BEATING BOWEL CANCER
ABOUT US

Let’s Beat Bowel Cancer (LBBC) is a not-for-profit initiative of Cabrini with a vision to significantly lower the number of deaths related to bowel cancer through public awareness, research and medical advances.

We know it’s possible to save many lives, because even though bowel cancer is the second biggest cause of cancer-related death in Australia, it is also the most preventable when detected early.

Key goals

Awareness
Increase awareness of bowel cancer and its causes.

Screening
Encourage every Australian 50 years and over to screen regularly for bowel cancer, plus those under 50 years with family history.

Promote and support
Focus on prevention through early detection and treatment of bowel cancer with ongoing education programs and clinical research.

History

Founded in 2004 by Emeritus Professor Adrian Polglase, Tackling Bowel Cancer (TBC) as it was known back then, was named in honour of the great tackling strength of Trevor Barker, former captain of the St Kilda Football Club who died from bowel cancer at the age of 39.

In those early days, the sole purpose of Tackling Bowel Cancer was to raise funds to develop public awareness campaigns that would educate Australians about the importance of early detection of the disease.

Inspired by the fantastic support Tackling Bowel Cancer received in the community, TBC was re-launched as Let’s Beat Bowel Cancer in 2008 to reflect a new mission to not just tackle bowel cancer head on, but to beat it!

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We have the capacity to prevent and diagnose bowel cancer at an early stage and save many lives. We really can beat bowel cancer.

Professor Adrian Polglase
Established in 1998, the Chair of Surgery at Cabrini is a joint venture between the Cabrini Institute and Monash University, with LBBC later founded as its health promotion and public engagement initiative.

The Frohlich-West Chair of Surgery was the first of its kind in the Victorian private medical sector and one of the first in Australia.

Since 2009, the Cabrini Monash University Department of Surgery has been led by Associate Professor Paul McMurrick, and has continued to expand its role in clinical research and quality assurance leadership at Cabrini and in the Australian medical community.

For many years Cabrini has treated the highest number of bowel cancer patients in Victoria.

Associate Professor Paul McMurrick

Our People

Associate Professor
Paul McMurrick
Chairman LBBC

Dr Simon Wilkins,
PhD
Research Fellow

Ms Karen Oliva
DataManager/Research Officer

Mr Matthew Holmes
Administrator
SURGEONS

Mr Stephen Bell
Colorectal Surgeon

Mr Peter Carne
Colorectal Surgeon

Mr Martin Chin
Colorectal Surgeon

Mr Chip Farmer
Colorectal Surgeon

Mr Pravin Ranchod
Colorectal Surgeon

Mr Paul Simpson
Colorectal Surgeon
AMBASSADORS/COMMITTEES

There are a number of dedicated ambassadors and enthusiastic committee members, who strive to ensure that Let's Beat Bowel Cancer is financially strengthened and capable of providing continual support towards greater public awareness and world-leading research.

LBBC fundraising committee
Geoff Stansen (Chair)
Des Jackson
Andrew Facey
Sue Parkes
Richard Morgan AM

Golf sub-committee
Des Jackson (Chair)
Andrew Facey

LBBC FRC Members (L to R): Cameron Smith, Geoff Stansen (Chair), Richard Morgan AM, Des Jackson.
(Absent: Sue Parkes - Cabrini Foundation, Andrew Facey)

LBBC Ambassadors (L to R): Geoff ‘Coxy’ Cox, Todd Woodbridge OAM, Sam Newman, John Fitzgerald AM, Melissa Monks.
What You Need to Know

Bowel cancer is a cancer of the lining of the colon or rectum. The exact causes of bowel cancer are not fully understood. Bowel cancer is preventable, treatable and beatable if detected early.

Risk factors

Certain risk factors are known to increase the chance of developing bowel cancer including:

- being aged 50 years and over
- a personal or family history of bowel cancer or certain hereditary bowel conditions
- a history of polyps, or a long history of inflammatory bowel disease
- obesity, lack of exercise, diet deficient in fibre and high intake of processed foods, smoking and excessive alcohol consumption.

