

Health  
Professional  
Guide

More  
than  
make-up!



look good **feel better**

FACING CANCER WITH CONFIDENCE



“...the best things about the workshop were the camaraderie which was great fun amongst those that attended, and the endless support, advice and smiles from the volunteers.”  
– Lyndal

# Lyndal

## Past Participant

*“I wanted to attend the Look Good Feel Better workshop for many reasons. I was hoping to meet with others going through the same process without having to explain what was going on – almost like a ‘normal’ moment, as opposed to reassuring everyone I was OK. I also had no idea what to do with my appearance, especially in my role as a CEO.*

*Up until the age of 47, I had never had to wear a hat or wig, and didn’t really know anything about how to tie a scarf or accessorise. I learnt a few new tips which came in handy, and we had a few laughs along the way as we all started to enjoy ourselves rather than worry about how we look. But the best things about the workshop were the camaraderie which was great fun amongst those that attended, and the endless support, advice and smiles from the volunteers. This goes a long way in reminding you that you are not alone during this challenge and you are surrounded by a group of amazing people.*

*I regularly catch up with two ladies I met during the workshop as we continue to positively support each other. I was able to leave the workshop with a positive plan as to how I would present myself - this was really important both personally and professionally.*

*My family and friends certainly noticed a change in me. I had comments that I looked well and happier – it’s amazing what a little colour can do! These positive comments go a long way to making you feel better, no matter what else you may be going through. I would certainly recommend the workshop to anyone going through cancer treatment. It is amazing to be in a room of people that understand, even if we are all on a different path. It offers you the chance to ‘let your hair down’, without feeling self-conscious or too vulnerable. The learnings you take home, even if you already know how to do make-up or wear headwear are invaluable, reminding yourself that you are supported, and that you can look and feel good!”*

# About Look Good Feel Better

Look Good Feel Better is a free national community service program run by the Cancer Patients Foundation, dedicated to teaching cancer patients how to manage the appearance-related side-effects caused by cancer treatment.

The program is open to any female, male or teen undergoing treatment for any type of cancer.

Look Good Feel Better is the only global cancer charity supporting cancer patients with the appearance-related side-effects of cancer treatment.

The program started in 1989 in the United States - one doctor wanted to help one patient who wouldn't leave her hospital room because of her appearance after cancer treatment. He made one phone call to a friend in the beauty industry. The rest is history.

Look Good Feel Better was launched shortly after in 1990 in Australia and now runs in 26 countries across six continents worldwide; Argentina, Brazil, Canada, Chile, Colombia, Denmark, Ecuador, France, Germany, Ireland, Israel, Italy, Mexico, The Netherlands, New Zealand, Norway, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, United Kingdom, United States, Uruguay.

Over 1.9 million patients have been served globally and 130,000 locally to date. In Australia, a current average of 7,000 cancer patients attend a workshop and 500 benefit from a Home-Delivered Confidence Kit each year.

## In Australia

Our vision is for the Cancer Patients Foundation and the Look Good Feel Better program to become an integral part of cancer care in Australia.

### **The Cancer Patients Foundation**

The Look Good Feel Better program is run by the Cancer Patients Foundation; an independent not-for-profit organisation, not affiliated with any other cancer charity or support service.

Each workshop held across Australia costs at least \$1,000 to run and with no government funding, Look Good Feel Better relies heavily on the generosity of corporate and community supporters to provide the service free-of-charge to cancer patients.

### **Look Good Feel Better is committed to**

#### **Being non-medical**

Look Good Feel Better does not interfere with a patient's medical treatment, make any medical claims or provide any medical advice.

#### **Being product neutral & non-commercial**

- No one brand, product, salon or service can be endorsed or promoted by Look Good Feel Better volunteers or third parties.
- No products are sold in Look Good Feel Better workshops.
- Look Good Feel Better volunteers or third parties cannot promote their own businesses, services, or salons, or solicit future business.

#### **Being completely free of charge**

- Every patient is entitled to attend one complimentary workshop or receive one Home-Delivered Confidence Kit.
- Volunteers are trained and certified to conduct patient workshops. They are not paid for their services to Look Good Feel Better.

# What we offer

Approximately 1,000 workshops are held each year in 180 venues across Australia, in close proximity to referral centres.

Each participant receives a complimentary Confidence Kit and an instruction booklet to use in the workshop, and take home for continued use. Participants also benefit from the opportunity to meet and bond with others in a similar situation, in a relaxed and comfortable environment.

Workshops are delivered by over 1,300 trained cosmetic, beauty and hairdressing professionals who volunteer their time, expertise and compassion to assist participants with the appearance-related side effects of their treatment.

Home-Delivered Confidence Kits (HDCKs) are available to patients who are too unwell or too remote to attend a workshop and come with an instructional booklet and DVD covering the same workshop content.

# How a workshop runs

Activity	Time
Welcome and introduction	10 minutes
Explain materials each participant receives: <ul style="list-style-type: none"><li>• Confidence Kit – each participant receives a kit to use throughout the workshop, and take home for continued use</li><li>• Workshop Guide</li><li>• Placemat with brow mapping instructions</li><li>• Brochures for local headwear suppliers and an LGFB invitation to pass on</li></ul>	
Skincare demonstration: a basic skincare regime to address common side-effects and changes to skin texture including dryness and sun sensitivity.	20 minutes
Make-up demonstration: an easy day make-up application including tips to help correct and conceal redness, sallowness, pigmentation and dark circles, as well as techniques for drawing on eyebrows.	40 minutes
Headwear demonstration: advice on the use of headwear to deal with hair loss including scarf styling, hats, turbans and wig selection.	60 minutes
Thank you and close program	5 minutes

# More than Make-up: 2017 Global Survey Findings

Look Good Feel Better Australia took part in a 2016/2017 global participant survey, revealing the extent of the program's impact on the confidence and self-image of female cancer patients around the world.

