

1930'S - 1950'S

- The Founders set out to establish a cancer register, cancer centres and clinics throughout the country where optimal treatment and diagnostic methods could be investigated. Progress was slow during the Great Depression and World War 2, but picked up again in the 1950's when the Association introduced educational programmes aimed at the importance of the early detection of cancer and healthy living.

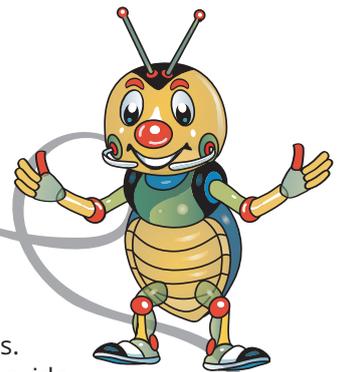


- Clinical facilities for the early detection of uterine cancer were established and a Durban-based laboratory performed about 70 000 Pap smears annually.
- Dr George Oettle was the first cancer researcher to receive a grant from CANSA in 1958 to initiate a cancer research programme in South Africa.

A BRIEF HISTORY OF CANSA

1960'S

The first CANSA Care Home was pioneered in Pretoria, followed by similar homes in Johannesburg, Bloemfontein, Durban, Cape Town and Port Elizabeth.
Find out more on www.cansa.org.za



1970'S

- An innovative educational and fundraising initiative called 'Ttoktokkie' (also known as 'Tap-Tap') was launched nationwide.
- Research grants continued to be sponsored at major universities and research institutions. Research was of international calibre, enabling South African cancer therapists to provide continuously improving levels of therapy to patients.
- Community services were expanded, and a total care programme was developed to assist cancer patients and their families from diagnosis to the terminal and bereavement phases. Doctors, nurses, social workers, ministers of religion and volunteers were involved in these initiatives.
- Volunteers formed part of the programme designated to help cancer patients and their families cope with a cancer diagnosis. Other support groups such as Reach for Recovery for breast cancer patients and survivors were established.

1980'S

- As a member of the organisation known as the Union for International Cancer Control (UICC), the National Cancer Association hosted the UICC's Executive Committee meeting in Johannesburg, as well as an international conference on oesophageal cancer in Cape Town.
 - Care facilities opened in Soweto, Langa, Western Cape and Mangaung in the Free State, to provide a variety of community services.
 - The Hospicare Programme also provided numerous services ranging from home nursing to pain control.



1990'S

- The National Cancer Association changed its name to the Cancer Association of South Africa (CANSA) and a new corporate identity was developed. CANSA's mission was 'fighting cancer and its consequences countrywide for the benefit of all South Africans in cooperation with the community by supporting research, health education, information, care and supportive services'.
 - CANSA's National Head Office relocated from Braamfontein to Bedfordview.
- An information service was formed to gather, archive and distribute information about cancer and CANSA's activities to cancer patients and their families, academics, medical professionals, students and members of the public. This was later renamed the CANSA Science and Resource Centre in 2009.
 - CANSA as a member of the Tobacco Action Group, played a major role in the anti-tobacco legislation of 1999 to ban advertising and sponsorship activities of tobacco products.
- The Sanlam Cancer Challenge was launched in 1993 that has resulted in drawing more than 40 000 golf players countrywide in over 800 golf club competitions.
- The first Mobile Health Clinic was introduced in the Free State, to provide screening and early detection programmes.



2000'S



- CANSAs modernised its image, adopting a new logo and corporate message 'Striving for a Cancer Smart South Africa'.
- CANSAs introduced its integrated three-tier (research, advocacy and health programmes) service to all people affected by cancer and the general public.
- The CANSAs Shavathon phenomenon hit South Africa in 2003 with thousands of people affected by cancer and members of the general public shaving, spraying or cutting off hair in solidarity with cancer survivors. The campaign continued to gain momentum each year and has become an important event on South Africa's annual calendar.
- CANSAs environmental awareness campaign was launched taking a stand on environmental issues by actively communicating CANSAs research-based position statement on cancer and the environment.
- Taking its advocacy role as cancer 'watchdog' to the next level, CANSAs launched the 'CANSAs Seal of Recognition', awarding products proven to help reduce the cancer risk with 'Smart Choice' and 'SunSmart Choice' labels. In 2021, this is now simplified to just the Smart Choice.
- The global movement, Relay For Life was introduced in 2005 that honours and salutes over 5 500 survivors and enjoys the participation of about 4 500 teams per year.
- The lymphoedema programme was introduced during the inaugural Women's Health launch in 2009.

