

2021 BOTTOMLINE & WRAP-UP



bowelcancernz.org.nz

DECEMBER

More than 1,000 Kiwis supported through Wellbeing program



Victoria Thompson
NURSE SUPPORT COORDINATOR

What a huge year this has been for the charity! Our registered nurse Victoria, who started with us in February, has already supported over 1,000 bowel cancer patients and whānau through our free-phone service, website chatbot, and active online support groups.

This was made possible through the generous funding we receive from Dry July NZ as one of their beneficiary charities, enabling us to fund our nurse support role.

Despite the challenges of Covid-19 and the impact on our funding, we're proud to have launched our wellbeing program this year which includes free physio rehabilitation and counselling sessions for patients.

Our partnership with HealthLink means health professionals nationwide can refer patients directly to us. We've had amazing feedback from patients, and we know it's been a lifeline for many.

"For me personally, this (counselling) support has been invaluable. I don't have a support network, so it has been good to talk to someone, and

I really appreciate Bowel Cancer NZ for organising and funding these sessions."
– Erica, bowel cancer patient.

The current pandemic has not slowed us down one bit, with the team working harder than ever on a wide range of projects. We now have 14 fact sheets covering a range of topics from information on symptoms and colonoscopies to just being diagnosed, staging and grading of tumours to chemotherapy and unfunded drugs. These are available in print and downloadable from our website.

Another exciting project we've rolled out is our Workplace Wellness Seminars. Raising awareness of this deadly but largely preventable disease within corporates is a proactive way to look after employee health.

Wendy Chittock, Health, Safety & Wellbeing Co-ordinator at Pan Pac Forest Products, who had our nurse talk to their staff, said, "Thank you, Victoria, for your outstanding efforts! You were an absolute pleasure to deal with and a superstar in your field as an educator and specialist support nurse for Bowel Cancer NZ."





Covid hasn't slowed us down

What a rollercoaster of a year 2021 has been. I know my team is very proud of all we've achieved despite the challenges of Covid-19. The support we're now able to offer patients is very timely and particularly needed with the stress and uncertainty we're currently living with.

I want to extend my deepest thanks and appreciation to all our supporters, ambassadors, sponsors, and the larger bowel cancer community. Without you, none of our successes would be possible. And what a lot we have to celebrate as you can see in this newsletter. Happy holidays everyone!

Rebekah Heal | General Manager

Never Too Young update

Our annual campaign continues to raise vital awareness.

"This morning on the way to school, we were behind a bus that had Anaru on it for your Never Too Young campaign. His face was smiling at us, and we read his name, how old he was and when he passed away.

"Thank you to Anaru's family and Bowel Cancer NZ for sharing his story. It's a powerful message that is hard to ignore when you see his face and how young he was, looking at you on the way to school. He looked like a lovely person." - Lisa from Christchurch.

A huge thanks to our fantastic partner, Q Brand Builders, and founder of the campaign, Chelsea Halliwell.

Learn more at nevertotoyoung.org.nz



Anaru Turei Gray, our Never Too Young ambassador who passed away in 2019.

HOW WE'RE MAKING A DIFFERENCE

15 

Education Talks

117 

Patients funded for physio and counselling

1139 

Online support group members



1138

Patients & whānau supported by our nurse through our helpline, chatbot and email

342 

Bowel screening kits sent out

125,258

Website visitors



 **11,200+**

Resources downloaded

Sourced: Jan - Oct 2021



Dr Rachel Purcell is the Senior Research Fellow with the University of Otago leading the early onset research

Research Update

We're delighted to have signed off funding for research to the University of Otago, where they will compare and contrast the microbiome of people with early versus later onset colorectal cancer.

We're also proud to be funding a Kaupapa Māori qualitative study in partnership with Johnson & Johnson NZ, led by Dr Maxine Ronald (FRACS).