The survey included responses from 13,300 program participants between September 2016 and September 2017 across eight countries on four continents including; Australia, Brazil, France, Germany, Italy, the Netherlands, United Kingdom, and the USA.

Survey questions were consistent across the globe and surveys were voluntarily completed by program participants following participation in a Look Good Feel Better workshop.

Participants ranked their feelings of confidence pre- and post-workshop, and the value of the program to their self-image.

# The LGFB Global Survey Results

95%

of participants agreed or strongly agreed with the statement that their appearance makes them feel more confident.

52%

of participants reported feeling very or somewhat confident in their appearance before attending a LGFB workshop.

94%

of participants reported feeling very or somewhat confident in their appearance after attending a LGFB workshop.  
(This is a 78% increase on the above figure.)

96%

decrease in respondents who felt not very or not at all confident in their appearance after completing the program.  
(22.4% before attending a workshop compared to 0.9% after attending)

96%

of participants indicated that the program was very or somewhat valuable in improving their self-image.

98%

of participants would recommend LGFB to another person with cancer.



# Sharon

McGrath Breast Care Nurse,  
South East QLD

*“As we know, patients diagnosed with cancer are on a medical treadmill, moving from one treatment phase and appointment to the next. It’s important not to ‘lose’ the person in the centre of this. They are so much more than their cancer diagnosis – they are mothers, partners, friends, aunts, sisters, work colleagues, etc.*



*I started telling patients about LGFB during my 13 years as an Oncology Nurse. Since moving into the BCN role nine years ago, I’ve actively encouraged all my patients to attend a workshop or refer them for a Home-Delivered Confidence Kit.*

*I personally invite my patients to workshops about a month before a workshop. I also discuss with the Oncology Nurses which patients they have that might be suitable for a workshop and I include them on my invitation list. If patients are elderly or don’t have easy access to a computer or fax I will complete their registrations online for them.*

*It does add another task to my already busy role, but I see the value of the program and the benefits my patients receive from a few hours of not worrying about cancer and treatments.*

*Many patients are reluctant and need talking into it, but I encourage them because of the support they will get from the volunteers as well as the opportunity to make new friends who have an understanding of what they are going through.*

*I love seeing ‘the glow’ on their faces if they come for treatment after attending a workshop.”*

## How you can help your patients

### Get involved

- Observe a workshop, and encourage your colleagues to observe
- Promote the program to patients – posters, brochures, digital displays
- Let your patients know they are welcome to attend at any venue
- Help your patients complete a registration
- Talk to us about providing a testimonial

### Workshop registrations

Patients do not need a referral to attend a workshop, but must be pre-registered for insurance purposes.

### Patients can register themselves or you can assist by:

- Visiting our website - [lgfb.org.au/workshop](http://lgfb.org.au/workshop)
- Calling our National Office free call number - 1800 650 960
- Completing a registration form and emailing to [info@lgfb.org.au](mailto:info@lgfb.org.au) or faxing to 02 8569 1829

### Home-Delivered Confidence Kits

Home-Delivered Confidence Kits (HDCK’s) are a supplementary service developed to assist cancer patients who are unable to attend a Look Good Feel Better workshop for health, travel or personal reasons.

### If you would like to refer a patient to receive a HDCK:

- Visit our website to download a form [lgfb.org.au/home-delivered-confidence-kit/](http://lgfb.org.au/home-delivered-confidence-kit/)
- Have your patient complete the form
- Sign it as their referring Health Professional
- Send it back to Look Good Feel Better by emailing to [info@lgfb.org.au](mailto:info@lgfb.org.au) or faxing to 02 8569 1829

We'll help you help us

A range of collateral is available to help promote the Look Good Feel Better program in your facility.



A4 Posters



TV display



A4 Upcoming Workshop Poster



DL Invitations



A5 Leaflet





“I had been scared to put on make-up and I also wanted to meet other women in a similar situation to me. A friend of mine who had also gone through cancer and had been to one of the workshops told me it was a fun thing to do – and it certainly was.”

– Christine

# Christine

## Past Participant

*“I have had a run with cancer for 12 years now. I had Hodgkin’s Lymphoma in 1994, then five years ago I was diagnosed with breast cancer. I was then diagnosed with a malignant thyroglossal cyst that was treated with surgery and at the age of 50, I had a relapse of the Hodgkin’s.”*

*As a senior lecturer in midwifery, I was worried about how my work-life and colleagues would cope without me being around for a while whilst I had treatment. And I was particularly sad for my husband and our two kids who yet again had to see me through another round of cancer.*

*I attended the Look Good Feel Better workshop to do just that – look good and feel better! I had been scared to put on make-up and I also wanted to meet other women in a similar situation to me. A friend of mine who had also gone through cancer and had been to one of the workshops told me it was a fun thing to do – and it certainly was.*

*When I tried on a wig with a full face of make-up and looked in the mirror, I felt like it was me looking back; not the pale face with a badly tied scarf I’d been looking at for the past few months. It made me feel better, just as the workshop promised!*

*I came home with colour on my cheeks and eye make-up that make me look less tired and sad. I started making more of an effort with my appearance after the workshop, so I imagine my family and friends might have noticed that. But it’s how I felt that matters, and I felt good putting on a bit of make-up.*

*I would definitely recommend a Look Good Feel Better workshop to other women going through treatment. It was a lovely sized group, with very supportive and experienced volunteers. It was lovely to focus on your hair and make-up (and to be given a bag of cosmetics!) which is something that can fall by the wayside when you are so focused on the medical side of treatment.”*



For more information visit:

[lgfb.org.au](http://lgfb.org.au)

1800 650 960

@LGFBAustralia



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