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Media release from the Cancer Association of South Africa (CANSAs), in association with CGF Research Institute (Pty) Ltd

LIVING OUT GOOD CORPORATE SOCIAL VALUES

"When asking companies what they *actually do* on a practical level when one of their employees or their employee's loved ones get diagnosed with a dread disease like cancer, I was surprised to find that most often they can't answer and have no idea of how many survivors they have amongst their employees", says Karin Metz, Volunteer Chairperson of CANSAs Corporate Relay For Life and Executive Director BNI.

Most are quick to point out that they have the necessary Corporate Social Investment programme in place, backed by strong HR and corporate governance policies. Yet, many corporates may not have stopped to think or assess whether their programmes *really* make a difference on ground level. That is until they or one of their loved ones hear the unfortunate words, "you've got cancer".

Admittedly, many companies have a much stronger focus on supporting employees diagnosed with the human immunodeficiency virus (HIV) Aids in their wellness programmes than on cancer, even though more people are diagnosed daily with cancer than with HIV Aids. According to the National Cancer Institute of America, certain cancer types are also more likely to occur in people who are infected with the human immunodeficiency virus (HIV).

One in three people today are affected in one way or another by cancer. Simply put, if you haven't had cancer yourself you probably are close to someone who has. You may even have lost someone you love. Cancer has no respect for age, race, religion or sex.

Supporting employees and their loved ones

According to CANSAs for each person diagnosed, cancer is a unique experience. No two people will travel the same journey during and after cancer treatment. How people cope when diagnosed, during or after treatment (or even when in remission), is different for each individual. One common thread in all people with cancer is the need for a good support system, and this will include the support of the employee's employer.

"Cancer is not a death sentence, but rather it is a life sentence - it pushes one to live!" (Marcia Smith)

Where does it leave us, as responsible business people?

If you claim that your company has good corporate social values in place (as a part of your good governance strategy); as an employer, do you *fully understand* how to implement it on a practical level?

Possible practical things to consider as part of your good governance Corporate Social Investment programme may include:

1. *Cancer screening exams and tests*

Employer sponsored metabolic screenings are growing in popularity and identify undiagnosed conditions such as high blood pressure, elevated cholesterol and diabetes. So what about cancer screenings?

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Cancer screening exams and tests can pick up life threatening cancers early in the disease increasing the likelihood of a cure with obvious benefits to a company's workforce and morale

2. *Adjustments to working arrangements, like*

- allow a phased return to normal working hours or workloads to build up strength and confidence
- change your employee's working hours to allow easier travel to work, or allow flexible working to ease work / life balance, or change the nature of the employee's job content in worse case scenarios
- provide help with transport to and from work
- arrange for employees to work from home, as appropriate (providing a safe working environment can be maintained)
- allow your employee to be absent during working hours for rehabilitation assessment or treatment
- show public support to survivors and care givers by celebrating another year of life with them at the annual CANSAs Relay For Life events taking place on a national level

3. *Helping with prompt provision of treatment and support groups*

CANSAs provides guidance and advice to cancer survivors and their families to improve their quality of life in all phases of treatment and after treatment. At the CANSAs Care Centers they provide holistic care and support to cancer survivors from the time of diagnosis, through all phases of need, including survivorship.

The CANSAs active Support Groups connect patients, long-term survivors and their loved ones with others who have "been there" for insight, emotional support and understanding, hope and inspiration, as well as bereavement support when necessary.

Surviving cancer is no longer acceptable. Thriving with a new and sometimes different quality of life, MUST, be the new standard.

How CANSAs can support your company live out your good corporate social values?

"CANSAs wants to encourage cancer survivors to live life to the full and to see themselves as a survivor from the day of diagnosis," says CANSAs's CEO (and cancer survivor herself of 27 years), Sue Janse van Rensburg.

The **2010 Ask Africa Trust** has awarded CANSAs 4th place in South Africa, in the category "Most admired NGO". The annual Ask Africa Trust has been providing a valuable report on the most trusted and admired companies, leaders and NGOs in SA since 2004. The Trust Barometer is a credible measurement tool, where corporate trust and reputation in the SA market are measured, based on a peer review. It is an independent and objective measure and is the only benchmark of its kind in SA. (It has incorporated insights from the KING III Report).

How your company can support CANSAs?

The first ever **International CANSAs Corporate Relay For Life event** will take place on Saturday, 3rd September through to Sunday, 4th September 2011. This will be a fun-filled, overnight event that mobilises cancer survivors and corporate companies to celebrate life.

CGF Research Institute (Pty) Ltd, CEO Terry Booyen has committed to partner with CANSAs in this Corporate Relay For Life. "Considering the social values of your company, which underpin good governance and

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espouse the tenants of “doing good, doing right and showing character” entering a team for this first ever CANSA Corporate Relay For Life, is a must. Ninety percent* of all cancers are caused by environmental factors and it is our collective responsibility to do something about it. It is our time to give back to all those people who have been fighting the battle against cancer and who have heard the words “you have cancer”, says Booysen.

In the **CANSA exhibition hall**, CANSA staff will educate attendees of the broad spectrum of services offered by CANSA to both employers and their employees and their loved ones. Mobile units offering cancer screening exams and tests will be on-site, offering employers and employees access to get these often neglected tests done.

Cancer survivors and their work colleagues may well be working side-by-side on a daily basis, and they may not know that their colleagues are in fact cancer survivors. This CANSA Corporate Relay For Life will give a ‘face and voice’ for cancer survivors as well as an opportunity for corporates and workplaces to show their support by committing to fight against cancer and help South Africans know that they can beat this disease.

At this Corporate Relay, team members take turns to walk or run around a track for 12 to 14 hours. Participants will enjoy great networking, camping-out, entertainment, good food, games and team building. People who participate all share a common purpose - to help CANSA in the fight against cancer. All the funds raised at this Corporate Relay will be used to assist CANSA in providing cancer related services to all communities across South Africa.

When: The afternoon of Saturday, 3rd September to the morning of Sunday, 4th September 2011 at DENEL Properties Irene Campus (the official venue sponsor 2011).

Who to contact?

You can get further information from the CANSA website at www.cansa-corporate-relay.co.za or contact Karin Metz on 082 458 6104 or email karin@bni.co.za or access the CGF website at: www.cgfresearchinstitute.com/SocialEvents/tabid/16187/Default.aspx

If you really care, please consider entering your corporate team to help fight cancer and support the survivors in YOUR company.

About CANSA

CANSA’s purpose is to lead the fight against cancer in South Africa by offering a unique and integrated service to the public and all people affected by cancer. As a leading role-player in cancer research (more than R4,5 million spent annually), the scientific findings and knowledge gained from our research is used to realign our health programmes as well as strengthen our watchdog role to the greater benefit of the public. CANSA has more than 350 staff, 12 000 volunteers, 60 offices as well as 13 interim homes in the main cities for out-of-town cancer patients accessing treatment.



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* According to statistics extracted from a 2010 CANSA Research Paper - Dr Carl Albrecht