

International Childhood Cancer Day 2015 Spain (FEPNC)

1. How did you celebrate the International Childhood Cancer Day?

In Spain we celebrated the International Childhood Cancer Day with a lot of different activities. We join the global international campaign Act Now (ACTÚA YA), advocating and demanding for "better access to care for children and adolescents with cancer throughout the world", launched by CCI (Childhood Cancer International), former ICCPO (International Confederation of Childhood Cancer Parents Organizations) and also the Gold Ribbon Campaign, trying to encourage people to use the gold ribbon showing this way their support for the fight against childhood cancer.



From left to right: Pilar Ortega, president of the Spanish Federation of Childhood Cancer Parents, Begoña Domínguez, president of the Spanish Association of Primary Care Pediatrics, Prof. Luis Madero, president of the Spanish Association of Pediatrics, and Dr. Tomás Acha, President of the Spanish Society of Pediatric Hematology-Oncology.

Early Detection Campaign

- On February 12th: Presentation to the media of the [Guide in Early Diagnosis of Childhood Cancer](http://guiadeteccioncancerinfantil.aepap.org/), intended to pediatricians and general practitioners with the aims of reducing the time of diagnosis in children and adolescents with cancer and of improving the coordination with pediatric oncologists (<http://guiadeteccioncancerinfantil.aepap.org/>). This is the result of collaboration between the Spanish Federation of Childhood Cancer Parents (FEPNC), the Spanish Association of Primary Care Pediatrics (AEPAP), the Spanish Association of Pediatrics (AEP), and the Spanish Society of Pediatric Hematology-Oncology (SEHOP).
- The FEPNC prepared also a manifesto for the ICCD which was read in this event.

Digital campaign

Launch of the CCI campaign #ACTNOW and the 8 reasons why childhood cancer is a priority on the webpage and social networks. We create a special section on the website with these 8 reasons, in English and Spanish:

<http://cancerinfantil.org/en/cancer-children-adolescents/act-now/>.



- An integration of the gold Ribbon in the lollipop of our logo.

- Campaign [#cuandoerapequeno](#) (#wheniwassmall) in social networks, launching a video involving celebrities (2 actresses, a journalist, a TV presenter, a professor a famous writer, a musician, a famous alpinist, a comic actor) and children and adolescents with cancer, talking about their dreams. This video is available with English subtitles: <https://www.youtube.com/watch?v=UJyimjJZ7BE>.

Various national media echoed this campaign which had great acceptance in social networks.

Events in schools and with families

On February 12th and 13th the associations of the FEPNC (Argar, Ales, Andex, Aspanoa, Galban, Afanion, Pyfano, Aspanion, Pequeño Valiente, Faro, Asion, Afacmur, Adano and Aoex) organized activities in more than 100 schools involving 30,000 schoolchildren all over the country. Primary and secondary pupils of these schools dressed as superheroes, read the ICCD manifesto of the Spanish Federation and distributed the lollipops with magical powers they have received from the Spanish Federation. Local politicians and local media were there





In addition to these activities promoted by the Spanish Federation at a national level, each member association of the FEPNC organized its own events at a regional and local level. These are some examples:

- Family Celebrations. A lot of associations use to celebrate this day with festivals for the families.
 - Afacmur, On February 14th: Craft workshops, children’s games, a bouncy house, a charity market and performances on the stage. Mothers, health professionals, other volunteers, and also local businesses collaborated.
 - Aspanoa (Zaragoza), On February 15th: concert for children violinists together with one soprano and a choir with comedy performances also some magic. The event was presented by a prestigious journalist and they read the manifesto of the Spanish Federation.
 - Aspanion (Valencian community): On February 15th Family celebrations outdoors in Alicante, Benidorm and Valencia. There were a lot of workshops for children: cupcake, make up, chocolate party, bracelets, balloons, etc., There were also information booths, blood donations and a photograph exhibition with pictures of survivors. The survivors group Caminantes was presented to the media





- Galban (Asturias), On February 15th: Karate course, placing a Kimo-kap handkerchief on a sculpture of a child to show support, reading of the manifiesto.



- Asion (Madrid), On February 15th: Puppet shows. “Sun and Earth” theatre company performed “The Princess and the Dragon” puppet show in the Casa de Vacas room.

- Solidarity Products. The association of Murcia, Afacmur, presented a solidarity bracelet designed by a well-known company, Kukuxumuxu. The bracelets were sold out very quickly, having an important media impact, due to the sponsorship of popular celebrities in the region (presenters, writers, magicians, athletes...) and a successful awareness campaign on social networks.

