

We believe that  
**community  
participation and  
support** is the key  
to ICCD's success.



Photo credit: Fundación Nuestros Hijos, Latin America  
Mateo with Dr. Andrea Vargas, physiotherapist, Chile

International Childhood  
Cancer Day 2022

## PLAN FOR ACTION IN YEAR TWO OF ICCD'S THREE-YEAR CAMPAIGN

Better Survival is achievable  
**#throughourhands**

Speak out for children and adolescents with cancer using  
**#ICCD2022 #throughourhands #cureall**





# 3

**Every  
minutes a  
child dies  
of cancer**

## Childhood Cancer Key Facts

<https://www.who.int/news-room/fact-sheets/detail/cancer-in-children>

- Cancer is a leading cause of death for children and adolescents around the world and approximately 400,000 children aged 0 to 19 years old are diagnosed with cancer worldwide each year.
- The most common categories of childhood cancers include cancers of the blood (leukaemia and lymphoma), brain tumours and solid tumours, such as neuroblastoma and Wilms tumour.
- In high-income countries more than 80% of children with cancer survive, but in many low- and middle-income countries (LMICs) only about 20% survive.
- Even in high-income settings, childhood cancers represent a leading cause of children's death and of long-term morbidity in survivors.
- The origin of childhood cancers is generally unknown, unrelated to lifestyle and cannot be prevented or screened.
- Improving outcomes for children with cancer requires early and accurate diagnosis followed by effective treatment.
- Most childhood cancers can be cured with a combination of chemotherapies and other treatments including surgery and radiotherapy. Childhood cancer treatment can be cost-effective in all country-income settings.
- Avoidable deaths from childhood cancers in LMICs result from a lack of diagnosis, misdiagnosis or delayed diagnosis; obstacles to accessing care; abandonment of treatment; death from toxicity; and higher rates of relapse (disease recurs).
- In higher income settings, a lack of therapeutic innovation is a key obstacle and reason for stagnating survival in hard-to-treat malignancies.
- Childhood cancer data systems, such as patient registries, coupled with sustained investment in health systems and infrastructure for timely diagnosis and treatment, are needed to drive continuous improvements in the quality of care, and to inform policy decisions.

# Raising Awareness and Eliminating Myths of Childhood Cancer Survivorship

CONCERNS and FACTS developed by Childhood Cancer International and International Society of Paediatric Oncology



## Concern

## Fact

### Contagion

Childhood cancer is not contagious. It's safe to play, socialize and interact with children with cancer and childhood cancer survivors.

### Fertility

Some survivors may have fertility and reproductive issues depending on their specific cancer diagnosis and treatment, but this is not true for most survivors.

### Lifespan

Studies have shown that children treated for cancer have a risk of long-term side effects of their treatment; however, shorter life expectancy depends on: a) timing of initial cancer diagnosis; b) treatment type; and c) treatment intensity.

### School achievement

Some childhood cancer survivors have cognitive and learning disabilities due to their specific cancer and treatment, but this is not true for all. Most survivors are high-performing achievers who do very well in their education and career.

### Socialization

During treatment, most children/adolescents with cancer are separated from their peers and unable to engage in regular schooling and other activities. However, numerous studies have shown that as a consequence of the challenges they faced and their experiences, survivors tend to have better coping and increased resilience than their peers. In countries with psychosocial support programs for children with cancer and survivors and/or non-governmental organizations with programs and services that create supportive and nurturing environments for these children/adolescents and families, socialization outcomes are generally good.

### After treatment

Continuing follow up care remains important for survivors due to a higher risk for secondary cancers or chronic health conditions related to their cancer treatment. Vigilance and regular monitoring are critical for early identification and support for any health challenge, or impairment.

### Future

Most childhood cancer survivors return to normal school life and activities after treatment and effectively reintegrate with their family, friends and communities. In some cases, survivors and their families adapt and modify their lifestyles to achieve a "new normal."

