

Toolkit

International Childhood Cancer Day (ICCD) 2024



This toolkit will help you understand the 3-year campaign and how to implement it in 2024.

Dedicated toolkits will be developed for 2025 and 2026.

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1. About ICCD

International Childhood Cancer Day (ICCD) is a global collaborative campaign to raise awareness about childhood cancer and its unique challenges, while showing multi-stakeholder support for children and adolescents with cancer, survivors and their families worldwide.

The 15th of February is marked as International Childhood Cancer Day (ICCD) to highlight the importance of community participation and support in tackling the challenges related to childhood cancer.

400,000+

children around the world develop cancer each year, only half of whom are ever diagnosed

20%

of children in most high-income countries are **NOT** cured

70%

of children in some low- and middle-income countries are **NOT** cured

2. Organiser

Who is CCI?

Childhood Cancer International (CCI) was founded in 1994, as an umbrella organisation of childhood cancer grassroots and national parent organisations.

Today, CCI is the largest patient support organisation for childhood cancer. It is a global, parent-driven non-profit that represents more than 180 parent organisations, childhood cancer survivor associations, childhood cancer support groups, and cancer societies, in over 90 countries, across 6 continents.

What do we want to achieve?

CCI wants to see a world where the challenges faced by children and adolescents with cancer, the survivors and their families, are well understood and fully appreciated and addressed by key stakeholders, political leaders, decision makers, societal influentials, healthcare professionals (medical and non-medical), development practitioners and the wider community. Ultimately, we want every child to have equal access to the best treatment and care.



"I strongly encourage everyone in our community to actively participate in this year's campaign themed: unveiling challenges. Let's work together to raise awareness of diverse challenges and inequalities of experiences across the world."

Rodney Wong

CCI President

3. Partner

Who is SIOP?

The International Society of Paediatric Oncology (SIOP) was established on November 6, 1969, by a small group of specialists at the Institut Gustave-Roussy in Paris, with the mission to advance the study and care of children with cancer. This goal was expanded to include the advancement of basic research as well as clinical studies, the inclusion of nurses, other health professionals and parents, and the organisation of teaching and outreach programs to improve childhood cancer care in limited resource communities.

Today, SIOP is a truly global, multifaceted organisation and is the only global multidisciplinary society entirely devoted to paediatric and adolescent cancer. The Society has over 3,000 members worldwide including doctors, nurses, allied healthcare professionals, scientists and researchers etc. SIOP members are dedicated to increasing knowledge about all aspects of childhood cancer. Their vision is that no child should die of cancer: cure for more, care for all.

"ICCD serves as a unique platform for uniting citizens, patient advocates, healthcare teams, decision-makers, and the media, all driven by a common objective: to raise awareness about childhood cancer. Working collaboratively, we address the myriad challenges we experience in our pursuit to transform it into a globally curable disease."

Dr. Guillermo Luis Chantada

SIOP President



4. ICCD 2024 - 2026

3-year campaign

In the span of three years, the CCI initiated and led **International Childhood Cancer Day (ICCD)** campaign embarks on a transformative journey, centered around understanding and addressing the challenges faced by childhood cancer patients, caregivers, survivors, health care professionals and researchers worldwide. The campaign is designed to progress through distinct phases, each contributing to a comprehensive narrative that evolves with time.

The strength of this campaign lies in its **adaptability**. Each region has the flexibility to tailor the campaign to its unique needs, ensuring relevance and resonance at the local level. While the overarching theme remains constant, the specific objectives evolve, allowing the campaign to remain dynamic and responsive. The three-year structure provides a framework for sustained impact, creating a lasting legacy of awareness, action, and positive change in the landscape of childhood cancer care.

Year 1: Unveiling Challenges

The first year of the campaign is dedicated to the collection of challenges and inequalities encountered by those navigating the complex landscape of childhood cancer. Through a global call to action, our audience is invited to share their experiences and insights by submitting digital postcards outlining the hurdles they face. The focus is on raising awareness about the diverse challenges and inequalities experienced around the globe.

Year 2: Inspiring Action

Building upon the insights gathered in the first year, the second phase of the campaign shifts its focus to actionable solutions. It delves into the collaborative efforts and initiatives emerging in different regions to overcome the identified challenges. By highlighting these proactive measures, the campaign aims to inspire a collective commitment to eradicating obstacles and inequalities in the realm of childhood cancer care and research.

