



Canadian  
Cancer  
Society

# Atlantic Values. Atlantic Impact.

Your compassion has been felt from Bonavista to Miramichi, and everywhere in between.

## Thank you for investing in Atlantic Canada's Cancer Support Fund



### Purpose

To unite and inspire all Canadians to take control of cancer



### Vision

To champion world-leading outcomes in cancer prevention, treatment, and support



### Mission

In trusted partnership with donors and volunteers, we improve the lives of all those affected by cancer through world-class research, transformative advocacy, and compassionate support

Thanks to you, we are investing in our compassionate support system, as well as groundbreaking research and transformative advocacy efforts that help Canadians live their lives to the fullest. Together, we are truly helping Atlantic Canadians take control of cancer.

Please accept our heartfelt gratitude for investing in the Canadian Cancer Society (CCS). Your contribution to the Atlantic Campaign allows us to enhance and sustain programs unique to our region, giving anyone affected by cancer the support, care, and services they need. Because of you, we are improving lives today and changing the future of cancer forever. In this report, you will read about the impact of your support in 2021.

Sincerely,

Cynthia Dunlap  
Director, Leadership Giving  
Atlantic Region

Al Pelley  
Director, Revenue Development  
Newfoundland Labrador

# Cancer Support: Always changing, always there

## Lodges

When you come from away, you are still home.

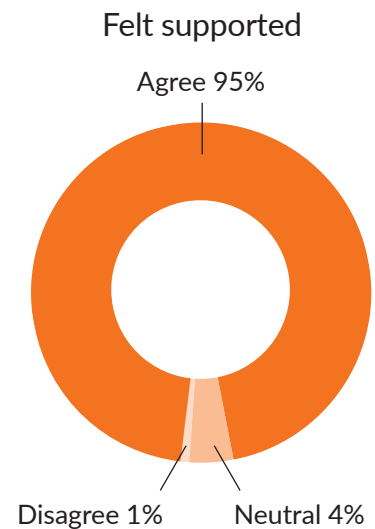
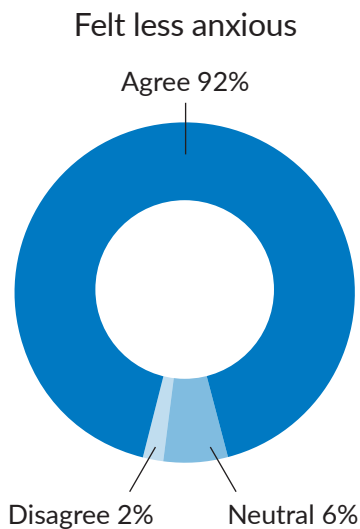
Thank you for giving our lodge guests a piece – and the peace – of home, where they can be cared for, supported, and embraced on their cancer journey. Advances in cancer research have resulted in highly specialized treatments offered at centralized cancer centres, which can be located a far distance from one's home and may require overnight accommodation.

Being away from home for extended periods is hard – this past year, we were able to install an aligned **new phone system for all our Lodges**, which is cost-effective and more reliable. Now guests who stay at both Atlantic Canada Lodges can make free long-distance calls within the privacy of their rooms to stay connected to their friends and family. Your compassion has helped to make long days of radiation and chemotherapy better with a comforting, familiar voice on the other end of the line sharing stories and words of encouragement.



The fast-paced changing situation with COVID-19 has been impacting communities and people across the country including the lodge environment. To provide the safest care, every client/family has been provided with a private room with a private bathroom along with 3 home-cooked meals a day. When safe to do so, activities were offered at the lodges throughout the year including movie nights, crafts, and outdoor music events. Also, **new this year, all guestrooms were outfitted with new mini-fridges** which provide a sense of independence and convenience. The health and well-being of lodge staff, volunteers, and the people served have been a top priority. Because of your support, Atlantic lodge staff received mental health first aid training over the last year. The pandemic has been a challenging time and this additional support provided them with the tools to take care of clients as well as themselves.

