

Chairman:	Peter Chapman
Executive Officer:	Jenny Noblet
Vice Chairman/Secretary:	Scott Stevenson
Treasurer:	Janelle Kirk
Public Officer/Committee:	John Rumball
Delegate/liaison for MPA:	Lisa Hamilton
Hunter support group	
Committee:	Rebecca Boyd
	Lesley Irvine
	Cecil Hill
	Elizabeth Slevin
	Carole Hooper
	Linda Swain

His melanoma was diagnosed in February 2003 and he had the very good fortune to be treated by the well known RPA medico Dr Chris O'Brien. During his treatment, Paul and Chris developed a very firm friendship that continued until Chris's untimely death following a courageous battle with a brain tumour.

Paul is a director of Chris O'Brien Lifehouse at RPA and is now working towards realising Chris's dream of a state-of-the-art cancer care centre.

He is very much in demand as a public speaker and where fees are applicable always donates 100% of these fees to charities – usually Chris O'Brien Lifehouse, Sydney Head & Neck Cancer Institute or Northcott Society.

As a proud Novocastrian he said that he was indeed honoured and thrilled to accept our invitation and as a gesture of support offered to come to the Hunter to speak to local business people about persistence and working towards your dream.

The Newcastle Business Club has generously agreed to host Paul's visit on Tuesday 19 July and the luncheon will be held at Harbourview Function Centre – all proceeds from the lunch will be donated to the HMF. This is a great opportunity to hear him speak and also support the HMF.

If you would like to attend the lunch, you can do so by the following options:

Online: www.sticktickets.com.au/nbc - be sure to make your booking for the 19 July luncheon.

Email: mail@newcastlebusinessclub.com.au

Phone: NBC Secretary Ron Scanes: 0407248051

Newcastle Knights Charity Partner

We are delighted to once again be one of the Newcastle Knights' charity partners. As a charity partner we have been allocated 6 grandstand seats for all home games as well as a corporate box that we can auction/raffle. The corporate box is for the Canberra Raiders/Knights game on 5-8th August weekend.

This year has seen a major change for the Knights with Nathan Tinkler's Hunter Sports Group becoming the new owners and we wish the club all the very best for the future and thank them for their continued support.

Melanoma Patients Australia - Community Hub

The MPA has changed the name from 'support group' to 'community hub' – Newcastle meetings will now be held monthly with every second month being a later meeting for those unable to attend a 3pm meeting. If you are interested in attending please contact Lisa Hamilton direct on 49333119 for further information.



Chairman's Report

Peter Chapman

I am extremely pleased to announce that Paul Cave AM, has accepted the committee's invitation to be Patron of the HMF and we look forward to a mutually constructive and positive relationship with him.

Paul will be known to most people for his perseverance, for nearly 10 years, to finally realise his dream of creating BridgeClimb. On 1st October 1998, BridgeClimb was officially launched and in 2008 it was awarded the highest national accolade, winning the Australian Tourism Award for Major Tourist Attractions.

He is a Newcastle born and bred success story. He grew up in Raymond Terrace and attended Newcastle Boys High School.

Paul is also no stranger to melanoma and through his personal experience he is aware of the importance of prevention and early detection and supports and endorses the HMF's efforts in the Hunter, in particular the primary and high school prevention programs.



HMF Patron Paul Cave AM

Tattoo

This is definitely one that I won't be telling my two teenagers about!

Sue Collins told us recently that one of the Unit's patients has found a unique way to remember to protect his skin and have regular skin checks – permanently!

The lovely leg belongs to Glen Manning and the staff just couldn't help but take a photo for us.



HMF Charity Race Day – Saturday 23 July

It's hard to believe that the race day is only weeks away – I certainly hope that you have it in your diary and I look forward to seeing you there. It is always a great day – the pavilion is sold out but there are still tickets available for the 'fun tent' marquee. And don't forget there are prizes for the best hats on track.



