



NEWS RELEASE

Premier of New South Wales

CANCER PLAN

Sunday 14 February 2010

Premier Kristina Keneally and Minister Assisting the Minister for Health (Cancer), Frank Sartor today launched NSW's five-year plan to reduce cancer rates and improve services to patients and their families by asking the community to get directly involved.

The **NSW Cancer Plan 2011 – 2015** is the third edition of the State-wide cancer plan – which first started in 2004.

"Working together, we can create a plan that reflects the community's priorities for cancer care and research," Ms Keneally said.

Community consultation starts today on the Cancer Plan, which focuses on five pillars:

- **Prevention** – such as tobacco control, UV radiation and lifestyle factors like obesity and diet;
- **Early detection** – smaller cancers detected early result in greater survival rates;
- **Improved services and professional development** – smarter models of care, identification of better clinical practices and improving skills of cancer professionals;
- **Research** – acceleration of better cancer control is driven by new cancer research discoveries; and
- **Improved data and information** – clinical progress from diagnosis to treatment and subsequent survival depends on registries which collected detailed and timely information.

Previous plans delivered positive results, including improved breast screening technology and other screening services, the development of standard treatment protocols to improve patient outcomes and major investment in cancer research in NSW hospitals and research institutes.

Premier Keneally made the announcement while visiting Prince of Wales Children's Hospital to raise awareness of **International Childhood Cancer Day** tomorrow – Monday 15 February.

The **NSW Cancer Plan 2011 – 2015** will ensure government continues to give patients and families the best possible services and support needed to fight cancer.

NSW delivered Australia's first state-wide cancer plan in 2004 and its second in 2007 resulting in major improvements in cancer prevention, including:

- adult smoking rates have dropped by **4 per cent to 18.4 per cent**
- youth smoking rates have reduced by almost **half to 8.6 per cent**
- cancer mortality rates fell by **12.9 per cent in males and 6.4 in females** (last 10 years)

Latest data – as of 31 December 2004, there were 221,602 individuals – 106,519 men and 115,083 women – with 235,699 cancers – excluding non-melanoma skin cancer – living in NSW who were alive and had been diagnosed with one or more cancers in the 25 years between 1980 and 2004. This equated to 3.3 per cent of the NSW population.

"New cases of cancer are expected to increase by 5,000 every five years resulting in 50,000 new cases by 2021." Ms Keneally said.

"This means one in two men and one in three women will be diagnosed with cancer in their lifetime," she said.

"We must continue to build on the strengths of our work so far with health practitioners."

Minister Assisting the Minister for Health (Cancer), Frank Sartor confirmed the impact of previous Cancer Plans.

"NSW is one of the most successful places in the world to manage cancer - with 63 per cent of people now alive more than five years after their diagnosis. The Cancer Plans have contributed to this strong result and it's a testament to the hard work of our health practitioners," Mr Sartor said.

Mr Sartor said childhood cancer remained a high priority for Government and would be a key focus of the new plan.

"Before the 1960s childhood cancer was almost always fatal, but today, in Australia, survival rates are about 70 percent across all types of childhood cancer.

"This plan is about reducing those figures further."

Community members, non-government organisations, health professionals, patients and carers are encouraged to comment at www.cancerplan.cancerinstitute.org.au from today. Submissions close on Sunday 7 March 2010.

Key facts about childhood cancer:

- The types of cancer that occur in children are different to the types of cancer in adults.
- The most common childhood cancers are acute lymphoblastic leukaemia, brain cancer and neuroblastoma
- Every year in Australia more than 600 children are diagnosed with cancer
- Three Australian children die from cancer every week
- Prior to the 1960's childhood cancer was almost always fatal. Today, in Australia, survival rates are about 70 percent across all types of childhood cancer
- In Australia, one in 900 young adults aged between 16 and 45 years is a survivor of childhood cancer
- Many survivors experience long-term effects of disease and cancer-related therapies, such as organ toxicity, growth and hormonal deficiencies, infertility and secondary cancers
- There were 172 case of cancer diagnosed in children in NSW in 2007.
- Leukaemias accounted for 33.7 per cent of cases in NSW children.
- Incidence rates for childhood cancers (all cancer sites combined) have increased gradually since 1972.

