

MEDIA CALL FOR: MONDAY 25 JANUARY 2010

An Important Australia Day Health Message for All Australian Women



OvarianCancerAustralia

Jean Kittson & 11 Australian Women from Many Walks Of Life Join Forces With Ovarian Cancer Australia to Deliver an Important Health Message That Can Help Save The Lives Of Australian Women!

Media Call & Photo Opportunity

Date: Monday 25 January 2010

Media Call Time: 10:30am for 10:45am

Theme: 'Don't leave it until the 11th hour!'

Photo op: Jean Kittson with 11 Australian women from all walks of life

Venue/location: Uni Lodge Building – Corner Bay Street and Broadway, Glebe NSW (entrance to the foyer is on Bay Street opposite Broadway Shopping Centre)

Meeting Point: The Foyer – to the left of the foyer as you enter the building

Parking: Parking available in Broadway Shopping Centre via Bay Street (Free for 3 hours)

Setting: The Broadway Clock Tower will be in the background at 11oclock!

**RSVP: Please contact Insight Communications
P: (02) 9313 3844 - M: 0414 821 957 - E: clare@insightcommunications.net.au**

Every 11 hours an Australian woman will die from ovarian cancer. In the lead-up to Ovarian Cancer Awareness Month in February (an initiative of Ovarian Cancer Australia), there is no better day to do something to help save the lives of Australian women than on Australia Day.

For Australia Day, Jean Kittson and 11 women from many walks of life have teamed up with Ovarian Cancer Australia to communicate an important community health announcement that aims to educate Australian women about the risks and symptoms of this life-threatening disease.

Jean Kittson who has been announced as the Ovarian Cancer Awareness Month Campaign Ambassador for 2010 said, "I'm delighted to be part of such an important health initiative for Australian women so together we can all learn the symptoms of ovarian cancer.

"By coming together for this Australia Day message, we hope to inform women about a disease that is the 6th most common cause of cancer death among Australian women, and help them to learn to recognise the symptoms of ovarian cancer so they can seek early treatment which could save their lives.

"Most women think they are protected through a Pap smear. However this test does not detect ovarian cancer. There is no test to detect ovarian cancer. Only knowing the symptoms will save your life. Our Australia Day message to every Australian woman is make sure you know the symptoms of ovarian cancer because it might save your life. Don't leave it until the 11th hour," Ms. Kittson said.

Simon Lee, Chairman of Ovarian Cancer Australia said, "We really value the support that Jean Kittson is giving us in taking on the role of Campaign Ambassador for 2010. With Jean's help and the help of these wonderful 11th Hour Ambassadors who are helping us deliver a vital health message to the community for Australia Day, we have the opportunity to educate women and hopefully help to save lives."

Every woman needs to know the symptoms of ovarian cancer! To learn the risks, signs and symptoms or to make a donation please visit www.ovariancancer.net.au. Don't leave it until the 11th hour!

For more information on ovarian cancer, or to make a tax deductible donation or purchase teal ribbons (minimum quantity of 5 at \$2 each) please contact Ovarian Cancer Australia. Phone: 1300 660 334
Email: admin@ovariancancer.net.au Website: ovariancancer.net.au. **ENDS**

JEAN KITTSOON - Ambassador - Ovarian Cancer Awareness Month 2010

Jean Kittson is one of Australia's best known and most popular comedians.

She is a performer and writer whose television shows include the Big Gig, Kittson Fahey, Let The Blood Run Free, Good News Week, Flat Chat, Glasshouse, The Great Debates and The Einstein Factor.

She is a regular guest on Richard Glover's Thank God it's Friday Show on 702 Sydney (2BL). Her most recent film role was with Delta Goodrem in Hating Alison Ashley.

She is a magazine columnist who has written for New Weekly, The Sunday Telegraph, and The Sydney Morning Herald's Sydney Magazine and is currently a columnist with Readers Digest Health Smart Magazine. She is the author of the Penguin best seller, Tongue Lashing. She is also a firm favourite on the corporate speaker's circuit.

Ovarian Cancer Awareness Month - February 2010

Ovarian Cancer Awareness Month - An Initiative of Ovarian Cancer Australia



OvarianCancerAustralia

Journalist Notes

On February 1, Ovarian Cancer Australia is launching Ovarian Cancer Awareness Month 2010 to help save lives by raising awareness about the symptoms of ovarian cancer and provide support for those touched by ovarian cancer.

- * In 2010, more than 1500 Australia women will be diagnosed with ovarian cancer
- * More than 850 will die from the disease – that's 1 woman every 11 hours
- * 75% of women are diagnosed in the advanced stages and will not live beyond 5 years
- * Ovarian cancer is the 6th most common cause of cancer death in Australian women
- * Ovarian cancer can affect women of all ages – girls as young as 7 have been diagnosed. But the risk of getting ovarian cancer increases with age. The average age for an ovarian cancer diagnosis is 64
- * There is no detection test – a Pap smear does NOT detect ovarian cancer
- * The majority of Australian women DON'T know the symptoms of ovarian cancer but almost all women with ovarian cancer suffer symptoms
- * To ensure a good chance of survival it is essential that ovarian cancer is caught in the early stages
- * If found in the early stages, the majority of women will be alive and well after five years
- * Awareness of symptoms is the principal means of early diagnosis to save lives!
- * With the help of the media, we aim to save lives by educating women about the symptoms of ovarian cancer. We aim to inform them about what to do if they have symptoms, empowering them to manage their health

Who is Ovarian Cancer Australia?

