



Working together, we're stronger than cancer

Impact Report 2016



**Irish
Cancer
Society**

2016



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Joe Farrelly & Sandra King

'I enjoy meeting people and feeling that I am of use. The people I meet are very friendly and I enjoy our conversations. I hope that I can help put them at their ease as they travel for appointments or treatment'

Joe was diagnosed with multiple myeloma, a cancer of the plasma cells in bone marrow, in September 2015. He has been using the volunteer driver service to get to his appointments at Tallaght Hospital since then. Joe is doing well and hopes to have a stem cell transplant as the next part of his treatment. 'The service has been really important to me and it means I don't have to worry about how I'm going to get to appointments.'

Sandra has been volunteering as a volunteer driver with the Irish Cancer Society for three years and has completed over 100 drives.

'I enjoy meeting people and feeling that I am of use. The people I meet are very friendly and I enjoy our conversations. I hope that I can help put them at their ease as they travel for appointments or treatment.'

Chairman's Statement

The prevalence of cancer remains one of the great health challenges of our time. Across the world, health professionals, policy makers, research scientists and voluntary organisations continue to commit their energies and resources to better the circumstances of cancer patients, cancer survivors, and, more widely, societal health.

It is a formidable challenge that is bringing change and improvement, but one where ambitions are being tested continuously by the unrelenting persistence of cancer. But, significant progress and improvements are being achieved, substantially improving the lifestyles of patients and survivors.

In Ireland, the Irish Cancer Society is leading the movement for change and improvement in health policy, services and supports that affect cancer patients. Working in collaboration with Government, health professionals, communities and others, we are driven by a desire to make the experience of cancer a less forbidding one for the almost 40,000 people learning of a cancer diagnosis every year, and ultimately to stop cancer. Importantly, there are now 150,000 cancer survivors in Ireland, who can attest to the advancements in diagnostic and treatment services, supports and patient wellbeing that have been introduced. However, much more remains to be done.

The Society has structured our response to the challenge around four key goals in our strategic plans, namely:

- Reduce the risk of cancer
- Improve lives
- Lead excellent collaborative cancer research, and
- Inform and influence public policy

Significant progress is being delivered across all of these programmes, which is detailed in this report. Improved patient outcomes are being achieved with steady improvement in survival rates and patient experience; public consciousness of cancer risk is being continually heightened, with a particular focus on community-based initiatives; groundbreaking advances in cancer research are making a difference for patients in Ireland and across the world; and, through our advocacy, public policy is progressing assertively with Government-led National Cancer Strategies, healthy living policies, and world-leading legislative initiatives such as tobacco control.

This is an evolving agenda which we are continually adapting to changing circumstances, notably the escalating need for diagnostic, treatment and support services as cancer incidence continues to grow and more people rely on us for guidance, care and support.

Our work is making an important difference to people's lives, none of which would be possible without the energy and compassion of our thousands of volunteers and supporters throughout Ireland. Their caring commitment is an inspiration to those of us leading and working in the Cancer Society. 'Thank you' to all of them.



The extraordinary support and generosity of the Irish public towards our cause both inspires and enables us to deliver change for people dealing with cancer. With 98 per cent of our income coming from public donations and earned income, we rely on the trust and goodwill of the contributing public to sustain our work and help those in need. It is a responsibility we take seriously, and we hope that their trust is being rewarded through visible progress and improved lives.

A 'thank you' also to the dedicated and professional people who work at the Irish Cancer Society – nurses, counsellors, programme managers, researchers, communicators and leaders. Their collaborative efforts ensure we continue to deliver for patients and all those who depend on our support.

We look to the future with purpose and determination. We remain driven by our desire to stop cancer and deliver change for the better – from scientific research to persuasive advocacy, and from compassionate care for individuals to society-wide campaigns against the causes of cancer. We will continue to lead the movement to help Ireland become a champion of transformation in cancer care.

Dermot Breen
Chairman

CEO review



Currently there are around 37,000 people diagnosed with cancer in Ireland each year, and by 2020, it is predicted that one in two people will develop cancer at some stage in their lifetime.

The sheer scale of these numbers means that we cannot let up in our fight against cancer. At the Irish Cancer Society we are determined to play our part, both in reducing the number of people who get cancer, and in supporting people with a diagnosis in whatever way we can.

Cancer affects all of us at some level – as patients, as relatives or friends, or as workers in the medical and care services. The services that we offer reflect that diversity and seek to map onto the four stages of the cancer journey. At the first stage, we work to prevent cancer – by encouraging people to quit smoking or to make other changes for a healthier, more active lifestyle. At the next stage, we offer support to those who have cancer or who are affected by the cancer of a family member or friend. These include services that offer confidential advice through our Cancer Nurseline and Daffodil Centres, but also practical help with driving people to their hospital appointments. At the third stage, our services are for survivors of cancer, including peer-to-peer advice and counselling. The fourth stage covers palliative services that offer support to people who need end-of-life care, which we provide primarily through a home nursing service.

We know that there is no single ‘cure’ for cancer and no one way of working with people who have cancer; however, the work we deliver through these four areas is making a significant difference to people’s lives. Our We Can Quit smoking cessation programme is showing excellent results with the women who have taken part telling us their lives have changed dramatically and for the better as a result of their participation. Taking

the time to speak to any of the volunteer drivers from our Volunteer Driver service gives a real sense of the satisfaction and pleasure that can be achieved in helping others in a very simple way at such a vulnerable and traumatic time in their lives. This service continues to grow and we are now transporting patients to their appointments in 22 hospitals across the country.

We continue to make inroads in other areas towards a future without cancer. For instance, we now have a vaccine that has the potential to eradicate a type of cancer completely and we hear of the potential for more in years to come. Throughout 2016 the Society worked with the HSE and other stakeholders to help alleviate the fears that have come into existence around the safety of the HPV vaccine and communicate the importance of having a life-saving vaccine such as this available to us in this country. This is one example of how partnerships of this kind will help us realise our vision.

By supporting world class cancer research we are ensuring we help achieve incremental and measurable improvements from year to year. The research we support looks into the nature, causes and potential cures for cancer. We also support research into ways to deliver care in better, more effective and more compassionate ways.

Education and advocacy also have very important roles to play in helping us meet the challenges we face – and this includes raising awareness of the benefits of not smoking, of reducing our consumption of alcohol, and of living a more active and healthy lifestyle. It also involves tireless lobbying on issues of concern to us, such as alcohol policy, access to diagnostics,

the abolishment of in-patient charges and car parking charges for cancer patients. We are delighted to acknowledge the imminent arrival of plain packaging for tobacco products which will come into force in Autumn 2017. We also lobby continuously for improvements to services for cancer patients, in our annual pre-Budget submission and in other forums.

Our volunteers have shown enormous generosity of spirit in the way they bring such energy, enthusiasm and compassion to their work, and we thank them profoundly for the difference they make. We couldn't function as an organisation and provide the services we do for cancer patients without our volunteers. They are the vital cog in our wheel.

Our fundraising volunteers, tireless donors and supporters have once again allowed us to continue to carry out our work, raising funds in 2016 in countless imaginative and colourful ways – getting their friends, families and work colleagues involved. The money raised makes an enormous difference to the lives of so many people living with cancer. To all those who made donations, large and small, individual and corporate, we extend a big thank you.

I would like to extend my sincere thanks and appreciation to all Society staff and my fellow SMT members, the Chairman and Board for their continuing dedication and support throughout the year and their contribution towards the furthering of our strategic goals.

In the past few weeks I have announced that I will be leaving the Irish Cancer Society at the end of 2017 after almost 29 years, including 15 as CEO. I'm very proud of the Irish Cancer Society and I feel privileged to have led an organisation of such talented and caring people focused on the needs and concerns of people affected by cancer. I'll continue to be a lifelong supporter of the Society's vision which aims for a future without cancer.

John McCormack
Chief Executive

Some numbers for 2016



38,562

Daffodil Centres dealt with 38,562 cancer-related queries in 2016.



1,226

Patients using the volunteer driver service rose to 1,226, covering 11,538 hospital appointments.



4,333

Cancer Nurseline dealt with 4,333 requests for information.



250,000

Almost 250,000 free copies of our publications distributed nationally.



8,008

Night nursing services provided for a total of 8,008 nights to 1,934 patients.



1,464

Professional counselling services provided to 1,464 people affected by a cancer diagnosis.



€248,054

€248,054 paid to 402 applicants for Travel2Care grants.

Dedication

Paul Daly, Doolin, Co Clare.

We wish to remember with great gratitude Paul Daly who took part in last year's annual review. He sadly passed away in July 2016. He was a great advocate for the work of the Society and for Blood Cancer Network, Ireland. We are very grateful to him and his family for all their support down the years.

Ar dheis Dé go raibh a anam dílis.





Carolyn Roche & Imelda Delaney

'It starts out about quitting smoking but it ends up as so much more and the bond that is created between the women is truly remarkable.'

Carolyn was smoking 50-60 cigarettes a day and had tried to quit at least three or four times in the past. With the help of the We Can Quit programme she set her quit date as the 23rd May 2016 and has never looked back. 'I knew I had to do something for myself. I saw a leaflet and decided to give the programme a go. I met Imelda and we immediately bonded. It's done so much for me and given me so much confidence. I have even come back and spoken to other women who are going through the programme themselves. It's truly been life changing.'

Imelda is a facilitator for the We Can Quit programme in Tallaght. 'This is my third We Can Quit programme to facilitate and I get so much satisfaction when I see the women grow in confidence and the belief that they can do this over the course of the programme. It starts out about quitting smoking but it ends up as so much more and the bond that is created between the women is truly remarkable.'

1. Services across all stages of the cancer journey

Supporting people with cancer

Thanks to the generous support of people around the country, the Irish Cancer Society is able to provide a range of supports and services to people who have cancer and to their families and friends.

The services we provide cover the four main stages of the cancer journey. Some relate particularly to one stage and others are appropriate to all stages. A brief summary of our key services follows.

1 Preventive

- We can Quit
- Fit for Work and Life
- X-HALE
- Publications
- Website information
- Cancer Nurseline
- Daffodil Centres

4 Palliative

- Cancer Nurseline
- Daffodil Centres
- Volunteer Driver Service
- Publications
- Website information
- Survivorship conference
- Counselling
- CASE (Care, Advice, Support and Education)

2 Supportive

- Night Nursing
- Counselling
- Cancer Nurseline
- Daffodil Centres

3 Survivorship

- Survivor Support
- Survivorship conference
- Counselling
- Prostate cancer psycho-educative programme
- Living Life
- Strides for Life
- Cancer Nurseline
- Daffodil Centres

Preventive services

Preventive service users are people who are worried about their cancer risk or who want to adopt a healthier lifestyle.

At the preventive stage we aim to educate and support people who are concerned about cancer and want to reduce their risk. We do this through programmes that support smoking cessation (**We Can Quit** and **X-HALE**), and promote wellbeing and health literacy (**Fit for Work and Life**), and through our free **publications** and our **website** information.

Supportive services

Supportive service users include people undergoing cancer treatment and those who are supporting them.

At the supportive stage we provide practical and emotional support for people who have recently been given a cancer diagnosis and their friends and families. We do this by providing confidential advice through our **Cancer Nurseline** and **Daffodil Centres**, arranging transport for chemotherapy patients (Volunteer Driver Service), administering a travel fund (Travel2Care) and our free publications and our website information.

Survivorship services

Survivorship service users include people who have had cancer treatment or are living with cancer and those who support them.

At the survivorship stage we facilitate peer support by connecting people with a recent diagnosis to people who have already lived through that experience (**Survivor Support**). We fund peer-to-peer educational and wellbeing programmes in affiliated cancer support centres (**Living Life, Strides for Life, Prostate cancer psycho educative programme**), as well as funding **counselling** for survivors. We also hold an annual national conference on **Living Well with Cancer**.

Palliative services

Palliative service users are people who need end-of-life care and those who are supporting them.

At the palliative stage we provide end-of-life support for patients and emotional and practical support for their friends and families. We do this through the provision of a home nursing service (**Night Nursing**) as well as by providing support and information through our Cancer Nurseline and Daffodil Centres.

Cancer Nurseline

Throughout 2016, the Cancer Nurseline continued to provide support, advice and information on Freephone 1800 200 700, by email and to walk-in face-to-face enquirers. Through a partnership between the Irish Cancer Society and Deaf Village Ireland and the Irish Remote Interpreting Service (IRIS), the service is now available to persons who are deaf or hard of hearing.

Cancer Nurseline is highly accessible and free of charge for people to use from the comfort of their own home. The service also offers people the opportunity to engage in many other ways, including through social media and video, as well as through more traditional methods.

During 2016, the Irish Cancer Society's Cancer Nurseline dealt with 4,333 requests for information.

Work continued on the Society's research (funded by Pfizer Pharmaceuticals) to develop and deliver a national programme to improve the quality of life of Irish metastatic breast cancer patients. Cancer Nurseline worked with key members of the medical oncology, nursing, psychiatry and psychology communities to identify the interventions that could most benefit these patients. This was done with a view to establishing an intervention delivered by Cancer Nurseline that would support patients and alleviate symptoms impacting their quality of life.

