National Conference
“News in pediatric oncology”

2011, 9th of April

A project powered by
Event concept

**National Conference “News in Pediatric Oncology”** is an event organized by P.A.V.E.L Association – the association of parents with sick children of cancer, leukemia and serious anemia - that wishes to draw attention to issues of children with cancer and the difficulties faced by pediatric oncologists.

The event is open to all associations of patients with sphere of activity in pediatric oncology and wants to become a supporting platform in terms of information and communication for them.

The event aims to facilitate access to complete and competent information on prevention, and treatment implications of cancerous diseases to children.

The doctors invited from Bucharest, Cluj, Timisoara, Iasi and Oradea will talk about child cancer and will present new research and treatment methods.
At the event will be invited representatives of the Ministry of Health, representatives of the Health Committees of the Chamber of Deputies and Senate, representatives of the National Health Insurance that will discuss the latest measures in relation to the issue of pediatric oncology.

At the conference will be presented the campaign "1000 for Life, representing a distance of 1000 km (marathon) the young student Iulian Novac from Cluj Napoca will run in order to raise funds for children with cancer. Launching the campaign aims to attract sponsor, partners and participants.

National Conference “News in Pediatric Oncology” will host an exhibition of partners stands.
National Conference “News in pediatric oncology” will take place at Novotel Hotel on 9th of April, between 09.00 – 18.00
Child cancer— alarming increase

The number of children with cancer in Romania has increased alarmingly over the past period.

Every year, more than 250,000 children worldwide are diagnosed with cancer and 90,000 die from this disease.

In Romania, the average cure these sick children is about 30-60%, depending on the specific disease (www.icccpo.org).

Although child cancer is a small percentage compared to illnesses that occur worldwide, most cases can be treated if treatment is done in a timely manner.
Child cancer— alarming increase

80% of deaths worldwide occur due to lack of resources or poor financial reasons or lack of necessary medication treatment.

Worldwide, only 20% of children with cancer receiving treatment survive, because appropriate treatment is very difficult to obtain or can not be supported financially.

Costs of diagnosis and treatment involving a child with cancer are always high and not subsidized by the state.

Needs of children suffering from cancer are multiple, ranging from the need of affection to the need for financial resources for diagnosis and treatment, and from the play therapy program in need to food and daily hygiene.
Participants / Target / Guests

National Conference “News in Pediatric Oncology” meet oncologists, members of patient associations dedicated to the fight against cancer and support cancer patients, mass-media personalities who want to support children and youth affected by this disease, but also representatives of authorities.

During the Conference, “News in Pediatric Oncology” will be present representatives of companies, partners who were actively involved in supporting associations to children with cancer.
Participants / Target / Guests

- Representatives of Ministry of Health
- Oncologists
- Representatives of National Health Insurance
- Patients associations
- Representatatives of Health Commissions of Deputies Chamber & Senat
- Patients and their family

* Number estimated of participants: 80 – 100 persons
Speakers

At the conference will be invited to deliver presentations pediatric oncologists doctors from the the largest treatment centers for children with cancer: Bucharest, Iasi, Timisoara, Cluj and Oradea.

**Bucharest:**

- **Ph.D. Professor Constantin Valeriu Arion** – Head of the Clinic of Pediatrics, Fundeni Clinical Institute, MD Pediatrician

- **Associate Professor Doctor Monica Dragomir** – Head of the Pediatric Oncology Department, Oncology Institute Bucharest

- **D. Anca Colita** – pediatric oncologist doctor, Fundeni Clinical Institute, Bucharest

- **D. Scurtu Cristian** – Emergency Hospital for Children "Marie Curie" (Budimex), Department of Oncology, Bucharest
Speakers

**Timisoara**

- **Ph.D. Professor Margit Stefan** – Emergency Hospital for Children “Louis Turcanu”, Pediatric Clinic III, Timisoara

**Iasi**

- **Associate Professor Doctor Ingrid Miron** – Emergency Hospital for Children “St. Mary” - Department of Pediatric Hematology and Oncology, Iasi

