

March 11, 2013

Dear Mr. Kenneth Dollman, Chairman of the Executive Committee, ICCCP  
CC: Dr. G. Calaminus, Dr. A. Nakagawara, Mr. Benson Pau and ICCCP Secretariat

I am pleased to inform you of what actions we have taken to celebrate the 2013 International Childhood Cancer Day, referred to as “ICCD2013” hereunder, as follows. Also, please note that we have taken liberty of defining the ICCD2013, not just a Day but the period between February 15<sup>th</sup> and March 15<sup>th</sup>, as the month to enhance the level of public awareness of childhood cancer.

**<Actions taken for ICCD2013 in Japan>**

**A. Publication and distribution of campaign card**

1. We have prepared an announcement describing the “ICCD2013” campaign to be enclosed in our quarterly newsletter. About 6000 copies of the newsletter have been distributed not only to the members/supporters of CCAJ and the regional parent groups, but also to prefectural government bodies, public health departments, hospitals and so forth.
2. We have also printed a campaign card with some basic facts about childhood cancer in low resource countries on its front in accordance with the guidance issued by the ICCCP with an explanation of the current situation in Japan surrounding the disease on the back. This campaign card has also enclosed in the quarterly newsletter.
3. Also, this campaign card has been distributed to such places as community centers, libraries, supermarkets and community shops so that general public could easily pick them up and obtain information about childhood cancer. We have asked CCAJ members in our 21 local charters as well as volunteers to find appropriate places for the distribution of the card. As of today, 18,000 copies of the campaign card were distributed in Japan.
4. The campaign card of ICCD2013 together with the message of ICCCP chairman Kenneth Dollman and joint press release by SIOP/ICCPO for ICCD 2013 duly translated in Japanese have been uploaded to our website.

N.B.: Please find the attached, the campaign card we have distributed for ICCD2013.

B. Special Program, a movie show for ICCD2013 in Tokyo

On February 14<sup>th</sup>, in parallel with the actions as A above, a movie show program featuring two award winning documentary films were held under the title of “Let’s think about childhood cancer on Valentine’s Day” in association with the privately organized Movie Production Committee of Childhood Cancer. This was followed by a talk session among Mr. Ise, the movie director, Mr. Yamashita, Chairman of CCAJ, Dr. Ishimoto and Dr. Hosoya. Despite the timing being daytime on a weekday, over 100 audiences came to see the films.

The documentary films were made to keep a record of how the children with childhood cancer overcame their medical and emotional difficulties with the help of their doctors. The films are so impressive and instructive that, we believe, they could be used as good tools to enlighten the public to share the idea as to why we need to provide long-term support to the children and their families who are struggling to overcome childhood cancer.

N.B.: Please find attached the leaflet for the movie show.

We believe that the effort of ICCCPJO joint with SIOP to promote ICCD is quite effective to enhance public awareness of childhood cancer. We hope that continuing effort will help realizing better world for childhood cancer patients and survivors in all part of the world.

Sincerely,

Mikio Ishikawa  
Director, Secretary General  
Children’s Cancer Association of Japan