



# 7TH ANNUAL CANADIAN ONCOLOGY NURSING DAY

## JANUARY 2010

Dear Colleagues,

You are invited to you join us in celebrating the seventh annual Canadian Oncology Nursing Day on Tuesday, April 6, 2010. With the theme of “Oncology Nursing: Where Challenge Meets Opportunity,” CANO/ACIO invites you to embrace this chance to salute our profession as we raise awareness about oncology nursing and as we celebrate the 25th Year Anniversary of our organization.

Oncology Nursing Day (OND) has traditionally been a time of connecting with other nurses, with our communities, and with our patients in an effort to let everyone know that this specialty is crucial. In an environment of changes to the modern healthcare environment, now more than ever oncology nurses need to stand up and make our voices heard!

The members of CANO/ACIO are passionate about nursing, but we need to join together and help each other in kinship. Does society and your employer appreciate the work you do? Would you say your nursing colleagues understand how oncology is different than other nursing specialties? Do people really know what you are doing, and why is what you are doing so important?

As oncology nurses, we are armed with vital information and skills that the public desires, that our patients need, that our fellow nurses respect. If you hesitate to answer these questions, it is time to gather your resources and join with CANO/ACIO as we advocate for our profession, our patients, and our future.

To this end, the CANO/ACIO Canadian Oncology Day Planning and Promotion Guide will give you ideas on how you can work to organize events and promote Canadian Oncology Nursing Day. This year we have made the process simple – you can chose to send out the template press release to local newspapers, deliver coffee and donuts to the neighborhood oncology unit, or you can engage with your local colleagues to develop a week-long extravaganza. The choice is yours.

CANO/ACIO makes it easy for you. On our website you will find full-size color posters that can be downloaded and printed. You will also find hand-outs like CANO/ACIO pens and pins that promote oncology nursing. And when OND is over we have a submission process so you can let us know how you took the reigns and drove the oncology nursing cart forward. Questions? Need a friendly push? Got ideas for collaboration? Get a hold of us. CANO/ACIO can lend a hand.

Opportunity awaits. Take a chance, find your voice, and let’s make the 2010 commemoration of oncology nursing one to remember!

Sincerely,

**JENNIFER STEPHENS**

DAL – Communications

**LORRAINE MARTELLI-REID**

DAL – Membership

**CATHY KITELEY**

DAL – External Relations

**TRACY TRUANT**

DAL – Professional Practice

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## IDEAS FOR EVENTS AND PROMOTIONS

Anything you do to promote Canadian Oncology Nursing Day (OND) makes a difference in raising public awareness about oncology nursing and recognizing the contributions of your colleagues. Even the most simple of acts can have significant and sustaining results.

Here are some practical ideas from CANO/ACIO on how you can get involved:

- ✓ Wear a pin, T-shirt, jacket, vest, or other item that displays a CANO/ACIO, oncology nursing, or nursing logo on it. The more colorful and thought-provoking the logo is, the better the results. Take a moment to introduce oncology nursing to those who seem interested or who ask about your message.
- ✓ Organize a social event for nurses, patients, administrators, interdisciplinary staff, or the community-at-large. This can include a pancake breakfast, pizza lunch, afternoon tea, potluck dinner or evening banquet. Look for sponsors early who might be interested in hosting the event to cover the expenses. This could include asking your manager, CANO/ACIO Chapter president, or local cancer care agencies if they might be able to make a donation to the event, or if they have suggestions on those persons or organizations who can.
- ✓ Develop a recognition display in a prominent place to acknowledge oncology nurses within your organization or institution. This could be a banner, flag, poster, diorama, or flyer. Be sure to get permission before placing the display, and of course, advocate for your idea to be exhibited by the front entrance!
- ✓ Buy flowers, cake or gifts for oncology nursing staff or colleagues.
- ✓ Sponsor a community-wide event such as mole screening or a question-and-answer session on a specific type of cancer. Examples include a gynecological cancer awareness event for women, where games, displays, and short lectures teach about female cancers including screening schedules and other important information.
- ✓ Host a fun run and/or walk. Talk to your local city council or parks department early to reserve a location in time for OND!