### Stigma

In most countries, childhood cancer survivors are admired and viewed as heroes and warriors who courageously overcame cancer. Childhood cancer survivors are living proof and testimony that childhood cancer is curable. They are the best ambassadors to bring hope, motivate and inspire new patients and their families as well as other survivors.

### Diagnosis

Children/adolescents need to be informed about their cancer. Age-appropriate information can be shared to help the patient understand their condition and the treatment they will receive. This is especially crucial for teens and young adults who need to feel empowered and in charge of their own health and well-being.

**Increased awareness and accurate information and knowledge can empower all of us to recognize early warning signs of childhood cancer, make informed choices about our children's health and counter fears and misconceptions about childhood cancer.**



# ICCD

## Background



International Childhood Cancer Day (ICCD) is a global collaborative campaign to raise awareness about childhood cancer and its unique challenges, while showing 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 the fight against childhood cancer in every country around the world.



Photo credit: Society to Support Children Suffering from Cancer (MAHAK), Iran



# CAMPAIGN THEME

## Better Survival is achievable

The three-year campaign for ICCD (2021-2023) is designed to use the universal image of colourfully painted handprints of children to represent survival rates for children with cancer on a national, regional and international scale.

**#throughourhands** (2021)

**#throughyourhands** (2022)

**#throughtheirhands** (2023)

The primary message of the 2022 ICCD is  
*Better Survival is achievable #throughyourhands.*

### The 2021 theme was: **#throughourhands**

The focus was on giving tribute to the children and adolescents with cancer, their bravery, their courage, and their resiliency; we also recognize the mark their lives have on the world and how they shape our shared future.

### The 2022 ICCD theme is: **#throughyourhands**

The focus is on paying tribute to the health care team and the positive impact they have on the lives of children and adolescents with cancer.

### The 2023 theme is: **#throughtheirhands**

The focus is on paying tribute to the families and caregivers and the positive impact they have on the lives of children and adolescents with cancer.



# HOW CAN YOU GET INVOLVED?

Take action! Engage in activities that are similar to what you have done in the past or consider new activities that integrate this year's theme, Tree of Life (coloured handprints and messages) or related actions.

## ICCD 2022: Tree of Life Virtual and Physical

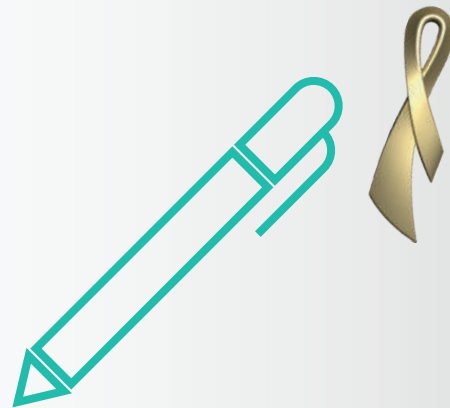
Continuing last year's success, we are inviting all the members of the CCI family and SIOP members to participate once again in this global campaign by creating a Tree of Life for your country, symbolizing that childhood cancer is curable and showing the key elements contributing to Better Survival.

As you may already know, the tree will be formed by the multi-coloured handprints, representing the survival rate of children with cancer in your country. The roots will represent the key elements for Better Survival as follows:

1. Responsive government policy
2. Timely and accurate diagnosis
3. Effective treatment
4. Multidisciplinary care
5. Palliative & supportive care
6. Family support
7. Qualified workforce
8. Available and affordable essential medicines
9. Cancer registry
10. Rehabilitation and reintegration



# Action One



## How to participate at an international level:

To all the members of CCI and SIOP and other ICCD Alliance partners,

From now on, you are called to start a conversation with your stakeholders including patients, families, and health care team and let them know that on the upcoming ICCD, the virtual, interactive, web-based Tree of Life (for both mobile and desktop users) will be available to colour their hands and post their "message of appreciation" from patients/families/survivors to health care teams or "messages of hope" from health care teams to patients.

Due to the continuing COVID-19 pandemic, the virtual Tree of Life responsive website is under modification to reflect the theme #throughyourhands and will be accessible from the 1st of February to the 31st of March 2022.

