guinness World Record for the longest period of uninterrupted barbecuing — all to raise awareness and funds for PCFA.

Starting at 7am on a Thursday, in the shadow of Sydney’s beautiful St Mary’s Cathedral, the team began serving hungry Sydneysiders expertly cooked veggies, sausages and steaks and continued non-stop through the day and night, until 9:30am the following morning.

They were helped by some of PCFA’s most well known celebrity ambassadors; Ben O’Donoghue, Angry Anderson, Les Hill, Nathan Bracken and Darryl Brohman from The Footy Show; all rolled up their sleeves and took turns manning the barbies throughout the event.

Veolia – On the bus for Prostate cancer

During September, Veolia offered PCFA the opportunity to brand one of their buses for Prostate Cancer Awareness Month. The bus was used at a number of high profile PCFA events including the Longest BBQ and the Pirtek Parramatta Eels match. In addition, Veolia promoted prostate cancer awareness through signage inside their fleet of buses and also conducted BBQs throughout the month. Also, Veolia promoted the September campaign extensively through regional media channels and to their staff on payslip advice. The Veolia bus campaign has been a big public boost to regional awareness.

Blackmores Running Festival – A hot trot for $30,000

More than 120 runners registered to raise funds for PCFA in the annual Blackmores Sydney Running Festival on September 18. PCFA was pleased to sign up to man a drinks station to cheer our fundraisers on. PCFA staff members Wendy Farrow, Kylie Sherwood-Kelly and John Friedsam, with students from Coogee Prep School and Daceyville Girl Guides, were there to offer Powerade and encouragement to over 5,000 runners who passed the station during the event. In our best result from the Running Festival to date, more than $30,000 was raised from the event.
Melbourne’s Lord Mayor, Robert Doyle helped PCFA launch its annual Big Aussie Barbie campaign on September 8 with a function in Melbourne’s Federation Square that drew widespread media coverage from Channel 10, Radio 3AW, SBS and Sky News.

Joined by PCFA Chairman Graeme Johnson, CEO Dr Anthony Lowe and men’s health Partner, Movember Foundation, Lord Mayor Doyle addressed more than 50 PCFA supporters and members of the public, noting that Dame Edna Everage was a major supporter of the campaign.

“If the community responds to Dame Edna’s call to host a barbie, it may well prompt a conversation about prostate cancer around the barbecue and as a result see more men discuss their prostate health with their GP,” said Dr Lowe at the launch.

“With 80 per cent of men not knowing the function of the prostate, we hope this campaign creates talk-ability, or barbie banter, for something that isn’t talked about.”

New members were recently welcomed to PCFA’s Victorian Board. After the retirements of several long serving members, the new additions to the Board bring a huge amount of business experience and knowledge to our organisation.

The new members are:
- Don Casboult, who worked for more than 25 years within senior executive teams at AAMI, Promina and Suncorp Group. Don currently serves as Vice Chairman of the Moonee Valley Racing Club and Director of AA Insurance (NZ).
- Darren Alexander from Tasmania, who owns and runs Autech, an internationally recognised company. Darren is also Chairman of Table 4 Ten in Tasmania.
- Geoff Underwood, managing director of Spade Consultants, specialising in town planning.
- Steve Whelan, a senior executive with the Visy organisation.

They join remaining Board members, Chairman Des Grogan, Peter Gebert, Mike Brady, Karen Olesnicky and David Schmidt.

The recently appointed members have expressed their enthusiasm to help PCFA grow the Victoria/Tasmania Chapter by creating greater awareness of PCFA in the broader community, and assist the ongoing need to raise funds that will continue our valuable work.
Organisers of the hugely successful Liam Tansey Charity Race Day held in June this year recently presented Prostate Cancer Foundation of Australia with an additional proceeds cheque for $4,055. This brings the total donation that was raised from this event to $10,071.

Now in its seventh year, the annual Charity Race Day is held at the Ipswich Turf Club, where Liam Tansey serves as honorary treasurer. Previous fundraising events have been held for Diabetes Queensland and Cystic Fibrosis Queensland, although this year PCFA was the chosen beneficiary.

Guests that attended the Charity Race Day’s special invitation-only luncheon – some who had travelled from as far away as Sydney and Townsville to participate – were entertained by Sydney Rugby League legend Tommy Raudonikis, who regaled the gathering with many colourful tall stories from his years as a player and coach.