Treasurer's Report

The floods in Queensland and Victoria as well as cyclone Yasi in Queensland have left devastation in their wake and most Australians are deeply moved by the plight of residents in these affected areas. Australians have given generously and understandably this has had a flow on effect to many charities. We were recently advised by the AMP Foundation that they would not be sponsoring our race day this year due to the overwhelming need to give support to these areas and we completely understand this decision. The AMP Foundation generously sponsored the 2009 and 2010 race days and we were most appreciative of their support.

There are however a number of people in the community who continue to amaze us with their support and generosity.

Cessnock City Council

Most of you are aware that the "Gimme 5" Appeal for Melanoma (money boxes) began as a result of Scott Polglase's passionate dislike of 5cent pieces and after his death, in conjunction with his family, we launched the Gimme 5 appeal in Scott's memory.

This appeal has been very successful and has raised almost \$20,000! Yes that's 400,000 5 cent pieces!

Cessnock City Council employees have a wonderful spirit of generosity and have over the years supported many charities.

It was with this spirit, and having lost her own beautiful mother to melanoma, that Council employee Trish Tobey really understood the pain Scott's mother & family were feeling.

So one day when she was in the Newcastle Permanent about 18 months ago she asked Kim Polglase for more information about Gimme 5 and how she could support it. She then asked her colleagues at Council to get involved to see how much they could raise to help the Melanoma unit in Scott's memory.

Everyone at the Council has got behind the appeal with staff and Directors both indoor and outdoor depositing their stash of 5 cent pieces into the money box.

They have done a great job and have now raised in excess of \$1,000 which was their goal - but Trish says they will continue to raise funds as everyone is so supportive and let's face it don't we all hate those 5 cent pieces?

Linda Rowe Memorial Day – 10 April

Losing their good friend and fellow golfer, Linda Rowe, to melanoma late last year was the motivation for Sugar Valley Golf Club members to hold a charity golf day on 10 April.

Linda's daughter Kristy and her family helped out on the day by running the BBQ and Kristy arranged for HMF brochures and newsletters for all participants.

The event was well supported by members and a very successful day raising close to \$10,000. The Cancer Council NSW was also a beneficiary of the day.

Kristy said it was wonderful to have this event in honour of mum and the wonderful community spirit and support her family has received is helping them cope with their sad loss. She is especially most appreciative of the hard work put in by the Summerville family who did the majority of the organising for the day.



The Ladies of Sugar Valley Golf Club looking pretty in pink.

KMart Kotara

During April, May and June KMart Kotara will be raising funds at their checkouts for the HMF. Long time KMart manager, Craig Papworth lost his mother to melanoma last year and after learning of the role of the HMF in the community, wanted to do something to help.

As well as raising funds he said it was important to raise awareness so Jenny gave a presentation to two staff meetings and also left each employee with a HMF bag of information.

The money boxes are at each of the store's check outs.

Recliner Chair

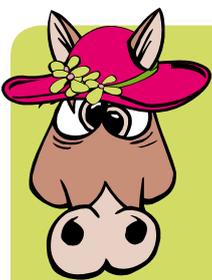
Late last year a recliner chair was donated to the melanoma unit from a local family who no longer needed it. Although it was a fairly new chair and in very good condition, it was however a cloth fabric which was unsuitable for use in the unit.

The Unit asked HMF to consider funding the recovering of the chair. The chair is now covered in a deep purple leather and looks like a 'new' chair.

Membership Renewal/Tax deductible donations

It is nearly that time of year – 30 June. HMF membership renewals are now due and if you are considering a tax deductible donation, now is the time to make it.

Membership renewal forms are enclosed with this newsletter – membership fee remains at \$11 - together with a reply paid donation envelope.



Race day sponsors

Thank you to our race day sponsors – your support enables us to have a successful day.

Radford Shopfitters, McKanna Fabrications, Harvey World Travel Warners Bay and Marketown, Friends of the late John Whitmore, Friends of the late Arnold Smith, Varley Group, Polglase Family and Wilkinson Excavations and Fabrications.

Where there's a Will there's a way - Donald Paviour-Smith

I noticed in the March newsletter that the HMF had received a generous bequest and it prompted me to remember an article I had written for the June 2006 HMF newsletter and asked Jenny to repeat it as a timely reminder.

