



LINDA ESTELLE GREEFF



PRESENT OCCUPATION:
Private Oncology social worker & Cancer Advocate

NAME: LINDA ESTELLE GREEFF
DATE OF BIRTH: 8 March 1955
SEX: Female
MARITAL STATUS: Married
NATIONALITY: South African
LANGUAGE: English and Afrikaans
HEALTH: General Health: Excellent
Smoking: Non-smoker

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EXPERIENCE

- **2012 - current:** Manager of Oncology social work services GVI Oncology now *Cancercare*
- **2002 – 2012:** GVI Oncology Human Resource Manager & Head of Psycho-social services currently
- **1997-2002:** GVI oncology services: Oncology Social worker & Coordinator June
- **1991-1997:** Social work private practice - specializing in Oncology social work.
- **1983-1991:** CANSA (Cancer Association of South Africa) Western Cape social work coordinator and consultant
- Mental Health and psychiatric social work in the private welfare area and public sector hospital setting.
- GVI Oncology/ Cancercare 1997 to Nov. 2019
- Oncology Social work and private consultancy Nov. 2019- to date

EDUCATION

- Tygerberg High School Parow, Cape Town
- BA Social Work University of Stellenbosch - 1975
- BA Hons Social work University of Stellenbosch - 1976
- Masters Mental Health University of South Africa - 1984

REGISTRATION AND MEMBERSHIP

- South African Council for Social Services Professional (SACSSP)
- South African Social Workers in Private Practice Association (SASWIP)

- South African Oncology Social Work Association (SAOSWA)
- Member of AFRICAN ORGANISATION FOR RESEARCH AND TRAINING IN CANCER (AORTIC)
- Member of the American Oncology Social Work Society (AOSW)
- Member South African Oncology Social Work Association (SAOSWA) National Chairperson of SAOSWA since 2002 to the present.

LOCAL CONFERENCES ATTENDED

- South African Family Therapy Conference Durban 1980
- South African Family Therapy Conference Johannesburg 1998
- South African Family Therapy Conference Cape Town 2000
- PAPOS National Conference Pretoria – 2002
- *Presenting a paper on the Role of the Oncology Social Worker in Private Practice in South Africa*
- First Oncology Social Work Conference Pretoria 2002
- SASCRO - South African Society of Clinical and Radiation Oncology Bloemfontein 2003
- South African Oncology Nursing and Social Work Conference November Gordon's Bay 2003
- SASCRO 2009 Cape Town-presented a skills building workshop for oncology social workers
- SASCRO 2011 Sun City - presented a skills building workshop for oncology social workers
- ICON conference March 2012: Assessment and screening in Oncology Social work
- -Difficult discussions in Oncology the role of the Oncology Social Worker

INTERNATIONAL CONFERENCES ATTENDED

- Hamburg UICC Conference 1990 - *Presented a Poster on the "I Can Cope Program" Implementation in South Africa*
- Lucerne UICC Psycho Social Aspects of Breast Cancer 1996
- New Orleans AOSW (American Oncology Social Work Society Conference) 1999
- Ghana (Accra) Aortic Meeting 2003 - *Presented a paper re the "Hoping is Coping" group work program in the GVI Practices in South Africa*
- IPOS Conference Copenhagen 2004: Keynote Speaker
- Austin, Texas, (American Oncology Social Work Society Conference) 2005
- AACR (American Association for Cancer Research) Survivor Advocate program, Los Angeles 2007
- World Cancer Summit, Ireland, Lance Armstrong Foundation 2009
- American Cancer Society, Skills building workshop, Accra, Ghana 2009
- UICC conference China 2010 as an invited guest of the American Cancer Society
- American Cancer Society UN Special Meeting briefing as Cancer Ambassador for South Africa – New York City 2011
- Icon conference 2012 Durban
- Aortic Conference Durban 2013
- Advocacy Leaders meeting Casablanca Morocco 2013
- UICC conference Melbourne Australia 2014
- Special Training meeting for Merck Dubai Feb 2016
- Ran a workshop at the IPOS conference in Hong Kong 2018
- Icon and Sascro conferences bi annually since 1997 to 2018

CAREER ACHIEVEMENTS

- Development and pioneering "I Can Cope Program" for cancer patients and families in South Africa and Namibia. -1986 onward
- Presentation at Hamburg Conference in 1990 and several others after this: Copenhagen UICC China 2019, UICC Melbourne Australia 2014
- PAPOS Conference, Pretoria 2003
- Launched the first Cancer Survivors Day in South Africa in 2000
- Rolled it out as a National Program, currently in its 17th year
- Contributed to Cancer text book edited by Prof Basil Bloch
- Gynecological Cancers; Ed Prof. Basil Bloch. Maskew Miller: 1994

