

**CANCER
REHAB**



Your Recovery Deserves Support

Information Pack

Cancer Rehab Awareness Week 2025
18 – 24 August

Campaign Purpose



Cancer Rehab Awareness Week is an annual campaign to raise awareness of the vital role that cancer rehabilitation and structured exercise play in recovery.

This Year's Theme:

"Your Recovery Deserves Support"

Core Message:

"Let's make support part of every recovery story."

In 2025, the focus is intentionally person-centred — recognising that recovery is about more than removing the disease. It's about restoring strength, confidence, and the ability to fully participate in life again.

With your support, this campaign aims to:

- Increase the visibility and value of cancer rehabilitation
- Break down misconceptions about who it's for and when it should begin
- Reach those suffering in silence, believing nothing can be done
- Promote equitable access to rehab for all ages, cancer types, and communities

Together, let's change the story of recovery — and make sure no one is left behind.

Lou James

Founder & CEO PINC & STEEL Foundation

Why this matters

The negative side effects of cancer treatment — including fatigue, pain, loss of strength, and reduced mobility — are often unexpected and can persist long after treatment ends. Without access to rehabilitation, recovery becomes harder, increasing the risk of long-term disability, chronic pain, mental distress, and reduced participation in everyday life.

Cancer rehabilitation can significantly reduce or eliminate these adverse effects, helping people regain function, independence, and confidence — yet it remains under-recognised and underutilised in this country.

This awareness campaign aims to shine a light on the people most at risk of missing out on support, including:

- People unable to return to work due to untreated side effects
- Children and adolescents struggling to re-engage with school or sport
- Older adults facing accelerated frailty and loss of independence
- Māori and Pasifika communities, who experience the highest cancer mortality rates and some of the lowest access to rehabilitation services

By raising awareness, we can help ensure more people know this support exists — and understand that it is never too late to benefit from rehabilitation.

Support doesn't just change recovery — it transforms lives, strengthens whānau, empowers workplaces, and builds healthier, more connected communities.



How you can help

To support your involvement, we've developed a set of posters and social media tiles you're welcome to use — but how you choose to participate is entirely up to you.

Whether it's sharing a social post, displaying a poster in your workplace, adding a mention in your newsletter, or simply starting a conversation — every action helps raise awareness and make cancer rehabilitation more visible, valued, and understood.

If you'd like to join us in spreading the message during 18–24 August, feel free to use or adapt the resources and suggested messages in the following pages to suit your audience and voice.

To access and download the resources [Click here](#)

Your support can make a difference



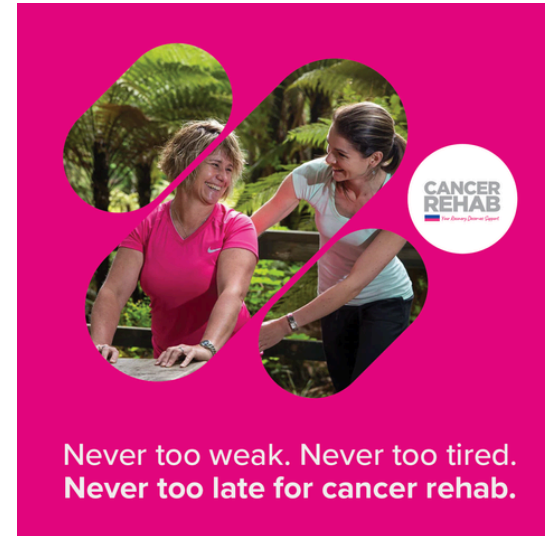
Social Tile Messaging Guide

1. "NEVER TOO WEAK. NEVER TOO TIRED. NEVER TOO LATE FOR CANCER REHAB."

Key Message:

Cancer rehab isn't just for the strong or fit — it's for everyone.

There's a common myth that people need to "get stronger first" before starting rehab — but we know the opposite is true.



