15TH ANNUAL ONCOLOGY NURSING DAY

Excellence in Oncology: Our Patients, Our Passion

www.oncologynursingday.com
Dear Colleagues;

I invite you all to join us in celebrating our 15th Annual Oncology Nursing Day on Tuesday April 3rd, 2018. Our theme this year, “Excellence in Oncology: Our Purpose, Our Passion”.

Oncology nursing is by its very nature a rapidly changing field with increasing patient volumes and acuity, novel treatments, shrinking resources, shifting models of care, and scientific discoveries emerging faster than can be translated to practice. This year’s theme: “Excellence in Oncology: Our Patients, Our Passion” shows how oncology nurses, individually and collectively, hold the vision that every Canadian who encounters a cancer diagnosis individually, within their family or community has the right to receive high quality, evidence informed, person-centred cancer care. As oncology nurses, we are committed to ensuring that all Canadians facing cancer have this type of care experience, and this passion for our patients is what drives our continual commitment to professional development. Oncology Nursing Day provides an opportunity to highlight our profession, envision our future, reflect on and nurture our leadership potential and share our experiences.

The CANO/ACIO Oncology Day Planning and Promotion Guide will give you ideas on how you can work to organize events and promote Oncology Nursing Day within your work setting. You will find below a list of possible events to organize as well as what was done last year for Oncology Nursing Day 2017.

These are just samples and we encourage you to let us know if you have other creative ideas!

This is your day!

CANO/ACIO head office is also here to help. On our website you will find full-size color posters that can be downloaded and printed. You will also find order forms for CANO/ACIO promotional items that promote oncology nursing.

Our goal is to gain media coverage throughout Canada and thus celebrate our voice. You can find past media coverage on the Oncology Nursing Day website under Media: http://oncologynursingday.com/media-2/. To get a buzz about Oncology Nursing Day 2018 going on Twitter, please use #OND2018

Please contact head office at 604.874.4322 or marlee.mcelligott@malachite-mgmt.com if you have any questions.

Through Oncology Nursing Day, we can inspire change, enhance people’s perceptions of our profession and raise our profile across the country. Let’s make the 2017 Oncology Nursing Day commemoration another successful event to remember!

Sincerely,

Linda Watson
CANO/ACIO President

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Facts About Cancer

Canadian Cancer Statistics 2016
(Source: Canadian Cancer Society)

- An estimated 206,200 new cases of cancer and 80,800 deaths from cancer will occur in Canada in 2017. (The number of estimated new cases does not include non-melanoma skin cancer cases.)
- Cancer is the leading cause of death in Canada and is responsible for 30% of all deaths.

It is estimated that in 2017:
- 103,100 Canadian men will be diagnosed with cancer and 42,600 men will die from cancer.
- 103,200 Canadian women will be diagnosed with cancer and 38,200 women will die from cancer.
- On average, 565 Canadians will be diagnosed with cancer every day.
- On average, 221 Canadians will die from cancer every day.

Lung, breast, colorectal and prostate cancer are the most common types of cancer in Canada (excluding non-melanoma skin cancer). Based on 2017 estimates:
- These cancers account for over half (50%) of all new cancer cases.

Chances (probability) of developing or dying from cancer. Based on 2010 estimates:
- 2 out of 5 Canadians (45% of men and 42% of women) are expected to develop cancer during their lifetimes.
- 1 out of 4 Canadians (29% of men and 24% of women) is expected to die from cancer.

Survival
Survival is an estimate of the percentage of people who are alive at some point in time after their cancer diagnosis. There are many different ways of measuring and reporting cancer survival statistics. Most survival statistics are reported for a specific time period, namely 5 years.

- Based on 2006–2008 estimates, over 60% of Canadians diagnosed with cancer are expected to survive for 5 years or more after a cancer diagnosis.
- Survival rates vary from low to high depending on the type of cancer. For example, based on 2006–2008 estimates:
  + The 5-year net survival rate for lung cancer is low (17%).
  + The 5-year net survival rate for colorectal cancer is about average (64%).
  + The 5-year net survival rate is high for prostate cancer (95%) and breast cancer (87%).
- Between 1992–1994 and 2006–2008, survival rates increased from 53% to 60% for all cancers combined.

Canada Highlights
- Cancer incidence rates generally increase from west to east across the country.
- Cancer mortality rates continue to increase for liver cancer in both sexes.
- Lung cancer is the leading cause of cancer death for both sexes.
- The second most common cause of cancer death is breast cancer for females and colorectal cancer for males.

Lifetime Risks
- More than half (about 52%) of all new cases will be prostate, breast, lung and colorectal cancers.
- 1 in 4 Canadians are expected to die from cancer.
- 2 in 5 Canadians will develop cancer in their lifetime.
Help CANO/ACIO promote Oncology Nursing Day (OND)

With your help, we can reach as many people as possible with the simple message: Oncology nursing is important!

Submit a Story

*Submitting a story* will help raise member, non-member and community awareness about oncology nursing and highlight the great work of oncology nurses across the country. Anyone can submit a story - a nurse, a patient, a co-worker or a family member, and we encourage you to invite them to do so.