2. If you have a theme or a special message for the International Childhood Cancer Day, please mention it.

Within the international campaign ACT NOW, and with the final goal of achieving "better access to care for children and adolescents with cancer throughout the world", the FEPNC chose two messages for the ICCD.

Alejandro, a survivor, read the manifesto in the presentation of the early diagnosis guide



The first is related to the early detection of cancer and early diagnosis as the best way to improve and guarantee the best access to care. This message is very well reflected in the manifesto which was read by a child with cancer or a survivor at the presentation of the Guide in Early Diagnosis of Childhood Cancer, in all the schools and in all the events organized by the FEPNC and its members:

MANIFIESTO (español): La detección temprana, la mejor medicina

Hola a todos. Los niños, como Super Héroes que somos, tenemos poderes mágicos. A pesar de ello, a veces caemos enfermos, igual que los adultos. En ese caso, hay distintas maneras de curarnos: Algunas son divertidas, como las pastillas de colores o un jarabe de fresa. Otras no lo son tanto, como las inyecciones, las pruebas médicas o los días sin salir.

Eso sí, antes de todo tenemos que saber por qué hemos enfermado. A veces es fácil, como cuando hemos pasado frío o nos hemos caído, pero otras veces es más difícil. Algunos niños, como yo, nos ponemos malos, pero ni nuestros padres ni el médico saben por qué. Nos ocurre a los niños con cáncer y otras enfermedades. Pasan semanas o incluso meses hasta que consiguen dar con el tratamiento que necesitamos. Esto es un problema porque los niños tenemos que tomar las medicinas lo antes posible.

Por eso, en el Día Internacional del Niño con Cáncer, 30.000 escolares se han vestido de Superhéroe para leer el manifiesto de la Federación Española de Padres de Niños con Cáncer. Hoy queremos hablar de un remedio para curarles: la Detección Temprana. Aunque soy un poco pequeño y vosotros grandes, os lo voy a explicar: si nuestros médicos de cabecera conocen mejor los signos de alerta del cáncer infantil, podrán detectar más rápidamente los casos de riesgo. Así, con una cosa que llaman protocolo, nuestro pediatra sabrá cuando un niño necesita ir al hospital a hacerse pruebas especiales y conocer su diagnóstico.

Es una gran medicina, una medicina que tiene de ingredientes los poderes de los médicos, de las enfermeras y de los papás. Y también los nuestros, de los niños. Y no sólo se lo mandamos a los niños de España, sino a los niños de todo el mundo: De África, de América, de Asia, de toda Europa y de Oceanía también. Con nuestros súper poderes, nos queremos unir a la campaña internacional y llamaros a todos a actuar ya contra el cáncer infantil y adolescente.

¡Muchas gracias por vuestra magia!

MANIFESTO (english): Early detection, the best medicine

Hello everyone. Children, like the Super Heroes we are, have magical powers. Despite this, sometimes we fall sick, just like adults. In this case, there are different ways to heal us: some are amusing, as colorful pills or strawberry syrup. Others are not, such as injections, medical tests or days without going outside.

For sure, first of all we need to know why we are ill. Sometimes it's easy, when we have cold or we have fallen, but other times it is more difficult. Some children, like me, get ill, but neither our parents nor the physician know why. It happens to us children with cancer and other rare diseases. They spend weeks or even months until they get the treatment we need. This is a problem because children have to take medicines as soon as possible.

Therefore, today, on the International Childhood Cancer Day, 30,000 school children are dressed as Superheroes to read the manifesto of the Spanish Federation of Childhood Cancer Parents. Today we are speaking about a remedy to cure our disease: early detection. Although I am a child and you are adults, I will explain it to all of you: If our pediatricians and general practitioners are familiar with childhood cancer signs, they will know when a child or an adolescent needs to go to the hospital to do special tests in order to establish an accurate diagnosis as soon as possible.

This is a great medicine, a medicine that includes as ingredients the powers of doctors, nurses and parents and also our own power. And we're not only sending our powers to all the children from Spain, but to the children of the whole world: Africa, America, Asia, Europe and Oceania also. With our super powers, we want to join the international campaign and invite you all to ACT NOW for kids and adolescents with cancer.

Thank you very much for your magic

The second message consisting of a video was launched as a viral campaign for the networks. It is a more emotional one in which we wanted to stress that we are fighting for children and adolescents with cancer to meet their dreams. Celebrities, children and adolescents with cancer participated and spoke about their dreams. It is subtitled in English:

[Vídeo #Cuandoerapequeño – Día Internacional del Niño con Cáncer 2015](#)

Día Internacional del Niño con Cáncer

15 de febrero.