Instructions for using this virtual platform and requirements for joining are exactly the same as the 2021 campaign and are explained on the Tree of Life website [www.iccd.care](http://www.iccd.care) (available on the 1st of February 2022).

Thank you to the 109 Country Champions from 85 countries who volunteered to review the messages for the ICCD 2021 campaign. All Country Champions will receive another invitation email from us soon, in which we thoroughly explain this year's instructions.

If you didn't have the chance to join last year's campaign as a Country Champion, please feel free to contact us at [ICCD@cci.care](mailto:ICCD@cci.care) so we can proceed with registering you as a Country Champion.

继续努力！我要更加坚强，好好努力，  
长大做一名医生，去帮助更多的病人！

China

博寒

Acreditar em mim, Acreditar na ciência,  
Acreditar nos médicos e enfermeiros  
que me ajudaram e Acreditar no amor  
da minha família foi a minha fórmula  
para vencer o cancro!

Portugal

Ana

На 17 години съм и преживях ОЛЛ,  
когато бях на 5 години. Лечението  
беше дълго, но успешно. Благодарна  
съм, че има толкова добри лекари в  
България. Все още се виждаме и  
обичаме. Искам да кажа на всички  
деца и родители " Не се предавайте"

Bulgaria

Ivelina



# Action Two



La noticia de que tu pequeño tenga cáncer, es muy desoladora, pero hay que confiar en los médicos y oncólogos, que dan lo mejor para que tu hijo sobreviva. Un fuerte abrazo para todos los que están luchando, tener fe y esperanza. Todo saldrá excelente.

Spain  
**Matthew**

I lost strength in my legs and arms I had JOY I lost some of my words I Kept JOY I got a shunt had a biopsy and began chemo I still had JOY Despite all I've lost I never lost my Joy I never stopped smiling I never stopped trying JOY is FUEL for LIFE

Bahamas  
**Joy**

Stay positive and always smile. Take one day at a time and trust that the sun will shine brighter tomorrow. YOU are stronger and braver than you think. Believe in YOU!

Canada  
**Emma**

La mejor medicina es una buena actitud. Días malos son los que van a sobrar, así que mejor transformarlos en buenos con energía positiva! De esta manera se la pasa mejor. Es un consejo de alguien que lo puso en práctica todos los días

Argentina  
**Silvana**

Esta prueba es difícil y dolorosa, pero logras obtener más valentía, fortaleza y coraje en compañía de tus seres queridos. Sonreír, cantar, pintar bailar o hacer algo que nos guste le da color y significado a la vida, siempre con mucha fé y esperanza.

Chile  
**Estefanía**

O cancro nos marca mais não nos define, temos fé que a seu tempo a cura há-de chegar...

Angola  
**Krysthal**



## How to participate at an international level:

To all the childhood cancer-focused NGOs, hospitals and institutions.

Create an ICCD 2022 event or activity any day in February or March including a physical Tree of Life in your setting or in continuation of your previous ICCD events promoting this year's theme of Better Survival is achievable **#throughyourhands**.

Then submit your 2022 ICCD event reports before 31 March 2022, through the ICCD website [www.internationalchildhoodcancerday.org](http://www.internationalchildhoodcancerday.org), which will be shown on the ICCD website under the ICCD activity map.

Examples of how to build a physical Tree of Life and downloadable files will be available on the ICCD website in January 2022.



# Action Three



No es fácil, es un camino largo y lleno de dificultades que pensé nunca iba a poder superar. Pero si yo lo estoy logrando, ¿por qué tu no? ¡Ánimo! :)

Colombia  
**Laura**



## How to participate at a regional level

Advocate for action! Write to active organizations and treatment centers in 3-5 countries in your region (according to the six WHO regions) and inspire them to host an ICCD 2022 event engaging important stakeholders at a political level such as the Ministry of Health and WHO Regional Offices.

Identify three key issues in your country related to the 10 elements for Better Survival (listed on page 6) and advocate for positive change during the month of ICCD.