Year 3: Demonstrating Impact

In the final year, the campaign culminates in showing the impact achieved through the collective endeavors of the global community to overcome challenges and reduce inequalities. By showcasing tangible outcomes, success stories, and positive changes resulting from the preceding years, we aim to underscore the power of unity and shared dedication. This phase encourages continued momentum in the pursuit of equal access to treatment and care for all children facing the challenges of cancer.

5. ICCD 2024: Unveiling Challenges

AIM OF THE CAMPAIGN

Raising awareness on the regional level about the challenges and inequalities faced by children, survivors, families, caretakers and health care professionals.

TARGET AUDIENCE

Patients, parents, survivors, patient advocates and representatives, CCI and SIOP members, health care professionals, policy- and decision makers as well as the general public.



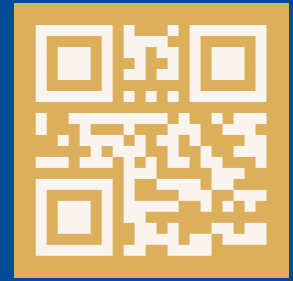
HOW?

We are launching a platform on www.iccd.care with an interactive map where participants can leave a digital postcard and thus showcase challenges in their own country or within the patients pathway.

WHAT DO WE WANT TO ACHIEVE?

At the end of the campaign, we want to have a map outlining challenges across the globe. Next year we will add action and possible solutions for respective challenges submitted.

HOW TO PARTICIPATE? STEP BY STEP



1. VISIT THE PLATFORM

Visit www.iccd.care (or scan the QR code)

2. SUBMIT A DIGITAL POSTCARD

Write a challenge you or someone you know faced, and feel free to include what could have helped.

3. SPREAD THE WORD

Tell your community about the campaign. Share posts on social media (prepared posts are waiting for you in the media pack. Use #ICCD2024 to spread the word.

4. ADVOCATE

Use the press release from the media kit to reach policy makers and other relevant stakeholders in your country/region.



MEDIA PACK



TOOLKIT (WITH TRANSLATIONS)

This toolkit has been translated to 6 official WHO languages: Arabic, Chinese, English, French, Russian and Spanish.



SOCIAL MEDIA POSTS

To spread the word, we will prepare social media posts with captions (translated in 6 WHO languages).



PRESS RELEASE

A press release translated in 6 WHO languages will be prepared by **15th February**. Use this press release to reach your local media and policy makers.



GRAPHIC ELEMENTS

Find here elements such as ICCD, CCI and SIOIP logos.

[FIND ALL MATERIALS HERE](#)

ADDITIONAL LANGUAGES: If you think that your region can benefit from an additional language, we are able to provide an automated translation, which you must then check and approve. Contact us at: office@ccieurope.eu. Any additionally approved translations will be uploaded on the link above.

6. USAGE GUIDELINES & DISCLAIMER

GUIDELINES

The copyright of the campaign belongs to Childhood Cancer International (CCI). Don't claim otherwise when implementing the campaign. You are welcome to add your organization's logo, provided, but always use CCI and SIOP logos (provided in the media pack) where appropriate.

DISCLAIMER

In our efforts to raise awareness about childhood cancer, we have chosen to use AI-generated images to protect the identities of the children facing this challenging journey. These images are a product of artificial intelligence, ensuring utmost privacy and confidentiality for the children and their families.

7. RECOGNITION

Dear dedicated supporters and volunteers,

We extend our heartfelt gratitude for your unwavering support in this campaign, ensuring that children and adolescents facing cancer feel the strength of your endorsement. Within our global CCI and SIOPE family, we are fortunate to have passionate individuals like you who actively participate in and endorse this worldwide initiative.

Name	Organisation
Rodney Wong, President Alejandra Mendez, Vice-President João De Bragança, Immediate Past-President Carl Queiros, Executive Director	
Anita Kienesberger, Committee Chair Anne Goeres, Communication Pillar Leader Carina Schneider, Managing Director Arnela Kamerić, Communication Officer	
Guillermo Chantada, President Rejin Kebudi, Secretary General Rashmi Dalvi, Advocacy Chair Alan Davidson, immediate past Advocacy Chair Milena Villaroel, Advocacy Committee Member Susanne Wollaert, CEO Olga Kozhaeva, SIOPE and SIOPE, Director Policy Affairs Nancy Anderson, Marketing & Communications Anelia Atanasova, Administrative Coordinator	

Both CCI and SIOPE are Non-State Actors in official relations with the WHO and are proudly contributing to the WHO Global Initiative for Childhood Cancer.

Thank you

For being part of the

2024 ICCD Campaign



Contact CCI

admin@cci.care
(for media and event inquiries)



Contact SIOP

media@siop-online.org
(for media and event inquiries)

Follow us



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