

Media release

17 February 2023



BOLD CAMPAIGN TO RAISE AWARENESS OF GYNAECOLOGICAL CANCERS

S.H.E. gynaecological cancer group has partnered with Brooke St Pier, Mona Roma ferries and Derwent Ferries in a bold campaign to raise awareness of cancers of the female reproductive organs.

Banners and flyers will be installed in Brooke St Pier from today (17 February), and the Mona Roma ferries will carry eye-catching coasters from early next week. Employees on the Mona Roma and Derwent ferries will also wear caps to raise awareness.

“The banners are pretty cheeky,” S.H.E. Board member Annie Archer said, “and the coasters even more eye-catching.

“But we know that we need to get people talking about gynae cancers, and this is certainly a good way to get people talking!”

Mrs Archer said while S.H.E. had taken a light-hearted approach to the campaign to draw attention, it also included a serious message.

“February is Ovarian Cancer Awareness Month and at S.H.E. we’re doing what we can to help get the message out there,” Mrs Archer said. “Ovarian cancer has a survival rate of only 49%, yet it is the sixth most common cause of cancer death among people with female reproductive organs.

“Some of the symptoms of ovarian cancer can be easily overlooked - excessive fatigue, lower back pain, indigestion and nausea are on this list. We are encouraging people to know the symptoms and make sure they get checked out if they think something isn’t quite as it should be.”

Other awareness and fundraising activities for S.H.E. in the past month have included the Teal game organised by the Tasmanian JackJumpers and the Tassie Goes Teal lighting program that has seen buildings, monuments and prominent areas lit up in teal.

“We’ve had participation from right around the state, which is amazing,” Mrs Archer said. “A huge thankyou to everyone who is helping us to raise awareness.”

Issued by: Paula Catchpole

Contact: 0472 832 514

