



ADVOCATE KIT

**PINK
MEETS
TEAL**

Hello!

We want you to join Pink Meets Teal. Stand with us in our army of advocates.

Our goal is for a community of women working collaboratively to contribute to increasing the survival rate of ovarian cancer from 46% to 91%, similar to breast cancer survival rates.

We want funding fairness for ovarian cancer and we want it NOW!

\$27M for breast cancer nurses

\$4M / year over 5 years towards OC research.

Aust Gov't 2019

Values

To join our army, you need to uphold our values. We are inclusive, collaborative, cooperative and non-competitive.

We want to be clear; we were not competing with women with breast cancer. We are fighting for funding fairness for the 1000 women, like Jill, who die every year in Australia.

We ask survivors of breast cancer to join with us, to acknowledge the disparity in their own treatment when compared with ovarian cancer and to help advocate on behalf of those dying before their voices can be heard.

1000 women die every year.

54% die within 5 years of diagnosis.





Jill Emberson

1959 – 2019

Pink Meets Teal founder

Jill was diagnosed with advanced ovarian cancer in February 2016. Surprisingly, her treatment was the same they've been giving women for 50 years: de-bulking surgery followed by brutal chemotherapy.

Quite typically Jill's cancer relapsed before Christmas 2016, making her terminal. Why? There is no cure for relapsed ovarian cancer. She was horrified to learn this and thought it's pretty outrageous. Women's ovaries are the very essence of life and yet when it comes to cancer they are stuck with decades-old treatment and a shocking prognosis.

Ovarian cancer has a 46% five year survival rate. Compared to the 91% survival rate of breast cancer, Ovarian Cancer is lagging way behind. For Jill, and many single or married mums, this means they don't survive to share significant life milestones, like their daughter's graduation, their son's marriage, their first grandchild. As a single mother, Jill found this cruel and terrifying.

Jill came to know many single and married mums who are living with this fear as they deal with the realities of their ovarian cancer. And there's a common reaction - if each had breast cancer the chances of them surviving would be more than doubled. How unfair. Breast cancer receives four times as much funding as ovarian cancer, and corporate funding is almost endless.

Money pays for research. Research provides better outcomes. It's pretty simple. Ovarian cancer takes the lives of 1,000 Australian women every year but is one of the most under-funded cancers. Jill passionately applauded the tremendous outcomes in the fight against breast cancer and believed that with similar commitment and resources Australia can achieve the same success for ovarian cancer.

This is why Jill founded Pink Meets Teal. We need funding fairness - to give women with ovarian cancer a fighting chance to be here for their children and their grandchildren, to continue to contribute to society rather than be taken before their time just because society did not see ovaries as important as breasts.





Anne Kempton

Our Team

Pink Meets Teal founder

I am a close friends of Jill's; we have been close since she moved to Newcastle with her daughter Malia over a decade ago.

We both had teenage children, juggling sole parenting, careers and general life chaos- loads to share, plotting and planning, including a trip to Paris and Morocco together with our beautiful children, and celebrating her 50th birthday in my back garden.

Jill was angry, focused and determined after the inequity of the McGrath Foundation receiving \$27m for breast care nurses in January 2019. And so Jill and I co-founded Pink Meets Teal. Initially 4 of we women sat around Jill's dining room table and developed an action plan: Building a social movement for women by women. There is so much Jill taught me... courage, bravery and integrity and the art of good selfies.

Pink Meets Teal is very important to me, as I made a commitment to Jill that women should not needlessly die from Ovarian cancer. I have 30 years experience in working with disenfranchised groups, and with a strong public health background in advocacy and helping others have a voice. PMT was a natural fit for me.

Jill was THE ONLY woman who could make this extraordinary social movement happen...with her vast skills set, being an excellent communicator, journo, networker (so well connected) and clear thinking, and eye watering energy.

Ovarian Cancer Australia credited Jill with creating what many are calling "the Jill Effect" when it comes to raising funds to tackle the disease. Director at Ovarian Cancer Australia Josy Shaw said Jill had done more than anyone to lift awareness of what is the deadliest of all women's cancers. Jill has changed the game...with lasting impact.

"Pink Meets Teal is about women supporting women. It is a women's rights issue. I believe that in order to truly make a difference and to take Ovarian cancer research seriously the government funding needs to be an annual allocation of \$50m."