Symptoms

Bowel cancer can develop without any early warning signs. However, noticeable signs or symptoms can include:

- any persistent change in bowel habit
- blood in the stool
- abdominal bloating or cramping abdominal pain
- unexplained weight loss

Prevention

Regular bowel screening is the key to preventing bowel cancer, using screening tools such as a FOB test (Faecal Occult Blood Test) and colonoscopy.

- Screening allows the detection of polyps in people who have no symptoms of the disease, when treatment is more likely to be effective.
- All people aged 50 years and over should be screened for bowel cancer every 1 to 2 years, regardless of symptoms.
BOWEL CANCER FACTS

* Bowel cancer is the second leading cause of cancer death in Australia, after lung cancer.

* Australia has one of the highest rates of bowel cancer in the world.

* If detected early, 90% of bowel cancers can be treated successfully.

* Fewer than 40% of bowel cancers are detected in the early stages.

* Screening every 1 to 2 years can reduce the risk of dying from bowel cancer by up to 33%.

* 1 in 12 Australians will develop bowel cancer in their lifetime.

* Bowel cancer affects men and women almost equally.
  
  ♂ 51%  ♀ 49%

* While 90% of bowel cancers occur in people aged 50 and over, around 1,000 younger Australians are diagnosed each year.

"When I was diagnosed with bowel cancer in 2008, it was a huge shock when they told me I had a tumour the size of a tennis ball. Truth is, I’d kept putting it off and off. Imagine how stupid I felt when I discovered that if I’d done a simple home bowel cancer test a lot earlier - I might have avoided major surgery and not put my life at risk. See, without testing, it’s impossible to detect the early signs of bowel cancer, which takes the lives of more than 100 Australian men and women each week, that’s one person every two hours."

Geoff ‘Coxy’ Cox, LBBC Ambassador
A key component of new research at Cabrini has been the development and establishment of the Colorectal Neoplasia Database. The database was created in January 2010 through a partnership between Cabrini and the Department of Epidemiology and Preventive Medicine, Monash University. This is a large repository of clinical information on patients with colorectal cancer. After informed consent by the patient, the clinical information is predominantly clinician entered and typically by the consulting surgeon. The database is:

- **web-based** allowing for real time input of data by participating surgeons or oncologists, and provides
- **linkages** with pathological tissue samples, and
- **underpins** research into basic cancer science and the clinical research into improved patient treatment models and outcomes.

In June 2011 the registry was accepted as the Bi-National Database model for the Colorectal Surgical Society of Australia and New Zealand. It has also been adopted on a national scale. Using data from the Colorectal Registry, Cabrini and LBBC is engaged in a large number of translational research projects which are designed to take the research from the laboratory to the care of patients in the hospital ward.

Currently the registry includes more than 2400 patients, with 24 surgeons contributing data from five participating sites: Cabrini Health, Alfred Hospital, the Avenue Hospital, Monash Health and Peninsula Health.

Other vital programs include an annual clinical Colorectal Fellowship and the annual A. L. Polglase Visiting Professorship which supports research and training of the next generation of colorectal surgeons from world-leading experts in the field of colorectal cancer.

We have recently partnered with the Victorian Department of Health and Human Services to create state-wide video educational resources aimed at general practitioners to encourage greater bowel cancer screening awareness.

### OUR FOCUS

Australia and New Zealand suffer from the highest rates of colorectal cancer in the world - we own the disease.

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**Professor Frank Frizelle**
Let’s Beat Bowel Cancer and the Cabrini Monash University Department of Surgery have worked in successful partnership with many research and support organisations. These organisations include the Cabrini Foundation, Cabrini Health, Cabrini Institute, Hudson Institute of Medical Research, Monash Comprehensive Cancer Consortium, Monash Partners Academic Health Science Centre and multimedia production company Burning House.

The Victorian Department of Health and Human Services in conjunction with Let’s Beat Bowel Cancer, the Cabrini Monash University Department of Surgery and Burning House have created a general practitioner education series for the National Bowel Cancer Screening Program (NBCSP).

The role of general practitioners is central to improving uptake of the NBCSP and these four videos are designed to educate Australian GPs to assist them with their patients in participating in bowel cancer screening.

