

Media Room

Our online press kit provides basic information for media interested in the latest information about the Cancer Knowledge Network (CKN). If you would like more information regarding CKN please feel free to contact us.

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FAQ's

Q: How is CKN different from other Cancer related websites and information out on the Web?

A: CKN was created by the publishers of Current Oncology in 2011 to give cancer survivors, their loved ones, and medical professionals access to online resources that fill the gap between scientific text and day-to-day living.

A Google search on "cancer resources" yields 535,000 results^[1]. CKN addresses this information overload by speaking to these three distinct audiences – patients, doctors, and caregivers – with a clear voice.

Likewise, the caregivers of patients rely on the Internet. Recent academic studies indicate that almost half of the people using the Internet for health-related information report doing so on behalf of someone else^[2].

Many Canadian cancer patients who are using the Internet are looking for complementary treatments, lifestyle advice, and other information beyond traditional scientific research.

Q: Who is CKN geared to? Who are your target audiences?

A: Cancer survivors and their loved ones rely on the CKN site to gain practical insight into issues such as exercise and rehabilitation, integrative medicine, financial and legal matters, emotional and psychological considerations, sexuality and fertility, and lifestyle.

For medical professionals, CKN contains important information about oncofertility, commentaries on the latest scientific research pulled from the Current Oncology journal (a high-impact, peer-reviewed publication that is Canada's top cancer journal), an exploration of integrative medicine as a complement to cancer treatment, and a range of other practical materials.

Q: How do I know the information on CKN is reliable?

A: CKN's editorial focus concentrates on a single goal: framing every resource on the website so that the intended audience can apply it to improve their lives as they encounter cancer. CKN content is authored by

experts, including oncologists, scientific researchers, cancer survivors, and their loved ones.

Press Releases

March 1, 2014 Vitality Magazine "[Cancer Patients Increasingly Supplementing Treatment with Integrative Therapies](#)"

February 19, 2013 "[The Elephant in the Room](#)"

February 4, 2013 [CKN Launches Facebook](#)

January 7, 2013 [CKN Partners with the Ottawa Integrative Cancer Centre \(OICC\)](#)

January 3, 2013 [Introducing the Launch of the Re-Designed CKN Website](#)

[CKN Twitter Feed](#) – join the conversation

[CKN Facebook Page](#) – Like Us

[CKN RSS Feeds](#) –sign up

[CKN Newsletter](#) – sign up

[LinkedIn](#)

CKN Mission Statement

Cancer is a journey...we're with you every step of the way

CKN provides valuable, practical resources for people living with cancer, the doctors who treat them, and the loved ones who care for them.

CKN offers a wealth of freely accessible information, research findings, practical information, first-person accounts, and other useful materials – all carefully selected by experts.

About CKN

CKN was created by the publishers of Current Oncology in 2011 to give cancer survivors, their loved ones, and medical professionals access to online resources that fill the gap between scientific text and day-to-day living. Current Oncology and CKN have combined average monthly page views of over 27,000.

Cancer survivors and their loved ones rely on the CKN site to gain practical insight into issues such as exercise and rehabilitation, integrative medicine, financial and legal matters, emotional and psychological considerations, sexuality and fertility, and lifestyle.

For medical professionals, CKN contains important information about oncofertility, commentaries on the

latest scientific research pulled from the Current Oncology journal (a high-impact, peer-reviewed publication that is Canada's top cancer journal), an exploration of integrative medicine as a complement to cancer treatment, and a range of other practical materials.

CKN's editorial focus concentrates on a single goal: framing every resource on the website so that the intended audience can apply it to improve their lives as they encounter cancer. CKN content is authored by experts, including oncologists, scientific researchers, cancer survivors, and their loved ones. This content speaks to the one overwhelming desire of these stakeholders – to get on with the fight.

CKN offers:

- A free resource for cancer survivors, caregivers, and medical professionals
- Practical information, first-person accounts, multimedia, and other useful materials — all carefully selected by experts (including the editors of Current Oncology)
- Easy-to-understand interpretations of important research findings drawn from Current Oncology, the most trusted Canadian source for oncology research
- A go-to source for valuable information for more than 225,000 readers
- Timely delivery of information to our readers directly, through email alerts, E-newsletters and our new responsive website design.

We reach the Canadian cancer population. Period.

Cancer Knowledge Network Fact Sheet

Cancer in Canada

The number of Canadian cancer cases has more than doubled over the past 25 years^[3]. Nearly one in four Canadians will die from the disease^[4]. As a result, the estimated cost of cancer to the Canadian economy has grown to in excess of \$20 billion annually^[5].

Treating cancer has moved beyond the purview of Canada's hundreds of oncologists and oncology nurses. Increasingly, treatment plans involve Canada's 65,000 general practitioners^[6], 30,000 pharmacists^[7] and 2000 naturopathic doctors^[8].

Canadian cancer patients, like their counterparts around the world, don't rely solely on their team of medical professionals to access information about their disease. Nearly two-thirds use the Internet to learn more about cancer^[9]. Among this group, 1 in 4 seeks information on clinical trials via the Internet, and nearly 15% have their decisions about treatment affected or changed^[10].

Likewise, the caregivers of patients rely on the Internet. Recent academic studies indicate that almost half of the people using the Internet for health-related information report doing so on behalf of someone else^[11].

Many Canadian cancer patients who are using the Internet are looking for complementary treatments, lifestyle advice, and other information beyond traditional scientific research. This is certainly true of the young adult patient population confronting oncofertility issues (21,700 of this year's new Canadian cancer cases are

under the age of 49^[12]). It is also true of those seeking to learn more about integrative medicine, a growing trend within Canada. Across Canadian society, spending on vitamin pills and supplements is approaching \$3 billion annually^[13].

In addition, cancer patients, as well as their doctors and caregivers, are overwhelmed with information sources. A Google search on “cancer resources” yields 535,000 results^[14].

CKN addresses this information overload by speaking to these three distinct audiences – patients, doctors, and caregivers – with a clear voice.

[1] Search conducted October 24, 2012.

[2] “The role of the Internet in supporting and informing carers of people with cancer: a literature review”. Nicole A. Kinnane and Donna J. Milne. Supportive Care in Cancer, 2010, Volume 19, Number 8, Pages 1123-1136.

[3] Cancer in Canada: Framing the Crisis and Previewing the Opportunity for Donors.

[4] Ibid.

[5] Ibid.

[6] Canadian Institute for Health Information: [Number of physicians in Canada up 8% over five years](#).

[7] Canadian Institute for Health Information: [Pharmacists in Canada, 2009](#).

[8] Canadian Association of Naturopathic Doctors: www.cand.ca

[9] “A survey of Internet utilization among patients with cancer”. Kimra Castleton, Thomas Fong, Andrea Wang-Gillam, Muhammad A. Waqar and Donna B. Jeffe, et al. Supportive Care in Cancer, 2011, Volume 19, Number 8, Pages 1183-1190.

[10] Ibid.

[11] “The role of the Internet in supporting and informing carers of people with cancer: a literature review”. Nicole A. Kinnane and Donna J. Milne. Supportive Care in Cancer, 2010, Volume 19, Number 8, Pages 1123-1136.

[12] Canadian Cancer Statistics 2012: www.cancer.ca

[13] “3 Reasons to Reconsider Vitamin Pills”. The Globe and Mail. Published Sunday, April 29, 2012.

[14] Search conducted October 24, 2012.