Most of us think about Wills when we marry, have children, retire or are confronted with the fact that our life is coming to an end. Many simply don't get around to it and their estates are settled according to the laws governing intestate estates – not always the best solution and not one which most people would choose.

Nominating a charity in your Will enables you to continue to assist those organisations that you have supported throughout your life. It also enables your family members to share in the feeling of goodwill that prompted the gift.

How hard is it? Not hard at all. It's simply a matter of ensuring that your Will contains a specific instruction about an amount of money to be given to your nominated charity when your estate is settled. This can be done by contacting your legal advisor and if you do your own Will, there should be instructions included to guide you on this.



Research Update

Several Breakthroughs in The Treatment of Melanoma C/Professor Peter Hersey Research Director Newcastle Melanoma Unit

The Food And Drug Administration (FDA) in the USA is a leading regulator of treatments for cancer. Over the past 40 years they have only approved standard chemotherapy with DTIC and high dose Interleukin 2 for treatment of melanoma considering other treatments of unproven benefit and not superior to these 2 agents. Interleukin 2 has not been approved in Australia because of its cost and toxicity.

It was therefore quite an historic event for the FDA to approve the use of a form of immunotherapy induced by an antibody called Ipilimumab now called "Yervoy".

This was because a large randomised trial has shown that this form of treatment prolongs the survival of patients with metastatic melanoma not treatable with surgery.

What will this mean for patients in Australia? The treatment can have severe side effects due to its broad stimulating effects on the immune system and may not be suitable for all patients particularly for those some distance from Oncology centres.

It will also be sometime before it gets approval from the Australian regulators and even longer for the Pharmaceutical benefits committees to consider whether it should be funded on the PBS.

These factors aside it is a most welcome development to have additional treatments for this disease. When considered together with the successes we are seeing with the new BRAF inhibitors there is reason to be optimistic about eventually having treatments that substantially improve survival from melanoma. The expectation is that over the next few years trials will be conducted testing combinations of Yervoy with the BRAF and other signal pathway inhibitors that are becoming available. The Newcastle melanoma unit will do its best to continue active involvement in these trials for the benefit of patients in this region.

Considering a Donation?

Do it now – before 30 June to receive your tax deduction for 2011. • Your donation will make a difference!

- You will help to ease the lives of those suffering from melanoma.
- You will advance research into finding a cure for melanoma.
- You will assist in raising awareness to the prevention and early detection of melanoma in our community.
- You will be assured that your donation will be utilised locally.

Make a difference – send your donation today!



Education Report

Carole Hooper

Fair play at this year's L'Oréal Melbourne Fashion Festival

It was pleasing to see that the L'Oréal Melbourne Fashion Festival (LMFF) was making its contribution in helping to shift perceptions of tan fans as they purposely embraced natural skin colour at this year's event. LMFF General Manager, Kiri Delly, said: "The trend for natural-looking skin is being embraced by this year's show as the perfect complementary look for the next 2011 collection."



Fashion events play a key role in showing young people that the tanned look is not 'in' and LMFF are to be applauded for encouraging natural-looking skin colour.

The Festival's support of natural skin colour is a big step toward changing young people's tanning behaviours and hopefully in the future reducing and preventing skin cancer incidence.

Scars showing where skin cancers have been cut out don't make for a great fashion accessory, so sporting sun protection with your latest look is the only way to go!

It is critical to get the message across to young people and adolescents that tanning, not just sunburn, is dangerous and will increase their risk of skin cancer. Tanning is also a major cause of premature aging. It is believed that as much as 80% of premature facial aging - such as wrinkles and fine lines - are due to sun exposure.

It is a message that we continually need to reinforce and there's still a lot of work to do but with events like the LMFF embracing natural skin colour, we are starting to sway tan fans away from sunbaking.

Cancer Institute NSW - NSW Cancer Plan 2011-15

It was interesting to note under its 'Key Achievements' that NSW is the only state with a significant decrease (53% to 48%) in the appeal to get a suntan in the period Oct 2008 to Feb 2009.

