



## **Better Childhood Cancer Survival is achievable #ThroughOurHands**

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**Amsterdam Netherlands – Geneva, Switzerland, 15 February 2021** - On the landmark 20<sup>th</sup> commemoration of the International Childhood Cancer Day (ICCD), Childhood Cancer International (CCI) and the International Society of Paediatric Oncology (SIOP) unveil a joint three-year campaign, 'Tree of Life'.

This amplifies the message of hope and the urgent need to accelerate life-saving progress for children and young people with cancer and survivors worldwide.

At least 400,000 children aged 0 to 19 years are diagnosed with cancer each year. Childhood cancers are a leading cause of mortality in many countries. Estimated five-year survival varies from over 80% to less than 20% in some settings, and everywhere in the world, childhood cancers represent an increasing multifaceted disease burden.

Currently in its 20<sup>th</sup> year, the annual ICCD, on 15 February, is the opportunity to pay tribute and honour those currently facing the disease, those who lost their lives as well as survivors. It is also a time to celebrate and reflect on past milestones and put forward bold ideas for future collaboration.

For ICCD 2021-23, CCI and SIOP selected the Tree of Life – a universal symbol of growth and renewal, to send a powerful message: childhood cancer can be cured, and the well-being of survivors achieved if all stakeholders continue acting resolutely together.

The accompanying ICCD Advocacy Toolkit is designed to guide the community to participate and make their voices heard. It includes creative ways to achieve a strong virtual presence and interact online as well as take actions at national, regional, and global levels.

The three-year CCI and SIOP campaign is fully aligned with the #CureAll strategy of the breakthrough WHO Global Initiative for Childhood Cancer (GICC). Launched in 2018, the GICC is an unprecedented multi stakeholder global effort spotlighting childhood cancer as a major priority of the international child health and development agenda. CCI and SIOP are honoured to be partners of WHO, collaborating with diverse institutions from all over the world, to create better survival and brighter futures for children, young people with cancer and childhood cancer survivors.

**João de Braganca, CCI President, calls for greater collaboration especially in countries with low survival rates:** *On International Childhood Cancer Day we speak with one voice: the voice of children, adolescents and young adults with cancer and survivors from all over the world. We shine a light on inequities in childhood cancer survival and ask that we work even more closely together in countries where survival rates are unacceptably low. Together with SIOP, our longstanding partner, we invite everyone to work with us in transforming care and improving survivorship for children and young people with cancer. Let us show the world that indeed, better survival is achievable through our hands.*

**Kathy Pritchard-Jones, SIOP President, underscores the vital need for greater awareness and access:** *Childhood cancer is curable for the vast majority of children when diagnosis is made early and essential diagnostic, therapeutic and supportive care services are accessible. Greater awareness is crucial to improve survival. SIOP is proud to join with CCI in shining a spotlight on the needs of children and young people with cancer and survivors on International Childhood Cancer Day.*

All members of the global childhood cancer community are invited to participate in this three-year ICCD Tree of Life campaign to intensify awareness that increased rates of cure and better care of patients and survivors of childhood cancers are achievable.

- Visit the [website](#)
- Download the [advocacy toolkit](#)

Together, we believe that community participation and support are key for creating and accelerating life-saving progress for children and adolescents with cancer - Join us in the ICCD2021 campaign and beyond.

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## CONTACT

<b>CCI Office</b> Kraijenhoffstraat 137A 1018RG Amsterdam The Netherlands <a href="mailto:headoffice@cci.care">headoffice@cci.care</a>	<b>SIOP Office</b> Industriestrasse 25 Steinhausen, Switzerland <a href="mailto:advocacy@siop-online.org">advocacy@siop-online.org</a>
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## ABOUT

### Childhood Cancer International (CCI)

Childhood Cancer International was founded in 1994, as an umbrella organization of childhood cancer grassroots and national parent organizations. Recognized world-wide as the body representing children/adolescents with cancer, childhood cancer survivors and their families, CCI is today the largest patient support organization for childhood cancer. It is a global, parent-driven non-profit that represents 176 parent and childhood cancer survivor organizations in 93 countries, across 5 continents. CCI envisions that "Children and adolescents with cancer, benefit from the best possible treatment, care and support, anywhere in the world." To learn more visit

<https://www.childhoodcancerinternational.org/>

### International Society of Paediatric Oncology – SIOP

Established in 1969, the International Society of Paediatric Oncology (SIOP), is the only global multidisciplinary society entirely devoted to paediatric and adolescent cancer. The society has over 2000 members worldwide including physicians, nurses, other health-care professionals, scientists and researchers. Our members are dedicated to increasing knowledge about all aspects of childhood cancer. SIOP envisions that "No child should die of cancer: cure for more, care for all" and is aiming to improve the lives of children and adolescents with cancer through global collaboration, education, training, research and advocacy. To learn more, visit [siop-online.org](http://siop-online.org)