You can share what makes you proud to work as an oncology nurse, why you are passionate about what you do, or share a specific story that affected you in a positive way!

Support CANO/ACIO on Social Media

Ensure you are following CANO/ACIO on [Facebook](#) and [Twitter](#) and share/like/re-tweet our shared events, updates and stories! Encourage others in your network to participate as well to ensure we reach as many people as possible nationwide with the hashtag #OND2018 leading up to Oncology Nursing Day!

Chapter Champion Award: Start thinking about how you will encourage your Chapter to [nominate a Chapter Champion for 2018](#). We encourage you to select a nurse for OND who best exemplifies the 2018 theme "Excellence in Oncology: Our Patients, Our Passion".
Share Your Event

We want to know how you’re planning to celebrate OND! You’ll find some examples of what was planned in previous years in this Help Guide and our site. Big or small, we want to know about it and so do the nurses in your area! Email us your event details at cano@malachite-mgmt.com and we will post it on the OND site!

Ideas for Events and Promotions

Anything you do to promote Oncology Nursing Day (OND) makes a difference in raising public awareness about oncology nursing and recognizing the contributions of your colleagues. Even the most simple of acts can have significant and sustaining results.

Here are some ideas on how you can get involved:

- Wear a pin, T-shirt, jacket, vest, or other item that displays a CANO/ACIO, oncology nursing, or nursing logo on it. The more colorful and thought-provoking the logo is, the better the results. Take a moment to introduce oncology nursing to those who seem interested or who ask about your message.

- Organize a social event for nurses, patients, administrators, interdisciplinary staff, or the community-at-large. This can include a pancake breakfast, pizza lunch, afternoon tea, potluck dinner or evening banquet.

- Buy flowers, cake or gifts for oncology nursing staff or colleagues.

- Develop a recognition display in a prominent place to acknowledge oncology nurses within your organization or institution. This could be a banner, flag, poster, or flyer. Be sure to get permission before placing the display, and of course, advocate for your idea to be exhibited by the front entrance!

- Sponsor a community-wide event such as mole screening or a question-and-answer session on a specific type of cancer. Examples include a gynecological cancer awareness event for women, where games, displays, and short lectures teach about female cancers including screening schedules and other important information.

- Host a fun run or walk. Talk to your local city council or parks department early to reserve a location in time for OND!
Have an event to recognize outstanding oncology nurses, such as presentation of a recognition award. Discuss your idea with your manager and organizational administration to see if they would be willing to host the event, or to make the award part of their annual institutional calendar.

Target elementary or high school students with a sun-smart or anti-smoking campaign.

Visit high schools or nursing schools to present information on oncology nursing as a career.

Host or organize an oncology nursing marketplace within your healthcare organization. Invite all oncology nurses who are local to participate. Talk to oncology units, clinics, pharmaceutical companies, non-profit organizations, and advocates about sponsoring the event.

Host an educational event or session. Your audience could be oncology nurses, nurses who might be interested in oncology, nursing students, interdisciplinary staff, administrators, patients or the public-at-large. Space can often be found at local libraries, community centers, or churches for a very low fee.

Hold a competition for school children to create the best poster and then display their posters in schools, libraries, restaurants or at work.

Launch or present a scholarship or bursary.

Print out the OND poster available on the website and post in your institution!

Other Ideas

Write a letter to the editor if an article has appeared in your local newspaper that portrays an oncology nurse.

Write an article to be printed in your institution’s newsletter. Be sure to pay attention to publication deadlines.

Invite a local politician to visit you at work and see the services you and your colleagues provide. Find their contact information on the internet, or contact individual political parties. Is there a public vote coming up? Great! Get in touch with the politicians now and let them know that oncology nurses are here, we have a voice, and it would benefit them to promote our cause.

Send a letter to your employer to let them know about Oncology Nursing Day and the events planned by your group. Ask if they can help promote the event through the organization’s own public relations or publicity staff.

Host a fun public event such as a “cancer smart” quiz or test for local radio or TV personalities.

Create a photo opportunity with human interest, emotional appeal, or that relate to a high-profile person, event, or place. Oncology nurses can be artists too, so put on your thinking caps!

Write an article to be printed in your institution’s newsletter. Be sure to pay attention to publication deadlines.

Email us your event details at cano@malachite-mgmt.com
A Few Examples of How we Celebrated Oncology Nursing Day Across Canada Over the Years...

2017 Ontario - Oncology Nurses, Juravinski Hospital and Cancer Centre

Canadian Association of Nurses in Oncology Association canadienne des infirmières en oncologie
15TH ANNUAL ONCOLOGY NURSING DAY

Excellence in Oncology: Our Patients, Our Passion

TUESDAY APRIL 3, 2018
Examples of past Chapter events! Visit our website to read all of the past OND events!