**Oradea**

- **D. Ladislau Ritli** – Municipal Hospital “Dr. Curteanu Gabriel”, Clinic of Pediatrics, Department of Oncohematology, Oradea
Speakers

**Cluj**

- **Ph.D. Professor Gheorghe Popa** – Clinical Hospital for Children Cluj, Pediatric Clinic II, Department of Oncopediatry, Cluj

- **D. Neamtu Stefania** - Pediatrician MD, Institute of Oncology "Prof. dr. Ion Chiricuta"

**Targu Mures**

- **Ph.D. Professor Baghiu Maria - Despina** – Pediatric oncologist specialist, Chief of Hematology-Oncology Department, Emergency Hospital Targu Jiu

**Speakers from the partners**

At the conference there will be held presentations of companies and foundations that have an ongoing involvement in supporting and coverage of needs in pediatric oncology
Conference sessions and themes

I. AUTHORITIES

AUTHORITIES – discussion partners for the associations of patients with cancer

Child cancer - a national health problem

II. ONCOLOGY DISEASES AT CHILDREN

The importance of screening in the early diagnosis of child cancer

Types of cancers that develop in children

Treatment of children with cancer

Project - Education for children with prolonged hospitalization
Conference sessions and themes

Psychotherapy in pediatric oncology

The role of play therapy and art therapy

III. THE CHALLENGES OF PEDIATRIC ONCOLOGY DOCTOR

The situation of pediatric oncology specialists

New research in pediatric oncology

IV. Campaign "1000 for Life"

Campaign Overview

V. ROLE OF PATIENTS ASSOCIATIONS in counseling and helping children with cancer and their families
The role of media in the supporting of children with oncological diseases

The mass media representatives, based on the information from doctors who will deliver presentations at the conference, but also from other materials and information made available at the event, will be able to propagate messages to a wider audience.

Many media representatives are involved in promoting and supporting projects of the associations of patients which have pediatric oncology as the sphere of activity which increases the visibility of campaigns among the public and increase their reputation.

The media already has a clear role in the supporting of this disease through the development and the promotion of campaigns.
PROMOTING

Written Press, Radio
- Radio stations
- Generalist newspapers, daily newspapers, tabloids
- Journals specialized on health
- Local media

Internet
- The online televizion SănătateaTV.ro
- The online platform ComunicateMedicale.ro
- Medical sites, websites of NGOs
- Sites dedicated to health, social platforms

Indoor
- Event promotion in hospitals in Bucharest - placing posters in the oncology departments (Institute of Oncology “Al. Trestioreanu”, Emergency Hospital for Children “MS Curie”, Fundeni Clinical Institute).
- Distribute flyers, brochures to promote the conference
Event Promotion

Making and sending an invitation for press to participate at the National Conference "News in Pediatric Oncology (April 2011)

Intermediation of interviews with speakers present at the event or with other guests

Broadcast press releases: before and after the event

News, articles, informative materials on the topics discussed during the event

Distribution of newsletters for the public awareness on the topic of oncological diseases at children.
Evaluation of the event

Broadcasting in the press as many materials related to topics discussed during the conference.

Attracting attention to the importance of early diagnosis of child cancer, the issues that concern the situation of Romanian pediatric oncology.

Raising awareness of families who known cases of pediatric oncology in terms of legislation and supporting institutions.
Evaluation of the event

Getting support from sponsors, partners, involvement of public figures and media attention elicitation for the campaign “1000 for life"

Getting support from the authorities to solve the problems of the pediatric oncology

Positive feedback to support the organization of such an event in the future.

In long term we wish the retention of the public and to bring such actions to the attention of the specialists and the media for the future projects organized by associations of cancer patients.
Campaign "1000 for life!"

One of the moments of the National Conference "News in Pediatric Oncology" it is represented by the presentation of the campaign supported by PAVEL Association, "1000 for Life". In the event will be shown a spot that aims to draw attention to the forthcoming campaign.

The campaign "1000 for life" target is to raise funds to support children with cancer and their families.

... with each step closer to healing
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