We asked lodge guests how their stay impacted their emotional well-being during treatment.





## Harland's Story: The Lodge was a place to call home

"Finding out that our son had cancer was the biggest shock of my life."



In December 2017, 9-year-old Harland started to show symptoms of what seemed like a cold. When his symptoms persisted and eventually worsened, his parents knew that something was wrong.

In February 2018, Harland was having trouble sitting at the table and the doctors at his local hospital urgently referred him to a neurologist in Halifax. His family acted quickly, driving him five hours from their home in New Waterford to the hospital in Halifax that night. Upon their arrival, Harland had a CAT scan and was diagnosed with a brain tumour known as germinoma in the pineal gland.

"Finding out that our son had cancer was the biggest shock of my life," recalled Janet. "After discovering the diagnosis, Harland underwent a shunt procedure to relieve the pressure in his brain. The next day it was like a switch went off. The pressure in his brain was reduced and he felt more like his happy self."

This was just the beginning of Harland's treatment. He would undergo 24 rounds of radiation and four chemotherapy treatments over six weeks, which would take place in Halifax. Thankfully, Harland's parents discovered the CCS-funded Dr. Susan K Roberts Lodge That Gives located in the Sobey Cancer Support Centre.

"I don't know what we would've done if we didn't have the lodge," said Janet. "It would've taken nearly five hours to drive to treatment and driving in Halifax is very stressful. Harland was so tired and weak sometimes that we would have to take the wheelchair from the hospital to the lodge. To be able to do that and to not have to drive home was a dream come true."

"The fact that the lodge is kid-friendly is amazing," said Janet. "The staff would always save Harland an extra brownie if he was at treatment. There was a craft room where he painted and drew pictures with another little boy who was also undergoing treatment. He also loved the music that the chefs would play. For the parents, after a busy day at treatment, we could always make tea or some toast at the lodge. It just makes life a little bit more normal."

Harland completed his treatment in August 2018. Today, Harland is in the seventh grade. He still goes for an MRI every three months but is doing very well.



## Practical and Emotional Support

### Cancer Information Helpline

Throughout 2021, we received feedback from callers that you helped them feel armed with information, that a weight was lifted off their shoulders, and that they could see a light at the end of the tunnel. This compassionate service gives practical information about how to understand a diagnosis, how to cope through treatment and even how to share the news with a spouse or child, to more than 2,100 Atlantic Canadians.

### CancerConnection.ca

It cannot be overstated how much the simple feeling of not being alone can help our neighbours as they search for answers during what is often the scariest time of their lives. CancerConnection.ca is our online community, which served more than 13,000 Atlantic Canadians last year. Your gift continues to help people with cancer and cancer survivors, as well as their loved ones and caregivers, connect with others who know what they are going through.

One of the priorities in the last year has been to improve the Community of Practice (CoP) program, following a hiatus due to COVID-19. CoP is a dedicated virtual space on CancerConnection.ca for community-based peer support groups to connect, share ideas and learn from one another, allowing a sense of community despite public health restrictions.

During the pandemic, we all needed a lifeline. Thanks to you, CancerConnection.ca was just that – a virtual light in the dark. Where a mom could find a friend to talk to about her son’s cancer and a husband who was just diagnosed could find other men who had to tell their wives. You made these connections possible by supporting the Atlantic Cancer Support Fund.



### Wig Banks & Breast Accessories

Due to COVID-19 many of our in-person wig and prostheses salons across Canada needed to transition to virtual services for the safety of our clients and staff. This service is available for free to anyone who cannot afford the cost of a wig, or breast prostheses.

By visiting the virtual wig and breast prosthesis salons, Atlantic Canadians, and Canadians across the country are able to regain a sense of self-empowerment. When faced with a cancer diagnosis, people often feel that they have lost control of their lives. Your empathy provides hope for these recipients. When they receive their package at the door, and first see their wig or prosthesis, they have shared that their feelings of stress and vulnerability are lightened.