Tuesday, April 6, 2010  
Le mardi 6 avril 2010



- ✓ Have an event to recognize outstanding oncology nurses, such as presentation of a recognition award. Discuss your idea with your manager and organizational administration to see if they would be willing to host the event, or to make the award part of their annual institutional calendar.
- ✓ Host an educational event or session. Your audience could be oncology nurses, nurses who might be interested in oncology, nursing students, interdisciplinary staff, administrators, patients, the public-at-large... ideas are endless. Space can often be found at local libraries, community centers, or churches for a very low fee.
- ✓ Target elementary or high school students with a sun-smart or anti-smoking campaign.
- ✓ Hold a competition for schoolchildren to create the best poster, then display their posters in schools, libraries, restaurants or at work.
- ✓ Visit high schools or nursing schools to present information on oncology nursing as a career.
- ✓ Launch and/or present a scholarship or bursary.
- ✓ Host or organize an Oncology Nursing Marketplace within your healthcare organization. Invite all oncology nurses who are local to participate. Talk to oncology units, clinics, pharmaceutical companies, non-profit organizations, and advocates about sponsoring the event.

## HELP CANO/ACIO PROMOTE CANADIAN ONCOLOGY NURSING DAY (OND). WITH YOUR HELP, WE CAN CANVASS CANADA AND REACH AS MANY PEOPLE AS POSSIBLE WITH THE SIMPLE MESSAGE: ONCOLOGY NURSING IS IMPORTANT!

- ✓ Contact the media through a news release on a topic/story related to oncology nursing. Consider stories that have a clear impact on people and show a new and/or personal angle on oncology nursing, such as innovative or non-traditional patient care methods or success stories with strong human interest. To make it easy, we have included a sample press release in this promotional guide. Just print and mail... or add your own material first. We've made it easy for you.
- ✓ Ask your mayor to proclaim Canadian Oncology Nursing Day. We've included detailed information on how to request a proclamation enclosed with this package. It can be done!
- ✓ Contact local talk shows about interviewing oncology nurses who have achieved success in the community. Find phone numbers and contact information using the internet.
- ✓ Drop in on morning show celebrities to share some information about oncology nursing with their listeners. Arrange the visit with the station a day or two earlier and bring a gift, coffee/juice, morning snack and/or Canadian Oncology Nursing Day poster.
- ✓ Write a guest editorial on a current oncology-related health topic and submit it to your local newspaper.
- ✓ Write a letter to the editor if an article has appeared in your local newspaper that positively (or negatively) portrays an oncology nurse.



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✓ Invite a local politician to visit you at work and see the services you and your colleagues provide. Find their contact information on the internet, or contact individual political parties. Is there a public vote coming up? Great! Get in touch with the politicians now and let them know that oncology nurses are here, we have a voice, and it would benefit them to promote our cause.

✓ Create a photo opportunity with human interest, emotional appeal, or that relate to a high-profile person, event or place. Oncology nurses can be artists too, so put on your thinking caps!

✓ Write an article to be printed in your institution's newsletter. Be sure to pay attention to publication deadlines.

✓ Send a letter to your employer to let them know about Canadian Oncology Nursing Day and the events planned by your group. Ask if they can help promote the event through the organization's own public relations or publicity staff.

✓ Host a fun public/media event such as a "cancer smart" quiz or test for local radio and/ or TV personalities. Morning shows are the best bet for getting featured as these usually have community-focused segments.

## SAMPLE NEWS RELEASE

A news release is a simple, one-page summary of an event, which is distributed (by mail, fax or email) for free use as a pre-packaged news story to media representatives for television, radio, newspapers, online publications and journals. In general, you should target the “news editor” at your newspaper, the “news director” at your local radio and television stations, or the “public relations director” of non-media organizations.

