Rotary District 9620 | Bowelscan Queensland

Capricornia CHAMBER of COMMERCE

A PROPOSAL TO CO-SPONSOR A QRL GAME BETWEEN THE CAPRAS AND THE JETS TO RAISE AWARENESS OF BOWEL CANCER, TO INFORM THAT ROCKY, MT MORGAN AND BILOELA ARE BOWEL CANCER HOT SPOTS, AND TO SAVE LOCAL LIVES, LOCAL CAPITAL, STRESS, HEARTACHE, GRIEF & LOSS

20 JUNE 2023

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WE CAN REDUCE HIGH RATES OF BOWEL CANCER IN QUEENSLAND'S HOTSPOT COMMUNITIES BY GETTING THE WHOLE TOWN TALKING, STARTING WITH THE CAPRICORNIA CHAMBER OF COMMERCE.

QUEENSLAND ROTARY BOWELSCAN URGENTLY WANTS TO RAISE AWARENESS OF BOWEL CANCER IN OUR STATE'S BOWEL CANCER HOTSPOTS; ROCKHAMPTON HAPPENS TO BE ONE OF THOSE PLACES.

Rockhampton is 14-22% above the national average for preventable or excess bowel cancer deaths.

The Queensland Rotary Bowelscan Committee has a plan to raise awarness of bowel cancer and these shocking statistics in your region by sponsoring a trophy to be played for between the Rockhampton Capras and Ipswich Jets in the state Queensland Rugby League competition. Ipswich is also a bowel cance hot spot. This year they are playing at **Biloela which is another bowel cancer excess death hotspot at 20% above the national average.**

Mount Morgan is another with 12% above the national average.

We are asking if your Members wish to contribute to the **Rotary Bowelscan Challenge Cup**. We are seeking to cover the $5,500 inc. GST cost of game-day sponsor, and assist one member of our Committee to be present prior to and on game day to engage with media and supporting businesses, create social media posts, and attend the game. Assistance could be in the form of accomodation, transport and meals, but our unsponsored costs total $1985 inc GST.

While the prime message is about bowel cancer, participating businesses would be acknowledged in our publicity and interviews, have access to game-day tickets on a pro-rata basis, and feature in our social media.

BENEFITS FOR REGIONAL BOWEL CANCER AWARENESS

- ☐ Leverage the extensive pre-game media coverage with each Club in the week leading up to the game; the Capras alone have over 20,000 members
- ☐ Game day promotions on the ground's screens, and acknowledgement during our interview on-field at half time
- ☐ Game day presence in Biloela for Qld Rotary Bowelscan and any business who wish to join us on game day at our display
- ☐ Be our guest at offical Capras functions for the game
- ☐ Raise awareness of bowel cancer in your region
- ☐ Encourage 50-74 year olds to use the free government test kits; only 41% are returned
- ☐ Encourage the 75 and over age group to continue testing after the free kits stop at age 74; they are 41% of cases but 58% of deaths
- ☐ Through our own local bowel cancer ambassadors, highlight that bowel cancer is dramatically on the rise for young Australians, and that it is not just an old person's disease; 12% of the 15,500 new cases each year are under 50, just over 1800 annually
- ☐ Start conversations within local families, workplaces, sporting clubs and volunteer associations about bowel cancer

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#GETYOURBUMINTOGEARQLD

BOWEL CANCER • EVERY ADULT • GET TESTED • KNOW THE SYMPTOMS • SEE YOUR DOCTOR

#QLDROTARYBowelscan

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HOW CAN YOUR ORGANISATION GET A RETURN OF $69,593 ON A $20 INVESTMENT?

ACCORDING TO RESEARCH BY THE AUSTRALIAN HR INSTITUTE, FOR EACH DAY A WORKER IS ABSENT FROM THE WORKPLACE, IT COSTS THEIR EMPLOYER $572.

This figure takes into account hiring or redeploying another staff member, loss of productivity, time to retrain new or redeployed staff, recruitment (especially head hunting executives and senior management), supervision time spent by co-workers and managers, and so on.

