



FOR IMMEDIATE RELEASE

For more information please contact:
Anita Webster, Media Relations
604 732-7035

Oncology Nurses Working to Change the Meaning of Cancer

Vancouver, BC - (March 27, 2013) – No one wants to hear that they or a family member has been diagnosed with cancer. The first thought often moves to death according to the President of the Canadian Association of Nurses in Oncology (CANO/ACIO).

The Association is highlighting recent strides in cancer prognosis and treatment on the 10th annual Oncology Nursing Day, April 2, 2013.

“The word cancer no longer needs to be equated with death,” says Association President Dr. Brenda Sabo. “Among the many things oncology nurses do is dispel misperceptions about cancer. There is good news that we would like to pass on.”

Individuals diagnosed with cancer are living longer, treatments are more effective, side effects are managed better and many patients go on to live with cancer as a chronic illness.

Survivorship is a relatively new term within the cancer world. It is about adjusting to the many life changes for patient and family following cancer diagnosis and treatment.

“Oncology nurses are working with patients in many innovative and creative ways to support adjustment from teaching patients and their families about healthy living to creating new meaning and purpose in their lives,” says Dr. Sabo.

Oncology Nursing Day highlights the work of the nurses who provide care to cancer patients in a variety of areas. Oncology nurses administer and manage treatment of the disease, engage in cancer related research, play a role in prevention, advocate for cancer patients and their families and provide psychosocial support for patients and their families as they deal with return to work issues, fear of recurrence and other psychological and emotional concerns. www.oncologynursingday.com

- 30 -

ABOUT THE CANADIAN ASSOCIATION OF NURSES IN ONCOLOGY

Established in 1984, CANO/ACIO is the national organization that supports Canadian nurses to promote and develop excellence in oncology nursing practice, education, research and leadership. CANO/ACIO's purpose is to promote prevention of cancer, to provide optimal care of individuals living with cancer and to provide support for the nurses caring for them. CANO/ACIO represents about 1,000 nurses across Canada. Its members are nurses working in administration, universities, and research institutions, as well as acute and critical care inpatient units, outpatient clinics, palliative care and hospice.

www.cano-acio.ca



Canadian Association of Nurses in Oncology
Association canadienne des infirmières en oncologie

ABOUT ONCOLOGY NURSING DAY

Oncology Nursing Day was first celebrated in Canada in 2003. This year's theme is "Oncology Nurses: Inspiring Change" and is sponsored by Boehringer Ingelheim (Canada) Ltd. Oncology Nursing Day features events and initiatives that generate momentum and excitement about the oncology nursing practice. www.oncologynursingday.com