### **NEWS RELEASE**

*For Immediate Release*

Contact: Jennifer Stephens, DAL Communications, Canadian Association of Nurses in Oncology

Tel: 604-874-4322

Email: cano@malachite-mgmt.com

**We celebrate the work of Canadian Oncology Nurses!**

**Whitehorse, April 6, 2010**—The Canadian Association of Nurses in Oncology is pleased to promote the work of its membership!

Chapter president, Jane Doe, an oncology nurse in \_\_\_\_\_ writes, “Canadian oncology nurses are dedicated to their patients. OND has traditionally been a time of connecting with other nurses, with our communities, and with our patients in an effort to let everyone know that this specialty is crucial. In an environment of changes to the modern healthcare environment, now more than ever oncology nurses need to stand up and make our voices heard!”

In Whitehorse, the local chapter plans to raise awareness of the day by \_\_\_\_\_ (please fill in details of activities which will be organized by your chapter. Events will be held throughout Canada! For a complete list of OND events throughout Canada, please visit the CANO/ACIO website at: [www.cano-acio.ca](http://www.cano-acio.ca) or call head office at 604-874-4322.

Established in 1984, the Canadian Association of Nurses in Oncology/Association canadienne des infirmières en oncologie (CANO/ACIO) is the national organization that supports Canadian nurses to promote and develop excellence in oncology nursing practice, education, research and leadership. CANO’s mission is to lead nursing excellence in cancer control for Canadians, with a vision of being an international nursing leader in cancer control.

*For more information, visit: [www.cano-acio.ca](http://www.cano-acio.ca).*



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## HOW TO REQUEST A MAYORAL PROCLAMATION

To bring Canadian Oncology Nursing Day additional publicity through a mayoral application, take the following steps:

1. Contact the office of the mayor and obtain specific instructions on how to request a special day for your municipality. Contact your mayor's office as soon as possible as they may need several weeks' advance notice to declare a special day.
2. Submit a written request according to your municipality's specifications (see sample request letter below) and, if appropriate, a sample proclamation (see sample enclosed).
3. If your request is granted, make arrangements with the mayor's office to pick up the proclamation at a specific time.
4. Distribute a news release or call your local papers, TV and radio and arrange for them to be present (see enclosed sample new release). Please note that some municipalities/papers ask that you pay to have the proclamation published.

Name of Mayor/Premier  
Address

### Sample Request Letter

Date

**Re: Canadian Oncology Nursing Day, April 6, 2010**

Dear Mr./Ms \_\_\_\_\_

In an effort to recognize the work of oncology nurses, the \_\_\_\_\_ Chapter of the Canadian Association of Nurses in Oncology is requesting that April 6, 2010, be proclaimed as Canadian Oncology Nursing Day in the City/Province of \_\_\_\_\_ in honour of the \_\_\_\_\_ (number) of oncology nurses who live and work in this city/province.

We have enclosed a sample proclamation for your review. Please contact me at \_\_\_\_\_ if I can be of assistance or if you have any further questions.

Sincerely,

Name  
President, \_\_\_\_\_ Chapter of the Canadian Association of Nurses in Oncology

Enclosure

## SAMPLE MAYORAL PROCLAMATION

**7<sup>th</sup> Annual Canadian Oncology Nursing Day  
April 6, 2010**

. . .

**To designate April 6, 2010, as Canadian Oncology Nursing Day**

- **Whereas**, oncology nurses are committed to providing quality oncology care;
- **Whereas**, oncology nurses have demonstrated excellence in patient care, teaching, research, administration, and education in the field of oncology nursing;
- **Whereas**, oncology nurses endeavour to educate the public in the prevention and treatment of cancer,

Therefore I, (Mayor/Premier's name), hereby proclaim April 6, 2010 as "Canadian Oncology Nursing Day" in (City/Province) and urge all residents of (City/Province) to join in observance of and participate in activities to recognize the special contribution oncology nurses provide to the public.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Attested by: \_\_\_\_\_



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## HOW WE CELEBRATED IN 2009 ...

