

Introduction to the People Living with Cancer organisation

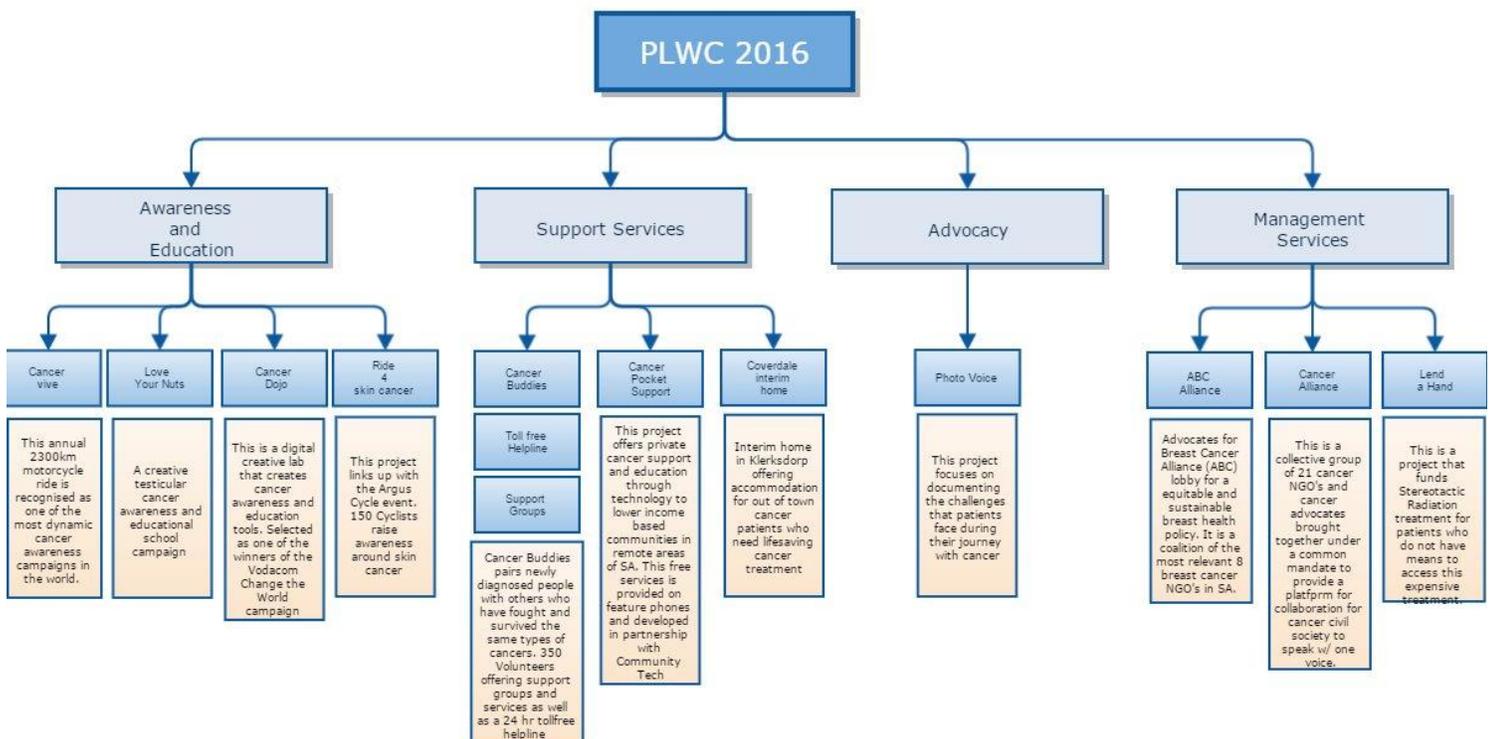
About PLWC

People Living with Cancer (PLWC) is a survivor-driven umbrella organisation responsible for various cancer projects which focus on awareness, education, care and support, as well as advocacy activities.

The organisation has developed guidelines that are aligned with international protocols, and in so doing, has equipped the organisation with one of the most established volunteer psycho-social programs in the country.

The passionate volunteers of PLWC participate in the 'Journey of Cancer' which includes initiatives pre – Cancer, during Cancer treatment as well as post Cancer treatment activations.