In 2016 we engaged with our service users to hear first-hand of their service experience. Examining the impact of our services on the patients and their families who use them, is a vitally important step in ensuring we are delivering compassionate, supportive services to the highest possible standard. It will help to determine the future direction of the services and ensure that the needs of our service users are being adequately met.

A survey was sent to people who used our support services in the summer of 2016. Questions were designed to measure how well our services performed against a clear set of service objectives.

Our support services were shown to provide essential support in two key ways:

- Through our information services, which helped people to make sense of what was said to them in the course of appointments and allowed them to have more input in their treatment decisions.
- Through our emotional supports, which made people feel valued and less alone during such a vulnerable time in their lives.

Daffodil Centres

The Irish Cancer Society's Daffodil Centres, in thirteen locations around the country, provide a wide range of information and support to anyone affected by cancer – whether they are patients, family, friends or simply someone with worries or concerns. The Centres are managed by experienced cancer nurses who together with specially trained volunteers provide information on any aspect of cancer in clear and easy-to-understand language, in a relaxed, non-clinical setting. Daffodil Centres are open to everyone and no referral or appointment is necessary.

Questions cover all sorts of topics, from the causes of cancer, the symptoms, the testing procedures, the treatments and side effects, the likely outcomes and the availability of clinical trials, to the latest cancer research results. Patients want to learn about the Irish Cancer Society's services, and the financial and practical supports available to them. Family members often want advice on how best to support and talk about cancer with their loved ones.

In 2016, the Irish Cancer Society's Daffodil Centres had contact with 38,562 people including 13,833 direct enquiries from:

- 5,867 patients diagnosed with cancer
- 4,407 relatives or friends of diagnosed persons
- 1,263 people seeking information about healthy lifestyles and cancer prevention
- 1,418 healthcare professionals
- 430 people with symptoms who had not been diagnosed
- 448 people who had worries or concerns about cancer

There are currently thirteen Daffodil Centres in Ireland:

- University Hospital Galway
- Beaumont Hospital
- Mater Misericordiae University Hospital
- Bon Secours Hospital Cork
- St James's Hospital
- Tallaght Hospital
- St Luke's Hospital, Rathgar
- Cork University Hospital
- University Hospital Waterford
- Letterkenny General Hospital
- St Vincent's University Hospital
- University Hospital Limerick
- Hermitage Medical Clinic
(closed for renovations)

Daffodil Centres provide Cancer Awareness/Early Detection Stands in the hospitals, providing information on ways to reduce the risk of cancer and tips on leading a healthy lifestyle. Over 10,000 people attended Daffodil Centre Cancer Awareness/Early Detection Stands, where they were informed of the importance of early detection and cancer risk reduction. These events were mainly managed by Daffodil Centre volunteers in all of the hospitals where the Centres are located.

Daffodil Centres also facilitate group education sessions for patients starting chemotherapy and for their families and friends. These sessions focus on providing the right tools and knowledge to cope with chemotherapy, manage side effects at home and alleviate concerns often associated with starting treatment. The cancer nurse from the Daffodil Centre facilitates the group education session using supportive educational tools such as audiovisual support (DVD), short oral presentations and practical demonstrations. The information is delivered using various methods to ensure content is clear and easy to understand. A tour of the area where the person will be treated is given as well as introductions to key staff who will be involved in their care conclude the education session.

During 2016, 1,047 people attended Understanding Chemotherapy sessions in the Mater Misericordiae University Hospital, University Hospital Limerick, University Hospital Galway, St James's Hospital, Tallaght Hospital Dublin and Cork University Hospital.

At the European Oncology Nurses Society (EONS) congress in October 2016, Fionnuala Keane, cancer nurse at the Daffodil Centre in the Mater Misericordiae University Hospital, was awarded the winning prize for her poster design – her poster outlined an evaluation of the Chemotherapy Education programme at the Mater Hospital.

We Can Quit

Supporting women in disadvantaged communities to quit smoking

Smoking increases the risk of lung cancer and of at least thirteen other cancers; one of out of every two smokers will die from a smoking related disease. These stark facts provide the reason for us to focus on persuading smokers to quit and on helping them to succeed. Smoking is more prevalent among lower income groups, and lung cancer rates for women are increasing by 2 per cent each year. The We Can Quit programme is a twelve-week community-based approach that provides a friendly and supporting environment for women who want to stop smoking.

We Can Quit is supported by the HSE's Health Promotion and Improvement Service, by HSE Local Primary Care Social Work teams, by Local Area Partnerships, and by local organisations and pharmacies.

Nicotine is extremely addictive and anyone trying to quit smoking needs support. In the We Can Quit programme, participants develop skills, build confidence, share experiences, receive weekly group and individual support from their trained community facilitators, weekly phone calls, access to free Nicotine Replacement Therapy (NRT) and motivational support from pharmacy staff.

In 2016, the Irish Cancer Society:

Delivered 15 We Can Quit courses

- In 10 locations in North Dublin, South Dublin and Cork
- To 145 women, 108 of whom completed the programme

Out of those who completed the programme 82 women had quit at the end of the 12-week course

We Can Quit has demonstrated the potential to reach the target population and to help women quit smoking for good.

We are continuing to develop the programme with our community partners, with more courses planned for communities in Cork and Dublin in 2017 and we are currently developing the next phase of our pilot research study with Trinity College Dublin.

X-HALE

Tackling smoking in young people

The X-HALE initiative is rolled out by the Irish Cancer Society each year as part of the ongoing fight to decrease the number of young people smoking. Currently in Ireland, 8 per cent of 10–17 year olds smoke. Smoking among young people is steadily decreasing year on year, but prevalence rates are still as high as 17 per cent in some areas. X-HALE (x'ing out harmful and lethal effects of smoking) aims to educate young people, youth workers and educators about smoking and to empower them to take ownership of smoking prevention.

Since 2011, the Society has supported over 180 youth organisations across Ireland in creating youth-led smoking prevention short films and projects to encourage their peers and communities to be tobacco free. We provide funding to youth organisations (approximately €130,000 to date) and training support to ensure that they have the knowledge and skills to create films and tackle projects that highlight issues such as the health effects of smoking, the influence of peer pressure, the power of the tobacco industry and the local and global impacts of tobacco use.

In total, €10,950 was granted to 29 youth organisations across Ireland to support them in taking part in X-HALE 2016. The Irish Cancer Society provided training workshops in smoking prevention, film-making and project planning to over 126 youth workers and young people across ten sessions nationwide.

Thirty-one films were submitted to the X-HALE 2016 Short Film Competition by 30 youth groups and three groups took part in the X-HALE 2016 Community Action Project.


The annual X-HALE Youth Awards 2016 event was held on 7 July 2016 in the Lighthouse Cinema in Dublin with almost 300 young people and leaders in attendance for the awards ceremony and the screening of the films. Prior to the event, all films were made available online to allow young people to share their messages with a wider audience and take part in an online competition based on number of views. It was very successful – collectively, the films achieved over 25,000 views.

In line with the growing popularity and importance of the digital space in young people's lives and health choices, the groups taking part in 2016 used the hashtag slogan #TheXGeneration for sharing of films and projects to reflect the movement towards establishing Ireland's first smoke-free generation and to expand the reach of anti-smoking messages on social media.

'I felt like we showed people how smoking affects people and their fears and it made our youth club members realise how smoking is dangerous'

X-HALE participant

Another aspect of X-HALE 2016 was the delivery of the X-HALE Training Resource, a smoking prevention and education resource for formal and non-formal education settings. Forty one youth workers and 31 teachers were trained in the delivery of this resource with more training to follow in 2017.



'It was great because I got out and did something with people to make a difference'

X-HALE participant

Fit for Work and Life

Healthy communities, healthier lives

The Irish Cancer Society, in partnership with local community agencies and service providers, has designed and developed Fit for Work and Life, a community health module for young unemployed men and women attending employability skills training programmes. Fit for Work and Life helps participants to negotiate, understand and evaluate the many confusing and often conflicting messages about health and lifestyle that appear daily in the traditional and electronic media. It aims to empower them to make sound health decisions relating to their everyday life, their work, and their family, friends and neighbours. It also lets them know where they can access quality information and support relating to cancer.

In 2016 the Irish Cancer Society, with the support of a Healthy Communities Award from the Medtronic Fund, worked in partnership with the City of Dublin Education and Training Board and regional development organisations, to bring the eight-week Fit for Work and Life programme out to 156 participants in communities in Dublin's North Inner City, North County Dublin, County Monaghan and Limerick City. Participants were divided evenly between men and women, and the majority (75 per cent) were aged under 35 years.

With the support of the Irish Institute of Training and Development and the National Screening Service, we upskilled 21 community facilitators through a ten-day programme of health promotion, cancer prevention and training and development practice (QQI Level 6 accredited).

The project took place in four regions.

- In partnership with Monaghan Integrated Development, four programmes were delivered to 45 participants across Monaghan town, Clones and Castleblayney.
- Paul Partnership supported the delivery of two programmes to 25 participants in Limerick City
- In Blanchardstown, Coolmine Therapeutic Community, delivered three programmes to 29 participants
- With local partners in Dublin's North Inner City, nine programmes were delivered to 57 participants.

Participants in the programme became more aware of the factors that impact negatively on their health, the types of choices they can make to keep healthy, and the services and supports available to improve their health and wellbeing and reduce their risk of lifestyle-related disease. They recorded changes in their own lifestyles, such as quitting smoking, increasing their physical activity and making healthier food choices.

Through our collaboration with the Carlow Institute of Technology, the Irish Cancer Society has established a health and wellbeing evaluation framework for the Fit for Work and Life programme to build our knowledge on what types of health promotion and disease prevention programmes work best in a community setting. The results of this study will be available in February 2018.

Fit for Work: Case Study

Joanna Czerniejewska a former FFWL participant in North Dublin 2015, knew that smoking was unhealthy but genuinely did not know how harmful smoking was to her health. As a result of her participation in the programme, she quit smoking. In 2016 she decided to be trained as a Community Facilitator and became an advocate for the benefits of the programme in her community. In October 2016, Joanna delivered the eight-week Fit for Work and Life programme to ten female participants engaged with the Saol project in Dublin. Six out of the ten participants reported as smokers at the start of their programme. At the end of the programme three participants had quit smoking and three more were cutting down to quit.

This is a powerful example of how the peer to peer aspects of the Fit for Work delivery model can work to promote individual change and create a ripple effect in communities.

Cork Cancer Action Network

Cork Cancer Action is a collaborative network comprised of a number of agencies* who have come together under the strategic framework of the Cork Healthy Cities** to work on cancer prevention and health inequalities. The purpose of the project is to work with communities in Cork City to develop innovative ways to prevent cancer and other chronic diseases.

To support the development of this initiative, the Irish Cancer Society commissioned a piece of action research to identify the needs and priorities for communities. The objectives were:

- To develop a community health needs assessment toolkit for use at local level to assist community to identify their health needs and priorities as well as any gaps in provision

- To pilot the community health needs assessment toolkit at a local level, engaging with the pilot community on issues of health, health behaviours and health inequalities.

Work began with a community in the Gurrabraher/Churchfield/Farranree area in North West Cork city to identify and progress priority actions that support cancer prevention and early detection and establish a working model for a community settings approach to cancer prevention.

Between March and November 2016 our community cancer prevention team engaged with national and local health stakeholders and city wide development and community stakeholders to gain their perspectives of health issues within the pilot area and asked them for their support in the community consultation process.

In October and November 36 people attended two consultation workshops which aimed at engaging with the local community on healthy living and cancer prevention. A short introduction to the action research was given along with some key demographic and health statistics about the areas, a presentation of the mapping exercise and some information about cancer prevention and early detection including the European Code against Cancer. Community Participants identified the key issues on healthy living and cancer prevention. They discussed the key assets and perceived gaps in service delivery in the community. The consultations also sought to discuss how these key issues can be supported in the area in the future through collaboration and action.

In addition to this research activity, six Irish Cancer Society Prevent volunteers delivered 19 community cancer awareness talks and stands across Cork to over 1,000 people.

The Cork Cancer Action Network launched an action plan for 2017 and 2018 with a number of recommendations which will be addressed during the next phase of the work by the Cork Cancer Action Network.

* *Members include Irish Cancer Society, Cork Healthy Cities, HSE Health Promotion and Improvement, Health Action Zones, Traveller Visibility Group, Travellers of North Cork, Ballyphehane/Togher CDP, Mayfield CDP.*

** *Cork Healthy Cities is a World Health Organisation (WHO) initiative promoting interagency co-operation on health and disease prevention at regional and national level to address health inequalities and reduce the level of chronic disease.*

Publications: information is power

The Irish Cancer Society is the biggest provider of cancer information in Ireland. This work is coordinated by the Information Development team in collaboration with the Cancer Support and Cancer Prevention departments. Our information is aimed both at people concerned about cancer and at people already affected by cancer.