Jess Jones

“Now that I know the symptoms of Ovarian Cancer are symptoms many of us experience regularly, the importance of raising awareness and funds for an early detection test is paramount. I want to make sure my mum, my sisters, my best friends, are all in the know – it could save their lives.”



Ann Caddey

“When I was diagnosed with Breast Cancer in 2016, I felt fortunate because there was a wealth of research to offer me the best treatment for the best possible outcome. I hope that one day my Ovarian Cancer sisters are given the same chance of survival, and I hope to raise awareness of the need for equity in research funding. Really, it’s just sisters helping sisters.”



Dr Olga Ostrowskyj

“As yet the medical profession has NO TEST for detecting Ovarian Cancer in the early stages. I would certainly like to see monies donated to breast cancer fundraising now being redirected to researchers working on a test for ovarian cancer.”



Associate Professor Nikola Bowden

“Our ultimate goal would be to see all cancer patients have a treatment that works for them. Not necessarily a cure, but treatments that allow people to live long and happy lives, even if that means living with their cancer. We have reached our ultimate goal if people die with their cancer rather than because of it.”



Sign the Petition

We are currently running a petition on Change.org
Our goal is to reach 100,000 signatures to present to parliament.
With 100,000 signatures, they have to take action!
How can you help? We need more people to share and sign.

Add a call to action to your email signature.

The more people who see the petition, the more people have a chance to sign it.
You could add something like:

Support Funding Fairness - Sign the Pink Meets Teal Petition now
<https://www.change.org/pinkmeetsteal>

Email family and friends to ask them to sign.

Your family and friends are likely to value your opinion. If something is important to you, they will listen. These are the best people to ask and it's easy to email a link! A simple email might say:

"Hello,

I have recently become aware of the funding inequity for Ovarian Cancer and want to make a difference. Pink Meets Teal is holding our government accountable by asking for funding fairness. With 1000 women dying every year in Australia from Ovarian Cancer, now is the time to make a stand. Sign the petition today at www.change.org/pinkmeetsteal

Thank you."

Talk about the petition in your workplace, or social club.

Be confident to ask people have they heard of Pink Meets Teal and do they know about the inadequacies of funding fairness. Ask them to sign the petition.

www.change.org/pinkmeetsteal





Donate

Pink Meets Teal directs all donations towards Ovarian Cancer Research at Hunter Medical Research Institute (HMRI).

Most women who develop ovarian cancer only receive a diagnosis once symptoms develop and often, this is too late for effective treatment. Further, only a subset of patients will respond well to chemotherapy and unfortunately, there is currently no diagnostic tool available to determine which patients will respond and which won't, meaning that a large number of women are subjected to difficult treatment regimens unnecessarily.

Hunter researchers are working to change this. They are developing early detection methods and diagnostic tools to ensure that women are able to make informed choices about their treatment options as well as trialling new treatments so that those women who are diagnosed can conquer their illness.

Donate in memory of Jill to ensure we can continue to fund vital research to increase the survival rate of ovarian cancer.

www.hmri.org.au/jill



Share

Pink Meets Teal needs voices like you to share our message.

Get Social

If you like us on Facebook, and follow us on Instagram and Twitter, you will be up to date with our efforts, and have first hand access to any progress made.

When you see a post that impacts you, share it on your own page. We want every woman in Australia to know about the inadequate funding. It could impact each and every one of us.

Promote Pink Meets Teal

Hand out our postcards. Put up our poster. Make your own posters!

Have local events talking about funding fairness. Incorporate PINK & TEAL. Whenever you think PINK, think TEAL as well.

Ovarian Cancer Australia have wonderful ideas for Ovary-Action!

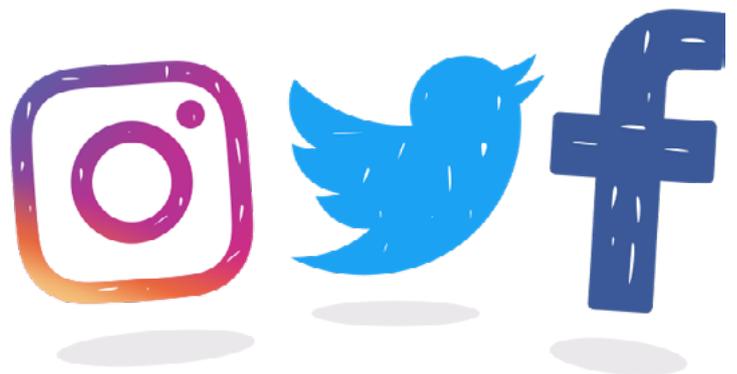
www.ovariancancer.net.au/get-involved/community-fundraising/

Share your own story.