2010'S



- CANSAs strives to keep the fight against cancer a top priority with policy makers. The Association promotes correct food labelling on products, especially of trans fatty acids based on scientific findings. CANSAs calls on the public and Government to protect children against harmful chemicals such as BPA in toys and baby bottles.
- Three new health campaigns are introduced: Men's Health, Women's Health and Youth Health. CANSAs adapted its vision and message to that of 'Imagine a World Without Cancer'.
- CANSAs Tough Living with Cancer (TLC) is introduced, with the main aim of raising awareness of childhood cancers and providing tangible care and support to youth and families affected by cancer.
- In 2015, CANSAs honoured Prof Michael Kew with a Lifetime Achievement Award to recognise his contribution, knowledge and understanding of primary liver cancer. Thanks to his work, a link between Hepatitis B and liver cancer was discovered, followed by a vaccine that is saving lives. CANSAs is proud to have been a funder of Professor Kew's Research for over 30 years.
- Lodges are opened in Pretoria, Durban and a TLC Paediatric Oncology Ward in Polokwane for parents and guardians whose children are undergoing cancer treatment.
- CANSAs joins the online community on Facebook, Twitter, YouTube, Pinterest, Instagram and LinkedIn, as well as upgrading the website www.cansa.org.za to be mobile friendly, to improve awareness of how to lower cancer risk and offer online support to those affected by cancer.

2010'S TO 2020'S



- In August 2016, we celebrated our 85th anniversary.
- CANSAs successfully lobbied for the National Department of Affordable Medicines to provide substantial and quality sunscreen to people with albinism, and for cancer to be declared a registrable disease as part of the National Health Act.
- In 2020, a CANSAs TLC Teens Room is opened at CANSAs Tygerberg Care Home in Cape Town catering for teens and families affected by cancer.
- CANSAs came first in the NGO sector of PMR's Diamond Arrow Overall National Survey on Corporate Social Responsibility Programmes and Initiatives.
- The CANSAs brand was rated the 'most trusted' by Reader's Digest in its Charities category in 2014 and the most highly commended in 2015 and voted the 'most coolest' brand by youngsters in the 2016 Sunday Times Generation Next Survey.
- CANSAs CEO announced as the African Continental Winner for Welfare and Civil Society Organisations at the 2015 Africa's Most Influential Women in Business and Government Awards. This followed her winning two awards in July: 'Country Winner from South Africa' and 'SADC South Regional' for the category 'Welfare and Civil Society Organisations.'
- In June 2016, a testicular cancer video made pro bono by partner agency HelloFCB+ won an international Silver Cannes Lions Award and three local Loerie awards. They further developed a prostate cancer video (also pro bono) that won two Loerie awards in 2020.
- CANSAs joins national cancer advocacy initiatives and services as a member of the Cancer Alliance and founder of the South African Non-Communicable Diseases Alliance. CANSAs collaborated with over 20 organisations and alliances in the cancer control field to lobby and advocate government and other decisionmakers.

2010'S TO 2020'S (CONTINUED)

- Provided input to the National Cancer Strategic Framework: 2017-2022 - CANSA contributed to updating the national Breast and Cervical Cancer Prevention and Control Policies and to the Prostate Cancer Prevention and Control Policy (yet to be published).
- Backs the sugar tax to lower consumption and welcomed the Liquor Amendment Bill that highlights the harmful effects of alcohol concerning cancer.
 - CANSA addressed access to treatment issues with a focus on the KZN Oncology crisis and worked with the Human Rights Council.
 - A new Service model was developed to improve the value we offer through more focused service offerings.
 - In April 2018, CANSA partnered with the University of KwaZulu-Natal and KwaZulu-Natal Department of Health to promote awareness of cervical cancer and increase screening achieving a Guinness World Record number for the most Pap smears in a day.

OUR HIGHLIGHTS IN 2020/2021

During 2020, we developed a new organisational structure, with minimal impact on our key service offerings. In certain areas, CANSA transitioned to Virtual Care Centres. Despite the impact of COVID-19 and the strain on resources, CANSA staff and volunteers stepped up and achieved the following:

- Care Homes and TLC Lodges stay opened as essential services so that patients continue with their life saving treatment
- Stoma clinics operated to support patients with products, emotional support and advice
- Produced info and materials for cancer patients and people with underlying NCDs to protect themselves against COVID-19
- Proudly launched CANSA Tele Counselling - free cancer specific tele counselling in seven languages
- Continued with patient support groups on online platforms like WhatsApp and Zoom
- Enhanced our current online iSurvivor programme and added a specific online programme for metastatic breast cancer patients
- Produced two booklets, the 'CANSA At Home Pain Guide' and the 'CANSA At Home Guide for Children with Pain' to help patients, loved ones, families and caregivers to cope with pain management
- Webinars - CANSA hosts various cancer awareness sessions, round table discussions and events online, in a bid to make educational information and support more easily available to the public
- Launched our new CANSA Tele Stoma Care service, providing free practical stoma support to patients via video or telephonic calls
- CANSA has been ranked 23 out of the top 25 company rankings in the 3rd Loeries Official Ranking which offers an official overview of the annual performance across the brand communication industry throughout Africa and the Middle East. It is indeed an achievement, and an honour, to be recognised amongst some of the biggest brands and companies in South Africa in the year that CANSA celebrates 90 years.




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