

Annex 2: recommendations from respondents

1.	"Since Lucas Radebe's (football player) wife passed away people only started to be aware of cancer. Diseases like cancer and HIV are associated with poor people. It is only after Lucas's wife died of cancer that we also started being involved in the campaign against cancer. Even when people saw children on TV without hair they would have no idea what is wrong. After it affected a celebrity people got to know about it. " (Soweto NGO group)
2.	"Lillian Dube (actress) and others sharing how they were diagnosed and overcame cancer. " (East London NGO group)
3.	"I have heard people talk about prostate cancer since I heard about Desmond Tutu (bishop and social rights activist) that he has prostate cancer and that we should go and have ourselves checked." (Soweto Church group)
4.	"They are trying to raise awareness by having World cancer days when people will wear pink and soon but there is no information about cancer what it is and where it comes from. " (Soweto NGO group)
5.	" They [media] can also educate about the different stages of cancer. Also educate people about true facts of cancer." (Soweto NGO group)
6.	"One other thing I see being a challenge is that this word cancer itself is not understood what it is. It becomes a problem for people to fight against cancer because they don't know what cancer is. So if one knew exactly what cancer is and what type of cancers do you have and how do they affect the body it would be better." (Soweto Political and Community Leaders' group).
7.	"That message has been instilled in us through promotional adverts which have been done over the last 10 – 15 years that cancer can be beaten, but it has not been explained as to how it can be beaten. " (Soweto Political and Community Leaders' group).
8.	"It is true that people do not go to the clinic. I think there should be a group going door to door because you may find out that people don't have money to go the clinic or some are scared of being diagnosed." (East London Church group)
9.	" nurses and doctors can visit patients and they can see that they are taken care of." (Khayelitsha Church group)
10.	"I think places where young people gather should be targeted because they are stubborn. I know that many people do not like going to shebeens, schools and where there are community meetings but that is where people can be found." (Khayelitsha Church group)
11.	" The priests need to be educated to encourage talking about cancer in the congregation. The messages from the church will spread easily as people are going to share." (Soweto Church group)
12.	"If we can make use of the big gatherings of the churches that would help getting information across. The church would look at different strategies of how to disseminate information. " (Soweto Church group)
13.	"For those that are traditional we should consider giving them western messages. " (Soweto Church group)
14.	" Traditional healers [need] to be educated about diagnoses " (East London NGO group)