



**2013 Global Awareness in support of
International Childhood Cancer Day (ICCD)
15th February**

Dear Members

A campaign to raise public awareness throughout the world of childhood cancer by observing an International Childhood Cancer Day (ICCD) was initiated by the International Confederation of Childhood Cancer Parent Organizations (ICCCPO) in 2002 and has been held on 15th February ever since. In 2010 the idea of a Global Fundraising event linked to this day was initiated to not only promote global awareness of childhood cancer, but also to create an opportunity for individual member childhood cancer organizations to raise funds.

Last year we partnered with SIOF to jointly celebrate ICCD through activities focused on "Early Detection" - a focus that was relevant for both developed and developing countries.

In 2013, we are delighted to be continuing with this partnership and a joint ICCCPO-SIOF ICCD campaign. This year the campaign will focus on early detection, which will also include the early warning signs as part of the campaign as a link to the campaign of last year. The tagline of the campaign will be "Early Detection Making a Difference"

With SIOF members joining the campaign, we hope to dramatically increase the number of events that take place globally, so improving our objective of getting the WHO to officially recognize this day on their health promotion calendar.

The campaign will involve both ICCCPO and SIOF members hosting various awareness events on/or around 15th February 2013. The idea is that different awareness and fundraising activities during the month of February will take place that include a leaflet stating that: cancer is curable; early detection does improve survival rates; treatment should ideally happen at a specialized hospital and some other basic information on childhood cancer - supplemented by local statistics and facts. Members could also hand out the leaflets to members of the public, at schools, businesses and to prominent health and political figures.

For those who are willing and able, we ask that you liaise closely with your local SIOF members and so not only further nurture relations, but also to show we are united in our efforts to diagnose children with cancer early. It is a wonderful opportunity for members to engage the media and so increase not only an awareness of childhood cancer in their country, but so also improve the profile of their organizations.

Members may also want to raise some funds for their organization through this campaign. For those who are able, members are encouraged to donate part of the raised money to support World Child Cancer's work (an organization which ICCCPO initiated and is the only shareholder) which funds Child Cancer Programs in resource-poor countries.

Being members of the ICCCPO family, let us put "we care, we share" into action! Any contribution and/or comment can be sent to the ICCCPO Secretariat at icccpo-secretariat@vokk.nl

Kind Regards
Kenneth Dollman

*Chairperson: ICCCPO
On behalf of the 2013 Global Fundraising sub-committee*