Enjoying the event and spurred by the spirit of the occasion, the audience dug deep into their pockets in support of the many raffles and auctions on the day, while local businesses contributed further by sponsoring individual races.

Ms Paula Trevis, a practice manager at Liam J Tansey Accountants, said the annual charity event is the pet project of Liam and Janet Tansey. She said their continued commitment and enthusiasm for the event is something Ipswich can be proud of.

“They buy lots of items to raffle themselves and work with local businesses to donate goods and services,” Paula said. “It’s a fantastic community event.”

PCFA Queensland manager Graeme Higgs said the donation from the Liam Tansey Charity Race Day would make a significant difference to circulating the message in the community about men’s health and explaining the symptoms and treatment of prostate cancer.

“PCFA relies heavily on the goodwill and generosity of the Australian public,” said Graeme. “The Liam Tansey Charity Race Day certainly embodies that spirit.”

Southport Sharks Luncheon

Organisers of the hugely successful Southport Sharks Club Sportsman’s Luncheon recently presented PCFA with a cheque for $4,289. This annual event held in the club’s function room featured guest speakers Slammin’ Sam Kekovich – so, not surprisingly, lamb was served for lunch – and best-selling author Peter Fitzsimons, who provided some hilarious insights into the world of international rugby.

Southport Sharks Club CEO Dean Bowtell says the club members are proud to support worthy causes, and their accumulated donations to PCFA have now almost reached $60,000.
Commonwealth Bank and PCFA hosted a sausage sizzle and celebrity cook-off in Perth’s Central Park to launch the Big Aussie Barbie campaign in WA on September 15. The lunchtime event attracted a good crowd to see Bankers, Builders and Footballers go head-to-head in a challenge to cook the best gourmet sausages. Peter Vlahos from Channel 9 called the fun-filled cook-off between AFL identities Glen Jakovich and Paul Hazleby (also both with 6PR), Robert Shaw (President of the Master Builders Association) and Ian Andrews (Regional General Manager, Commonwealth Bank), with PCFA Chair of the WA Board, Roz Baker, serving as official competition judge. PCFA’s WA office would like to thank Matt Barrett from Barbeques Galore, Osborne Park, who donated barbecues used at the event, along with volunteers who helped with the public sausage sizzle on the day.

National Self Help & Support Groups Awareness Day

Connect Groups, the peak body for support groups across the Western Australia, held a National Awareness Day in Perth on September 8, involving support groups and self-help groups from many different organisations. WA prostate cancer support group conveners Roger Constable and Allan Sudholz represented WA’s network of PCFA support groups at the awareness day, which provided participants with information and access to community networks, assisted with support group development and management, helped identify community resources and services, and provided individual and group skills training.

Doc Henning

For the past 18 months, Doc Henning of Safety Bay has worked tirelessly to raise funds for men affected by prostate cancer. Doc travels around in his ute, emblazoned with prostate cancer signage to help raise awareness and promote men’s health, collecting donations along the way. Before embarking on this venture, Doc had spent a year raising funds for breast cancer after his wife had been diagnosed with the disease. Doc has an amazing ability to gain support from business owners and the wider Rockingham community, who have helped Doc raise more than $13,500 so far for prostate cancer.

Karara Mining Limited

Lidia Mager from Karara Mining’s project site in WA’s mid-west region organised a Big Aussie Barbie for all KML personnel and contractors on September 21. Lidia also arranged for Paul Kelly, PCFA Ambassador from the Bunbury region, to visit the Karaka mining site to provide workshops covering Men’s Health and prostate cancer. During his three days on site, Paul spoke to more than 370 employees, who appreciated the informative, engaging and pull-no-punches style of this inspirational guest speaker.
**Coonawarra Dinner and fundraising auction**

David and Pam Sandoe joined Karyn Foster for a marvellous dinner in one of Australia’s premier wine districts - the Coonawarra. Sue Hodder, President of the Coonawarra Vignerons Association hosted David, Pam and Karyn, who enjoyed an evening featuring not only a gourmet meal but amazing local wines and a Barrel Series Auction. Prostate Cancer Foundation of Australia were the proud beneficiaries of the charitable proceeds from the auction for the second year. Earlier in 2011 Karyn travelled to the Coonawarra to collect a cheque for $10,000 from the 2010 auction. The highest bids were made on a barrel of 2010 Wynns Coonawarra Estate Cabernet Sauvignon and David, Pam and Karyn are welcoming an excuse to venture back to the Coonawarra to enjoy a visit to the Wynns Estate and collect yet another cheque!