- Development of the Hoping is Coping support program for people living with cancer.
- Received the CANSA - Mariette Loots Award for contribution to developing services for cancer patients and their families in 1989 for the developing of the "I can Cope" cancer group work program.
- Development of in-house training program for radiographers, oncology nurses, administrative staff and oncology social workers
- Co-Founder of the South African Oncology Social Work forum in 2000 after attending the American Oncology Social work Conference in New Orleans in 1999. Current Western Cape Regional Chairperson of SAOSWA.
- Co-Founder and Director of People Living with Cancer organization in South Africa (www.plwc.org.za & www.cancerbuddies.org.za)
- Development of GVI in-house oncology focused training programs for staff development in soft skills for all occupational groups.
- Established Patients centered care model and standards of care within GVI oncology as well as implementing dedicated training programs in this regard.
- Initiated and coordinated the GVI introductory psychosocial skills building training programs that GVI oncology presents for all healthcare professionals; to assist with building interpersonal skills of health care staff, enabling them to deal with the emotional issues of caring for cancer patients and their families.
- Initiated and implemented the National Cancer Survivors day concept in South Africa that is being celebrated throughout SA since 2000 that is now part of the health Calendar of South Africa
- Facilitate a Cancer support group in Cape Town since 2008 monthly still running.
- Has presented numerous talks at National Cancer conferences
- Attended and presented at International Cancer Conferences in Africa (2) USA (4) and Europe (5) between 1994-2012 UICC conferences in China (2010) and Melbourne (2014)
- Participated on the 1st Patient survivor Forum held steering committee during May 2011 who hosted the Voice of Cancer survivors Forum in South Africa to improve cancer advocacy initiative in South Africa
- Was a co researcher of Photo voice research project with Dr Lynn Edwards for PLWC that was ethically approved by the MRC 2014/2016
- Cofounder and member of the Cancer Alliance of South Africa and on the executive committee of the Cancer alliance. Was the Chairperson of the Cancer alliance of South Africa 2016-2018
- Appointed to the Ministerial Advisory committee on the prevention of and control of cancer from Dec 2016 to date
- Served on the National task team for Palliative care
- Serve on the User group for the NHI post the Presidential Health Summit in 2018

- **The role of counseling in the care of cancer patients and their families**

CME (Continuing Medical Education), 1998, Vol16, No5, P415-419

- **Making a difference: The multidisciplinary team approach in cancer care**

Mrs. Linda Greeff & Dr Leon Gouws; The Specialist Forum - October 2003

- **Contributed a chapter in a Gynecological Cancer Handbook Gynecological Cancers**

Ed Prof. Basil Bloch. Maskew Miller: 1994

- **Tumori, a Journal of Experimental and Clinical Oncology**

3RD International Cancer Control Congress Monograph, September –October 2009 p 584

- **Contributed to a book in 2017 for breast nurses edited by Dr. Jenny Edge**

- **Contributed to a book in 2018 for GP and breast health edited by Dr. Jenny Edge**

- **LINK PAPER 1:** <http://dx.doi.org/10.4102/sajo.v1i0.14>

Edwards, L.B., & Greeff, L.E. (2017). A descriptive qualitative study of childhood cancer challenges in South Africa: Thematic analysis of 68 photovoice contributions. South African Journal of Oncology, 1, 8 pages. doi: <http://dx.doi.org/10.4102/sajo.v1i0.14>

- **LINK PAPER 2:** <http://www.tandfonline.com/eprint/VKbjNJ35ksa9S6SIC5vF/full>

Edwards, L.B., & Greeff, L.E. (2017). Evidence-based feedback about emotional cancer challenges experienced in South Africa: A qualitative analysis of 316 photovoice interviews. Global Public Health. doi: 10.1080/17441692.2017.1357187

**ARTICLES
PUBLISHED AND
OTHER
CONTRIBUTIONS**

- **LINK PAPER 3:** <http://www.panafrican-med-journal.com/content/article/28/173/full>
Edwards LB & Greeff LE, (2017) Exploring grassroots feedback about cancer challenges in South Africa: a discussion of themes derived from content thematic analysis of 316 photo-narratives. Pan African Medical Journal. 28, 173. [doi:10.11604/pamj.2017.28.173.11894](https://doi.org/10.11604/pamj.2017.28.173.11894)

ADDITIONAL TRAINING COURSES

- Extensive Narrative training in a Study group with Dr's Suzanne Shuda and Elize Morkel.
- Attendance of two intensive workshops with Michael White of Dulwich Narrative Therapy Centre, Australia
- Workshop with David Epton re narrative practices with Children
- Play therapy training Dr Gary Landert (USA)
- Therapeutic Hypnosis training, Wellness Institute USA
- Workshops on Grief and Bereavement issues
- Training in Filial Therapy
- Common Shock workshop- Kathe Weingarten from the USA
- Advocacy Training USA 2007
- Advocacy training Livestrong and ACS 2010 and 2011 in South Africa
- Narrative training 2013, 2014 Elize Morkel 2015 Narrative Training Elize Morkel
- **Accredited assessor and Moderator**

REFERENCES

DR Leon Gouws

Past MD of GVI Oncology currently living in Australia | lq@lgonc.com | +61406636510

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Thank you for your time