Also the NSW School Students Health Behaviours Survey showed that 35% of school students in 2008 preferred to have no tan at all – this figure is up from 25% just four years earlier.

Included in its Priorities for Action, in relation to melanoma, is to reduce the incidence of melanoma by reducing exposure to ultraviolet radiation by behavior modification.

To increase survival rates it will encourage participation in screening programs and improve early diagnosis by improving awareness of symptoms.

This is the third "Cancer Plan" of the Cancer Institute since its inception in 2003 and reflects an integrated and collaborative approach to reducing the burden of not just melanoma but all cancer in NSW.

Newcastle Home Expo 29-30-31 July

This will be the first year that the Home Expo hasn't fallen on the same weekend as our race day. Volunteers will be needed to help out over the three days providing information to attendees and also selling raffle tickets – please let Jenny know if you are available to assist.

Pit Stop for Youth

Jenny and I will once again be participating in this program for Year 9 boys at Singleton High School at the end of July, and at Kurri Kurri High and Cessnock High in August.

Redhead Nippers

Jenny attended their presentation day in February and distributed sun safety information – the nippers were much more interested in the tattoos – fake ones that is.



Foundation News

Jenny Noblet

Royal Wedding connection

I really do have to share this story. I am sure a lot of you were caught up in the hype of the Royal wedding, but I have an interesting connection in that my son Travis, who lives in England and is a metal polisher, was asked to polish an exhaust pipe. This request came just a couple of days before Easter and as he was extremely busy he told the gentleman that he would not be able to do it until the following week. It was then explained to him that the exhaust pipe was from a Rolls Royce and that the car was part of the royal convoy. Needless to say the exhaust pipe was given top priority (and the VIP treatment)! Unfortunately he wasn't told who would be riding in that particular Rolls (even though he did try to find out) but no doubt the gentlemen with the exhaust probably didn't know himself with security at such a high level. Travis was sure he would know when he saw the cars as his would be the one with the shiniest exhaust!

Jay Allen's USA Road Trip

Congratulations to Jay Allen and Clinton Heal on their recent USA road trip. Surviving melanoma not only made Jay and Clinton good mates, but also gave them a common purpose – a mission to ban sun-tanning beds.

They spent 18 days in the USA visiting school students in five cities, spreading the message that sun-tanning beds are dangerous. They also made contact with other melanoma prevention organisations to learn more about their strategies in getting the sun safety message to teens and young adults.

Newcastle Jets in the Community Kick-off

The Newcastle Jets were involved in the NJC Newmarket race day in March and for a bit of fun six local charities were invited to participate in a kick-off.

Each charity was asked to provide a kicker who was coached by a Jet for 5 minutes prior to the kick-off and the kicker who kicked the furthest won the prize money for their charity.

We really had an unfair advantage by having HMF ambassador Cory Paterson as our kicker and to be fair we had asked fellow ambassador Jake Sylvester if he was available. But after having won the Junior Pro Am at Surfest the previous weekend, which meant he would then go into other rounds, he was unsure of his availability until the day before the event.

Although Jake was able to make it, because the One to One charity didn't have a kicker, he was asked to do the kick for them.

Cory was coached by Jet Madeline Searle – who obviously did a great job coaching him as he won the kick-off with Jake a close second.

Cory won \$600 for the HMF.



Cory & Jake (centre) with other charity kickers and their coaches

A big thanks to our volunteers

National Volunteers Week was in May to acknowledge the important role that volunteers play in our community. Our volunteers help in a number of ways – office assistance in the Unit, community events, preparing school sun safety packs, driving patients, helping with fundraising activities – you are important to us and we appreciate your support – thank you.

UV Alert

It was interesting to note during summer that the timing for the UV alert had increased and on some days was from 9am through to 5pm. In the past the message has been to avoid being in the sun from 11am-3pm (daylight saving time) but it seems with the intense solar radiation we experience in summer, we need to be vigilant all day. The UV alert is a useful tool to use to protect yourself from UV radiation as it tells you the time during the day that you need to consider sun protection.

