

The logo for Cancer Rehab is centered within a large white circle. It features the words "CANCER" and "REHAB" in a bold, grey, sans-serif font, stacked one above the other.

**CANCER
REHAB**



Your Recovery Deserves Support

Cancer Rehab Awareness Week 2026

17 – 23 August

Information Pack

Campaign Purpose



Cancer Rehab Awareness Week is an annual campaign dedicated to raising awareness of the vital role cancer rehabilitation and structured exercise play in helping people recover well after cancer.

This year, we are continuing with the theme:
“Your Recovery Deserves Support”

Core Message:

“Let’s make support part of every recovery story.”

In 2026, our campaign remains firmly person-centred. It recognises that recovery is about more than treating disease. It is about supporting the whole person to participate fully 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 17–23 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](#)

"Recovery is better when no one is alone."

Your support can make a difference

Social Tile Messaging Guide

1. "FATIGUE, PAIN AND WEAKNESS SHOULD NOT BE ACCEPTED AS THE COST OF SURVIVAL"

Key Message:

Many people struggle with fatigue, pain and weakness long after cancer treatment ends - but don't realise cancer rehabilitation can help.

No one should be left to think these challenges are just something they have to live with, especially when the right support can transform recovery, restore participation and strengthen lives, whānau and communities.

Suggested caption:

Too many people finish cancer treatment and are left thinking fatigue, pain and weakness are just part of survival.

They're not.

Cancer rehabilitation can help people rebuild strength, manage symptoms, move with confidence and return to the things that matter most.

This Cancer Rehab Awareness Week, help us make cancer rehabilitation a standard part of cancer care.

Your recovery deserves support.

#CancerRehabAwarenessWeek #YourRecoveryDeservesSupport



Social Tile Messaging Guide

2. "SUPPORT MAKES ALL THE DIFFERENCE."

Key Message:

Exercise can make an undeniable difference to recovery after cancer and contribute to longer, healthier lives.

But most people need more than advice to “be active”.

Cancer rehabilitation provides the support, guidance and progression people need to reach the exercise levels shown to improve outcomes.

Why support matters:

Knowing movement can help is not the same as knowing what to do, how much is enough, or how to build up after cancer treatment. Support helps people move from general advice to a personalised plan — building confidence, consistency and the level of activity needed to improve recovery and long-term health.

Suggested Caption:

Exercise can be powerful medicine after cancer, but people need the right support to access its benefits.

Only around 1 in 10 people with cancer are reaching the exercise levels shown to support recovery and long-term health.

Cancer rehabilitation helps people move safely, rebuild strength, manage treatment side effects and work towards the right dose of movement for their body.

Because advice is not enough.

Support makes all the difference.

#Supportmakesalldifference #CancerRehabAwarenessWeek

Support makes
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Only
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Social Tile Messaging Guide

"3. "UNDERSTANDING YOUR RECOVERY CHANGES EVERYTHING"

Key Message:

No two cancer recoveries are the same. When people understand what is happening in their body, what can improve, and what support is available, recovery becomes less frightening and more manageable. Cancer rehabilitation helps people move from uncertainty to confidence - giving them the knowledge, guidance and support to actively participate in their recovery.

Why understanding matters:

Many people finish treatment unsure what is "normal", what can be improved, or when to ask for help. Cancer rehabilitation helps people make sense of their recovery, set realistic goals, manage ongoing side effects and rebuild trust in their body.

Suggested caption:

Cancer recovery can feel confusing, uncertain and overwhelming — especially when people are left wondering what is normal, what can improve, and where to get help.

No two recoveries are the same.

Cancer rehabilitation helps people understand what is happening in their body, manage ongoing side effects, rebuild confidence and take an active role in their recovery. Because when people understand their recovery, everything changes.

Your recovery deserves support.

#CancerRehabAwarenessWeek #YourRecoveryDeservesSupport #CancerRehabilitation
#CancerRecovery



Posters for Display

We've created an A4 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

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)
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 www.cancerrehab.org.nz



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