Our cancer support information is written for people already affected by cancer, including patients, family members, friends and carers. We provide booklets on different types of cancer, on a variety of cancer treatments, and information on how to cope with a diagnosis. Our printed booklets, leaflets and posters on cancer prevention are for people concerned about cancer risk and cancer prevention. All of these publications are used by doctors, nurses and hospitals all around Ireland.

Our printed information is designed to support people in conversations with their doctors, nurses, family and friends. It can be used as a reference point, a conversation prompt when you need to talk to your doctor or as a source of comfort and reassurance that what you are experiencing or feeling is normal and to be expected.

It is vital that our information gets to the people who need it. All of our information is available free of charge. In 2016, we distributed almost 250,000 free copies of our publications through a wide range of channels, including our Cancer Nurseline, our thirteen Daffodil Centres, information stands and community presentations, hospitals, GP surgeries, pharmacies, cancer screening programmes and community health clinics.

Our publications are also available for download from our website www.cancer.ie.

Addressing literacy needs

Irish Cancer Society information is written in line with plain language principles, to support people with low literacy, and we are working hard to meet the health literacy needs of all those using our information.

According to the National Adult Literacy Agency (NALA), one in six people in Ireland has literacy problems and is unable to understand basic written information. This is a constant challenge for us. We need to make sure that our information is as accessible as it can be so that we can share cancer information with as large an audience as possible.

In 2016 the Irish Cancer Society commissioned a piece of research into the cancer prevention information needs of men over 40 years of age, from poorer socioeconomic groups, taking into account potential health literacy and numeracy barriers. The results of this research will be launched during Men's Health Week 2017.

Volunteer Driver Service

The Volunteer Driver Service brings together cancer patients, who need to attend hospital for chemotherapy treatment, and trained volunteers who drive them. Many patients going through chemotherapy are often too weak or tired to drive themselves or to take the train or bus. Many also live in parts of the country where public transport is not easily available or convenient.

The service is currently available in 22 hospitals around Ireland, and since it was first established in 2008, we have carried 3,153 patients to and from 43,860 appointments, covering 2,220,416km – that’s the equivalent of travelling to the moon and back three times!

In 2016 the number of patients accessing the service grew by 18 per cent (from 1,040 in 2015 to 1,226 in 2016) and the number of appointments facilitated was 11,538. We also recruited 350 new volunteer drivers to help us maintain and expand the service. We extended the service to the following hospitals in 2016:

- Naas General Hospital
- Merlin Park University Hospital, Galway
- St Luke’s General Hospital, Kilkenny
- Wexford General Hospital

Travel2Care

In parallel with the Volunteer Driver Service, we administer a limited transportation assistance fund for patients travelling to a cancer-related appointment. Funding for this is made available through the HSE’s National Cancer Control Programme (NCCP).

The purpose of this nationwide transportation assistance fund is to support people who have a genuine financial difficulty in meeting some of the costs of travelling to hospital appointments.

In 2016, we received 1,130 applications under this scheme and paid out grants of €270,675.

Volunteer Driver Service – Patients

‘It has given me peace of mind. I can drive but feel too tired after treatment. As well, I don’t have to ask family to take time off work to drive me for appointments. Without your help, I could not have coped.’

‘It is a huge help to me as I live on my own and want to keep my independence. Thank you so much.’

‘As I live alone it made me feel less alone. I always feel confident that the drivers will be there for me and get me to the hospital on time. I’m so grateful for the help I get.’

‘The service meant so much to me. After a long day at the hospital I felt really drained so it was a godsend to be driven by a volunteer. My family just couldn’t do it. I’d been on weekly chemo for weeks. They just couldn’t take the time off work. Thank you.’

Travel 2 Care – Patients

‘It was great. I was on a reduced income at the time so was badly stuck.’

‘I had to rely on family a lot to give a dig out. This really helped. Less worry.’

‘This money meant I could travel to and from my appointments free from worry as I didn’t know where the next pound was coming from.’

Volunteer Driver Service – Drivers

‘I am lucky to be time rich, have good health and the resources to become a driver in the Volunteer Driver Service. It is one of the best things I have ever done. The other day I picked up a client who twice had refused chemo treatment because he didn’t have the means of getting to the appointments, until he heard of our service. It is brilliant to be able to take away the stress and anxiety of our clients, and make the process easier for them.’

Alan – Volunteer Driver, Kilkenny

‘I enjoyed a good life and had the opportunity to retire at 62, over seven years ago. I decided I did not wish to commit to anything but after two years, I got a little bored doing nothing and looked at charity work. Then by chance I saw a little note in parish circular looking for drivers so I gambled. Second best thing in my life after marriage. I experience the greatest joy in driving such beautiful people on behalf of the Society. They are so positive in approach to their illness that they make my life brighter. It is most satisfying feeling when they say thank you for looking after them and then they smile. Cannot beat that smile.’

Jim – Volunteer Driver, Dublin South

‘Cancer having visited our home has made me acutely aware of the need for supports. Patients do not need the worry and stress of getting connecting buses to and from hospital. To see the joy in their faces knowing they will get to their appointment on time is rewarding.’

Danny – Volunteer Driver, Donegal

‘Since joining the scheme I have been inspired by the people I have driven. To think that despite what they are going through how appreciative they are of the pressure it has taken off their immediate family and friends. It is great to be involved in a scheme which so obviously benefits those most affected.’

Margaret – Volunteer Driver, Navan

‘I did my first drive in 2013 with trepidation – even to the point that I did a reconnaissance run in advance. In the past five years, it has been a mixture of being a very humbling experience, some sad stories, some good stories, some funny incidents, but always, the great strength and faith that all the clients possess comes through. In my own case I have always gotten far more out of the volunteer driving than the little bit of time that I have given to it. I would heartily recommend anyone with the time to give it a go, as it isn’t difficult, and do remember at the end of the day the clients are just ordinary people going through an extraordinary time in their lives.’

Brendan – Volunteer Driver, Offaly

‘I understand all the difficulties experienced when you are ill, as I am a cancer survivor. I know how awkward and stressful it is trying to get to appointments. When I retired and I saw the notice looking for volunteers for the Volunteer Driver Service I thought, if I could help in some small way and share just a tiny bit of the burden, then I would be delighted to help out. No regrets.’

Paul – Volunteer Driver, Wicklow

‘I find the role a most rewarding experience. The gratefulness expressed by the people I have been fortunate enough to assist is humbling, for such small effort from me. Long may I have the health and ability to continue with the service.’

Mick – Volunteer Driver, Cork

Financial Support

The Irish Cancer Society's Financial Support fund is available to assist children and their families on active treatment for a cancer diagnosis. This fund is available to meet a specific financial burden that has come about as a direct result of their illness. In 2016, the Society paid €248,054 to 402 applicants under this scheme.

CASE (Care, Advice, Support and Education)

Every year approximately 3,000 men are diagnosed with prostate cancer and there are over 30,000 prostate cancer survivors living in Ireland. The Irish Cancer Society and Movember jointly fund two CASE (Care, Advice, Support and Education) nurse posts in St James's Hospital Dublin and Galway University Hospital.

The CASE nurses are fully integrated members of the urology teams in the two hospitals, seeing patients at assessment and diagnosis, and helping them to make the right treatment decision for themselves – treatments for prostate cancer can have long lasting effects on bladder function, sexuality and overall quality of life, and patients need to understand these. The CASE nurses help patients to manage side-effects, such as incontinence and erectile dysfunction, and actively work to get the best outcome for men with prostate cancer.

CASE nurses provide specialist nurse led follow-up care to men who receive a diagnosis of prostate cancer and support patients by putting them in touch with cancer support centres in the community and with Irish Cancer Society support services. They also participate in health promotion activities related to prostate cancer.

Community-based cancer support services

To date, the voluntary sector in Ireland has been the main source of care for cancer patients in the community, helping them to deal with the emotional and practical challenges of the disease. The Irish Cancer Society has played a lead role in the provision of this care, particularly in its role as the national umbrella body for community-based cancer support services, and through our Cancer Support Services Affiliation programme. The overall goal of the programme is to increase the access to and utilisation of community-based cancer support services, using a proven model of practice and a network of support groups. We believe that building the capacity of community-based cancer support services and helping them to achieve the best possible standard of practice will greatly benefit people who have or who have had cancer, by enhancing their quality of life and psychosocial well-being.

In 2016, as part of this effort, the Society invested more than €457,000 in grant aid, training and networking for affiliated organisations, to help ensure that cancer patients and their families receive high quality services in their own communities. The majority of that funding (€352,890) was spent on providing professional counselling services to 1,464 people affected by a cancer diagnosis across Ireland. Almost 60 per cent had been diagnosed with cancer themselves, while the other 40 per cent were people who loved someone with cancer – husbands, wives, partners, children, parents, siblings and friends.

Before the Affiliation Programme was developed by the Irish Cancer Society, we were one of a number of cancer support centres scattered here and there around the country. There was little or no communication between us. Of course we all had some things in common – even though we weren't aware of that. We all had one purpose, to provide support to people with cancer and their families, and we all worked really hard to do that. However, we were on our own struggling to get it right and never quite sure whether we did or not.

Affiliation and becoming part of a network of cancer support centres changed everything in the best possible ways imaginable. I will never forget our first gathering at the Annual National Conference in Dublin hosted by the Irish Cancer Society. The energy was electric with managers of cancer support centres from all over Ireland sharing views and ideas and asking lots of questions, each one thrilled at the future possibilities of this networking possibility. While we all retained our autonomy, we were very conscious that we were no longer working in isolation but part of this great network.

We have come a long way since those early days. We have all benefited in so many ways from the Affiliation Programme. The Guidelines for Cancer Support Services ensured uniformity and an equal standard of care. It is so important to us that we are all providing a service that adheres to the principles of best practice as set out in the guidelines.

Our centres have now been transformed, thanks to our common policies, training programmes, networking meetings, grants and endless advice and encouragement, only a phone call away. Because of Affiliation, we have a network of centres that we are proud of and have gained credibility with the medical profession and a new confidence in our service.

With the pending launch of the National Cancer Strategy, some changes will no doubt present themselves. However, I have no doubt that remaining together as an affiliated network, centres will meet whatever challenges they are faced with, in order to continue providing a standard of care that is second to none.

Maureen Durcan,
Sligo Cancer Support Centre.

Survivor support volunteers

When a person is diagnosed with cancer, they have a thousand questions and a thousand worries. The Irish Cancer Society's Survivorship programmes are designed to give them the practical and emotional support they need at that difficult time. These programmes use trained volunteers who have personal experience of living with cancer to talk with – and more importantly to listen to – the patients and to provide them with the practical and emotional support they need. In 2016, 753 referrals were made to Survivor Support and 111 volunteers spoke to a cancer patient in need.

Prostate cancer psycho-educative programme

One in seven men will develop prostate cancer before the age of 75. Many who do have unmet emotional and physical needs upon finishing treatment, which, if not dealt with, can lead to bigger problems. For example, studies have found that there is a link between urinary and sexual problems caused by prostate cancer and depression.

The Prostate Cancer Psycho-Educative Programme is a six-week peer support group in which participants look at how to develop healthy coping strategies and manage lifestyle change after a prostate cancer diagnosis. The programme aims to enhance the physical and psychosocial wellbeing and quality of life of prostate cancer survivors.

Over the six weeks of the programme, participants are provided with advice and support through group and one-to-one counselling sessions. Sessions are facilitated by nurses and healthcare practitioners and deal with the emotional and psychological effects of prostate cancer. The programme also provides participants the opportunity to meet others in a similar situation. Sharing experiences helps to increase understanding of prostate cancer and develop skills in coping with, and surviving prostate cancer.

In 2016, 81 men participated in this programme in seven centres around the country.

Living Life

Living Life is the Irish Cancer Society's peer support programme for people who have recently been diagnosed with secondary cancer. The programme provides information, support and the opportunity to meet with other people who are living in a similar situation.

The programme consists of eight sessions over sixteen weeks, and during this time participants hear from a range of expert speakers on topics such as the emotional and psychological effects of a secondary cancer diagnosis, practical advice including what benefits and entitlements are available, information on new treatments, and advice on how to talk to children about cancer.

The idea behind Living Life is to address the previously unmet information and support needs of people with secondary cancer. Peer support has been shown to be of considerable benefit in helping people with secondary cancer to cope better and it can also be very helpful to those who support them.

This programme ran in five centres around the country, benefitting 74 women and seven men.

Strides for Life

Exercising at a moderate intensity for two to three hours a week has been shown to help reduce the risk of a bowel, endometrial, breast and possibly prostate cancer recurrence by up to as much as 50 per cent. Any amount of exercise is beneficial to cancer survivors, and the more physically active a cancer survivor is, the lower their risk of recurrence becomes.