Personal stories, like Jill's, drive change. Whether you yourself are a Breast Cancer or Ovarian Cancer survivor, or it's someone in your family or friends, or a neighbour, or a workmate, every woman deserves to live.

www.pinkmeetsteal.com/contact

Look up
"Pink Meets Teal"

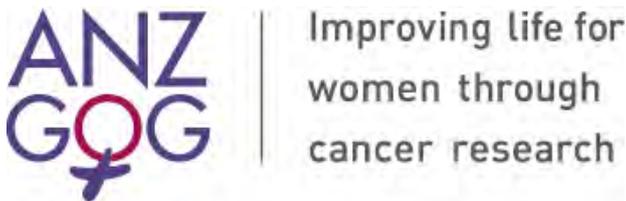


Connect Nationally

Pink Meets Teal is focused on raising awareness for funding fairness. There are many wonderful, existing organisations within Australia that raise money for Ovarian Cancer. We encourage individuals to connect to organisations to raise awareness about Ovarian Cancer itself. The Teal Army always needs more soldiers.



Ovarian Cancer Australia was founded by people directly affected by ovarian cancer who wanted to raise awareness of the disease and support those who had been affected. Over time, Ovarian Cancer Australia has built on its founders' aspirations to become a leading national body taking action for Australians affected by ovarian cancer. Our vision is to save lives and ensure no woman with ovarian cancer walks alone. <https://ovariancancer.net.au>



Improving life for women with gynaecological cancer through research. ANZGOG are the peak, national gynaecological cancer clinical trials organisation for Australia and New Zealand. Our purpose is to improve outcomes and quality of life for women with gynaecological cancer through conducting and promoting cooperative clinical trials and undertaking multidisciplinary research into the causes, prevention and treatments of gynaecological cancer. <https://www.anzgog.org.au>



WomenCan fundraises for the Australia New Zealand Gynaecological Oncology Group (ANZGOG) which is the leading clinical trials research organisation for gynaecological cancer in Australia and New Zealand. Our mission is to improve the lives of women with gynaecological cancers through fundraising for research. We engage the community to fund pioneering discoveries that will enable women with gynaecological cancer to live longer better lives. <https://www.womencan.org.au>



Connect Locally

Pink Meets Teal started locally in Newcastle, NSW and quickly gained national and international attention. We love our supporters to support their local groups. Here are just a few you can partner with.



SOC was formed in 2010 in Newcastle NSW by a group of women who were inspired by a much loved family member and friend with ovarian cancer. This led to the establishment of SOC who embarked on a fundraising campaign to target those goals. A great success story, since it's inception SOC has raised nearly \$400,000 and continues today to promote awareness of Ovarian Cancer and raise funds for support services and programs for women in the Hunter and their families. www.sochunter.com.au



At the age of 48, Tricia Paul was diagnosed with Stage IV ovarian cancer. She has since been on a mission to create an awareness of this cancer and to raise much-needed funds required for researchers to enable early detection. www.hope4cure.org.au



The Border Ovarian Cancer Awareness Group is based in the Victorian Border community of Albury/Wodonga and is dedicated to raising community awareness of this insidious cancer, assist women to recognise the symptoms, support those fighting the disease and to remember those that have passed away from ovarian cancer. www.facebook.com/borderovarian



Connect Facebook Groups



Ovarian Cancer Aussies & Kiwis Support Group Australia NZ. This is a women only support and friendship group for Australian and NZ women diagnosed with ovarian cancer.

We support Ovarian Cancer Australia but we are not an official OCA page. We hope we can share our highs and lows, our treatments, our fears our joy and our sense of humour :) Perhaps even share an occasional coffee or exercise session for those who live near each other.

<https://www.facebook.com/groups/OvarianCancerOz/>



Townsville & NQ Ovarian Cancer Ladies - For ovarian cancer ladies in the Townsville and surrounding areas to assist in organising coffee catch ups. www.facebook.com/groups/630196960757301/



Maitland Women's Cancer Support Group. For women who have felt the impact of cancer in their lives <https://www.facebook.com/groups/393483620769703/>



S.H.E (Support Hope and Education) Gynaecological Cancer Group is here to raise awareness of all forms of Gynaecological Cancer here in Tasmania. www.facebook.com/shegynaecancergroup/