Members, who are capable and interested in hosting such regional events, please approach CCI via [ICCD@cci.care](mailto:ICCD@cci.care) or inform their SIOP Continental President/branch [https://siop-online.org/sp\\_cb/](https://siop-online.org/sp_cb/) in advance so SIOP and CCI regional branches can help with promotion.

CCI and SIOP will collect reports and photos of all the events to be shown on the ICCD website and the ICCD activity map after the campaign to show the importance of the collective effort in making a positive impact for childhood cancer.

**Buat yang sedang berjuang melawan kanker, saya beserta teman<sup>2</sup> yang lain, kita pasti bisa sembuh, dan bisa melanjutkan mimpi" kita yang tertunda..tetap semangat semua nyaa...**

Indonesia  
**Silvia**

# Global Hands and Messages



Austria



Everyone  
Message of Hope

Das Wichtigste ist, dass ihr an euch glaubt und das Ziel vor Augen habt, wieder gesund zu werden - ihr könnt es schaffen! ♥

Spain



Andrea González  
Message of Hope

Mi estrella fugaz, volveré a encontrarte entre mis brazos para no soltarte nunca. Te amaré por siempre.

Korea, Rep.



Kim taerin  
Message of Hope

다들 단단해졌어

Spain



Laura  
Message of Hope

Juntos somos más fuertes!

Mexico



Jose Jeffrey  
Message of Hope

La lucha es larga y cansada pero la victoria es grande

Italy



MARTA  
Message of Hope

cio sono Marta e auguro a tutti i bambini ammalati di guarire presto

Panama



Manuel  
Message of Hope

Dios los Bendiga a Todos! Espero estar San! pronto y poder lograr mis metas y sueños. No dejen de luchar

Mexico



Nery Jared  
Message of Hope

Nunca dejes de sonreír y soñar

Russian Federation



Fedor  
Message of Hope

Дорогой человек, чтобы мы и все были здоровы, чтобы все было хорошо! Желаю здоровья и счастья!

Indonesia



Sudi Nanda  
Message of Hope

Cancer change my life be a better person, I learned to be grateful and appreciate my life.

Mexico



Emmanuel  
Message of Hope

Te extraño y sigo pensando.

Bulgaria



Veselina Kalnova  
Message of Hope

Give light and the darkness will disappear of itself.

Canada



Chinos  
Message of Hope

No One Fights Alone

Mexico



Moises Mendez  
Message of Hope

Nunca pierdas esa sonrisa a pesar de pasar por una tormenta siempre ten un actitud positiva y lo podrás todo guerrero

Bulgaria



Veselina Kalnova  
Message of Hope

Give light and the darkness will disappear of itself.

Indonesia



Sherly  
Message of Hope

Dear Sherly, my best friend, Sherlyyyyk! tetap semangat ya! Sehat selalu untuk Sherly. Selalu percaya mujizat masih ada dan akan selalu ada. Sukses terus untuk narinya! God

## Total handprint participated:

Countries / Administration

70

Handprints

1553

updated 2022-01-10

# WHO Global Initiative for Childhood Cancer



**Goal:** By 2030, achieve at least 60% survival for childhood cancer globally and reduce suffering for all.  
→ Save one million additional lives