#cuandoerapequeño

<https://www.youtube.com/watch?v=UJyimjZ7BE>

3. Results.

The Spanish Federation of Childhood Cancer Parents is very satisfied with the great acceptance and the great media coverage and dissemination that have had the events and campaigns driven on the international childhood cancer day.

We want to highlight that, from our point of view, that all the materials provided by CCI (guidelines, reasons, ripples, etc) have helped in spreading and giving more strength to the global campaign.

Parents associations have taken advantage of the visibility that we have been given all together on this day, spreading the message that childhood cancer is still a pending issue for governments and society.

We want to congratulate Childhood Cancer International for the ACT NOW campaign, for the website <http://internationalchildhoodcancerday.org/>, for all the information that we have received, for the effort and for being able to sum up so many organizations and stakeholders with the same goal: Better access to care for children and adolescents with cancer.

4. Media coverage of the event

TV

TELECINCO, 02.12.2015 / Launch the 'Guide in Early Diagnosis of Childhood Cancer

http://www.telecinco.es/informativos/sociedad/Lanzan-atencion-diagnostico-infantil-juvenil_0_1939350459.html

TELECINCO, 12.02.2015 / "We, children, have to take the medicines as soon as possible".

http://www.telecinco.es/informativos/sociedad/cancer_infantil-ninos-medicina-diagnostico_2_1939380144.html

24 HOURS OF RTVE, 02.12.2015 / afternoon program (from minute 36:22).

<http://www.rtve.es/alcanta/videos/la-tarde-en-24-horas/tarde-24-horas-bloque-18-12-02-15/2995653/>

TELECINCO, 02.15.2015 / International childhood cancer Day.

http://www.telecinco.es/informativos/sociedad/Dia-Internacional-cancer-infantil_2_1940955069.html

TELECINCO, 15.02.2015 / news broadcast noon (from the minute 17:17).

http://www.telecinco.es/informativos/informativos_fin_de_semana/Informativos-Fin-Semana_2_1940955056.html

LA SEXTA, 15.02.2015 / each year 1,500 children are diagnosed with cancer in Spain.

http://www.lasexta.com/noticias/sociedad/cada-ano-diagnostican-1500-casos-cancer-infantil-espana_2015021500096.html

LA SEXTA, 15.02.2015 / #cuandoerapequeño, a viral campaign

http://www.lasexta.com/noticias/sociedad/cuandoerapequeno-proyecto-visibilizar-cancer-infantil_2015021500081.html

CUATRO, 15.02.2015 / Guide of Early Detection for Children and Adolescents with Cancer

http://www.cuatro.com/noticias/sociedad/Lanzan-Atencion-Temprana-Cancer-Adolescentes_0_1940925117.html

RADIO

RADIO 5, 12.02.2015 / Guide of Early Detection for Children and Adolescents with Cancer

http://mvod1.akcdn.rtve.es/resources/TE_SR5VENT/mp3/3/3/1423741924833.mp3

COPE, 13.02.2015 / Cristina García, portavoz de Padres con Niños con Cáncer, en La Tarde

<http://www.cope.es/player/Cristina-Garcia-portavoz-de-Padres-con-Ninos-con-Cancer-en-La-Tarde&id=2015021319280001&activo=10>

Newspapers

LA NUEVA ESPAÑA, 08.02.2015 / “La noticia de un cáncer te cambia la vida y cuando es en un niño el impacto es mayor”

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=169745271&sig=e641d8488258164441114457578d679df7b6ef3771161fa7f15d44bdbb8f66b9>

DIARIO DE NOTICIAS, 10.02.2015 / Adano exige que el cáncer infantil sea una prioridad de la salud pública

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=169923026&sig=cb908a99b3e51c911ce0ab4ed84145d7cb36eeac449d9133e9f388f019fb4676>

DIARIO DE NAVARRA, 10.02.2015 / Adano se une a la campaña de mejora de acceso a tratamientos

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=169924265&sig=e4785cdea7ebc001bd3cad3449c51af6036bdc3602075f39682763c802de7c27>

EL PAÍS, 11.02.2015 / Ni un niño con cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170048315&sig=55e1aa30eff7d7c203cbe04790fda7d760156890b646129edded295ae2677720>

DIARIO DE TERUEL, 13.02.2015 / Cada pediatra de atención primaria verá a un niño con cáncer cada cuatro años

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170348165&sig=67a828a79c2b721080df8f6592a796061db2604006414a5e256f2d6e01aa0293>

DIARIO DE NOTICIAS, 13.02.2015 / Detección temprana: la mejor medicina

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170330922&sig=6816b705bf9df324d775fe40904969e3844b63b47589966e4517d765cf33e345>