Key Facts about Cancer in NSW:

- In the last decade:
 - Cancer rates have increased in men by 11 per cent, and remained steady in women
 - Cancer mortality rates fell by 12.9 per cent in males and 6.4 per cent in females
- In 2009 there were projected to be:
 - 38,116 new cases diagnosed (22,154 in males and 15,962 in females)
 - 13,739 deaths (7,652 in males and 6,087 in females)
- Five cancers represent 63 per cent of diagnoses: (in order) prostate cancer, bowel cancer, breast cancer, melanoma and lung cancer.
- New cases of cancer are projected to increase by 5,000 every five years, reaching more than 50,000 in 2021
- The NSW State Plan aims to increase survival rates from serious illness including cancer
- International Childhood Cancer Day (ICCD) falls annually on 15 February.
- ICCD was founded in 2004 by the International Confederation of Childhood Cancer Parent Organisations.

Background

Cancer prevalence in New South Wales

- At 31 December 2004, there were 221,602 individuals (106,519 males and 115,083 females) with 235,699 cancers (excluding non-melanoma skin cancer) living in NSW who were alive and had been diagnosed with one or more cancers in the 25 years between 1980 and 2004. This equated to 3.3 per cent of the NSW population.
- Improving survival rates and quality of life for people with potentially fatal or chronic illness through improvements in health care is a key commitment of the NSW Government and reinforced with targets set out in the State Plan (Priority S2). The NSW Government is also committed to improved health for the NSW community through reduced obesity, smoking, illicit drug use and risk drinking (State Plan, Priority S3).
- The maintenance of a continued downward trend in cancer death rates in NSW and the reduction in smoking rates by one per cent per annum to 2010, then by 0.5 per cent per annum to 2016 are key targets of the NSW Government.
- In 2003 the NSW Parliament unanimously passed the Cancer Institute (NSW) Act 2003 which established the Cancer Institute NSW with the objectives to:
 - Increase the survival rate for cancer patients
 - Reduce the incidence of cancer in the community
 - Improve the quality of life for cancer patients and their carers
 - Operate as a source of expertise on cancer control for the government, health service providers, medical researchers and the general community.

Five pillars of cancer control

1. Preventing Cancer

The most successful cancer prevention programs are in tobacco control. Around 30 per cent of cancer deaths in men and 13 per cent in women are due to tobacco smoking. Half of all smokers die of their smoking with one third of smoking deaths occurring in middle age. Other causes of preventable cancer include exposure to ultra-violet radiation from the sun or solarium use and factors such as overweight and obesity, poor diet and sedentary lifestyles.

2. Detecting Cancer Early

Smaller cancers detected early result in better survival for those affected. For example in breast cancer, 98 per cent of women with localised disease are alive five years after the diagnosis.

3. Improved Cancer Services and Professional Development

Projected increases in new cases of cancer will increase demand for cancer services in both the public and private sectors. Improving cancer services and professional development requires understanding of workforce needs, the development of smarter models of care, identification of more efficient clinical practices and the up-skill of cancer professionals.

4. Cancer Research

Acceleration of better cancer control is driven by new cancer research discoveries. Fast-tracked translation of laboratory discoveries to clinical practice through clinical trials offers cancer patients the best opportunity for access to new, life-saving advancements, such as promising new drugs and surgical techniques.

5. Relevant Cancer Data and Information

Our understanding of the patient's experience, such as their clinical progress from diagnosis to treatment and subsequent survival depends on registries which collect detailed and timely information. Information about screening patterns and hereditary cancers also add substantial knowledge to health planners when developing programs to help control cancer in our community.