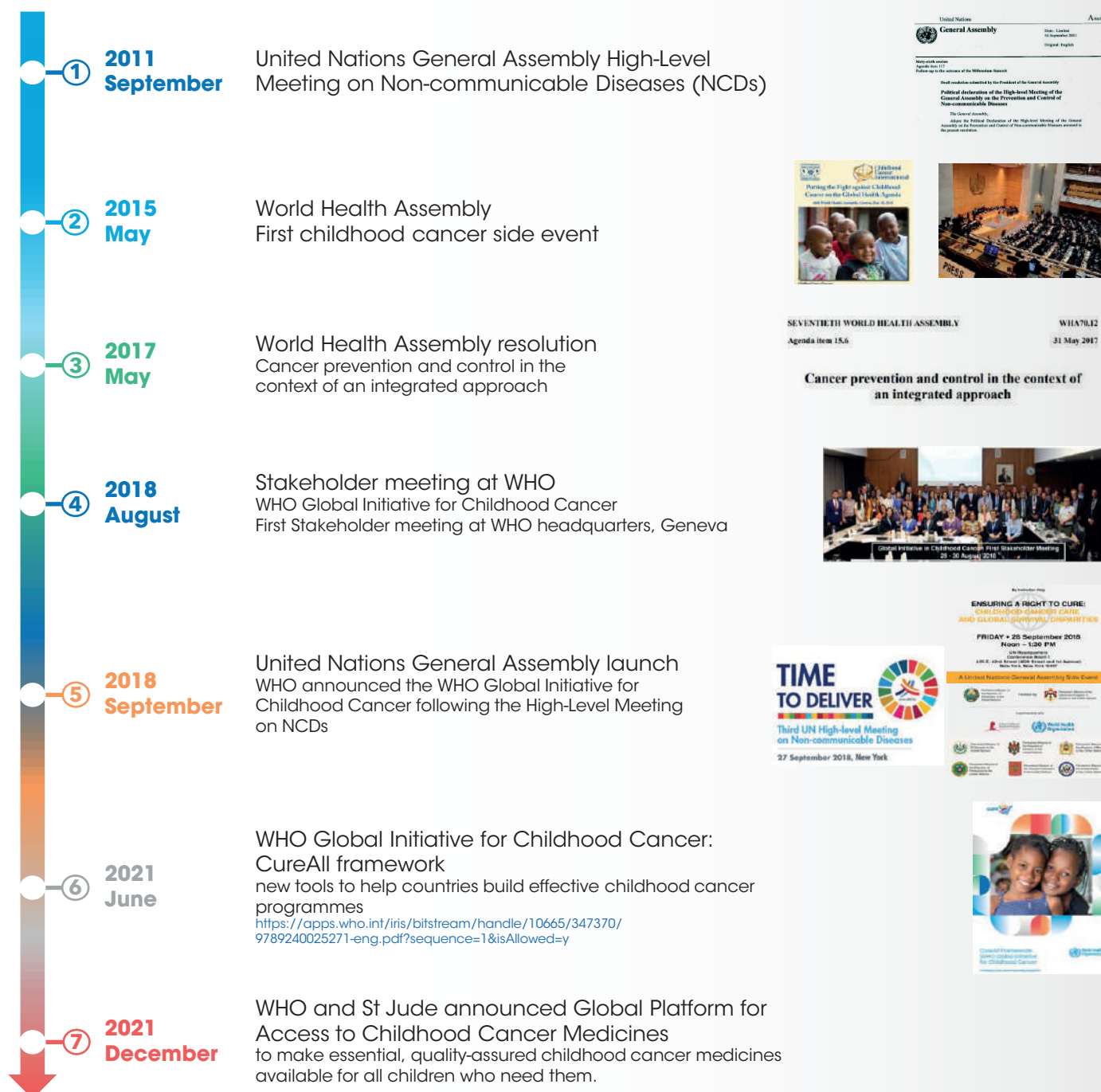


[who-childhood-cancer-overview-booklet.pdf](#)

- i) increase capacity of countries to provide quality services for children with cancer
- ii) increase prioritization of childhood cancer at the global, regional, and national levels



## Key events related to the WHO Global Initiative for Childhood Cancer



# Levels of Country Engagement Progress in 2021 and beyond



## Focus countries

Country with formal designation recognized in writing from the government to WHO after a formal written request from the country's Ministry of Health, received by the WHO country office. The requesting country commits to implement the Global Initiative for Childhood Cancer and **CureAll** actions. Countries receive a formal letter of designation with the agreement of WHO Country and Regional offices.

Most countries in this category may have completed initial assessments related to childhood cancer, many may have started implementation planning related to **CureAll**, and some may be implementing action plans.

## Countries participating in initial activities

Country working on an identifiable project(s) or activities clearly defined regarding one or more **CureAll** pillar/enabler. There is no official written commitment from the Ministry of Health of agreement with WHO Country office to engage in the Global Initiative for Childhood Cancer **CureAll** activities to support implementation, and therefore there is no formal designation as a focus country.

