



Media Release

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World Cancer Day: PCA and Moonshine Movies launch Marmaduke's story

The importance of community palliative care in a person's final days is highlighted by Marmaduke's story – a film about a cancer journey taken by a four year old boy and his family.

Marmaduke spent his final months at home with his family with the aid of community palliative care.

Palliative Care Australia (PCA) CEO Liz Callaghan said community care offers comfort to family and value to governments.

"Palliative care is not just care for the dying it is care that helps people live fully as they face a terminal illness.

"A cure for cancer is obviously the best outcome. In the interim, offering terminal patients' comfort, pain management and choices so they can make decisions about their care is important. We need to care more about caring for the dying."

This year's World Cancer Day theme is 'not beyond us' and focuses on the targets set by the World Cancer Declaration of 2013.

Palliative care is central to two of the targets with the overarching goal to reduce premature deaths from cancer and improve quality of life and cancer survival rates.

Target seven calls for access to accurate diagnosis, quality multimodal treatment, rehabilitation, supportive and palliative care services, including the availability of affordable essential medicines and technologies. While target eight seeks access to services and to make effective pain control and distress management services universally available.

Moonshine Movies and Palliative Care Australia (PCA) joined forces to tell Marmaduke's story as part of the Little Stars series of films about young children facing serious illness.

"It is important to remember the vital role palliative care services play in helping people with cancer live fuller lives."

More information about World Cancer Day: <http://www.worldcancerday.org>

To view Marmaduke's story:

<https://www.youtube.com/watch?v=mHjzZyBdiGo&feature=youtu.be>

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