The Alberta (ONIGA South) Chapter hosted “Keeping the Passion Alive”, an exciting evening of events on April 7th in Fort Calgary. Participants were welcomed to cocktails at 6:00 PM, followed by dinner at 7:00 PM and a presentation by Dr. Kathleen Oberle at 9:00 PM.

The Toronto Chapter hosted an educational event on April 7th sponsored by Novartis. A presentation on “Bisphosphonates in Oncology: Therapeutic or Supportive?” was scheduled for 7:00 PM followed by dinner.

The British Columbia Chapter and BC Cancer Agency hosted a dinner event for oncology nurses on April 7th. This was a video-linked event to all the BC Regional Cancer Centres and several community oncology clinics in British Columbia. The guest speaker was Dr. Sally Thorne from the UBC School of Nursing and she gave a presentation on Communication in Cancer Care.

The de Souza Institute (Ontario) held celebrations via teleconference with special guests sharing their vision for oncology nursing excellence in Ontario on Tuesday, April 7, 2009. The invited guests were Vanessa Burkoski, Chief Nursing Officer (Ontario Ministry of Health and Long-Term Care), Esther Green, Chief Nursing Officer (Cancer Care Ontario), and Dr. Mary Jane Esplen, Director (de Souza Institute).

The Juravinski Cancer Centre (Ontario) celebrated Oncology Nursing Day by inviting all oncology nurses to a Breakfast Meeting and a talk by Jennifer Wiernikowski on the Canadian Association of Nurses in Oncology on April 7, 2009 at the Juravinski Cancer Centre Lecture Theatre. In the afternoon, cake and coffee were served

in the conference room to all oncology nurses.

The Windsor Regional Hospital celebrated Oncology Nursing Day with a sponsored dinner and a belly-dancing show. Door prizes were donated on behalf of medical oncologists and radiation oncologists. Tickets for the dinner were sold and the funds were donated to a patient of Windsor Regional Cancer Center who is experiencing difficulty paying for her medications.

The CANO/ACIO “Live the Passion” video was made available on the hospital web site for everyone to view and was also posted on the closed circuit TV’s in the lobby/cafeteria areas. Nurses on the inpatient and outpatient oncology units have put together an educational board for display at the hospital and have distributed free baked goods to everyone visiting the display. Also, CANO/ACIO pens and pins were distributed in gift bags with other goodies.

The Quebec Chapter - L’Association québécoise des infirmières en oncologie held its annual conference on April 24, 2009. The conference theme was De novice à experte: invitation aux partages des connaissances en oncologie (From Novice to Expert: An Invitation to share oncology knowledge). The conference began with a presentation on the different generations of our workforce. The keynote speaker presentation focused on intergenerational values, work ethics, family, and life objectives. Participants were invited to choose from 8 interactive workshops that were subsequently repeated. The closing ceremony focused on some of the daily issues faced by nurses not only in their work life but how it affects their overall well-being.

The Princess Margaret Hospital (Toronto) organized a whole day of exciting talks on various subjects of interest to oncology nurses with twenty speakers on Tuesday, April 7, 2009 from 9:00am to 4pm. Breakfast was served to all oncology nurses.

The Nova Scotia Chapter sponsored a special telehealth session on Thursday, April 9th at 12:30pm local time with Francoise Mathieu, a Compassion Fatigue Specialist, giving a “live” presentation via telehealth from Kingston, Ontario. The 1-hour session on “Running on Empty- Understanding Compassion Fatigue and Vicarious Trauma” was broadcast to 10 different telehealth sites in hospitals throughout Nova Scotia, New Brunswick and Prince Edward Island. On March 16th, an article ran in the provincial paper, The Chronicle Herald, putting the “spotlight” on all the wonderful work that oncology nurses do on a daily basis and highlighting why Nova Scotia oncology nurses are passionate about their jobs. Many of the nurses interviewed were CANO/ACIO members, and there was a lot of positive feedback on this article.