If that reason for absence is due to treating a long-term illness, such as cancer, **four months absence equates to $69,593.** Often cancer treatments take much longer than that, and it can be 12 months before the worker is able to return to full time employment.

On top of that is the reduction or **total loss of income to the staff member during treatment,** the **personal stress** it will cause them, especially if they have **dependants**, and financial obligations such as a **mortgage** and **car payments**.

There are often patient out-of-pocket costs which for **25% of cancer patients adds up to $10,000** over two years; **33% pay between $2,500 and $5,000**.

For bowel cancer, it costs the health system an average of **$120,000 to treat a patient** and collectively it costs **$1.1 billion annually.**

If only there was some way to inexpensively avoid all this

There is

Many organisations, and especially state and local government agencies, have OH&S preventative campaigns for their staff to prevent accidents in the workplace, and to educate about health risks such as high blood pressure, melanoma, smoking and other lifestyle related risks.

In 2021 and 2022, **we partnered with Queensland Councils** and businesses to provide our test kits, while **Queensland Health screening officers** presented to groups on-site.

Each year, we sell kits which reveal undetected pre-cancerous polyps or early stage bowel cancers. Around **8% of our kits return a positive result** of which one third of those positives have a cancerous polyp or bowel cancer. **One third of our positives are between 50-74** which is the very group the free Federal Government program covers.

We estimate that **for every cancer treatment avoided, our kits each save from $160,000 to over $200,000** to the health system, employers and the individuals concerned, not to mention the stress and worry to family, friends, and work collecgues, and interruption to their lives and careers.

12% of new cases are under 50, and it is on the rise. **It is the number one cancer killer for people 25-44,** so if you are educating staff about melanoma and smoking, the cancer that is most likely to kill people in this age range is the one they probably associate with older people, **bowel cancer.**

Most people are **unaware of their family history of bowel cancer** or polyps; **there is a familial correlation in about 20% of cases.**

Those with **bowel related conditions** such as **colitis, Crohns Disease, ciliac, Irritable Bowel Syndrome or diverticulitis are more susceptible to bowel cancer**.

We offer a **20% discount on kit sales for packs of 20 or more** conveniently available through our online portal.

Scan the QR code to purchase kits or for more information.

BOWEL CANCER KEY FACTS

- **15,713** NEW CASES ANNUALLY — **1856** (12%) UNDER 50, **7544** (48%) 50–74, **6313** (41%) OVER 75
- **#2** CANCER KILLER
- AGES 15–49 AUSTRALIANS ARE **WORLD #1** FOR INCIDENCE OF BOWEL CANCER
- **ONLY 41%** OF THE FREE FEDERAL GOVT TEST KITS ARE RETURNED & ONLY **1/3** OF **50–55s** RETURN THEM
- **4TH** HIGHEST CAUSE OF DEATH AGE 45–74
- **302** BOWEL CANCER CASES DIGANOSED WEEKLY OR EIGHT EVERY HOUR MON–FRI 9–5
- WE CAN SAVE **84,000** LIVES BY 2040 IF WE INCREASE THE RETURN RATE OF THE FREE FEDERAL GOVERNMENT'S BOWEL CANCER TEST KITS FROM 43% TO 60%
- **$1.1B** ANNUAL COST TO HEALTH SYSTEM
- **OVER 75s ARE 58%** OF DEATHS BUT **41% OF NEW CASES** FREE KITS STOP AT AGE 74
- **$120K** AVERAGE COST TO TREAT EACH BOWEL CANCER PATIENT
- THERE ARE OVER 1.5X MORE DEATHS FROM BOWEL CANCER THAN SKIN CANCER & CAR ACCIDENTS COMBINED
- AT AGE 75 THE CHANCES OF BEING DIAGNOSED IS **ONE IN 25** & BY AGE 85 IT'S **ONE IN 12**
- I ❤ MY 💩
- RESEARCHERS PREDICT BOWEL CANCER WILL BE **#1 CANCER KILLER FOR UNDER 50s BY 2030**

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