Strides for Life is the Irish Cancer Society's 15-week walking programme for cancer survivors, and its aim is to get cancer survivors more physically active and to help improve their overall health and wellbeing. Participants in Strides for Life take part in a structured walking

programme that helps them gradually increase their fitness in a way that is individualised for their specific needs and fitness levels.

One hundred and two women and 31 men participated in Strides for Life which ran in ten centres around the country in 2016.

Night nursing service

The Irish Cancer Society provides a night nursing service to support cancer patients who are nearing end-of-life. The service helps them to remain in their own homes, in comfort, surrounded by the faces, sights and sounds with which they are familiar.

The night nurses deal with the complex and demanding care needs of these patients. They have the confidence, competence and resources necessary to ensure that the patient's palliative care needs are anticipated, assessed and responded to. The Irish Cancer Society provides ongoing education and training to the nurses to ensure that they are fully equipped to maintain this standard of care.

In 2016, the Irish Cancer Society night nursing service:

- Employed over 200 night nurses – most of whom have over 20 years' nursing experience
- Provided night nursing services for a total of 8,008 nights to 1,934 patients

The Irish Cancer Society's night nursing service is the only service available to provide palliative nursing care at night to adult cancer patients in their own homes. The service – in common with almost all the Society's services – is entirely funded by voluntary donations.

Survey on night nursing service

In 2016 we engaged with our service users to hear their experiences at first hand. A survey was given to 318 families and friends of individuals who used the service between 1 July and 31 December 2015. We received a total of 137 responses.

There is clear evidence from the responses that home is the preferred setting for end-of-life care, and 84 per cent of respondents indicated that this was their loved one's wish. There was a large sense of duty to facilitate this request; however, many felt ill-equipped to provide such intense care. One third of participants said that their loved ones would not have been able to remain and die at home without a night nurse.

Satisfaction rates were extremely high across thirteen of the fifteen objectives measured. The night nursing service excelled in the areas of clinical care and emotional support. Signposting to other services and access were highlighted as areas for improvement. While respondents were overwhelmingly positive about the service, they felt that having access to it for a longer period of time would make it easier to cope, practically and emotionally, in a very stressful situation.

The night nursing service is a crucial and necessary component of palliative care in this country. Overall satisfaction with the service is high. The service was shown to play a vital role in enabling patients to have a dignified death while providing emotional support to friends and families of the patient. Overall it makes a hugely positive impact on the lives of the people who use it.

Work continued with other organisations to further integrate the night nursing service into the wider palliative care and primary care services, so as to ensure continuous, safe and effective end-of-life care for all patients.





Áine Hegarty & Mary Dowling

'We didn't know what to expect, we thought a stranger was going to come to the house and help us care for Gerard but once we met Mary and got to know her she became part of the family.'

Áine's husband Gerard Hegarty was diagnosed with cancer in January 2015. He was found to have cancer in his lungs and a brain scan revealed over 20 tumours. He was aged only 59 when he died seven weeks later, in March 2015. Night nurse Mary Dowling supported the family with three nights of care at the end of Gerard's life. Áine says the family feel very lucky to have had the support of a night nurse to care for Gerard. 'We didn't know what to expect, we thought a stranger was going to come to the house and help us care for Gerard but once we met Mary and got to know her she became part of the family. We feel so lucky to have had Mary with us when Gerard died and he died peacefully with us all around him. We miss him terribly but we have to keep going.'

Mary has been a night nurse with the Irish Cancer Society since 2015. 'When I get the name of a patient I start thinking about that patient and what they are dealing with, what type of cancer they might have and how it might be for their family. When I arrive at the house that night, I try and respond to the needs of those I see around me; the patient in the bed and the family. It's such a difficult time.'

2. ADVOCACY

Our role in informing and shaping public policy

As Ireland's national cancer charity, we are working towards a future without cancer. Advocacy plays a vital role in achieving that vision. The Irish Cancer Society is a not-for-profit organisation which receives approximately 2 per cent of its total income from State funds. This allows us to be the independent and informed voice of those affected by cancer. We instigate and drive discussion about cancer in Ireland as well as about wider health policy. We lobby elected representatives, civil servants and policy makers, and use our knowledge and expertise about cancer to influence national policy and to hold the State to account where appropriate – ultimately helping to save lives and improve the lives of people with cancer.

Pre-Budget submissions

Every year, we make pre-Budget submissions to Government to campaign for changes that will ultimately reduce the risk of cancer. In 2016 we teamed up with the Irish Heart Foundation to seek changes in the national Budget aimed at reducing the number of young people smoking in Ireland even further, targeting tobacco industry profits and making sure there are supports in place for people who want to quit smoking. This included a proposal to increase tobacco tax by 50 cent per packet of cigarettes, and to increase the cost of roll-your-own tobacco – to close the gap between it and packaged cigarettes.

In the 2016 Budget, Minister for Finance Michael Noonan announced that tobacco tax would increase by 50 cents a packet. This has brought the price of 20 cigarettes to over €11. The Government also approved an increase in tax on roll-your-own tobacco on a pro-rata basis, which will reduce the substitution impact between cheaper roll-your-own and packaged cigarettes.

In 2016, we also published a pre-Budget submission called 'Making life easier' which focused on three proposals that would go some way to helping cancer patients in a time of great need, along with other vulnerable patient groups. In light of the huge financial burden faced by cancer patients, highlighted in our *Real Cost of Cancer* report released in 2015, we called on Government to take steps to:

- Abolish prescription charges over four years
- Reduce the Drugs Payment Scheme reimbursement threshold from €144 to €85 on a phased basis
- Abolish in-patient charges in Budget 2017

Despite commitments made in the Programme for Government to reduce prescription charges and drugs costs under the Drugs Payment Scheme, only very limited progress was made in this year's Budget, with a €5 reduction in the monthly prescription charge cap for people over 70. While this is welcome and offers some additional protection to a vulnerable group, we believe it doesn't go far enough, and the Society will continue to campaign in 2017 to ensure that action is taken to reduce the real cost of cancer, so cancer patients and survivors facing huge additional bills can get help from the State when they need it most.

'Park the charges' campaign

This year, we began working to lower the cost of hospital car parking for cancer patients.

The Irish Cancer Society is asking the HSE to implement new guidelines that will see people undergoing cancer treatment receive free car parking, for them or a nominated family member while they are receiving treatment.

Our *Park the charges* report, published in December 2016, highlighted the exorbitant costs many patients face every week. Our report found that a four-hour stay in Tallaght Hospital costs patients €10. This is more than twice what shoppers pay in the Square Shopping Centre, two minutes' drive away, and rivals some of the most expensive car parks in Dublin's city centre. Charges at this scale are hurting people who are already financially vulnerable.

The high cost of car parking adds to the real cost of cancer, which can be the tipping point for many people who are already hammered by large costs that are not covered by Government schemes.

Currently, a number of hospitals offer free parking to cancer patients undergoing treatment. We believe that, along with greater transparency and openness around the advertising of car parking charges, this can be replicated at hospitals around the country.

Thanks to our work so far at national and local level, where we have engaged with local politicians, the South Infirmity Victoria Hospital in Cork has agreed to reduce its charges, while the South/South West Hospital Group is looking to review its policy on car parking charges. In 2017, the Society will continue to work constructively with hospitals and the HSE, to ensure the best outcomes for cancer patients.

Access to diagnostics

The Irish Cancer Society has long campaigned on the issue of waiting times, and in 2016 sought to highlight the inequalities that exist in accessing tests for cancer.

We commissioned a report with a view to establishing GPs' experience of access to tests used to diagnose cancer. What we found was striking.

Our report showed a stark difference in access to tests for cancer between the public system and the private system. GPs cited unacceptable delays across a number of areas, but highlighted tests for gynaecological, neurological, urological and head and neck cancers, as particularly problematic.

Public patients face waits of up to 480 days for important tests used to diagnose cancer, with waiting times for MRI brain scans estimated to be on average 20 times higher in the public than in the private system, while the difference in average waiting times between public and private systems for abdominal and pelvic ultrasounds is 70 days.

Getting diagnosed early often means a cancer is more likely to be treated successfully, that treatment will be less complicated, and that chances of survival will be higher. However, the ability to pay, cited by nearly 90 per cent of GPs surveyed as either 'always' or 'usually' affecting access to referral services, means that for the majority of the population without access to the private system, there are lengthy waits that deprive them of early access to either a diagnosis or peace of mind.

Our report makes a comprehensive range of recommendations, which we continue to lobby Government to introduce. If implemented, our proposals will make a big difference to ensuring earlier diagnosis of cancer.

Alcohol and cancer

Although there is widespread scientific evidence of the link between alcohol and cancer, there is little public awareness of it. *The Healthy Ireland Survey 2016* found that only 27 per cent of women are aware of the increased risk of developing breast cancer that comes with heavy drinking.

The Irish Cancer Society has been working during 2016 to raise awareness of the link between alcohol and cancer, both at a political level, and also among the wider public, through lobbying and media messaging.

Every year 900 new cancers and 500 cancer deaths are attributable to alcohol. If people drank less, this rate could be halved.

At the end of 2015, Ireland's first piece of public health legislation aimed at reducing our high alcohol consumption was published – the *Public Health (Alcohol) Bill 2015*.

The Irish Cancer Society welcomes the Bill, and has been working to gain political support and momentum for the legislation to ensure it progresses through the Oireachtas as smoothly and as quickly as possible.

The Bill makes important provisions for health warnings and labelling that will ensure the public is warned about the danger of alcohol consumption, particularly the danger of alcohol consumption during pregnancy. The Bill also proposes the provision on all alcohol packaging of information on the energy values and quantity (in grams) of alcohol contained in the alcohol product, along with details of a State-run website containing public health information relating to alcohol.

The Society welcomes this provision but would like to see it strengthened and a further health warning on the link between alcohol consumption and fatal cancers added, and amendments to the Bill, in this regard, have been tabled.

Labelling and health warnings are part of the suite of measures, alongside advertising restrictions and minimum unit pricing, contained in the Bill that will help reduce Ireland's high alcohol consumption.

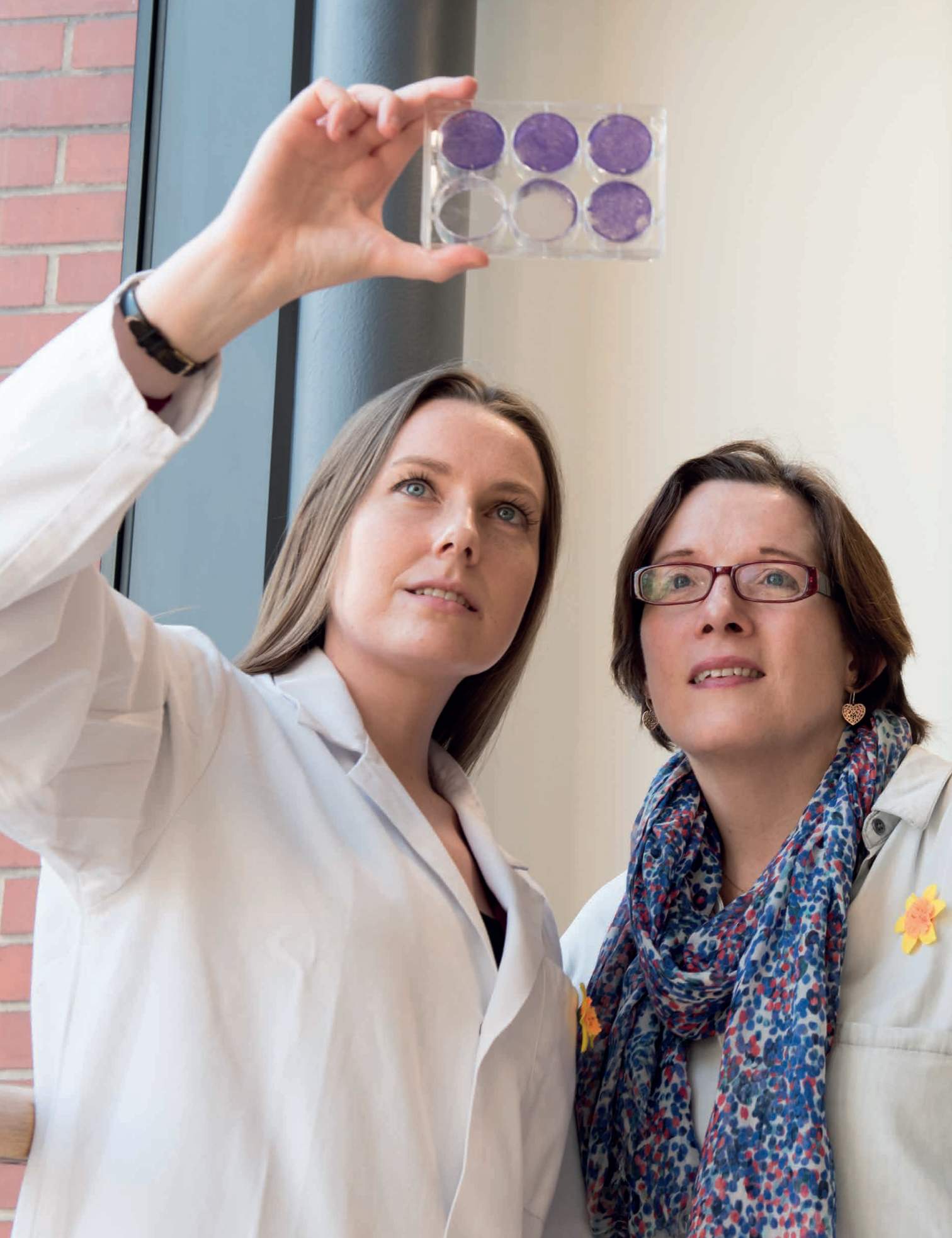
Plain packaging of tobacco

The Irish Cancer Society has consistently been at the forefront in advocating tobacco control. Ireland was the first country in the world to introduce a nationwide ban on smoking in the workplace in 2004 and we have the highest rate of taxation on tobacco products in the EU. These and other initiatives, have seen the smoking rate fall from one in three persons in 1998 to one in four in 2016.