The Capital Health Cancer Care Program in Halifax celebrated the work of oncology nurses by sponsoring a free pizza lunch for oncology nurses on April 7, 2009. This is a big success every year and, thanks to an industry sponsor, cake was also provided to mark this special day. The CANO/ACIO “Live the Passion” video was shown and CANO/ACIO members spoke about their new roles within the Capital Health Cancer Care Program.

The Northeastern Ontario Chapter held a small reception with cake and roses on Oncology Nursing Day. They had a display in the lobby of the Sudbury Regional Cancer Program honoring a nurse who ‘Ignites the Passion’,

Margaux Lachance, and another display was created of words of thanks and recognition that have been given to oncology nurses by many patients and families. They will also be holding an education event about Head and Neck Cancers given by Otolaryngology/Head and Neck Surgeon Dr. Ishaak as part of Oncology Nursing celebrations on May 7, 2009.

The Ottawa Hospital Cancer Centre had a very well attended luncheon event catered by and supported by the Ottawa Hospital Cancer Centre Administration team. Oncology Nursing Day was also celebrated on Saturday, March 28 to promote oncology nursing in the Champlain region. This event was attended by approximately one hundred people and had excellent response. The speakers focused on the value of the oncology nurse during the care spectrum of the cancer patient. CANO/ACIO Oncology pins were distributed to every nurse in the program to draw their attention to the organization and their role as a nurse. On March 31, Cindy McLennan, Clinical Manager Systemic Therapy, participated in the CFRA radio show and spoke about the expansion of the Cancer Centre and the role that nursing plays as a core team member in the care of cancer patients.

The Hospital for Sick Children had weekly question quizzes and prizes in the weeks leading up to Oncology Nursing Day on all units of the Haematology/Oncology/ Bone Marrow Transplant program. On April 7th the director of the program and the Associate chief of nursing practice gave a warm welcome to the attendees and presented a slide show of the employees that make up the program. They also displayed posters from nurses who presented at the most recent Association of Paediatric Haematology and Oncology Nurses.





There was a hand moulding station set up to increase comfort and learning; information on certification as paediatric oncology nurses; camp opportunities and info from the children's oncology group; presentations from a haematologist focused on genes, genomes and cancer; and a presentation from a palliative care doctor focused on the lighter side of palliative care; and three hot topic presentations that gave some of the APHON presenters the opportunity to share their work with those in attendance. Lastly, they had a cake decorated with the Canadian Oncology Nursing Day logo, door prizes, draws for oncology textbooks, and distributed CANO/ACIO pens.

The Fraser Health (British Columbia) celebrated Oncology Nursing Day for the entire week! The unit was decorated with cancer awareness ribbons and several inservices were planned, as well as a Jeopardy/Who wants to be a Millionaire game. Prizes were drawn and forms were distributed to nominate colleagues for their amazing work. One nomination will be chosen for extra recognition, and many of them will be posted. And, of course, CANO/ACIO pens were distributed, as well as a lot of food!

The Credit Valley Hospital and the Peel Regional Cancer Centre in Mississauga Ontario enjoyed a fabulous Oncology Nursing Day 2009. Both the outpatient and inpatient oncology nurses were treated to a continental breakfast to start the day of celebration and take a moment together to appreciate and recognize the value of our work. In the spirit of team work in caring for cancer patients, we invited our CEO Michelle DiEmanuele, members of the multidisciplinary team, and our volunteers to have cake and refreshments at lunchtime. Our day was capped with a sponsored dinner

educational event. Our speaker was Andrea Warnick, RN, BScN, MA, who works at the Max and Beatrice Wolfe Centre for Children's Grief and Palliative Care. She gave a dynamic talk entitled: "Daddy Swallowed a Lollypop and Got Cancer: The Role of the Oncology Nurse in Supporting Families When a Parent is Dying". This event was successfully attended by over 60 oncology nurses who enjoyed a great dinner, camaraderie and many door prizes! We always make a point of highlighting the special accomplishments of our nurses over the past year such as writing the certification exam, committee work or presenting at CANO. Everyone left inspired and with a little care package as a special thank you.