Organogram



Our Awareness Campaigns

PLWC has 4 awareness campaigns:



1. The **Cancer.vive organisation** is our flagship awareness campaign hailed as one of the most dynamic cancer awareness campaigns in the world. Cancer survivors participate in this unique project by qualifying through fundraising or community participation. Their campaigns of education, awareness and fundraising continue throughout the year. The main event is an annual 10-day motorcycle ride covering different parts of the country. They educate communities, schools and universities in their own language that early detection and appropriate treatment can save lives, addressing cultural taboos and stigmas attached to the disease. They identify Cancer survivors in rural communities who are then trained to become Cancer Buddies. All proceeds raised by Cancer.vive is invested in the support services of PLWC.



2. The **Love your Nuts** organisation (founded in 2014) is our dynamic testicular Cancer awareness campaign driven by Torsten Koehler. The organisation focuses on creating awareness and raising funds for the :

The Schools Project: Currently there is no information on cancer in the South African school syllabi. The successful LIVESTRONG school program from the USA has been adjusted for use in the South African school environment. Love Your Nuts aims to fund the implementation of this school program through its initiatives

Keep the ball rolling (2015): This campaign involves a huge ball (180cm diameter) that will be rolled by students from school to school to raise awareness for (testicular) Cancer. Depending on funding, the ball will be rolling nationwide and hopefully not stop.



3. The **Ride for Skin Cancer** organisation is our Cycle project that raises money for our Cancer Buddies support services. This project has grown into a very successful awareness campaign with new national rides being planned for 2015. In the 2015 Argus Cycle tour 150 riders will be participating.



4. The **Cancer Dojo** is a Digital Creative Lab (founded 2014). CancerDojo.org produces communication and advertising in the form of ideas, platforms and content in both the traditional and digital context. All our work is for the benefit of people living and fighting cancer. Spearheaded by award winning digital strategist and brain cancer survivor Conn Bertish.

With over 20 years advertising experience, Conn believes that brands and creative thinking can play a big role in cancer survivorship and society. This project is developing cancer awareness games, as well as educational and fundraising mobile applications. All proceeds of Cancer Dojo are being invested in addressing stigma in communities.

Our Support services



1. **The Cancer Buddies Project**

This is a project that carefully matches and individually pairs a newly diagnosed person touched by cancer with someone who has fought and survived the same type of cancer (a Cancer Buddy). This project is considered as one of the most established psycho-social support networks in SA. Over 300 volunteers participate in this project nationally. The Cancer Buddies project is funded by the awareness initiatives of PLWC, with its biggest contributor being Cancer.vive.

Cancer Buddies are trained cancer survivors who are sharing their knowledge with newly diagnosed cancer patients and their families. These 1-on-1 relationships inspire hope and offer the chance to ask personal questions and receive support from someone who is uniquely familiar with the cancer experience.

The service is free and helps anyone touched by any type of cancer, at any cancer stage or level, at any age, living anywhere in South Africa.

The 24 Hour Helpline – 08000 33 337

We understand. You are not alone. Our trained and experienced Oncology Social Worker, manages the Cancer Buddies Toll-free line.



2. **Coverdale Interim Home**, situated in Klerksdorp, offers accommodation for out-of-town cancer patients who need life-saving cancer treatment. The interim home is located 1.2km from Wilmed Park Private Hospital., and provides accommodation and transport to and from the treatment facilities.

The intention is to offer the patients a home in which they can feel safe and comfortable, for the duration of their cancer treatment, away from their homes. The duration of Radiotherapy treatment is usually 6 weeks. The families will also have peace of mind, knowing that their loved ones are cared for physically and emotionally.



3. **The Pocket Cancer Support (PCS)** project is a joint initiative between People Living with Cancer (PLWC) and Community Technology Enablement and Collateral Harnessing (Community Tech). The PLWC organisation has an established network of 300 trained volunteers who are offering ongoing support on various platforms i.e. Toll-free helpline, the Cancer Buddy peer to peer support network as well as hosting ongoing national support groups in various communities. However, the evidence collated over the years is clear - too many South Africans are excluded from basic services, support and information due to the remoteness of our country.

The Pocket Cancer Support initiative was formed to provide a free comprehensive personal service of clinical support, education and information on cancer treatment in your 'pocket', through mobile phones to all communities and establish a social and health support innovation for communities where existing government services are insufficient.