The introduction of plain packaging for cigarettes was the next stage of controlling the tobacco industry's ability to market their product to potential and existing smokers. Ireland was the second country in the world, after Australia in 2012, to pass legislation to introduce plain packaging. The measure has been a success in Australia where it has contributed to a spectacular decline in the smoking rate to just 12.8 per cent.

In 2016, following years of lobbying for plain packaging, the Irish Cancer Society strongly welcomed the *Public Health (Miscellaneous Provisions) Bill* which amended the *Public Health (Standardised Packaging of Tobacco) Act 2015*, finally clearing the way for plain packaging to be introduced in Ireland.

From September 2017 onwards, all new tobacco packs sold in Ireland, must be 'plain'. This means they will be dark in colour, use a uniform text design and have large graphic warnings on them. When teenagers aged 15–16 year were shown these packs as part of Irish Cancer Society research, they said overwhelmingly that they would be less likely to smoke once the plain packs are introduced. Achieving a smoke-free generation is the Irish Cancer Society's greatest ambition.





Elaine Kelly & Naoise Synnott

Elaine Kelly lives in Dublin and is one of the Irish Cancer Society's Living Life volunteers, who provide peer support to people with secondary cancer. As someone with metastatic breast cancer, she is directly benefitting from cancer research in Ireland through her participation in clinical trials.

Originally from Drogheda, Co Louth, Naoise Synnott is a PhD student carrying out vital cancer research in UCD and St Vincent's University Hospital, Dublin. Naoise's work is funded through BREAST-PREDICT, a country-wide collaboration between experts in the area of breast cancer research, funded by the Irish Cancer Society.

3. SUPPORT FOR RESEARCH

Supporting ground-breaking, world-class research is central to the Irish Cancer Society's strategy for a future without cancer, and we have invested over €20 million in cancer research over the past five years.

This is research that seeks to inform prevention, design more accurate diagnostics, improve treatment and ensure the best quality of life for cancer survivors. The Irish Cancer Society also recognises the importance of communicating cancer research to the public and is focused on how cancer specialists and other scientists can be helped to communicate better with lay audiences.

Some of the research highlights of 2016 are described below.

BREAST-PREDICT

BREAST-PREDICT, the Irish Cancer Society's first Collaborative Cancer Research Centre (CCRC) has been up and running for over three years, and is now gaining significant momentum. A substantial breakthrough over the past year was the work of BREAST-PREDICT Investigator Professor Joe Duffy and PhD student Naoise Synnott in identifying a potential new treatment for triple negative breast cancer, one of the most aggressive and difficult to treat forms of breast cancer. In laboratory tests, the new drug, APR-246, prevents the growth of triple-negative breast cancer cells, and it will now be tested in a clinical trial. If successful, the new drug has the potential to save the lives of patients with this type of breast cancer. Other research groups within the Centre are also making progress in developing new treatments for breast cancer. Furthermore, since the Centre was launched in 2013, over 1,900 breast cancer patients have participated in BREAST-PREDICT affiliated clinical studies, run through Cancer Trials Ireland.

'The ultimate goal of this research is personalised medicine, which allows us to tailor therapy towards individual patients based on the characteristics of their particular tumour and, thus, improve outcomes for breast cancer patients both in Ireland and worldwide. We are most grateful to the Irish Cancer Society for their incredibly generous support as we strive to work together as a critical mass in the battle against breast cancer, and deliver new therapies to the patients that need it most.'

**Professor William Gallagher,
BREAST-PREDICT Director**

Blood Cancer Network Ireland

Blood Cancer Network Ireland (BCNI) is a national collaborative group of doctors and scientists that was established in 2015 with the aim of increasing our understanding of blood cancers and of developing new treatments for this disease.

In 2016 BCNI opened three Phase 1 clinical trials, providing Irish blood cancer patients with the opportunity to avail of promising new drugs and drug combinations that would not have been possible otherwise. The BCNI biobank, which will store samples from blood cancer patients, is now up and running and collecting samples and it will be an invaluable resource for researchers working to understand and develop new treatments for blood cancers. The development of a blood cancer registry, which will help us understand what treatments work best and what impact they have on the patients' quality of life, is progressing well. Overall, 2016 saw the network providing Irish patients with access to new treatments and advancing research into blood cancers.

‘The progress made over the past year by BCNI, especially in making new treatment options available for Irish patients with blood cancers, justifies the faith and investment of the Irish Cancer Society, Science Foundation Ireland and our industry backers. We hope to build on this to serve the needs of blood cancer patients throughout the country.’

Professor Michael O’Dwyer, BCNI Director

Irish Prostate Cancer Outcomes Research

Irish Prostate Cancer Outcomes Research (IPCOR) is a national prostate cancer registry of men newly diagnosed with prostate cancer. The goal of the registry is to assess the treatment outcomes for men with prostate cancer in Ireland and to understand the processes of care that contribute to these outcomes. In 2016, IPCOR registered 1,606 patients from 15 hospitals across Ireland. The registry data will be used to improve outcomes for men with prostate cancer, to understand areas of unmet needs, and to help the development of strategies to address these needs. The €1.75 million prostate cancer research initiative which will run over five years, is made possible by funding from Movember and donations to the Irish Cancer Society.

‘The great news about IPCOR is that, after two years establishing the project, we have data on over 1,500 Irish men. This year our first clinical report will be available to both doctors and healthcare providers; so, after a lot of time and effort by many people, IPCOR will start to make a difference.’

Mr David Galvin, principle Investigator, IPCOR and consultant urological surgeon, Mater Misericordiae University Hospital and St Vincent’s Hospital

Cancer prevention: collaboration on risk reduction

Cancer, cardiovascular disease, diabetes and dementia between them affect as many as 500,000 people in Ireland every year. The Irish Cancer Society joined forces with Diabetes Ireland, the Alzheimer Society of Ireland and the Irish Heart Foundation for the first time in 2016 to support research aimed at identifying real measures to reduce the risk of these diseases.

Following a stringent peer-review process, funding was awarded to David Hevey, Associate Professor at the School of Psychology, Trinity College Dublin for his research proposal which aims to examine the effects of training young people, aged 13–18, to promote healthy behaviours among their peers. The research will target six communities of low socioeconomic status and will communicate important messages about exercise, smoking and alcohol. The work will involve a team of six researchers, three based in Trinity College Dublin, two in NUI Galway and one in the Royal College of Surgeons in Ireland. A total of €285,000 will be invested in the three-year project by the four charities in conjunction with a joint funding scheme operated by the Medical Research Charities and the Health Research Board.

‘Unhealthy behaviours that start in a young person’s teenage years can often progress into adulthood. About eight out of ten smokers in Ireland started the habit before they turned 18 years old. When it comes to such behaviours, it is often peers who are the biggest influence. In order to counter this, our research will examine the effects of training young people, aged 13–18, to promote healthy behaviours among their peers through motivational interviewing, a proven method for behaviour change.’

**Professor David Hevey,
School of Psychology, Trinity College Dublin**



Pictured at the launch of a jointly-funded research project aimed at improving health behaviours among young people are (left to right) Kieran O'Leary, CEO, Diabetes Ireland; Tina Leonard, Head of Advocacy and Public Affairs, The Alzheimer Society of Ireland; Professor David Hevey, Associate Professor at the School of Psychology, Trinity College Dublin; Helena O'Donnell, Advocacy and Campaigns, the Irish Heart Foundation; and Dr Robert O'Connor, Head of Research, the Irish Cancer Society. (Photo: Andres Poveda).

Cancer researchers of the future: scholarships

The objective of the Irish Cancer Society Research Scholarship Programme is to foster and support cancer research talent in Ireland. It offers excellent science, medical, nursing and other allied healthcare graduates the opportunity to pursue a doctoral degree in cancer research. It involves a call for applications followed by a rigorous selection process that is peer-reviewed by an international panel of researchers.

In December 2016, the Society announced two types of scholarship programme: the Biomedical Research Scholarship and the Survivorship Research Scholarship. Applications were accepted from late 2016, with the view that the successful scholars will start in the new academic year in 2017.

This is the first time that the Society has had a scholarship call specifically in the area of survivorship. This Survivorship Research Scholarship Programme was introduced in recognition of the fact that nearly 100,000 people are living with and beyond cancer in Ireland. Applications were welcomed in the areas of cancer survivorship, including research and interventions designed to improve the long-term health and quality of life for cancer survivors and their families. For the Biomedical Research Scholarship Programme, applications in the areas of basic or translational biomedical research with a focus on developing a better understanding of novel approaches to cancer were welcomed. The successful scholars will be announced mid-2017.

Research communications

In a commitment to provide accurate, accessible information on the significance of research in the fight against cancer, the quality of research carried out in this country and the impact of our contribution to this research globally, we held two communication initiatives in 2016. This included media training for research scientists and a series of Decoding Cancer talks about cancer, which were held around the country for patients, their families and the general public.

'A greater appreciation for the necessity of research comes with accurate communication of the work being carried out. As such, we have a responsibility to inform the public of research progress, both at home and abroad. Over the past year we have made a deliberate effort to communicate with the public via our Decoding Cancer Series and by interaction with the media to provide a research voice in an era of misleading communications about health and illness. We have also designed a bespoke media training course for research scientists to provide them with the skills to better interact with the public.'

**Dr Robert O'Connor, Head of Research,
Irish Cancer Society**

Media training for research scientists

In an effort to encourage and support scientists to better engage in public fora on matters of health and cancer, the Research and Communications departments of the Irish Cancer Society have designed a bespoke course for researcher professionals on the practicalities of public engagement and communication.

It is hoped that this will help them communicate better with patients and members of the public, who are increasingly targeted through social and other media with information that is not authoritative or correct, and often just wrong.

'Media training at the Irish Cancer Society gave me a different perspective on how I communicate my research to fellow scientists, nurses, clinicians, patients and the public. I learned how to change "science speak" into clear, understandable language, because patients, fundraisers, and the public want to know what research we do and what that research can mean for them and their families. The Irish Cancer Society media training gave me the confidence to partake in live radio interviews, online video and newspaper articles in order to effectively communicate my research.'

Dr Naomi Walsh, research fellow

'The media training course was a valuable learning opportunity. I especially enjoyed the interactive workshops on how to create a lay abstract and how to effectively communicate my research to a lay audience.'

Alexandra Tuzova, PhD student

Decoding Cancer

The purpose of the Decoding Cancer series of talks was to dispel myths about cancer and to explore the many advances being made in prevention, early detection, treatment and survivorship. The talks, which were free to attend, were also streamed live on Facebook, allowing us to extend our reach nationally. Following on from the success of this series, we look forward to a continuation into 2017 and beyond. Among the diverse range of topics and issues discussed were:

- 'Stacking the Odds Against Cancer – Genes, Lifestyle or Luck?' (Professor Annie Anderson, School of Medicine, University of Dundee)
- 'The HPV Vaccine – Warts and all' (Professor Margaret Stanley, Department of Pathology, University of Cambridge)
- 'Are Patients on Clinical Trials Guinea Pigs?' (Dr Jennifer Westrup, Consultant Medical Oncologist, Beacon Hospital, Dublin and Dr Catherine M. Kelly, Consultant Medical Oncologist, the Mater Misericordiae University Hospital, Dublin)
- 'New hope in multiple myeloma treatment' (Professor Paul Richardson, Harvard Medical School, Dana-Farber Cancer Institute)
- 'Is exercise the secret weapon in the war against cancer' (Dr Jane Walsh, Department of Psychology, NUI Galway)
- 'Alcohol and cancer. The sobering facts' (Dr Peter Rice, Chair of Scottish Health Action on Alcohol Problems, Scotland)



(Finalists, researcher of the year): Pictured at the Research Awards 2016 are the finalists (left to right) Dr Aideen Ryan, Dr Maria Prencipe, Dr Damir Vareslija, Ms Mairéad Cooney, Mr Silvin Knight and Ms Lisa Dwane.