Many countries in this category may have completed initial assessments related to childhood cancer, and some may have started implementation planning related to **CureAll**.

## Countries with ongoing dialogue

Country working with either WHO or St Jude or both, with expressed interest in strengthening childhood cancer control without specified activities clearly defined in relation to one or more **CureAll** pillar/enabler. Some countries in this category may have completed initial assessments related to childhood cancer.

Most of the initial activities related to the childhood cancer agenda are led by Non-state actors, professional organizations, or NGOs.

**Regional/Subregional networks**, one or two focus countries engaging in collaborative efforts with other countries in the region aligning country-specific strategies with regional priorities. An example is the SEAR-Childhood Cancer Network.

<https://www.who.int/activities/improving-childhood-cancer-cure-rate>

<https://www.who.int/news/item/13-12-2021-who-and-st-jude-to-dramatically-increase-global-access-to-childhood-cancer-medicines>



# Global Childhood Cancer Community Creating Momentum - WHO Delivering on Mandate



Inclusion of childhood Cancer **as a public health priority is feasible, effective and sustainable.**

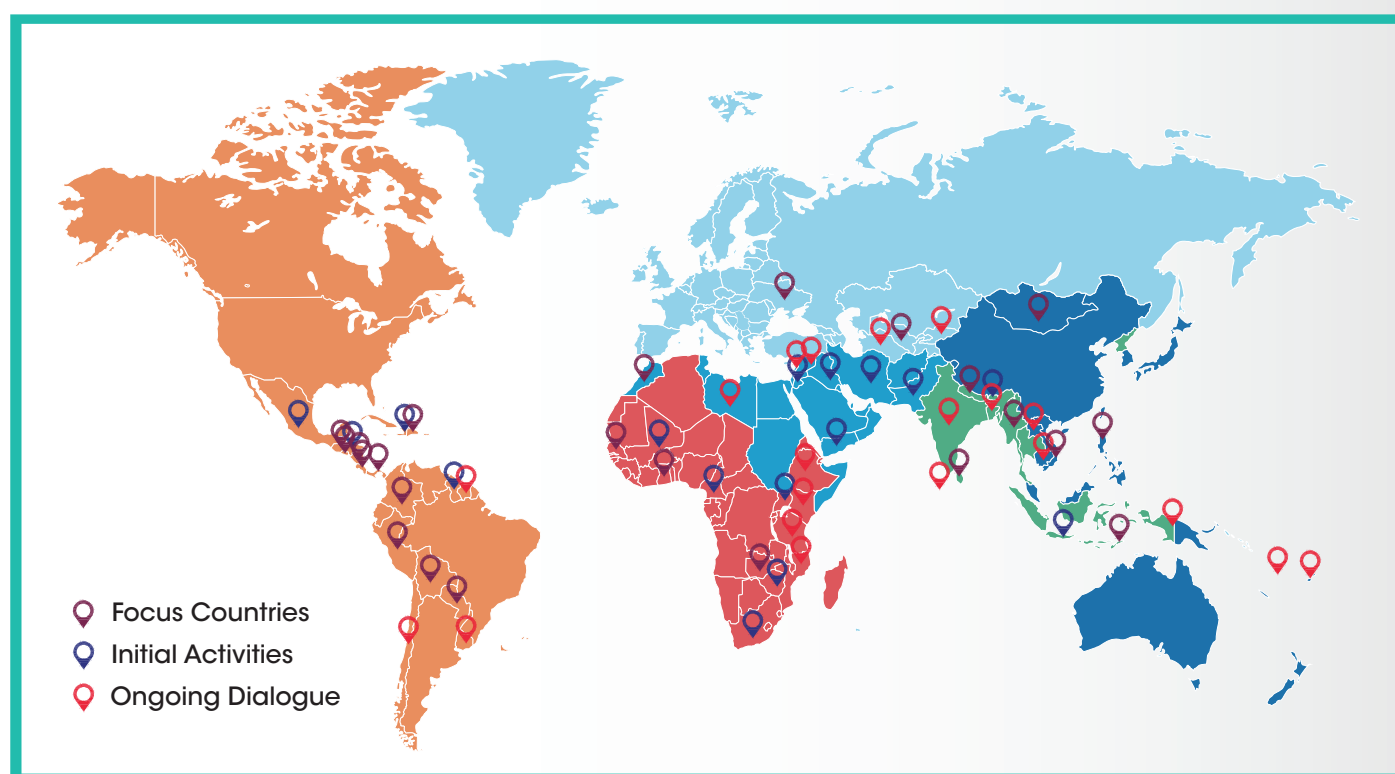
"On childhood cancer, we are now actively supporting 50 countries, providing medicines in conflict settings including like Yemen and Syria, almost doubling the health workforce, supporting the construction of new cancer centres and the development of legislation to guarantee access to care for children with cancer."  
(DG's address World Health Summit)



