



## Media Release

Monday 27 July 2020

### **SOCIAL MOVEMENT SEES ACTS OF KINDNESS FOR CANCER PATIENTS**

*Cancer Council and social movement Kindness Pandemic spread #CancerKindness*

Cancer Council is encouraging the community to join social movement, the Kindness Pandemic and lend a hand to people affected by cancer.

The #CancerKindness campaign was spearheaded by Ayman Barbaresco who was a key part of the Kindness Pandemic team and after experiencing his own cancer diagnosis wanted to support other people affected by cancer.

Sadly Ayman passed away just before the intended launch date of the campaign however to honour his legacy, Cancer Council and the Kindness Pandemic are teaming up to encourage Australians to carry out an act of kindness for someone affected by cancer.

Merrin Wake, Co-ordinator of the Kindness Pandemic said "The Kindness Pandemic was born at the start of the COVID-19 pandemic when we wanted to do something to help people in need. We've run campaigns like thank a postie, blindness kindness for people who are vision impaired and acts of kindness for supermarket workers.

"Ayman was committed to making sure no-one affected by cancer felt alone so to honour Ayman's legacy, we are calling on the community to carry out an act of kindness for someone affected by cancer and share it on social media using the hashtag #cancerkindness."

Professor Sanchia Aranda, CEO of Cancer Council Australia said, "2020 has seen a seismic shift in values and it's been a chance for many of us to re-evaluate our lives and think about how we can help others.

"COVID-19 has made everyday life much more difficult for all of us, but for those affected by cancer, these hardships are exacerbated.

"Sometimes help with simple and practical tasks can make a big difference to someone affected by cancer. It could be helping someone with their grocery shopping, picking up medicine or dropping off a meal."

Professor Aranda explained carers may also need a helping hand, particularly during COVID-19 "Carers can sometimes be overlooked during the cancer journey, yet often all of their energy is focussed on looking after their loved ones which can be emotionally and physically exhausting.

"If you know someone who is a carer, stopping to ask them how they are coping or asking them if you can help them can go a long way in easing some of the stress they might be feeling."

The Kindness Pandemic started as a social media group during the COVID-19 outbreak and grew to over 500,000 members in less than two weeks. The initiative has encouraged acts of kindness for healthcare workers, posties and supermarket workers.

You can read more about The kindness Pandemic here:

<https://www.thekindnesspandemic.org/>

Cancer Council has created a list of some simple ways you can help someone affected by cancer or their carer:

### Carer CHECKLIST

- ✓ Check-in with how they are feeling and listen
- ♥ Help them to find a carers support group
- ♥ Offer respite care to give them a break
- ♥ Offer transport as needed
- ♥ Offer a hand with childcare, or driving kids to and from school
- ♥ Offer a hand with house duties – cooking, cleaning, laundry
- ♥ Offer a hand with yard jobs – mowing the lawn, gardening
- ♥ Offer a hand with errands – filling prescriptions, grocery shopping
- ♥ Organise to catch-up and do something they enjoy
- ♥ Bring a tea or coffee and stop by for a visit

PLEASE NOTE: Social distancing is still very important for someone affected by cancer and their carers. Follow good hygiene measures and make sure you have an open conversation about what the person you are helping feels comfortable with during COVID-19.

### Cancer Patient CHECKLIST

- ✓ Offer to do the grocery shopping or pick up an online order
- ♥ Offer a hand with housecleaning and laundry
- ♥ Offer to help with mowing the lawn and gardening
- ♥ Offer a lift to or from medical appointments and treatment
- ♥ Offer a hand with childcare, or driving kids to and from school
- ♥ Offer to cook a meal, or a couple that can be frozen
- ♥ Offer to fill prescriptions or pick up medications
- ♥ Donate blood
- ♥ Call via phone or video to check in
- ♥ Offer to pick up or post mail

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ENDS

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