Research Awards

The Irish Cancer Society's annual Research Awards event is a way of acknowledging some of the vital research being undertaken by researchers funded by the Irish Cancer Society. The 2016 event took place in December in Trinity College, Dublin.

While all the awards finalists were shortlisted based on their scientific achievement, presentations made on the night were judged by a predominantly non-scientific panel and the awards went to those who were best able to communicate their achievements to a public audience.

PhD student Mairéad Cooney and postdoctoral researcher Dr Maria Prencipe went home with the top prizes. Mairéad, a native of Navan, Co Meath, picked up the PhD Researcher of the Year award for her work, which focused on the promotion of physical activity among people who are living with or have survived cancer.

This work, which is ongoing, highlights the need to develop effective ways to support individuals living with and beyond cancer so that they can remain active in the long term.

Maria, a post-doctoral researcher in UCD and a native of Italy, took home the Post-Doctoral Researcher of the Year award for her project, which looks at metastatic prostate cancer patients. Maria has found that a new drug can stop the cancer cells from dividing and surviving. When this drug is used in combination with current treatments, these are more effective in killing cancer cells.



Aileen McHale
Daffodil Centres Manager

Irish Cancer Society

Who Can Ever Understand?

Talking about your cancer

Volunteer
Daffodil Centre

st
Dorcas Conboy
Volunteer
Daffodil Centre



Brenda Conboy & Aileen McHale

'The Centres are a place where people can go before and after their treatment. I love seeing the difference in people from when they first come in anxious and full of worry to when they leave a little more at ease.'

Brenda has been volunteering with the Daffodil Centre in St James's Hospital since 2015. 'As someone who had cancer myself ten years ago when there were no Daffodil Centres in existence, I really can see the benefit they offer to patients. The Centres are a place where people can go before and after their treatment. I love seeing the difference in people from when they first come in anxious and full of worry to when they leave a little more at ease.'

Aileen has worked in various aspects of cancer care in the UK and Ireland for many years including surgical oncology and medical oncology. She was appointed cancer nurse in the first Daffodil Centre in University Hospital Galway. She also set up and worked in the Daffodil Centres in Mater Misericordiae University Hospital and St James's Hospital. She has been Daffodil Centres Manager since 2012 helping to establish 13 Daffodil Centres nationwide which have had contact with almost 200,000 people since they first opened.

4. Fundraising highlights

The Irish Cancer Society relies on the generosity of people all over Ireland to help us to bring the fight to cancer. Our work is funded almost entirely by voluntary donations and we could not continue to operate without the generosity of all the individuals, groups and companies who give us their support.

Every year there are ever more imaginative fundraising ideas that help to raise money and also to raise the profile of cancer campaigns. Events such as Daffodil Day and Movember have become part of the national calendar. We would like to heartily thank everyone who takes part in such fundraising activities and also those who donate so generously.

Daffodil Day – the day to give hope

Every spring, daffodils burst forth and remind us that winter is coming to an end and spring is on the way. And in the fight against cancer, daffodils have become a symbol of hope in many countries. The first Irish Daffodil Day was organised in 1988 by Professor Darragh and by the Society's then CEO, Tom Hudson. Daffodil Day quickly became an annual March tradition, and in 2001, we adopted the daffodil as the Society's logo and symbol.

Today, Daffodil Day encompasses a host of different events, including nationwide coffee mornings, community events and of course the traditional volunteers on streets offering daffodils to the public. The day helps raise millions of euro to support the Society's free, nationwide services for those with, and affected by, cancer in Ireland.

In 2016 Daffodil Day was on March 11th, and we collected over €3.5 million in generous donations from the Irish public through our Community, Corporate and Garden of Hope campaigns. This is the money that we use to provide information, care and support to those with or affected by cancer in Ireland. This money is especially

important in enabling us to provide the Irish Cancer Society Night Nursing service. Over 2,500 amazing volunteers registered for Daffodil day in 2016, all working towards the same end – to raise money to help fund the Society's free nationwide services to those affected by cancer.

Corporate partners

Boots

By the end of 2016 almost €1 million raised by Boots Ireland for our Services.

Boots Ireland is a leading pharmacy-led health and beauty retailer with 86 stores in the Republic of Ireland. Throughout 2016, and since the partnership began in June 2012, Boots continued to fundraise for the Irish Cancer Society, reaching almost €1 Million by the end of the year (from the total raised over the five years) – that equates to over 2,850 nights of night nursing care by the Irish Cancer Society's Night Nursing Service.

Since their relationship with the Irish Cancer Society began, Boots Ireland stores, their staff, customers, family and friends have come together to raise funds for this essential service to ensure that patients can receive end-of-life care in their own homes. Money has been raised through a number of initiatives including the Boots Night Walks for Night Nurses, which take place annually in August, Daffodil Day, Shave or Dye events, Paint It Pink activities and numerous in-store events throughout the year.

The aim of the Boots Ireland partnership with the Irish Cancer Society is to increase awareness, promote cancer prevention and support people living with cancer in Ireland. Along with supporting the Night Nursing Service, Boots has trained its pharmacists to become qualified Boots Irish Cancer Society Information Pharmacists to help support and advise people dealing with cancer. They also distribute our leaflets to their staff and customers around the country. In addition to this, Boots Ireland regularly hosts cancer prevention advisory information stands in-store to ensure people affected by cancer can receive information and support in their local communities.

Centra

Centra Live Well initiatives benefit Irish Cancer Society's Paint it Pink campaign

In October 2016, and for the sixth year in a row, Centra gave its support to the Irish Cancer Society's Paint it Pink campaign. All funds raised by Centra during Breast Cancer Awareness month go directly to fund essential services, including information, advice and support services for women and men affected by breast cancer.

Centra ambassador and top blogger Pippa O'Connor supported Centra's Live Well initiatives to benefit the Irish Cancer Society's Paint it Pink campaign in 2016. The Centra campaign aimed to promote healthy living and encourage people to live well at Breast Cancer Awareness month. Centra activity included Live Well seminars, hosted by TV presenter Sybil Mulcahy, which aimed to inspire women to live healthily. The seminars took place in Dublin, Galway and Cork, with nutrition tips from consultant dietician Sarah Keogh, breast health advice from Irish Cancer Society's Cancer Nurseline Manager Naomi Fitzgibbon, lifestyle advice from Pippa O'Connor and a personal account by broadcaster Evelyn O'Rourke about her experience with breast cancer.

Centra's Live Well initiatives in aid of the Irish Cancer Society's Paint it Pink campaign were at their busiest on 15 October, with over 200 pink walks across the country encouraging healthy living and raising much needed funds. As well as this, Centra customers were asked to donate €1 to the cause when making an in-store purchase on 15 October. Centra also introduced limited-edition water bottles in pink and black which were available at stores nationwide at a cost of €5, the proceeds of which went to the Society.

Dell and Daffodil Day

Dell has been the lead corporate partner for Daffodil Day since 2011 and 2016 was its sixth and final year as sponsor. The sponsorship was a huge success over the years for both Dell and the Society, so much so that it was extended from an initial two-year agreement, to a six year one! Over the years Dell employees were fully involved in organising events, fundraising and selling daffodils on the street. The year 2016 proved to be a great final year for the partnership with Dell's 2,300 employees in Dublin, Limerick and Cork really getting behind and supporting the campaign – and as was the case in previous years, they delivered tremendous support for Daffodil Day 2016.

At its three Irish campuses in Cork, Dublin and Limerick, Dell hosted a MegaDojo for local schoolchildren. Delivered in partnership with CoderDojo, the MegaDojo facilitated 100 students in learning how to 'code a daffodil'. Dell organised the launch in order to get a new generation involved in supporting the campaign. Coding was a fun way to introduce children to the concept of Daffodil Day and start the conversation about the importance of helping others in the wider community. In addition, Dell's team members gave their time and skills to support Daffodil Day in a range of ways. Continuing the theme of helping young people support the campaign, Dell developed an app which facilitates people in donating on the go and tracking down their nearest daffodil seller.

Technical specialists from Dell fully updated the app in advance of the campaign in 2016. Other skills supplied to the campaign included social media, event planning, public relations and merchandise preparation. Staff also helped in the preparation of our Garden of Hope in Dublin, which enables people to honour someone living with cancer or to celebrate someone who has come through their cancer journey.

On Daffodil Day itself employees in Dublin, Limerick, and Cork participated in street sales activity, collecting funds and selling merchandise from 8am to 7pm. Community teams from each of Dell's campuses planned a series of innovative fundraisers and 'turned yellow' to help drive awareness and raise funds for those affected by cancer.

Key achievements of the overall partnership between Dell and the Irish Cancer Society include:

- 130+ fundraisers arranged by Dell team members – these activities included cake sales, abseiling, quizzes and giant Connect Four competitions, to mention a few!
- More than 19,000 hours volunteered by the Dell team

Aldi

The Irish Cancer Society is one of several charities to benefit from Aldi Ireland's community support programme and in 2016 we were specifically chosen by Aldi staff in a company-wide poll because so many staff knew people affected by cancer and wanted to help.

Aldi supports the work of the Society through a combination of their sponsorship of the Society's Colour Dash race series, a staff bric-a-brac collection, staff donations, Colour Dash entry fees and sales of Daffodil Day daffodils and charity cards at Aldi's stores.

As the name suggests, each Colour Dash is a colourful and fun event where participants dressed in white t-shirts run in a 5km race, and in the course of the race they are 'showered' (literally) with powder paint of different colours – each colour representing a different cancer. By the time they get to the finishing line, participants are multi-coloured and smiling.

Over 5,000 people, including 600 Aldi staff members, took part across Colour Dash locations in Dublin, Sligo, Cork and Galway, with many bringing along their families to join in the colourful fun! In addition Aldi helped the Society with prizes for radio competitions, by providing volunteers to help at each Colour Dash event, and with lots of great Aldi products for goodie bags!

Through Colour Dash, a total of €683,537 has been raised for the Society over the last four years.

Highlights from our community fundraising events

The community fundraising events are important for the money they raise, but also for the sense of community spirit they foster and for the awareness of cancer they build. So many events took place in cities, town and villages all over Ireland in 2016. We cannot describe all such events individually here, but we would like to let all involved know that we are deeply grateful for the commitment, energy and hard work they put in. The examples we describe below give a flavour of the events that took place in 2016.

Relay for Life

Relay For Life is a 24-hour event that brings the whole community together to celebrate the lives of cancer survivors, to remember those lost to the disease and to fight back by increasing knowledge of cancer and raising money to fund vital research and the services of the Irish Cancer Society.

In 2016, 17 communities in towns, cities and colleges across Ireland came together to raise just over €440,000 for the Irish Cancer Society. Through Relay For Life the lives of over 1,100 cancer survivors were celebrated. Across the country, thousands of people stood shoulder to shoulder at Candle of Hope ceremonies, remembering those they have lost to cancer. And thanks to 375 teams of families, friends, colleagues and neighbours, the Relay track never stood still.

In 2016, we were delighted to welcome two new Relay for Life events – Relay for Life Wexford and Relay For Life Kinnegad. Each new Relay for Life event brings a sense of hope to their community and strengthens the fight against cancer.

Globally, three Irish cancer survivors were acknowledged for their outstanding contribution to the Relay for Life movement. They are Aoife O'Neill, Joe Curry and Brenda Cooper, three exceptional cancer survivors who are recognised as Heroes of Hope and are ambassadors for Relay for Life in Ireland.

The Moylagh JFK 50 Mile Challenge

The Moylagh JFK 50 Mile Challenge took on cancer once again on 11 June 2016 on a spectacular and scenic route across counties Meath, Cavan and Westmeath. The challenge taken up by young and old from all over Ireland and further afield raised an incredible €100,059 which was split 70/30 between the Irish Cancer Society Cancer (€80,059) and Support Sanctuary LARCC (€20,000). Not everyone made the whole 50 miles, but they all made a very welcome contribution and also helped to showcase this beautiful corner of Ireland.

Hurling for cancer

For the fifth year in a row, Irish horse racing and hurling legends clashed the ash in a celebrity hurling match in Co. Kildare – all in the name of cancer research. A who's who of celebrity referees, lineswomen, umpires and players (including Davy Fitzgerald, Brian Cody, Liam Griffin, DJ Carey, Niall Quinn, Henry Shefflin, Jim Bolger, Davy Russell and Colm O'Rourke) lined out at St Conleth's GAA grounds in Newbridge on 9 August, ready to battle it out on the hurling pitch in aid of the Irish Cancer Society. To date the event has raised over €520,000 for cancer research.

Strictly Come Dancing

Strictly Come Dancing Killarney was held on 05 February 2016 in the INEC Killarney. Hosted by Brendan Fuller, Strictly goes to the movies was the theme for 2016 and sold out the 2,000 seater INEC ballroom. A total of €55,000 was raised for the Irish Cancer Society, making it a total of €113,640 raised over the two years of the event. Strictly continues to go from strength to strength and the Killarney committee organised Strictly Goes Back to the 80s in February 2017.