Partnerships and Advocacy

Valuable Partnerships:

- PLWC partners in programs of International standing to ensure that Cancer as a non-communicable disease (NCD) receives the attention it should, as determined by the UN as part of the millennium American Cancer Society (ACS) partners, Livestrong partners from the USA and the UICC (International Union against Cancer in Geneva)
- PLWC is a member of the Cancer Alliance, assisting in the coordination with 22 different Cancer NGO's in speaking up and strengthening the Advocacy agenda in SA with the emphases on lobbying for a National Cancer Plan for SA, a functional Cancer registry for SA and improved service delivery of Cancer services to previously disadvantaged communities in SA.
- PLWC was invited to be the SA Cancer ambassador in New York in June 2011, to advocate South Africa's Cancer issues at the United Nations.
- PLWC attended the UICC conference in China as the guest of the American Cancer Society.
- PLWC attended the Livestrong World summit in Ireland as guest of Livestrong.
- In 2013, PLWC was invited to attend the Cancer Advocacy Leaders meeting for Africa and Asia in Morocco.
- In 2014, PLWC was invited to present 3 papers on our controversial Photo Voice Advocacy project at UICC Conference in Melbourne.
- PLWC is the Management organisation of Advocates for Breast Cancer (ABC) Alliance in South Africa.
- PLWC is a stakeholder of the Non- Communicable Diseases Alliance (NCD) in South Africa

Support Services & Support Groups:

- PLWC assists in the funding of the three Groote Schuur support groups within the Oncology department.
- PLWC assists with the development and provided training of the Baragwanath Hospital Cancer Buddy group.

Advocacy Intervention

- PLWC lobbies on behalf of their member projects for better Cancer services delivery and cost effective chemotherapy to be available to all South Africans in SA. We assist in formal and informal stakeholder meetings that address critical Cancer issues for example:

- The PLWC Photo Voice Advocacy research project has been ethically approved by the Medical Research Council of South Africa. This project was launched in 2012 and will be completed by the end of 2015 after which results will be formally published. This project is coordinated by Dr Lynn Edwards and PLWC Director Linda Greeff. The preliminary results have been presented at numerous events in SA and internationally and is paving the way for innovative Advocacy actions in the near future.
- Lobbying on behalf of all members for a comprehensive cancer plan for South Africa.
- Eliminating the stigma that is still attached to cancer in the South African community.
- Lobbying to address poor services delivery to cancer patients attending government hospitals countrywide.
- Liaising with the government regarding improvements of legislation around cancer care in South Africa.

Educational Programmes:

- PLWC partners with private companies nationally in the presentation of wellness days, focusing on cancer awareness and early detection with the emphasis on the 'shy' cancers (breast-, cervical-, ovarian-, colon-, testicular- and prostate cancers).

Empowerment-

Raynolda Makhutle – two-time survivor and an activist in the communities

- The **Cancer.vive initiative** has enabled volunteers to reach out and make a difference in their own communities. Raynolda Makhutle is one of our 'star' survivors who has touched thousands with her humble approach. This amazing woman has volunteered her time to our cause by spending her days in the community clinics and hospitals around Gauteng, educating people on early detection and giving support to patients around her.
- In 2013 - 2015, she personally came face to face with approximately 60 000 people.
- This inspiring woman and dedicated activist has now become a member of the Cancer.vive management team and is a full time employee.
- In 2016, The Baragwanath Hospital Batho-Pele program has partnered with Cancervive and also employed the services of Raynolda to train volunteers who in turn visit communities in Johannesburg, to raise awareness as well as identify potential cancer patients who can be fast-tracked from primary to secondary health care facilities at Baragwanath Hospital. This is to encourage early detection, which is pivotal in enabling patients to get treatment before cancer advances.

Photo Voice Advocacy project

PLWC's advocacy initiative uses the photo voice method to gather authentic information about what South Africans have to say about their experience of cancer care. Through speaking out about problems, cancer advocacy provides an opportunity for patients, their families and supporters to influence decision making processes that affect their lives.

Advocacy uses different strategies to influence decision-making at local, national and international levels, including lobbying, social marketing, information, education and communication, community organizing and other tactics.

The Photovoice campaign is supported by Cancervive – with the facilitating and collation of information in rural areas during the annual motorcycle awareness ride.