Partnerships with Monash University researchers such as Associate Professor Helen Abud over many years have been recognised and resulted in a three-year project grant of $646,698. from the National Health and Medical Research Council (NHMRC) examining the role of proteins mediating intestinal stem cell identity. By investigating whether a gene regulator (‘Snail’ proteins) localises to stem cells in human bowel tumours, it may prove to be a useful biomarker for identifying aggressive cancers and developing new anti-cancer drugs.

These successfully strong partnerships continue to garner major research support including a substantial Victorian Cancer Agency (VCA) translational project grant worth $2 million over three years (2016-2018). This grant will begin a clinical trial aimed at identifying which patients with bowel or prostate cancer will respond well to a suite of new anti-cancer drugs called ‘BET’ inhibitors.
LET'S BEAT BOWEL CANCER 2014 GOLF CLASSIC Playing to save lives
For more than ten years, the annual fundraising Let’s Beat Bowel Cancer Golf Classic has been the cornerstone of our health promotion events. Celebrities tee-off alongside a host of keen golfers at the Kingston Heath Golf Club, all in the aid of a great cause.

Among the regular players are strong supporters of Let’s Beat Bowel Cancer, including ambassadors Geoff ‘Coxy’ Cox, John ‘Fitzy’ Fitzgerald, Todd Woodbridge, as well as long time friends of LBBC, Daryl Somers, Sam Newman, James Tomkins and Livinia Nixon.

The patron of this highly successful charity event is Australian golfing legend, Peter Thomson AO, CBE, a winner of five British Open Championships and the only golfer to win the tournament for three consecutive years (1954 to 1956) in the 20th century. This event continues to be a standout yearly success and has raised over $1.5 million.

We are looking to expand our fundraising activities throughout 2016 - 2020 to include other profile-raising public engagement events, and to continue to do everything we can to reduce the impact of bowel cancer for all Australians.
WHAT’S AHEAD

Operational costs for Let’s Beat Bowel Cancer are maintained through 100% benevolence (bequests and donations), with no direct funding support from either Cabrini Health, state or federal governments.

Ongoing funding of $400K per annum is required to support future projects that improve patient outcomes, public awareness of bowel cancer screening and the quality of life for our bowel cancer patients.

Current and future projects will include addressing the following research topics:

- How can we make bowel cancer surgery safer for high risk patients?
- What genetic biomarkers can help us tailor our patients’ management?
- How can we create ‘personalised treatment’ for individual patients to ensure the most effective individual treatment strategies for bowel cancer patients?
- Only a third of all adults in Australia now screen for bowel cancer. Why is this and how can we improve this statistic?
- How can we educate Australians about the importance of screening for them and their families?

Funding requirements

Our research platform has enabled us to move into entirely new world-leading areas of research including the development of ‘colorectal organoids’ to test patient tumours in the laboratory.

- We need a project officer to develop this unique opportunity
- Funding expanded to community education and engagement programs to improve bowel cancer screening participation within the community

Opportunities

The LBBC committee readily welcomes any potential third party event organisers, such as sporting clubs, work places, community groups, or individuals, who want to raise funds that will benefit greater bowel cancer awareness and world-leading research.

Cabrini Foundation has been endorsed as a Deductible Gift Recipient (DGR) by the Australian Taxation Office. If you intend on hosting an event that can benefit Let’s Beat Bowel Cancer, please contact the Foundation (03-9508 1382) for more information and support.

JOIN THE FAMILY

We want to bring you into the LBBC family to allow us to provide you with updates about treatment, prevention and the very latest in research outcomes.

Consider also joining a committee, begin or participate in fundraising events, or follow the website and social media links for more up-to-date information.

Please use the QR code below to go online to the LBBC website, ‘join the family’ and subscribe to regular news and event updates.

How you can help, say thank you or make a donation.

Visit www.cabrini.com.au/make-donation, or, use the QR code.

I was definitely aware of other cancers that might affect a female, and certainly a younger female, but I never expected bowel cancer to be one of them. It certainly wasn’t on my mind. People are uncomfortable talking about bowel cancer, but it’s so important because it can be prevented.

Melissa Monks, lawyer and mother diagnosed with bowel cancer at age 34

Many thanks to all who assisted in the development of ‘Beating Bowel Cancer’, especially the valuable input from fundraising committee members, including Mr Geoff Stansen (Chair). Many thanks also to the assistance from the community relations and marketing team at Cabrini Health.