Pink Ribbon Walks

The Pink Ribbon Walks were started in 2009 by an enterprising group of women in Kells Co. Meath. They came up with the idea of helping Irish Cancer Society's Action Breast Cancer through a sponsored walk with a difference. And six years later, it has become one of our most colourful national institutions, and has made a very valuable contribution in the fight against breast cancer. In 2016, Pink Ribbon Walks raised over €113,000. Men and women took part and painted the towns pink for a day. The money raised by the Pink Ribbon Walks plays a vital role in helping to fund BREAST-PREDICT, our virtual centre for collaborative cancer research. The walks also help to raise awareness of the importance of a healthy lifestyle in preventing cancer.

Coast for cancer

Couch-surfing pensioner halfway through walk of 4000km around coast of Ireland for Irish Cancer Society.

Dr Marty Holland, a retired university lecturer from Mary Immaculate College, Limerick, is currently walking the Northern Irish coast on the second phase of his solo walk around the entire coastline of Ireland to raise money for the Irish Cancer Society.

En route he hopes to find accommodation through 'couch-surfing' – offered by the hospitality of supporters and well-wishers along the way. Last year Marty walked the first half of his challenge – 1,800km around the Irish coast from the Clare/Galway border to the other border on the outskirts of Newry, Co. Down, raising €31,000.

Marty who lives in Cratloe, Co. Clare, started the walk on Tuesday 24 May 2016, and his marathon trek took him in an anti-clockwise direction along the Munster and Leinster coasts, meeting many well-wishers and supporters along the way. He walked until the end of September and recommenced in April 2017 in which he is walking the Ulster and Connacht coasts. The money raised in Northern Ireland will go to Friends of the Cancer Centre, Belfast.

The total walk will cover in the region of 4,000km. We were delighted to meet Marty at our head office in Dublin as he presented a cheque for €31,000 in early March this year. Marty has set himself a total target of €50,000 for this challenge.

Hearty Fools

The Hearty Fools under the guidance of Anne Gaffney and Frank McMyler took on the epic challenge of cycling the length of Ireland, from Mizen Head to Malin Head. From 12 to 17 September, a team of over 20 cyclists took on this mighty challenge to make their contribution to the fight against cancer. In doing so, they raised an amazing €140,000 to benefit both the Society and the Mater Foundation equally.

The Society was presented with a cheque for €70,000 to fund our free cancer services and our Breast Predict virtual centre. Despite the tired legs the team were delighted to arrive at Malin having smashed their original fundraising target of €50,000.

Dare to Care

Our partnership with Today FM continued in 2016, with the creation of a new campaign – Dare to Care.

We asked members of the public to 'Dare to Care' in September 2016 – this involved people taking on a dare and using the occasion to raise money from sponsorship.

The campaign calls on people to dare their family, friends or even themselves to do something crazy and fun, something they wouldn't dare do in their normal everyday life. We had people shaving their hair, parachuting from airplanes and wearing their wedding dresses to work!

The Today FM presenters all got behind the campaign and raised sponsorship from taking on dares such as motorbike stunts, tattoo inking and piercings, to name a few.

Our partnership with Today FM on Dare to Care and Shave or Dye in 2016 was a great success, raising €500,000 for those affected by cancer in Ireland.

Active Challenges

Within our Active Challenges Programme, we have people with all levels of fitness taking on a challenge to raise money for people affected by cancer in Ireland. In 2016, we raised over €615,000. Our supporters took on marathons in New York and Boston and all over Europe, and we had teams trekking on Kilimanjaro and in Peru to raise money specifically for cancer research.

Our Colour Dash Race series expanded to four locations, with our first ever dash in Sligo. Over 7,000 people took part to raise funds for those affected by cancer in Ireland raising just under €228,000.

Movember: hair-raising fundraising

In 2016, the Movember Foundation were calling on people to take action to stop men dying too young. They called on people, to grow a moustache for men's health.

The aim of Movember is to raise awareness of men's health issues, particularly in relation to prostate cancer. Effectively, the Mo Bros (as participating men are called) 'donate' their faces for the 30 days of November and ask their friends, families and colleagues to sponsor them. They become walking billboards and help to prompt conversations about men's health wherever they go. Movember is not just for men, though, and the Mo Sistas play a vital role in the success of Movember by signing up at Movember.com and helping to raise funds – essentially, Mo Sistas do everything the Mo Bros do... without the Mo.

Over 4,220 Irish Mo Bros and Mo Sisters registered in 2016, raising €767,215 for the Irish Cancer Society.

Irish Cancer Society shops

The Society has a network of 21 shops nationwide selling a range of donated clothes, books, shoes, bric-a-brac and household items. Including the sale of Irish Cancer Society branded Christmas cards, the retail network made a net profit of almost €1.1m in 2016. As well as generating income for the Society's programmes, the shops play an important role in Ireland's Green agenda, reusing or recycling more than 2,700 tons of clothes or textiles every year. This operation is supported by an outstanding team of more than 600 volunteers, some of whom have been involved for over 25 years.

Business supporters

Q102	Aramark Ireland	Body Shop
123.ie	Aramex	Bonavox
.....	Ardilaun Leisure Club	Bookatable
A & L Goodbody	Ardmore Shipping	Boots
ABB Ltd	Argos	Bootstrap
Abbey Healthcare	Arrabawn	Bord Gáis Energy
Abbey Tours	Arts Council	Boulder Media
Abbott Ireland	Arup Consultant Engineers	Boylesports
Abbott Nutrition	Arvato Finance Services	Brand Addition
AbbVie	Astellas Ireland	Brandtone
ABEC	AstraZeneca	Brennan's Pharmacy
Abtran	Athlone Laboratories	Bristol Myers Squibb
Acacia	Atlantic Industries Ireland (Ballina Beverages)	Brookfield Renewable Ireland
Accenture	Aura Leisure	Bruce Shaw Partnership
Adaptive Mobile	Avaya Ireland	BSH Home Appliances Ltd
Adrian Dunne Pharmacies	Aviva	Bus Éireann
AdRoll	AXA Insurance	BWG Foods Ltd
AECOM	Capita Asset Services
Aegon Ireland	Bagenalstown Credit Union	Capita Life & Pensions
Aer Lingus	Ballyhoura Development	Cara Pharmacy
Affidea	BAM Buildings	Carey Corbett Financial Solutions
Affinity Credit Union	Bank of America Merrill Lynch	Carney McCarthy Solicitors
AGB Nielsen	Bank of Ireland	CarTrawler
Agenda Communications & Conference Services	Barclay Chemicals Manufacturing	Castlemartyr Resort
AIB	BASF	CauseCast Foundation
Aldi Ireland	Baxalta UK	Cavan Medical Practice
Alkermes	BaxterStorey	CBRE
Allcare Pharmacy	Bayer	Celestica Ireland
Allergan	BDO Simpson Xavier	Centaur
Alliance Medical	Beacon Hospital	Centra
Allianz	Beckman Coulter	Central Bank
Allied World Assurance	Behaviour & Attitudes	Central Statistics Office
Amaya	Benevity	Chanelle Veterinary
Amazon CS Ireland	Berniefilter International	Charities Aid Foundation
Ambit Financial Services	Bio Sciences	Charities Trust
Ammado	Biomarin Manufacturing Ireland	Charity Club
AMSL Group	Bizquip	Charleville Credit Union
An Post	BLM Law	Chartered Accountants Ireland
Analog Devices	Blood Cancer Network Ireland	Chubb Insurance
Ancestry Information Operations	BM Steel Fabrications	Citco Fund Services (Ireland)
Andec Supplies	BNP Paribas	Citibank
Andrew Ingredients	BNY Mellon	Citybus Credit Union
Andrews Construction	Bob 'n' Bounce	CityLink
Antidote Ltd	Bobby Byrne's	Clancourt Management
Apex Fund Services		Clarion Hotel

Clearstream Global	Department Of Children and Youth Affairs	Erin Horticulture
Clinch Wealth Management	Department of Education and Skills	EY
Close Brothers	Department of Finance	Ervia
Cloud 10 Beauty	Department of Social Protection	ESB
CNP Ireland	Department of the Taoiseach	Esso
Cois Sionna Credit Union Ltd.	Depuy (Ireland)	Etsy Ireland
Colorworx	Designer Group	Eurofins Lancaster Labs
Comgest Asset Management International	Diageo Ireland	European Refreshments
Commercial Engineering Solutions	Diasorin	EVB
Commission For Energy Regulation	Digiweb Ltd	Exterion Media
Commscope EMEA Ireland	Ding	Fáilte Ireland
Companies Registration Office	DirectRoute	Fannin Healthcare
Compass Catering	DJF Engineering Services Ltd	FBD Holdings
Computer Placement	Docklands Dental	FDC Group
Computershare	Donnybrook Fair	Fexco
Conduit	Doosan Trading Ltd	Fimak Group
Connacht Hotel	Douglas Law Solicitors	Fine Print
Cook Medical	Doyle Collection	Finesse Medical
Córas Iompair Éireann	DPS Engineering	Fingal County Council
Core Software	DTZ Sherry Fitzgerald	First Citizen
CoreHR	Dublin Chamber of Commerce	First Data Omnipay
Cork County Council	Dublin City Council	Fishers
Commarket	Dublin City FM	Fitzgerald Insurances
Corporate Catering Services	Dublin Port	Fitzwilton
Coty Ireland	Dunnes Stores Ireland	Fleetmatics
CPL Resources	DVL	Fleetwood Paints
Crest Solutions	E.V. Condell	FMI
Crewlink	EAA Covered Bond Bank	FMS WM Service
Cripps Footwear	Eason and Son Ltd	Foamalite Limited
CrossFit	eBay	Food Safety Authority of Ireland
Crystal Holidays	EES	Forest Laboratories
Curves	Efficio Consulting	Forest Tosara
Custom House Fund Services	Egis Road and Tunnel	Fragrances of Ireland
DAC Beachcroft Dublin Solicitors	Operation Ireland	Frank Keane
Dairygold Co-Op Superstores	Ei Electronics	Friends First
Dargle Valley Nursing Home	Eir Customer Response Centre	FTI Consulting
Datapac	Electric Ireland	Galway South and East Early Intervention Service
Davy Corporate Finance	Eli Lilly & Co Ireland	Garda Síochána
Dawn Meats Group	EMC Ireland	Garda Síochána Ombudsman Commission
Deane Hair Design	Endes and Hauser	Gas Networks Ireland
Debenhams	énergie Fitness	GECAS
Dell Computers	Enet	GGL Security
Deloitte	Enterprise Ireland	GHD
Dennison Trailers	Environmental Protection Agency	Gift Voucher Shop
	Ergo	Gill

Gilt Global Trading and Procurement	Inish Pharmacy	Knight Frank
GlaxoSmithKline	InSight Marketing & Brand Services	Kostal Ireland
Glengarriff Park Hotel	Insurance Institute	KPMG
Global Giving	Intel Ireland
GloHealth	Interactive Data Ireland	L&P Trustee Services
Goodman Medical Ireland	Invesco	Lancaster Laboratories
Google	Investec Ireland	Largo Foods
Gowan Distributors	IPOS	Law Society of Ireland
Grafton Merchanting	Ipsen Pharmaceuticals	Leargas
Greenfield Foods	Irish Bank Resolution Corporation	Leaside Shipping
Greenstar	Irish Blood Transfusion Service	Leica Biosystems
.....	Irish Cement	Leinster Enviromentals
Hair By Aga	Irish Distillers	Leinster Sports Clinic
Hallmark	Irish Human Rights & Equality Commission	Leman Solicitors
Hanger Company	Irish Online Giving Foundation	Leo Pharma
Hard Rock Cafe	Irish Water	Liberty IT
Harmac Medical Products	Lifestyle Sports
Harmonics Recruitment	ISS Facility Services	Limelight Communication
Harringtons Concrete	Jacqueline Mason	Limerick City and County Council
Hayes Fuels	Janssen-Cilag	LinkedIn
Hayes Solicitors	JC Decaux Ireland	Lionbridge
Health Insurance Society	JLL	Lisavaird Co-Op Creameries
Healy & Rimmington Photography	Joeanna Caffrey Flowers	Little Greene Paint
Heaton's	John Sisk & Son	Lolly & Cooks
Hedgeserv	Johnson & Johnson Ireland	L'Oréal Ireland
Henkel Ireland	Johnson Brothers	Lotus Automation
Henry Ford & Son	Johnston Publishing	Loyaltybuild
Herman's Hairdressers	Jones Engineering Group	Lufthansa InTouch
Hewlett-Packard	JP Morgan Administration Services	Luigi Malones
Hickeys Pharmacy	JWC Goode
Hilton Foods	KBC	Magee Clothing
Hoeys Timber & DIY	KCC Architectural	Magellan Aviation Group
Home Retail Group	Keelings Fruit	Maldron Hotel
Homebase	Keppel Data Centes	Maples Fiduciary Services
Homecare Medical Supplies	Kerry Business Services Centre	Marine Institute
Hospital Saturday Fund	Kerry Connect	Marriott International
Houghton Mifflin Harcourt	Kerry County Council	Marsh Management Services
Hovione	Kerry EMEA	Martin Food Equipment
HSE	Kerry Group	Mater Private Hospital
.....	Kiernan Milling	Matheson Solicitors
Iarnród Éireann	Kildare Farm Foods	Mayo County Council
ICON	Kilgallon Stairs	Mayo Mental Health Services
IDA	Killybegs Catch	Mazars
IFDS Percana Group	Kilroys Solicitors	McCormack Hooper Dolan
IFFPG	Kilsaran International	McDowell Purcell
Ing Bank		McGraths Limestone
Inglot Ireland		MCI Management
		McKeever Rowan Solicitors