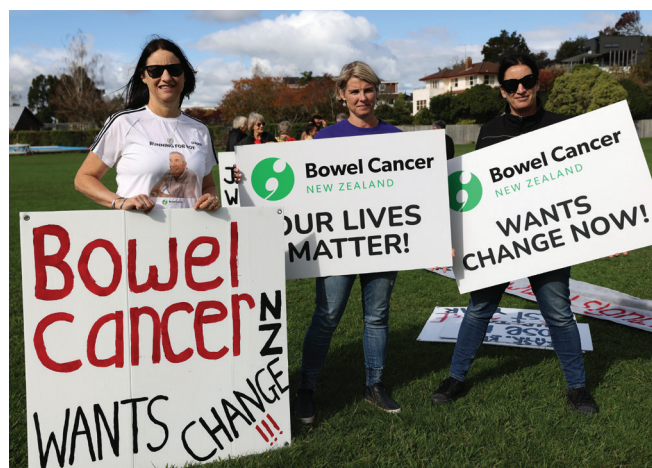
The purpose of the project is to understand how Māori living in Northland believe that the National Bowel Screening Programme can be delivered in a more culturally appropriate manner to ensure optimal uptake.

Advocacy ramps up

Pharmac has not funded any new bowel cancer drugs in 20 years. It's for this reason our charity not only joined the Lie Down for Life march to call for change with Patient Voice Aotearoa but also continued to apply pressure through our collaboration with The Medicine Gap campaign.

As our supporter and bowel cancer patient Catherine Edwards says, "I think we have to ask ourselves if we are comfortable living in a country where only the rich can access medicines."

New Zealand needs access to modern medicines to treat bowel cancer now as we are failing too many patients.



Left to right: Tracee Berry, Mary Bradley and Carla Botha at the Lie Down for Life march in Hamilton



Our annual Move your Butt fundraiser starts on the first day of Bowel Cancer Awareness Month and encourages all New Zealanders to get off their butts and challenge themselves to move more.

Our Movers smashed this year's target, raising an impressive \$170,000 with 300 Kiwis kicking the couch this June. A huge thank you to everyone who took part and all their friends, whānau and workplaces who supported them. 100% of the funds raised support people living with bowel cancer and building awareness to prevent others

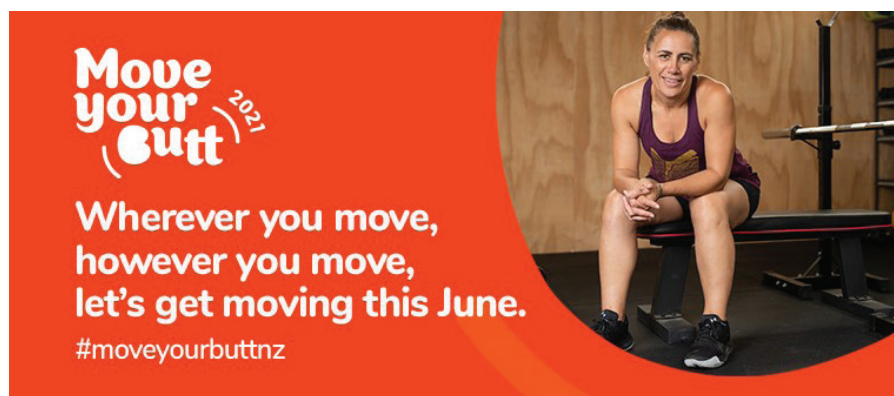
from getting it. In fact, we were able to widen our counselling from just patients, to include their whānau and primary caregivers as well due to the success of the challenge.♥

Our wonderful ambassadors supported Move your Butt, including TVNZ Breakfast presenter Jenny-May Clarkson whose brother died from bowel cancer at age 54. Kevin Biggar, whose mother passed from bowel

cancer, and patient Tamsyn Cornwall also joined Jenny-May.

A big 'ngā mihi' thanks to the many workplaces who got behind us this year, including our corporate sponsor CottonSofts, who topped the Teams leaderboard.