The salons in Nova Scotia and Newfoundland were instrumental in supporting requests from Atlantic Canada and Ontario. In 2021, your generosity supplied 512 people with wigs and sent 1020 breast accessories to Canadians living with cancer. We are proud that both Atlantic Canada Breast Accessories salons provided 75% of all supplies across the country last year.



# Youth and Family Programs

## SunSense

Teachers are critical to the care and safety of our kids when they are at school. SunSense helps teachers to do just this. By providing them with resources about sun safety and how to make modifications when outdoors, all children will receive education and development that is easy to understand and accessible.

With COVID-19 affecting all areas of education programming, SunSense certification helped facilitate new policies and provided suggestions for decreasing exposure to sun at recess and during outdoor play. Materials are provided for all educators that encourage fun and exciting classroom activities that make sure all kids embrace the importance of sun protection.



## Camp Goodtimes



Currently, the Atlantic children's camps take place at Brigadoon Village in South Aylesford, NS; at Camp Rotary in Sunnyside Beach, NB; and CCS campers are hosted at the Candlelighter's Camp Delight, St John's, NL.

Splashing. Giggling. Crackling fire. Dishes clattering in the mess hall. Crickets. Loon calls. Midnight whispers with friends. These are the sounds of Camp Goodtimes, the perfect summer prescription for kids living with cancer.

They say laughter is the best medicine. That's true, particularly for young cancer survivors who want to let loose after many hospital visits and tests and want to leave anxiety and fear behind. This past summer, Camp Goodtimes helped kids smile again, providing children and youth affected by cancer and their families with an unforgettable summer camp experience in a medically supervised, safe, and supportive environment.

Based on academic research, children with cancer need support developing friendships and building networks of social support to better cope with illness and illness-related challenges. The programs at Camp Goodtimes are designed for campers to connect with one another on a personal level so they can build bonds and have the connection of a broader community. By funding overnight camps, you are increasing access to programming that builds self-esteem, independence, and social skills for kids living with cancer and their loved ones.

When a child is diagnosed with cancer, everyone in their world is affected. Siblings and even their close friends need support with mental health as they experience feelings of fear, shock, helplessness, and guilt. The skills they gain through camp help them transition into a role they never expected – as a caregiver. To ensure that the whole family is looked after, a new program called Family Camp Goodtimes was piloted in 2017 in New Brunswick. After receiving rave reviews from the pilot and the continued popularity of this program, we are excited to announce that Family Camp will be available in Nova Scotia this year.

Thanks to your kindness, Camp Goodtimes restores a sense of normalcy, newfound strength, and hope for everyone who attends. Our programs meet the social, emotional, and developmental needs of Campers while promoting having fun!

# Kamden's Story: Camp Became His Safe Haven

From Camp Goodtimes camper to volunteer



When 11-year-old Kamden Arsenault from Summerside, PEI, attended Camp Goodtimes for the first time, he was a guest of his best friend Pacey. Pacey was diagnosed with leukemia as a child and they looked forward to spending their summers together at Camp Goodtimes.

“It was good to see a different side of him. Pacey was in his element when he was at camp,” said Kamden. “Everyone there is very understanding and has gone through similar things, which is important for kids affected by cancer.”

At Camp Goodtimes, he noticed that Pacey, and the other children affected by cancer, were free

to act like ordinary kids. Pacey and Kamden enjoyed the leadership of the fun, energetic and youthful counsellors, and he knew that he wanted to be that person for other kids. Now in his 20s, Kamden often reflects on the summers that changed his life, eventually returning as a volunteer. In his role as a counsellor, Kamden loves to see the excitement of kids and families finding themselves in nature and seeing familiar faces year after year.

Kamden is thankful for the summers that changed their lives in the best possible way. Now, as a Camp volunteer, he is grateful to donors like you, who help fund Camp Goodtimes and provide meaningful experiences for children affected by cancer and their loved ones.