DIARIO DE NOTICIAS, 13.02.2015 / Superhéroes contra el cáncer infantil

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170330916&sig=0a94af45d4a46d5fe2a75eed7bb87775380fe4e549c5ea3e61e0117b6dff2e2>

DIARIO ALTO ARAGON, 14.02.2015 / Almudévar reúne a 2.500 niños en una jornada de Aspanoa contra el cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170478637&sig=d1fae1457f13935d65066d97129215708200a09daf972a1f64e6a20d51c74704>

DIARIO DE NAVARRA, 14.02.2015 / Adano celebra varios actos para sensibilizar sobre la detección precoz del cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170478637&sig=d1fae1457f13935d65066d97129215708200a09daf972a1f64e6a20d51c74704>

LA GACETA-SALAMANCA, 14.02.2015 / Los escolares del colegio San Blas se suman al manifiesto de apoyo a los niños con cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170466291&sig=2cabd0d445598a427f14a369baf7202d63eeb18453aa4dc3b2f40ed333d5dd3a>

LA VOZ DE ALMERIA, 14.02.2015 / Detectan 38 casos de cáncer infantil al año

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170474098&sig=524ae6ab69bb74d743906b07053815b9c64370c845cc8f7561c9d45d05ebbef7>

IDEAL- GRANADA, 14.02.2015 / Granada lidera una iniciativa nacional para que los niños con cáncer congelen su esperma

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170473114&sig=75902cb1ac222d6b9a56e8f44523afe5f6d9d0cf89dd113f0ab6e3b4ce107355>

LANZA, 14.02.2015 / Los niños de 'La Ferro', superhéroes que luchan contra el cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170469787&sig=f5dbf6baf555141bfd94cc48be29560eb66e2eb01997b8b9ad1d1f992ffc3808>

IDEAL-ALMERIA, 14.02.2015 / 1.300 alumnos almerienses se suman a la lucha contra el cáncer infantil

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170472900&sig=5e2fda1f086f0eed4a89a54e0074e0a59d7067f5d77b0a33223a3c18f1bd2b6a>

DIARIO DE ALMERIA, 14.02.2015 / Detección temprana, la mejor medicina contra el cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170472523&sig=59654169f369743b5f73de1db97dade6e519ed591a30ae64794a60cb9f3f37a3>

HERALDO DE HUESCA, 15.02.2015 / El Santos Samper se suma a la lucha contra el cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170548352&sig=b710431c668dc2a939dec753ca37d2042efa1d99a0ce25d803ba2fe1332ee771>

CANARIAS 7, 15.02.2015 / Atención temprana ante el cáncer infantil

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170539771&sig=bacf8b8305108a41f65b25d2d68eeb618427410a4504782c1f947b7be4a75a01>

EL MUNDO-BALEARES, 15.02.2015 / Pequeños héroes contra el cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170524793&sig=6a2a6ad8ae112fd3390ab75d2f6edefe296fb579ce0af12ce23df0ca21ad8735>

EL MUNDO-CALATUÑA, 15.02.2015 / Pequeños héroes contra el cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170524254&sig=67391088a908e07417949032fb0bd7fae479d835ee0f24ba79f34ebb86b50b53>

EL MUNDO-NACIONAL, 15.02.2015 / Pequeños héroes contra el cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170522969&sig=abd4efee77f2846561b87f354f9fff6c4bc35ddeac286de8811522c8df9a82b3>

LA TRIBUNA DE CIUDAD REAL, 15.02.2015 / Mil razones para vencer al cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170541832&sig=a8673db46724454db0661d3929a4517eb4fdc72adb67434f54ea5ce1d9f4112>

GACETA MÉDICA, 16.02.2015 / Ampliar la edad pediátrica en beneficio de los niños con cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=textOnly&newsId=170623209&external=1&sig=cde651a234b527e17184588ef777c6f34ea74f4976c91203cbba8e1cce53fdac>

LAS PROVINCIAS, 16.02.2015 / Valencia arropa a los niños con cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170606717&sig=b8825e893550c307b61ab4d06d11be54cdabc09413d7ecf29730ac2e30f76a84>

GACETA MÉDICA, 16.02.2015 / Más información sobre detección precoz de cáncer al pediatra de AP

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170623234&sig=1581dc88293a8cdc1bdc332346da027734962093c03b4917bde911e942ba2d3>

EL GLOBAL, 16.02.2015 / Ampliar la edad pediátrica en beneficio de los niños con cáncer

<https://acceso360.acceso.com/sarquavitae/es-ES/?mod=TrackingPressViewer&task=default&external=1&newsId=170623863&sig=a38ca65ec9b218cfeed889c6db1f993addcc3179e35abaf8ababc8a1260039cb>

5. Pictures of ICCD activities