The Southlake Regional Health Centre (Newmarket, Ontario) celebrated Oncology Nursing Day with cake and tea, CANO pens and brochures were distributed to all oncology nurses, and posters were made for this special day. An article was also submitted to the hospital newsletter celebrating what it is like being an oncology nurse.

The Fraser Health (British Columbia) celebrated Oncology Nursing Day for the entire week! The unit was decorated with cancer awareness ribbons and several inservices were planned, as well as a "Jeopardy"/"Who wants to be a Millionaire" game. Prizes were drawn and forms were distributed to nominate colleagues for their amazing work. One nomination will be chosen for extra recognition, and many of them will be posted. And, of course, CANO/ACIO pens were distributed, as well as a lot of food!

## FACTS ABOUT CANCER

### CANADIAN CANCER STATISTICS 2009

(Source: Canadian Cancer Society)

- An estimated 171,000 new cases of cancer and 75,300 deaths from cancer occurred in Canada in 2009
- On average, 3,200 Canadians will be diagnosed with cancer every week.
- On average, 1,419 Canadians will die of cancer every week.
- Lung cancer remains the leading cause of cancer death for both genders.
- Breast cancer is the second leading cause of death from cancer among women, and colorectal cancer is the second leading cause of death from cancer among men.

Based on current incidence rates, 40% of Canadian women will develop cancer during their lifetimes. Among men, 45% will develop cancer during their lifetimes

### THE COST OF CANCER

Health Canada produces reports on the economic burden of illness. Mortality costs represent the dollar value of lost production due to premature mortality.

- In 1998, the last year for which figures are available, the mortality cost of cancer to Canada was \$10.6 billion. In the same year, the cost of hospital care for cancer in Canada was \$1.8 billion.
- Among children and youth aged 0-19, cancer ranked as the sixth leading cause of potential years of life lost (PYLL) after perinatal causes, congenital anomalies, motor vehicle accidents, other accidents and suicide. The total PYLL due to cancer deaths among Canadian children and youth (ages 0-19) in 1999 was 15,000 years.

### LIFETIME RISKS

- One in 9 women will develop breast cancer.
- One in 16 women will develop lung cancer.
- One in 15 women will develop colorectal cancer.
- One in 7 men will develop prostate cancer.
- One in 11 men will develop lung cancer.
- One in 14 men will develop colorectal cancer.

Cancer is the leading cause of premature death in Canada: 990,000 potential years of life were lost as a result of cancer. This represents 32% of the potential years of life lost resulting from all causes of death.



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## FACTS ABOUT CANO

- The Canadian Association of Nurses in Oncology (CANO) was established in 1984 to support the efforts of Canadian nurses in promoting and developing excellence in oncology nursing practice, education and research.
- CANO's purpose is to promote prevention of cancer, to provide optimal care of individuals with cancer, and to provide support for the nurses caring for them.
- CANO's values statements follow:
  - Every nurse is a leader
  - Canadians deserve specialized oncology nurses.
  - Evidence-based care is the foundation for excellence in nursing.
  - The specialty of oncology nursing is an essential component of health care services across the cancer continuum.
  - Collaborative relationships further the health, well-being and quality of life of Canadians.
  - Ongoing learning is essential for the professional and personal development of oncology nurses.
  - CANO is committed to supporting its members and all oncology nurses.
- CANO recognizes that cancer is a chronic illness with acute phases, which affects people at all stages of the life cycle, and that nurses in all practice settings are involved with the process of cancer care, from prevention to detection, treatment, rehabilitation and palliative care.
- CANO fosters the maintenance of high standards of nursing care and supports the work of the Canadian Nurses Association (CNA) in providing specialty certification for oncology nurses. CANO has authored the "CANO Standards of Care, Roles in Oncology Nursing, and Role Competencies".
- CANO has 25 member representatives on 18 national and/or international committees, subcommittees and working groups.
- CANO is a member of the Canadian Nurses Association, the Canadian Oncology Societies and the International Society for Nurses in Cancer Care.
- In 2004, CANO launched the annual Canadian Oncology Nursing Day in April as part of Cancer Month.