“Kamden will always have a special place in his heart for CCS because of his experience with Camp Goodtimes. His passion and commitment to volunteer was driven by the need to see others experience camp in the way he did. He once told me he has met so many amazing people through his experiences and he considers them all a part of his family” – Jayna Stokes, Canadian Cancer Society staff member

## A snapshot of our impact



**251**  
campers



**9**  
expert-led webinars



**207,543**  
visits to cancer.ca  
in the Atlantic



**1,532**  
wigs and accessories  
distributed



**18,254**  
overnight lodge stays



**1,854**  
lodge clients served



**4**  
advocacy wins



**59**  
SunSense Certified  
schools

## Wheels of Hope



Newfoundland and Labrador provide the Air Daffodil program, in partnership with PAL Airlines, offering 3 return flights per year per person for those living with cancer and their caregivers. Nova Scotia, New Brunswick and Prince Edward Island offer financial help to cover cancer-related travel expenses such as fuel, tolls and parking.

### **Darrel's Story: Air Daffodil came to the rescue**

**"I may have lost all of my hair, but I never lost hope."**

When Darrel Brenton struggled to put his teeth in while staying at his summer cabin, his dentist suggested that he see a dental surgeon in St John's. The dental surgeon noticed a lump and did further testing. Shortly after, he was rushed to the nearest triage centre, where he was ultimately diagnosed with Stage 4 Lymphoma in August 2016. Darrel lived in Labrador City, a five-hour flight away from the nearest cancer hospital in St John's.

With his treatment requiring him to stay in St John's, as a retiree, it was not financially feasible to travel back and forth between the 2 cities. That's where the Canadian Cancer Society's Air Daffodil came in, covering his travel for 3 round-trip airline tickets during his treatment. For Christmas, CCS staff arranged for him to return home for five days. Without Air Daffodil, Darrel would have had to spend Christmas without his family. The trip home meant the world to him during one of the hardest times in his life.

While Darrel underwent 8 rounds of chemotherapy, he stayed at Daffodil Place in St. John's. Often Darrel would go from the hospital directly to Daffodil Place, where he would rest most of the night and get up in the morning and go for a walk. Even though Darrel called the lodge home for 4 months, "It felt like I was in my hometown, in my own home - that's how they made me feel. I lost all the hair on my body, but I never lost hope."

**"Thank you from the bottom of my heart for your kindness. I just can't thank you enough for being there for me and the other people who need to use the Air Daffodil program."**

- Darrel Brenton



Christmas at home for Darrel Brenton and his girlfriend, Heather



## Cancer Prevention: Together, we are unstoppable



For people like Darrel, cancer support extends beyond Air Daffodil and the Lodge. Cancer support begins with the prevention of cancer. Because of this, we are helping to keep your neighbours safe by supporting research like that of Dr Nathalie Saint-Jacques who is studying the incredibly high cancer rates in our region.

She and her team are conducting the first study of its kind in Canada to assess community-specific cancer burdens to identify and prioritize prevention strategies. They are focused on mapping key communities in all 4 Atlantic provinces with higher-than-average cancer rates. Through their work, the team will estimate the number and type of cancers that could be prevented in these communities through risk-reducing behaviours and identifying community-level prevention and support efforts. This research has the potential to reduce cancer rates and improve health for people in Atlantic Canada.

The J.D. Irving, Limited – Excellence in Cancer Research Fund is supporting eight such research projects in the Atlantic Region, which were announced in January 2022. If we can prevent more people like Darrel from ever facing a cancer diagnosis, we can help to improve the health of people across Atlantic Canada. Thank you for helping to keep families together and bringing hope to future generations.