You can see sunlight and feel infrared radiation (heat), but you cannot see or feel UV radiation. UV radiation can be high even on cool or overcast days so you can't rely on clear skies or high temperatures to determine when you need to protect yourself.

The UV index is now reported as part of the daily weather report for all monitored sites around Australia and is based on the Global Solar UV Index, a rating system adopted from the World Health Organisation.

The UV index is either a prediction or an actual measurement of the effective UVR incident upon a horizontal plane at the earth's surface. The effective UVR is a measure of the UVR relevant to well-established effects on the skin.

The UV index is calculated from the daily maximum effective UVR averaged over 30 minutes. As the index is a measurement, it directly takes into account cloud cover and other environmental factors which computations can only approximate.

The UV index is determined at the time of peak UVR intensity which will generally occur at solar noon (approximately 1pm during daylight saving time). If there is substantial cloud cover around solar noon, the maximum for the day may be measured at some other time when the UVR levels are higher.

UV Monitor

In 1995 the HMF was asked by the Australian Radiation Laboratory (now known as the Australian Radiation Protection and Nuclear Safety Agency), to consider purchasing a UV Monitor to be installed in Newcastle to monitor the UV Index. As well as providing a daily UV reading for the weather report, the information is recorded and stored in Melbourne for future research reference. A number of UV monitors were installed throughout Australia and Newcastle was no doubt considered a prime location due to its high incidence of melanoma.

Initially the monitor was on the roof at NBN but when the melanoma unit moved to the Calvary Mater Hospital in 1997, the monitor was relocated to the roof of the Newmed building.

Five years ago we were asked if it could be converted to provide 'live' readings. There are only 10 locations in Australia that provide a 'realtime' UV reading and Newcastle is one of them.

The Newcastle realtime UV index reading can be obtained from the Bureau of Meteorology's website – www.bom.gov.au and follow the links – latest UV levels – UV measurements ARPANSA – Australian Realtime UV levels – Newcastle.

You can also download a Sunsmart App for your iphone from the site.

Melanoma in the Media

Melanoma affects women more strongly than men *Skin Cancer Foundation newsletter*

Melanoma appears to have a stronger overall impact on women than men, according to a new report.

In a study of 562 men and women, published this month in the Archives of Dermatology, Dutch researchers evaluated the health-related quality of life of melanoma survivors. Subjects filled out several questionnaires, including the Impact of Cancer scale, which measures the effect of the disease on patients' lives. Women were more likely to report that melanoma had a stronger effect (both positive and negative) on their lives.

Behaviorally, female survivors tended to take more definitive action to protect themselves from sun damage after being diagnosed: They were more likely than men to go on fewer vacations to sunny climates; more likely to seek the shade, and more inclined to use sunscreen. They also worried more about the effects of the sun on their skin, as well as on the skin of their children and spouses. However, they had more negative scores than men in physical functioning, bodily pain, general health vitality, and mental health. The authors concluded that female survivors might benefit from more follow-up care, including psychological counselling. They also noted that male survivors may need more education about sun protection.

MONDAY, March 21 (HealthDay News) - Affluent young white women, who presumably have more opportunities for tanning, are nearly six times as likely to develop the lethal skin cancer melanoma as their poorest counterparts, a new study indicates.

In research examining the relationship between melanoma incidence, ultraviolet (UV) light exposure and socioeconomic status, scientists studied data from 3,800 white girls and women in California aged 15 to 39 during two periods a decade apart.

Among those women, 3,842 melanomas were diagnosed, with diagnoses increasing most significantly over time in the three highest socioeconomic levels. UV radiation exposure was linked to higher melanoma rates only among the women in the top two levels, the study found.

"I think we originally thought that UV-sunnier areas have more melanoma...but it was not as powerful a predictor as socioeconomic status, and really, you need the two together," said study co-author Christina A. Clarke, a research scientist at Cancer Prevention Institute of California.

"These are young girls - 15 to 39 - and they shouldn't be getting cancer," she added. "Melanoma is a particularly poignant cancer too, because it's so deadly."