Ottawa/Champlain Chapter
Made Oncology nurses pins and handed them out to all the oncology staff. Laurie Ann Holmes went around in a Superman shirt to hand them out!
Hosted a Pizza Lunch at The Ottawa Hospital Cancer Centre for Oncology Nursing Day on April 7th, 2015. Followed by a televised POGO webinar in celebration and recognition of pediatric oncology nurses across Canada.

British Columbia Chapter
Planned a presentation and light dinner. The title was “Changing the way we care: Self first” presented by Elizabeth Causton.
Invited all oncology nurses from across BC to join them in celebrating Oncology Nursing Day. The evening celebration included a light dinner followed by a special presentation from guest speaker Dr. Kelly Stadjudar.

GTCON Chapter
Organized a dinner educational talk with gifts and door prizes.
Hosted another educational event for OND. They also planned a fund-raiser for the 2015 CANO/ACIO conference in Toronto with silent auction.

Manitoba Chapter
Planned a cake and coffee reception with a few speeches from CCMB Nursing, the CEO of Cancer Care and a message from Jodi Hyman, President of the Manitoba Chapter, on behalf of CANO. They also distributed COSTaRS Practice guides to every Oncology Nurse in the Province.
Organized an evening dinner presentation to celebrate Oncology Nursing Day.
They have also, together with CancerCare Manitoba, the Community Cancer Programs Network and the WRHA Oncology Program, organized an event during the day to celebrate and recognize OND together with all Oncology Nurses within Manitoba.
Lastly the chapter organized a workshop “The Changing Face of Cancer: Genetics in Cancer Care” to celebrate our nurses.

ONIGA South Chapter
Hosted a dinner-presentation at a local venue, facilitation by a Senior Consultant with Patient & Family Engagement & Experience as well as a Patient & Family Advisory Council Member. They also partnered with the Canadian Cancer Society to support Daffodil sales at the Tom Baker Cancer Centre in April.
In 2015, ONIGA-South and the Tom Baker Cancer Centre celebrated OND by announcing their Chapter Award Honoree and their 3rd DAISY Award Honoree to recognize excellence in oncology nursing by highlighting the nominees during the gathering.
ONIGA North Chapter
ONIGA North proudly hosted a lunch for the nurses at the Cross Cancer Institute which features a CANO webinar and patients speaking to the nurses about their experience. The event also featured a raffle for a gift basket, a door prize and other gifts to show appreciation for ONIGA North’s oncology nurses.

Newfoundland & Labrador Chapter
The nursing staff of the Dr. H. Bliss Murphy Cancer Centre in St. John’s, came together for a breakfast event to celebrate Oncology Nurses Day.

PEI Chapter
The PEI Chapter along with the RNs at the PEI Cancer Treatment Centre and our satellite Prince County Hospital celebrated OND by partnering with CCS and promoting the Buy A Daffodil Campaign.

They also planned a night out together at a local restaurant on April 7, 2015. This invitation was extended to all Oncology Nurses both past and present. Oncology nurses were presented with a small gift and the CANO/ACIO Cancer Care Pocket Guide in recognition of the dedicated care that they give to patients.

Nova Scotia Chapter
The Nova Scotia chapter celebrated OND with a special cake and coffee break to honor oncology nurses at each of our health district sites.
Official Proclamation 2017

Each year, provinces across the country formally issue “Oncology Nursing Day” proclamations.

In 2017, the following provinces and territories also proclaimed April 4, 2017 as oncology nursing day:

→ Labrador
→ Manitoba
→ Newfoundland
Facts About CANO/ACIO

Established in 1985, the Canadian Association of Nurses in Oncology/Association canadienne des infirmières en oncologie (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 mission is to advance oncology nursing excellence through practice, education, research and leadership for the benefit of all Canadians.

The vision of the association is that CANO/ACIO is a driving force nationally and an influencing force internationally in advancing excellence in cancer nursing across the cancer control spectrum. Canadians across the cancer spectrum have timely access to high-quality nursing.

CANO/ACIO believes that:

- Every nurse can be a leader.
- Canadians deserve access to excellent oncology nursing care.
- Evidence-informed care is the foundation for excellence in nursing.
- The specialty of oncology nursing is an essential component of health care services across the cancer control spectrum.
- Collaborative relationships and partnerships further the health, well-being and quality of life of Canadians.
- Ongoing learning is essential for the professional and personal development of oncology nurses.
- We rely on member engagement to inform our work.
- We facilitate the growth of our members and work to support all nurses who care for people with cancer and their families.

CANO/ACIO recognizes that cancer is a chronic illness with acute phases, which affects people at all stages of the life cycle, and that nurses in all practice settings are involved with the process of cancer care, from prevention to detection, treatment, rehabilitation and palliative care.

CANO/ACIO fosters the maintenance of high standards of nursing care and supports the work of the Canadian Nurses Association (CNA) in providing specialty certification for oncology nurses.

CANO/ACIO has authored the “CANO/ACIO Standards of Care, Roles in Oncology Nursing, and Role Competencies”.

CANO/ACIO is a member of the Canadian Nurses Association and the International Society for Nurses in Cancer Care.

In 2004, CANO/ACIO launched the annual Oncology Nursing Day in April as part of Cancer Month.
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