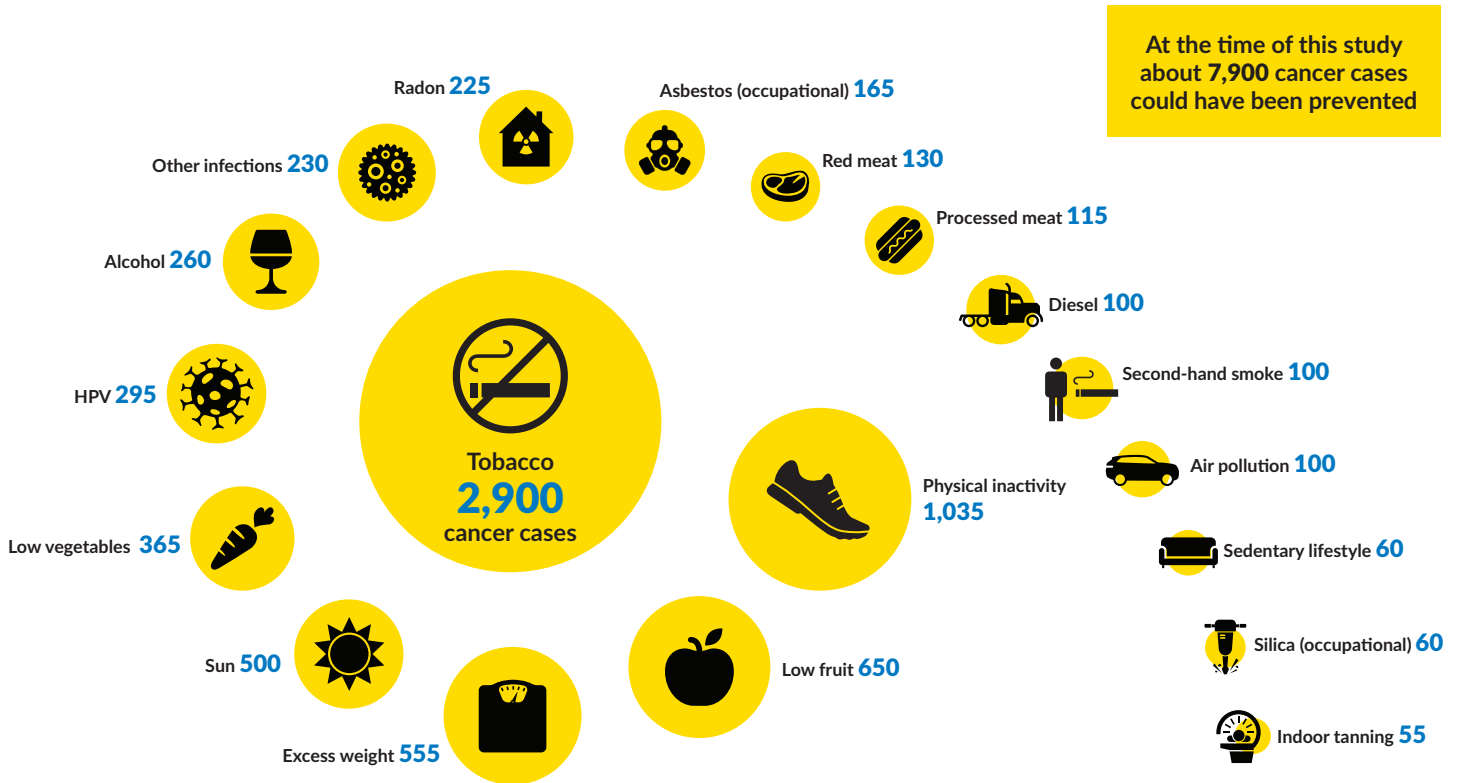
“With up to 50% of cancers being preventable, cancer prevention offers the most cost-effective and sustainable solution to lower the future burden of cancer. Being able to identify priority populations for prevention initiatives is key to supporting effective, equitable and sustainable cancer prevention strategies. Our research team aims to identify, at the local level across Atlantic Canada, areas with excess cancer rates and a high prevalence of cancer-causing factors, where information is currently unavailable but essential to support prevention.”

