



Cancer Council Queensland

Election Priorities Queensland State Election 2020

Working together to reduce the burden of cancer.



On average, one person is diagnosed with cancer every 20 minutes in Queensland. In 2017 30,121 Queenslanders were diagnosed with cancer and 9442 lost their life to the disease.

Cancer Council Queensland is the only charity to work across every area of every cancer, including research, prevention and support services. We support Queenslanders from the point of diagnosis through to treatment and survivorship.

We provide vital services to support Queenslanders affected by cancer each year. In 2019:

- 22,898 nights of accommodation were provided at our lodges across the State
- 2570 wigs and turbans were donated to individuals experiencing hair loss as a result of their cancer treatment
- 7899 contacts were made with our 13 11 20 information and support service
- 112,293 printed resources were provided across the state
- 15,121 trips were provided to help cancer patients and their carers staying at our accommodation lodges get to their treatment and medical appointments.

We have a strong commitment to cancer prevention and early detection. We also believe investing in world-class research will bring us closer to our vision of a cancer free future for all Queenslanders.

Our mission is to reduce the burden of cancer, but we cannot do this alone. We know that preventing cancer is one of the most effective ways of creating a cancer free future. Evidence shows

that at least one third of all cancer cases could be prevented, and the number of cancer deaths could be reduced significantly.

The priorities outlined in this document, *Working together to reduce the burden of cancer*, will reduce the impact of cancer in our community.

We recommend the Queensland Government:

- **Invest in a mass media skin cancer prevention campaign**
- **Continue to lead the way in tobacco control**
- **Increase participation in cancer screening**

These initiatives will ultimately result in significant economic benefits and have a positive impact for Queenslanders and their families.

Cancer has a substantial social and economic impact in Queensland, and due to the COVID-19 pandemic the next Queensland Government will be faced with many challenges. Ensuring there is sufficient and effective investment in preventative health is essential now more than ever, to reduce further strain on the healthcare system and keep Queenslanders healthy.

Cancer Council Queensland is committed to continue working with the Queensland Government to reduce the burden of cancer through research, patient care, prevention and early detection.

Chris McMillan,
Chief Executive Officer

Invest in a mass media skin cancer prevention campaign.

By funding a \$3 million per annum mass media skin cancer prevention campaign the Queensland Government can change community attitudes towards sun protection and prevent skin cancer in Queensland.

Queensland has the highest rate of skin cancer in the world. Each year nearly 4,000 Queenslanders are diagnosed with melanoma – the most common form of cancer in Queensland – and a further 360,000 non-melanoma skin cancers are treated, both of which are almost entirely preventable.

The social and economic burden of skin cancer is significant. Skin cancer costs the public health system an estimated \$175 million annually in Queensland. This does not include costs associated with loss of productivity associated with morbidity and premature mortality. With the rates of skin cancer increasing, so too will the costs unless immediate action is taken.



For every \$1 invested,
a **\$3.85** return
on investment
is achieved

1 in 5 Queenslanders have not received any information on sun protection in the last year.

Alarmingly, around half of all Queenslanders reported being sunburned in 2018. As sunburn is a key contributing factor to the development of skin cancer, there is an urgent need for action and investment in public education.

95% of Queenslanders are in favour of a mass media campaign on sun protection and early detection.

We are calling on the Queensland Government to commit to funding \$3 million for a mass media skin cancer prevention campaign per annum to reduce the growing burden of skin cancer in Queensland. This is a unique window of opportunity for the Queensland Government to join us in tackling Queensland's most common cancer.





Continue to lead the way in tobacco control.

Cancer Council Queensland recommend the Queensland Government strengthen tobacco retail laws and make more places smoke-free to further reduce smoking rates and to protect Queenslanders from the harms of tobacco smoke.

Smoking is the single leading cause of death and disease, including cancer in the developed world. The majority of Queenslanders today are non-smokers, and studies of community attitudes towards smoking have found increasingly high levels of public support for broadening restrictions on smoking in Queensland, due to growing awareness of the harmful effects.

The commitment of successive Queensland Government's has seen the rate of daily smoking reach an all time low of 11%. However, Queensland's tobacco control laws must be strengthened to further reduce smoking rates.



Limit supply of tobacco

Cancer Council Queensland recommend the Queensland Government regulate the retail supply of tobacco products to eliminate the sale of illicit tobacco, control availability and to enforce all tobacco related legislation.

Queensland is one of only two states in Australia that does not have a tobacco retail licensing scheme. The establishment of a positive retail licensing scheme is regarded as best-practice and will enable the Queensland Government to improve compliance and enforcement of tobacco control measures and provide important additional information regarding tobacco retail and usage in Queensland. As part of a positive license scheme we encourage:

- Restricting the minimum age of people selling tobacco to 18 years
- Appropriately training staff in the responsible sale of tobacco products
- Removing tobacco products from vending machines.

A positive license scheme will mean better communication can occur to tobacco sellers about their responsibilities and current laws, and compliance can be better monitored.



Smoking costs the Queensland economy at least **\$6.3 billion** annually.