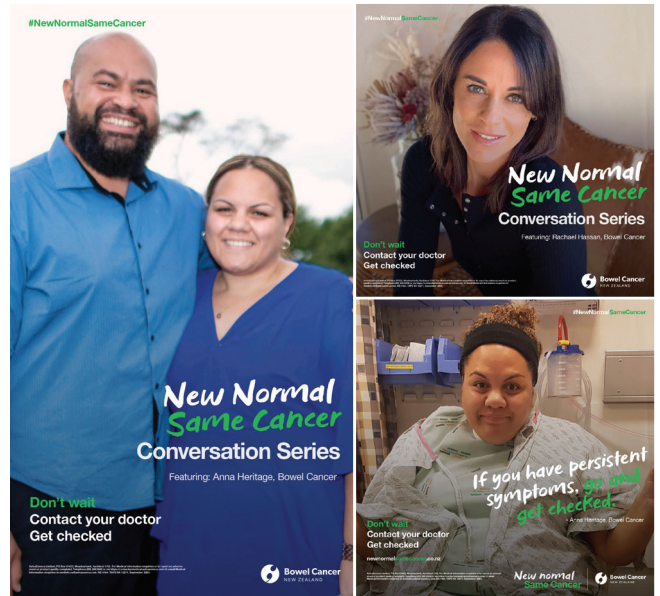
Check out moveyourbutt.org.nz to register your interest for next year and help us beat bowel cancer.



New Normal, Same Cancer campaign roll-out

Bowel Cancer NZ joined other cancer organisations across New Zealand to launch a campaign to tackle COVID-related reluctance to come forward for testing and routine follow-up treatment for cancer. The New Normal Same Cancer campaign aims to reduce delays in cancer being diagnosed and treated.

This was an important campaign for our charity to be involved in, and we led from the front with our ambassadors and patients speaking out in mainstream media. We thank Anna Heritage-Sao and Rachael Ferguson for sharing their stories and the message 'Don't wait. Contact your doctor. Get checked.' Learn more at newnormalsamecancer.co.nz



Rachael Ferguson (top right), Anna Heritage-Sao and her husband Tini shared their stories for the campaign



Loren Quarry and Rebekah Heal at the GP conference in Rotorua.



Bowel Cancer NZ nurse Victoria at Pasifika

Events attended before lockdown

Our nurse Victoria was busy attending meetings and events in the first half of 2021 to promote the work Bowel Cancer NZ does in our communities and to raise awareness of the symptoms of this disease.

Importantly, our nurse attended the Pasifika Festival with the Bowel Screening Programme and the Māori Cancer Community Hui at Te Mahurehure Marae. Rebekah, our general manager, and Loren, from our team, also attended the GP conference in Rotorua.

Fieldays was a huge success this year, with 33,000 people going through the Health and Wellness Hub. Our giant inflatable colon garnered a lot of interest, and Jenny-May interviewed Mary from our team on Breakfast TV.

Bowel Cancer NZ is grateful for the support of our corporate sponsors.



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We're thankful to the trusts and foundations who have awarded us grants this year.

- Lottery Community Fund
- Freemasons Foundation
- Grassroots Trust
- Dry July NZ
- Louisa and Patrick Emmett
- Murphy Foundation
- One Foundation
- Pub Charity Limited
- Four Winds Foundation
- Lottery Covid-19 Community
- Wellbeing Fund
- BlueSky Community Trust
- Dragon Community Trust

SCAN TO DONATE! IT'S EASY AS!



HELP US FINISH WHAT WE'VE STARTED.

A lot of great work has been done already, but there's plenty more to do. Stand with us! Give us a hand, and help give bowel cancer the boot...

Simply scan the QR code with your phone camera as if you're taking a photo. You'll then be directed to our donation page.
Ngā mihi nui - thanks so much for your support!

SCAN HERE!