– Dr Nathalie Saint-Jacques



# Number of cancer cases that could be prevented in Atlantic Canada

About 4 in 10 cancer cases can be prevented through healthy living and policies that protect the health of Canadians.



Not all risk factors have the same impact on cancer risk.

**This image shows the number of cancer cases diagnosed in Atlantic Canada in 2015 that are due to key modifiable risk factors.**

\*The CCS-funded Canadian Population Attributable Risk of Cancer (ComPARE) study represents the most comprehensive study on the preventable burden of cancer in Canada.

## Advocacy: Making change

Changing public policy is one of the most effective tools for preventing cancer and helping those living with and beyond cancer.



Left to Right: Camryn Salzyn Cancer Survivor and CCS volunteer, Dr. Helmut Hollenhorst Senior Medical Director, NSH Cancer Care Program, Jane Parsons, CCS Executive Vice President, Community and Leadership Giving, Former Nova Scotia Minister of Health and Wellness Minister Zach Churchill, Former Nova Scotia Minister of Finance, Labi Kousoulis

CCS has focused on working with the government to bring about healthy public policies. Some key highlights related to COVID-19 include advocating that people with cancer and survivors be prioritized for first, second, third and fourth doses of the COVID-19 vaccine and calling for mandatory vaccination of healthcare workers nationwide.

Everyone deserves access to affordable, culturally safe, high-quality palliative care, regardless of where they live or choose to receive care. With limited facilities and the many rural and remote communities in Atlantic Canada, we know this is not always a guarantee.

Which is why we are so excited to announce that thanks to your financial contribution, our team was able to fight for nationwide equality and in the past two federal budgets, the government committed nearly \$30 million over six years to advance a palliative care strategy. The good news didn't stop there. In 2021, the Federal budget also included an extension to the EI sickness benefit. For the hundreds of thousands of Canadians living with cancer, financial burden and illness are a day-to-day reality and this extension will give them the time to heal and recover without worrying about going back to work too early.

Most recently in 2022, the government implemented a tax on vaping products that will increase the price of e-cigarettes. This is thought to be the most effective way to encourage young vapers to quit and to prevent youth from starting.

### Specifically in the Atlantic region, you have also made the following advances possible:

- The Newfoundland and Labrador 2021 budget includes significant gains for the cancer community including tobacco tax increases, a sugar-sweetened beverage tax, investments in the Medical Transportation Assistance Program and investment in the prevention and reduction of tobacco and vaping use.
- Newfoundland and Labrador implemented a tax on e-cigarettes in January 2021.
- New Brunswick made significant progress with Bill 63 receiving Royal Assent to ban flavoured e-cigarettes (except tobacco flavour) and came into force on September 1, 2021. Bill 55 also came into force which requires vape shops to have a provincial retail license.
- In July 2021, the Nova Scotia Department of Health and Wellness made an investment of \$225,000 in operational funding to the Dr. Susan K Roberts Lodge That Gives.

Many of these initiatives are helping to bring us closer to reaching the Health Canada goal of more than 95% of Canadians living smoke free by 2035. If we reach this goal, the ComPARE study\* findings tell us that we could prevent over 50,000 cancer cases due to smoking tobacco by 2042.

## You are amazing!

Thank you for supporting lodges with warm beds, and travel funds to get people to treatments, and camps where kids can be kids, and all the million ways in between. The world needs more people like you, who care and support causes that affect so many people from all walks of life.

The long-reaching impact that your donation has made in Atlantic Canada will be felt for years to come. You have made such a difference in the lives of your friends and neighbours through your gift to the Atlantic Cancer Support Fund.

Your care and compassion has been felt from PEI to Newfoundland & Labrador; Nova Scotia to New Brunswick.

Because cancer can affect us all – thank you.





Join us to unite and inspire Canadians  
to take control of cancer.



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