Smoke-free places

Smoke-free places are key to protecting non-smokers from second-hand smoke while also encouraging smokers to quit. Cancer Council Queensland recognise the important actions that have been taken to date in increasing smoke-free place requirements and encourage further action. We suggest reducing exemptions to smoke-free environments like Designated Outdoor Smoking Areas (DOSAs), increasing restrictions in outdoor public spaces like town squares and recreational precincts, as well as prompt action on the regulation of smoking in multi-unit housing.

Right now it is hard to enforce by-laws prohibiting smoking in multi-unit housing, so we would encourage urgent action to enact enforceable 'no smoking' by-laws.

3 in 4 Queenslanders support a ban on smoking in multi-unit housing

Queensland has been successful in reducing smoking rates to date. These tobacco reforms would again place Queensland as the leader in tobacco control and serve to both reduce the daily smoking rates and protect Queenslanders from smoke exposure.

Queenslanders are 22% more likely to smoke every day compared to other Australians.



Increase participation in cancer screening.

Cancer screening can help detect cancer early, before it develops or symptoms appear.

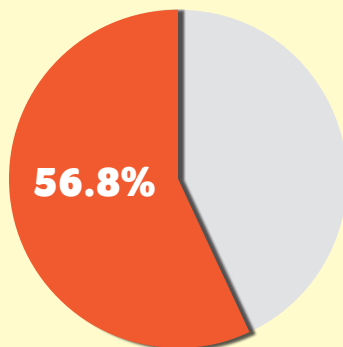
There are three national cancer screening programs.

- **National Bowel Cancer Screening Program**
- **BreastScreen Queensland**
- **National Cervical Screening Program**

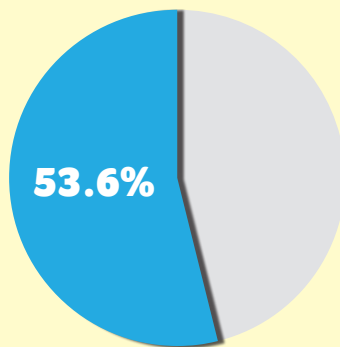
Cancer Council Queensland recommend the Queensland Government invest an additional \$2.8 million per year in evidence-based strategies to increase participation in cancer screening programs:

- mass media campaigns
- targeted education sessions with underscreened communities
- general practitioner (GP) endorsement strategies.

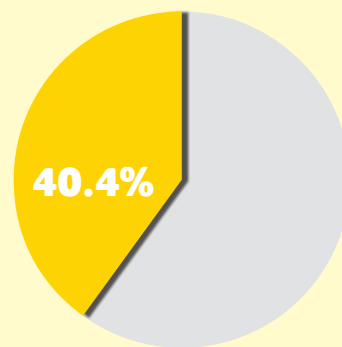
Queensland participation rates in cancer screening programs are too low:



Breast Screening



Cervical Screening



Bowel Screening



Every \$1 invested in a four-year campaign returns an estimated **\$11.40** in healthcare cost savings.

Cancer screening has direct health benefits to the population, and also contributes to greater productivity, a stronger economy, and less demand on health and social services.

National Bowel Cancer Screening Program

Bowel cancer is the second most common cause of cancer death in Australia. However, if detected early, approximately 90 per cent of cases can be effectively treated.

Bowel screening involves testing for bowel cancer in people who do not have any obvious symptoms of the disease. The aim is to find cancers early when they are easier to treat and cure. Screening can also find polyps, which may develop into cancer over time.

The National Bowel Cancer Screening Program invites eligible Australians aged between 50-74 to complete a free screening test in the privacy of their own home.

You can have **bowel cancer** without any noticeable symptoms.

So if you're **50-74 years**, Cancer Council recommends a simple screening test **every two years**.



Only **40%** of Queenslanders take the free faecal occult bloodtest



BreastScreen Queensland

Breast cancer affects more Australian women than any other cancer. Early detection of breast cancer provides the best chance of treatment and survival.

If you are aged between 50-74, Cancer Council Queensland recommends you complete a free mammogram through BreastScreen Queensland every two years, in addition to being breast aware.

BreastScreen Australia invites women aged 50-74 to have free two-yearly mammograms, however women aged 40 to 49, and 75 years and over, can also attend. Their services are offered in multiple locations across Queensland, including purpose-built vehicles to reach women in remote regions.

National Cervical Screening Program

Cervical cancer is one of the most preventable cancers. The new Cervical Screening Test is expected to reduce cervical cancer rates and deaths by at least 20%.

The test is a simple procedure to check the health of your cervix. It looks and feels the same as the pap test, but tests for the human papillomavirus (known as HPV).

Your first Cervical Screening Test is due when you turn 25 or two years after your last pap test. After that, you will only need to have the test every five years if your results are normal.

Even if you are vaccinated against HPV you still need to participate in regular cervical screening.

The combination of the HPV vaccine and regular cervical screening is your best protection against cervical cancer.

BRISBANE

BUNDABERG

CAIRNS

GOLD COAST

ROCKHAMPTON

SUNSHINE COAST

TOOWOOMBA

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