



MEDIA RELEASE

CanTeen wins national website award

Australia, 25 November 2010 – CanTeen has taken a top gong at the 2010 Australian Web Awards for its *Now What* website designed to inform, connect and support young people dealing with cancer.

CanTeen, the Australian organisation for young people living with cancer, was the national winner in the Not-for-Profit category and was selected from more than 300 entries. The Awards, held on 6 November 2010 in Perth, are run by the Australian Web Industry Association and recognise best web practices. Key criteria for the Not-for-Profit category included user experience, development, design, content, functionality, credibility and accessibility.

The *Now What* website (www.nowwhat.org.au) is a unique online support service for 12 to 24 year olds who have cancer, have a sibling or parent with cancer, or have lost a sibling or parent to cancer.

It aims to provide a supportive and informative online community where young people living with cancer can learn about different cancer types and ways to cope with their experience. They can read stories on other young people in similar situations and connect with peers in online forums so they don't feel alone on their cancer journey.

Now What was created in response to research conducted by CanTeen that identified a gap in the needs of young people in getting access to relevant information. Research shows such access is crucial in helping young people cope better mentally and emotionally with their cancer experience.

The *Now What* site was tailored to meet the three key needs of young people impacted by cancer: age-appropriate information, a place to express and cope with their feelings, and a space to connect with others who understand what they're going through.

Ali, 19, states: "Mum, cancer, died. Three crazy words a young girl never wants to hear. The *Now What* website is so valuable because it's a safe place for me to share my feelings, and



the information is trustworthy and reliable. I really like the forums and blogs because they allow me to interact and swap stories with other young people in similar situations. The best thing about *Now What* is the feedback and information from respected experts and other people my age going through the same thing.”

Andrew Young, CEO of CanTeen, said there was no other website in the country that provided the level of information and support found on *Now What*.

“*Now What* was developed by young people, for young people, with input from respected experts in cancer treatment and mental health care. The site is an easy to understand, interactive, comprehensive and compassionate guide that can be easily accessed online at no cost,” he said.

“The Award win is another indication that *Now What* is on track to meeting its full potential as a valuable online support service for young Australians affected by cancer.”

Now What is also a helpful site for health professionals who can order resources for young people with cancer in their care and gain valuable insights into 12-24 year olds going through a cancer experience.

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Media Library

- For more information on the **Now What website** visit www.nowwhat.org.au
- To learn more about **Now What resources**, visit <http://www.nowwhat.org.au/about/resources/about-now-what-resources>
- **Now What Video** – discusses the research and logic behind the website (plus reviews from Now What users) - <http://www.youtube.com/NowWhatwebsite>
- Sign up to the FaceBook Now What page - <http://www.facebook.com/group.php?gid=242554120708>
- For more information on the **Australian Web Awards** visit www.webawards.com.au



About CanTeen

CanTeen is the Australian Organisation for Young People Living with Cancer. CanTeen's Members are 12-24 year-olds living with cancer, including cancer patients, brothers or sisters of cancer patients and young people with a parent or primary care giver with cancer. CanTeen provides Members with a place where they can simply be young people – away from the adult dominated environment of cancer hospitals and treatment regimes. Through its camps and programs, CanTeen encourages its Members to get involved, make friends and have fun! In the words of our Members, the most effective form of support is from other young people in a similar situation, who have "been there, done that".

For more information on CanTeen visit www.canteen.org.au

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