McKesson Information Solutions	New Ireland Assurance	Perrigo
McMahon Galvin	New Look	Pfizer Ireland
MDY Construction	News International	Pharmagraphics Guy
Meath Primary Care Centre	Next Generation Recruitment	Philip Lee
Mediavest	Next PLC	Phoenix Ireland
Medical Council	NGH Human Resources	Portakabin
Medlabs-Pharma	NKC Business and Taxation Consultants	Portlaoise Citizens Information Centre
Medtronic	Northern Trust	PriceWaterhouseCoopers
Mentor Graphics	Northumberland Institute of Dental Medicine	Probation Service
Merc Partners	Novartis Ireland	Project Management Group
Mercer	Novell Ireland Software	Property Registration Authority
Merck	NSAI National Metrology Lab	Propylon
Mercury Engineering	Number UK	ProStrategy
Mergon International	Nutricia Infant Nutrition	Quality Freight
Metlife Europe	NVD	Quantcast
M-Hance		Querbet
Michael Guineys	O'Connor Sheedy & Co. Chartered Accountants	Quintiles Ireland
Micro Hydraulics	OCSC	Quintillion
Micron Filtration	O'Driscoll O'Neill	Quoteme.ie
Microsoft Global Finance	Office of Government Procurement	R R Donnelley
Microsoft Ireland	Office of the Refugee Appeals Tribunal	Radisson Blu Hotel
Millward Brown IMS	O'Keefe's XL	Recorded Artists Actors Performers
Miss Designer Golf	Olympus	Red C Research & Marketing
Mitie Facilities Management	O'Mahony's Booksellers	Red Cow Moran Hotel
MMD Construction	OMG Ireland	Regeneron Pharmaceuticals
Molex Ireland	Omnicom Media Group	Regus Group
Mondelez Europe Services	One Complete Solution	Reliance Precision
Morgan McKinley	Orange Business Services	Renaissance Services of Europe
Morgan Stanley Fund Services	Origo	Respond! Housing Association
Mott MacDonald Pettit	OSG	Revenue Commissioners
MPCC Credit Union	Ove Arup & Partners	Ridge Manor Stud
MSD	Ovelle Pharmaceuticals	Riot Games
Mullally Haulage	P.Winters Electrical Engineering	Robert Roberts
Mundipharma Pharmaceuticals	Pamex	Roche Products Ireland
Murex Advanced Technologies	Panel	Roscrea Credit Union
Murray Consultants	Park Developments Group	Rothco
Musgrave Group	Pavement Management Services	Roughan & O'Donovan Consulting Engineers
MyGoodPoints	PE Global	Royal College of Surgeons in Ireland
N6 Concession	Penneys	Royal Hotel
Nando's	Pensions Authority	RTE
NAPD	People First Credit Union	Rusal Aughinish
National Dairy Council	Pepper Asset Servicing	Sage Ireland
National Gallery of Ireland	Permanent TSB	Saint-Gobain
National Treasury Management Agency		
Nenagh Cosmetics		
New Century Engineering		

Sam McCauley Chemist	Susquehanna Ireland	VHI
Sammon Group	SUSTAIN	Vodafone
Sanef ITS Operations Ireland	Swords Laboratories	Vow Europe
Sanmina SCI	Synchronoss Technologies	Voxpro
SAP SSC (Ireland)	Sysnet Global Solutions	Walls Construction
SAR Group	Tab Financial Services	Wanzl
Schneider Electric Manufacturing	Tallaght & District Credit Union	Waters Technologies
Scor Global Life	Tallow Area Credit Union	Webroot Services
Scott Tallon Walker	Tara Mines	Welch Sports
SE2	Tayto Park	Wellman International
Sennheiser	Tcoag Ireland	Wells Cargo Logistics
Sepam	Tekelek Europe	West Sligo Family Resource Centre
Sernon	Telegael	Wheatfield Place of Detention
SFDC Australia	Temperature Controlled Pharmaceuticals	Whitfield Clinic Medical Centre
ShareGift	Tesco Ireland	Wicklow County Council
Shelbourne Hotel	The Community Foundation For Ireland	Wilds
Sherwin O'Riordan Solicitors	The Irish Times	William Fry Solicitors
Shop Direct	The Journal	Willis Towers Watson
Silicon Valley Community Foundation	Thornshaw Recruitment	WP Engine Ireland
Slaney Foods	Three Ireland	Wright Medical
Smartbox	Ticketmaster	Wynn's Hotel
SMBC Aviation Capital	Tilman Brewin Dolphin	Wyse
SMC Print & Design	Timac Agro Ireland	Zimmer Orthopaedics Manufacturing
Smurfit Kappa Ireland	TJH	Zip Yard
Sodexo Ireland	TMF Management Ireland	Zurich Insurance
Southside Pharmacy	Today FM	
Southwestern	Tomkins	
Specsavers	Topline Murtaghs	
Spectrum	Total Produce	
SQS Software Quality Systems	Touchcom	
SRI Executive	Tourism Ireland	
SSE Airtricity	Towers Watson	
St James's Place International	Tradecraft Building	
St Joseph's Aviation Credit Union	Tropical Popical	
St Vincent's Private Hospital	Trulife	
State Examination Commission	UDG Healthcare	
State Laboratory	UK Online Giving Foundation	
State Street International Ireland	Ulster Bank	
Stelfox IT Recruitment	United Drug	
Stena Line Freight	United Healthcare Team	
Stryker Ireland	Universal Honda	
Stryker Orthopedics	UPS	
Sun Life Financial	Value Retail Management	
Sundry Supplies	VCE Technology Solutions	
Supervalu	Venue Angel	

Friends of the Society 2016

Finance Committee

Mr Fergus Brennan (Chair)
 Mr Sean Dorgan
 Ms Jane Neill
 Mr Ger Penny

Fundraising Advisory Committee

Mr Dermot Breen (Chair)
 Mr Kieran Crowley
 Mr Ivor Fitzpatrick
 Ms Marie O'Connor

Governance and Nominating Committee

Mr Willie O'Reilly (Chair)
 Mr Kieran Crowley
 Prof. Liam Grogan

Members

Mr Paul Anderson
 Prof. John Armstrong
 Ms Marie Armstrong
 Lady Antonia Beckwith
 Mr John Bowman
 Mr Dermot Breen
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 Mr Gay Byrne
 Ms Veronica Campbell
 Prof. Desmond Carney
 Ms Geraldine Clarke
 Dr Cormac Kilty
 Mr Kieran Crowley
 Mr Vernon Crowley
 Ms Margaret Cully
 Mr Barry Dempsey
 Ms Noeleen Donnelly
 Mr Sean Dorgan
 Prof. Cliona O'Farrelly
 Dr Grainne Flannelly
 Mr Tom Finlay
 Ms Bernie Godley
 Prof. Liam Grogan
 Mr Dougie Heather
 Prof. Bernadette Herity
 Mr Tom Hudson
 Prof. John Kennedy
 Mr Vincent P Koziell
 Mr Bill McCabe
 Mr John McCormack
 Dr Ray McDermott
 Mr Paddy McMahan (RIP 22nd May, 2016)
 Mr Mark Mellett
 Dr Michael J Moriarty
 Dr John F Murphy
 Ms Niamh Ní Chonghaile
 Mr Pádraig Ó hUiginn
 Mr Gerry A O'Mahony
 Mr Pat O'Reilly
 Mr Willie O'Reilly
 Ms Caroline Preston
 Ms May Ryan
 Ms Ursula Sheridan-Grace
 Ms Jackie Ward Ramos
 Mr Kevin Wylie (RIP 7th July 2016)

Irish Cancer Society Board



Dermot Breen
(Chairman)

Dermot has been a director of the Irish Cancer Society since 2008. He has had an extensive career in public affairs management including 17 years as Corporate Affairs Director at Tesco Ireland. He is also a member of the Governing Body of University College Cork.



Fergus Brennan

Fergus is a retired chartered accountant with a career in finance and senior management in Clondalkin Paper Mills, Jones Group PLC and Lufthansa Technik Airmotive Ireland. He holds a number of directorships across the aviation sector.



Dr Sinead Brennan

Sinead is a radiation oncologist in St Luke's hospital, Rathgar and in St James's Hospital, Dublin. She is Chair of the Head and Neck DSSG at Cancer Trials Ireland.



Geraldine Clarke

Geraldine Clarke is a practising solicitor, and is head of Gleeson McGrath Baldwin Solicitors' Litigation Department. She has extensive experience in all aspects of commercial and general litigation practicing in the areas of banking, intellectual property, employment, EU law, product liability and general contract disputes. Geraldine is a past President of the Law Society and is the Founding Director of the Irish Centre for European Law.



Kieran Crowley

Kieran Crowley is a chartered accountant and a chartered director. He is a business consultant advising boards and business owners on change, risk management, strategy and governance, with experience as a board member in many companies.



Sean Dorgan MRIA

Sean was formerly Secretary General of two Government Departments, Chief Executive of Chartered Accountants Ireland and CEO of IDA Ireland. He holds a number of directorships currently.



Professor Liam Grogan

Liam is a Consultant Medical Oncologist in Beaumont Hospital and is an Honorary Clinical Associate Professor in the Royal College of Surgeons in Ireland.



Cormac G. Kilty PH.D

Cormac is a Biotech Entrepreneur retired from executive functions; managing a biotech investment portfolio and involved with two Angel Investment groups in Ireland. He was voted one of the top 100 influential Ireland-U.S. business leaders by 'Business and Finance' in 2007 and 2008 and was awarded the U.S.-Ireland Biolink award for contribution to Irish Life Sciences in 2007.



Dr Helen McAvoy

Helen is Director of Policy with the Institute of Public Health in Ireland focussing on progressing the government's health inequality agenda in Ireland and Northern Ireland. Helen has a primary medical degree and a Masters in Health Promotion and worked for several years in both hospital and general practice.



Willie O'Reilly

Willie O'Reilly is Group Commercial Director at RTÉ. He was formerly Chief Executive of Today FM and a former President of the Institute of Directors.



Professor Ray Stallings

Ray is Director of Research and Professor of Cancer Genetics at the Royal College of Surgeons in Ireland. Ray has held a number of academic and professional positions both in Ireland and the U.S.

SUMMARY INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 December 2016

The following is an extract from the statutory accounts 2016:

	2016 Total €'000	2015 Total €'000
INCOME:		
Donations and legacies	3,505	3,005
Raising funds	13,727	14,484
Charity shop trading activities	3,916	3,909
Investments	149	307
Charitable activities	1,517	1,075
Other income	7	-
Total income	22,821	22,780
EXPENDITURE:		
Charitable activities	13,857	15,511
Raising funds	4,377	6,114
Charity shop trading activities	2,930	3,102
Total expenditure	21,165	24,727
Net (expenditure)/income	1,656	(1,947)
Taxation	-	-
Transfers between funds	-	-
Net (expenditure)/income after transfers	1,656	(1,947)
Other recognised gains /(losses):		
Actuarial gain /(loss) on defined benefit pension scheme	-	1,527
Pension settlement gain	-	2,000
Net movement in funds	1,656	1,580
Reconciliation of funds:		
Total funds brought forward	13,988	12,408
Total funds carried forward	15,644	13,988

BALANCE SHEET

As at 31 December 2016

	2016 €'000	2015 €'000
Fixed assets		
Tangible assets	10,001	10,288
Financial assets	-	
	10,001	10,288
Current assets		
Investments	5,195	6,049
Stocks	169	144
Debtors	488	953
Cash at bank and in hand	4,943	2,379
	10,795	9,525
Creditors: Amounts falling due within one year	(4,806)	(5,001)
Net current assets	5,989	4,524
Total assets less current liabilities	15,990	14,812
Creditors: Amounts falling due after more than one year		
Long term liabilities	(346)	(824)
Net assets excluding pension liability	15,644	13,988
Defined benefit pension scheme liability	-	-
NET ASSETS	15,644	13,988
Funds:		
Designated income funds	1,000	-
Restricted income funds	518	1,327
Unrestricted income funds	14,126	12,661
TOTAL FUNDS	15,644	13,988

For further details on the statutory accounts please go to www.cancer.ie





Thank You





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Charity registration number
CHY5863 (Ireland)