"Too many children have their lives cut short by cancer, and survival rates in poor countries are scandalously lower than those in wealthy countries."

— Dr. Tedros Adhanom Ghebreyesus,  
WHO Director-General

## GICC-Different Levels of Country Engagement



# Campaign Materials



We are striving to make the ICCD 2022 campaign materials including social media banners, posters, cover photos, logo files, fact sheets along with Tree of Life instructions accessible to all participants in January and available for download from <https://internationalchildhoodcancerday.org/>

My Journey to completion of treatment was difficult. Thanks to all the people that helped me to see the light. I study hard to become engineer so that I can build hospitals that are friendly to children so that they don't fear hospitals like I did.

Ethiopia  
Belay



Sometimes real superheroes live in the hearts of small children fighting big battles!

United Kingdom  
Dylan

# Appreciation and Recognition



Dear supporters and volunteers,

Thank you for supporting us in this campaign and letting children and adolescents with cancer know that you fully support them. We are fortunate to have groups of passionate people in our global CCI and SIOP family to support and engage in this global campaign.

Thank you very much for the valuable contribution of the following team in helping to develop this toolkit and the interactive, web-based Tree of Life.

## Campaign Co-Convener

João de Bragança	Acreditar & Childhood Cancer International (CCI), President	Portugal
Kathy Pritchard-Jones	The International Society of Paediatric Oncology (SIOP), President	United Kingdom

## Campaign Coordinator

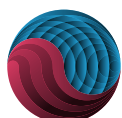
Benson Pau	CCI - Pau Kwong Wun Charitable Foundation	HKSAR, China
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## Advisors

Alan Davidson	SIOP - Advocacy Chair	South Africa
Alejandra Mendez	CCI - Fundación Nuestros Hijos	Chile
Anne Goeres	CCI - Fondatioun Kriibskrank Kanner	Luxembourg
Julia Challinor	SIOP - Secretary-General	United States of America
Luisa Basset	CCI - Federación Española de Padres de Niños con Cáncer	Spain
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Susanne Wollaert	SIOP - Executive Director	Switzerland

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Gail Corbett	CCI - Kids Cancer Care Foundation of Alberta	Canada
Kate Johnson	CCI - Children's Cancer Centre Parent Advisory Committee	Australia
Sarah Sarnami	CCI - Society to Support Children Suffering from Cancer (MAHAK)	Iran



**Herbert Chia**  
Data Innovation Lab Limited  
HKSAR, China  
Virtual platform sponsorship



**Kenneth Yeung**  
Keden Company Limited  
HKSAR, China  
Pro-bono toolkit design



**Don Chow**  
Toppro Marketing Company  
HKSAR, China  
Responsive web development  
at concession price

# THANK YOU FOR BEING PART OF THE 2022 ICCD CAMPAIGN



## Contact CCI at

• [ICCD@cci.care](mailto:ICCD@cci.care)  
(for media & event inquiries)



## Contact SIOOP at

• [advocacy@siop-online.org](mailto:advocacy@siop-online.org)  
(for media and event inquiries)



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## ICCD major partners



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



<https://ipa-world.org/>



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



<http://www.icpcn.org/>