The Barrel Series Wine Auctions take place during Coonawarra’s Cabernet Celebration weekend. The Coonawarra Vignerons conceived this annual event, as a way of highlighting and celebrating the sheer quality of Coonawarra Cabernet and the craftsmanship of the regions winemaking community.

**Champagne Steam and Saddle Ride**

In the north of the state Karyn attended the launch of another unique fundraiser - The ‘Champagne Steam and Saddle Ride’.

A 10 day horse ride by over 30 people and their teams through the lower Flinders Ranges. Horses and riders alike were decked out in blue and created quite a sight as they ambled through the spectacular countryside. One of the features of the ride was the loading of horses on the Pichi Richi heritage steam train - which was ‘held up’ and robbed (all for charity) by masked bushrangers.

**FruChocs create awareness**

In something uniquely South Australian, local confectioner Robern Menz, joined with Channel 9 and radio station Triple M to raise money by selling the iconic and much loved fruit filled chocolate ball - FruChocs in blue packaging. FruChocs are usually in a distinctive burnt orange packet. The Prostate Cancer blue package also carried a message encouraging men to have their prostate checked.

This was supported by over one month of free airtime on Channel 9 and Triple M in advertisements featuring celebrities from the stations. Over $80,000 in airtime was devoted to enforcing awareness for Prostate Cancer, not to mention the heightened profile for the cause by its appearance in the confectionary departments of Coles, Woolworths, Foodlands, IGA’s, local cinema candy bars, petrol stations and local shops.
Depression and anxiety – not a normal part of ageing

*beyondblue* has launched a new campaign to raise awareness of depression and anxiety among older people, reduce stigma and encourage people to seek help.

*beyondblue* Deputy CEO Nicole Highet says the new campaign aims to encourage older people to check themselves for the signs and symptoms of depression and anxiety – and to talk to a doctor or call the *beyondblue* info line if they’re concerned. (1300 22 4636)

“Depression can affect anyone at any time and we know that older people can sometimes feel ashamed to talk about it and to ask for help. If people have noticed changes in their mood or have been feeling ‘out-of-sorts’ for more than two weeks, it’s a good idea to talk about it with your General Practitioner. It could be depression,” says Dr Highet.

Besides having a low mood or feeling sad, some other signs of depression are feeling restless, sleep problems, changes in appetite and an inability to find pleasure in activities that are usually enjoyed. Symptoms of anxiety include excessive worrying, difficulty falling or staying asleep, increased heart rate, feeling shaky and feeling short of breath.

To view the new *beyondblue* awareness campaign advertisements and listen to the radio commercials visit www.beyondblue.org.au/olderpeople

For information about depression and anxiety, available treatments and where to get help visit www.beyondblue.org.au or call the info line 1300 22 4636 (local call cost from a landline).

Living with a prostate condition?

Independence Australia can help with providing information and support about continence products to PCFA clients.

This year almost 20,000 Australian men will be diagnosed with prostate cancer; many experiencing urinary incontinence, especially in the first few months post surgery.

Independence Australia, a leading national supplier of continence and health care products has a wide range of continence products available to help manage incontinence discretely and comfortably. There is a range of disposable and washable products, urinals and urinary drainage aids.

Independence Australia is a major national supplier to many customers and clients including in-home, community nursing, funding bodies as well as aged care facilities.

We carry the latest supplies recommended by your Health Care Professional at competitive prices and have fast home delivery all over Australia.

Easy ordering through our friendly customer service centre 1300 788 855 or online at www.independenceaustralia.com

Need Advice?

**ASK THE NURSE**

If you need advice on continence product choice and usage, please contact the Independence Australia Urology Continence Nurse Advisor on: 1300 788 855 or email askthenurse@independenceaustralia.com
I want to help find a cure for prostate cancer.

Please find enclosed my donation of $ ..........................................

Name: ..................................................................................
Address: .............................................................................
                    ............................................................ Postcode: ........................................
Phone: ( ) ....................................... Email: ..................................................

☐ Please send me, in confidence, information on how I can help Prostate Cancer Foundation of Australia through my will.
☐ I have already included Prostate Cancer Foundation of Australia in my will.

All donations $2 and over are tax deductible

Please mail to: PCFA PO Box 1332, Lane Cove NSW 1595

Or donate online at prostate.org.au

Thank you for your support