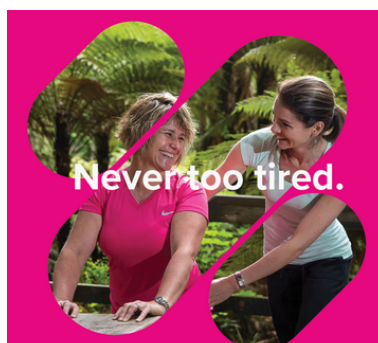
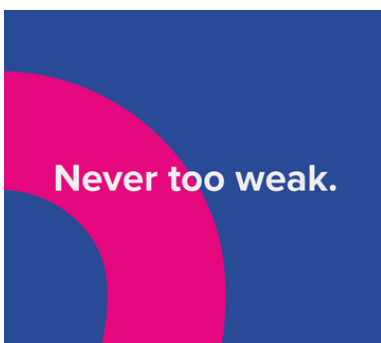
Evidence shows:

- Starting early can reduce symptom burden, improve quality of life, and lower risk of long-term disability.
- Even years after treatment, people can still improve strength, stamina, pain, and mental wellbeing.
- Structured exercise also helps reduce the risk of recurrence and prevent other chronic conditions like heart disease and osteoporosis.

Suggested caption:

Many people delay rehab thinking they're not strong enough yet — but cancer rehab is designed to help you get there. It's never too late to feel stronger.

#CancerRehabAwarenessWeek #NeverTooLate #YourRecoveryDeservesSupport



Social Tile Messaging Guide

2. "STRENGTH LOOKS DIFFERENT FOR EVERYONE."

Key Message:

Cancer rehab is for everyone — all ages, backgrounds, and recovery stages.

Recovery goals are deeply personal: lifting your child, returning to work, walking around the block without pain, or simply feeling confident again.

This message highlights diversity and inclusivity — especially for:

- Children and young adults
- People with late-stage or long-term cancers
- Different ethnic and socio-economic backgrounds

Suggested caption:

Whether it's walking to the mailbox or hiking again — cancer rehab helps people reclaim their strength, however that looks for them.

#StrengthLooksDifferent #CancerRehabAwarenessWeek #EquityInRecovery



Strength
looks
different
for everyone.



Cancer rehab is for
all ages, backgrounds,
and stages of recovery.



Social Tile Messaging Guide

"3. "SUPPORT MAKES ALL THE DIFFERENCE."

Key Message:

Many people don't realise that cancer rehabilitation exists — or they assume it's something only available in hospital, or only for those already on the road to recovery.

In reality, support can (and should) begin early — even during treatment — and can be life-changing. This tile is your chance to share the impact of cancer rehab and highlight the importance of connection, guidance, and timely intervention.

Whether it's being able to get dressed without pain, walk the dog again, return to work, or simply feel like themselves — cancer rehab helps people reclaim their lives. When people feel supported, they're more likely to recover well, reduce long-term complications, and regain a sense of control.

You could use this tile to:

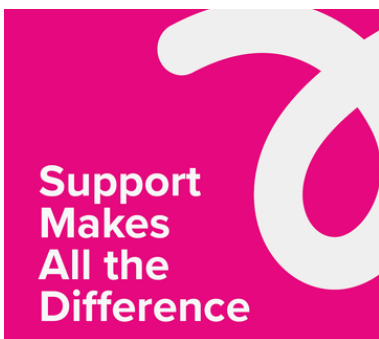
- Share a story or quote from someone who benefited from support
- Acknowledge the impact support had on someone's confidence or mental wellbeing
- Encourage people to speak up if they're struggling and don't know where to turn

Suggested caption:

The right support, at the right time, can change everything — helping people recover faster, feel stronger, and reconnect with life after cancer treatment.

Let's make sure no one faces recovery alone.

#SupportMatters #CancerRehabAwarenessWeek #YourRecoveryDeservesSupport



Posters for Display

We've created an A3 poster that can be printed and displayed in your clinic, office, waiting room, or shared digitally. It's designed to prompt conversations and raise awareness among those affected by cancer — as well as the professionals who support them.

You can download it from our website or request a print-ready version by emailing info@pincandsteel.com



Access the latest research

To support your messaging with evidence, we've compiled key research findings and international guidelines showing the impact of exercise and rehabilitation on cancer recovery outcomes.

🔗 Explore the research here:
www.pincandsteel.com/research

Want to learn more

To access and download the resources [Click here](#)

If you'd like more information about Cancer Rehab Awareness Week or how your organisation can be more involved, please get in touch.

Lou James (MNZM)
Founder & CEO, PINC & STEEL Cancer Rehabilitation
Foundation

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*Thank you for helping make support part of every recovery story.
Your involvement truly makes a difference.*