Ovarian Cancer Australia is a national not-for-profit organisation providing support and advocacy for people affected by ovarian cancer, and is the peak body for ovarian cancer awareness and prevention. Our programs are focused in these important areas:

- * Promoting awareness of ovarian cancer and its symptoms in the community – giving Australian women and their healthcare providers a better understanding of the early signs of ovarian cancer
- * Providing support networks and resources to women and their families and friends affected by ovarian cancer
- * Advocating with medical professionals, government and the media for women diagnosed with ovarian cancer
- * We are the only organisation that works with Australian women, their families and friends who have been affected by ovarian cancer

Ovarian Cancer Australia Exists To:

- * Save women's lives by raising awareness of the symptoms of ovarian cancer
- * Support those touched by ovarian cancer
- * Be the voice of ovarian cancer awareness and prevention in Australia

How Many Women In Australia Have Ovarian Cancer?

- * 1 in 70 Australian women will develop ovarian cancer in their lifetime. Each year, more than 850 Australian women will lose their battle with ovarian cancer – that's one woman every 11 hours.

What Is The Life Expectancy For A Woman Diagnosed With Ovarian Cancer?

- * 75% of women are diagnosed in the advanced stages and will not live beyond 5 years. If diagnosed early, the majority of those women will survive. This is why awareness and early detection is so important.

Who Is At Risk Of Developing Ovarian Cancer?

Factors that are considered to increase the risk of ovarian cancer are:

- * Age – women over the age of 45 are at greater risk of developing ovarian cancer. However, it affects women of all ages - ovarian cancer has been diagnosed in girls as young as 7
- * Never having taken the contraceptive pill
- * Having few or no pregnancies
- * A high-fat diet, being overweight and smoking
- * A history of cancer in the family, especially ovarian, breast or some bowel cancers (approximately 10% of all ovarian cancer cases are due to an inherited gene fault and these are found in 1 in 500 people in Australia)
- * Being of Ashkenazi Jewish descent

Facts About Ovarian Cancer In Australia

- * This year, 1500 women will be diagnosed with ovarian cancer; more than 850 will die from the disease
- * There is no reliable early detection test for ovarian cancer
- * The majority of Australian women do not know the symptoms of ovarian cancer
- * Ovarian cancer is the 6th most common cause of cancer death in Australian women

What Are The Symptoms Of Ovarian Cancer?

The four most frequently reported symptoms from women diagnosed with ovarian cancer are:

- * Persistent abdominal pain or pelvic (lower abdominal) pain
- * A noticeable increase in abdominal size or abdominal bloating
- * Needing to rush to the toilet to urinate often or urgently
- * Feeling full quickly or finding it difficult to eat

Other symptoms that have been commonly reported by women with ovarian cancer include:

- * Vague but persistent stomach upsets such as wind, nausea, heart burn or indigestion
- * Vaginal bleeding
- * Change in bowel habits
- * Weight loss or weight gain
- * Excessive fatigue

If these symptoms persist even after prescribed treatment for other more common conditions (for example irritable bowel syndrome), women should ask their GP to consider the possibility of ovarian cancer. Ovarian Cancer Australia provides free symptom diaries to download from their website so that women can track what they are experiencing and be able to better communicate with their GP.

Is There A Test For Ovarian Cancer?

- * No! There is NO early detection screening test for ovarian cancer. A Pap smear does NOT detect Ovarian cancer. This is why awareness of the symptoms is critical to Australian women

How Is Ovarian Cancer Diagnosed?

- * Ovarian cancer can only be confirmed at the point of surgery. If ovarian cancer is suspected, a GP will recommend tests which can suggest if ovarian cancer is a possibility, these include the CA125 test, and a trans-vaginal ultrasound, but these tests cannot be used to screen for or diagnose ovarian cancer.

How Is It Treated?

- * When ovarian cancer is confirmed during surgery, a total hysterectomy (removal of the uterus), bilateral salpingo-oophorectomy (removal of the fallopian tubes and ovaries on both sides), omentectomy (removal of the fatty tissue that covers the bowels), lymphadenectomy (removal of one or more lymph nodes) may be performed.

Awareness Is The Key To Saving Lives - We Raise Awareness By Promoting:

- * Australia's annual awareness month is February
- * **Teal Ribbon Day is Wednesday 24 February 2010**
- * Teal is the international colour representing ovarian cancer

About Ovarian Cancer Awareness Month

- * Ovarian Cancer Awareness Month is an international campaign to raise awareness of the symptoms of ovarian cancer. In 2010 in Australia Ovarian Cancer Awareness Month is held in February. Ovarian Cancer Awareness Month is also a time when Ovarian Cancer Australia, their volunteers and friends, raise funds for their programs and resources to support women with ovarian cancer and to ensure every woman in Australia knows the symptoms of ovarian cancer.

For more information on ovarian cancer, or to make a tax deductible donation or purchase teal ribbons (minimum quantity of 5 at \$2 each) please contact Ovarian Cancer Australia.

- * Phone: 1300 660 334
- * Email: admin@ovariancancer.net.au
- * Website: ovariancancer.net.au

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