The study was published online March 21 and in the July print issue of Archives of Dermatology.

Each year, melanoma is diagnosed in about 70,000 people in the United States and about 8,700 die from it, according to the American Cancer Society.

Among teens, the rate of melanoma has increased almost 3 percent a year in the last two decades, the authors noted.

Using data from the California Cancer Registry, U.S. Census and National Oceanic and Atmospheric Administration, Clarke and her colleagues zeroed in on two periods -- January 1988 to December 1992 and January 1998 to December 2002.

The researchers ranked neighbourhoods in California with respect to affluence and location-specific UV exposure using Census variables such as income, education, occupations, percentage of unemployment and housing prices, Clarke said.

Girls and women in neighbourhoods with the highest socioeconomic status and highest UV radiation exposure experienced 73 percent more melanoma diagnoses than those from the poorest neighbourhoods with the highest UV exposure, and an 80 percent greater melanoma incidence compared to those with both the lowest socioeconomic and UV exposure.

Clarke said the researchers were unable to glean from their data whether more affluent young women were more likely to use tanning salons, but said that scenario was likely. It's also probable they take more vacations in sunny spots where sun-bathing is a leisure activity. Dr. James Spencer, a dermatologist in private practice in St. Petersburg, Fla., agreed with Clarke's theory and said the study "is confirmation of something that's been known for years."

He cautioned parents to be diligent about protecting their children's skin while in open sun - perhaps even more than their own.

"Melanoma correlates strongly with childhood sunburns, so we think young skin is more vulnerable," Spencer said. "For the moms and dads, your child's and teenager's skin is a lot more vulnerable than yours. Most of the damage that can lead to melanoma occurs during childhood sunburns before age 20."

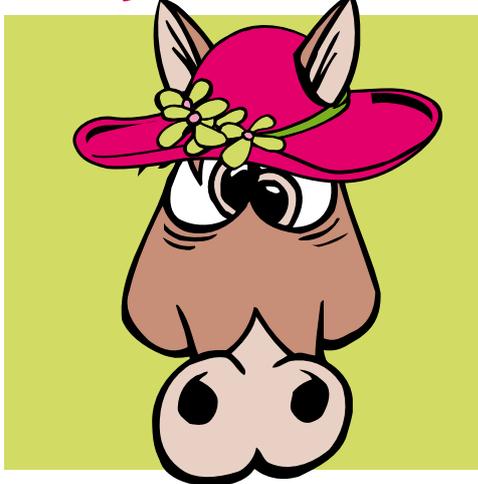
Clarke and Spencer agreed that young people resist anti-tanning messages, making it particularly difficult to target them in public education campaigns.

"What do we do to make tanning less cool?" Clarke said. "I think there are a lot of messages around tanning, though I'm not sure how much melanoma has been part of this conversation. But this is serious - melanoma can kill you."

Spencer added: "Tell a 15-year-old not to get a suntan? That's just a really hard group to reach. I think teenagers know today, but they just don't care."



You're invited...



HATSONTRACK
For Melanoma

...to The Hunter Melanoma

Foundation Race Day

**Hats on Track
for Melanoma
Saturday**

23 July 2011

Wear your silliest, biggest, brightest, trendiest or best hat and have a flutter at a fun-filled day of fashion, fillies and friends. Get your group together and book your tickets today! **\$60pp** includes entry to the track and to the HMF Marquee with light lunch, tote & bar facilities.

Great prizes! Great racing! Great cause!
Call Jenny to reserve your seat on **49850103**
or email **melafdn@tpg.com.au**
(tables of ten available for reservation)



Yes We'd love to join you at Hats on Track for Melanoma! Please book ____ tickets @ \$60 per ticket. I enclose a cheque for \$ _____ OR charge my credit card: Bankcard Visa Mastercard

Number Expiry

Name _____

Signature: _____

Phone (BH): _____

Address: _____

Postcode: _____

Email: _____

Company: _____

Please post to: **Hunter Melanoma Foundation PO Box 278 Waratah NSW 2298.** or fax to: **4985 0101**

