



Celebrating 20 Years of Togetherness

International Childhood
Cancer Day (ICCD)

“Better Survival is achievable
#throughourhands”



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

Speak out for kids with cancer using [#ICCD2021](#) [#throughourhands](#) [#cureall](#)

Every **3**
minutes a
child dies
of cancer



Speak out for kids with cancer using #ICCD2021 #thoughtshands #cureall

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 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, 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 into 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



Concern and Fact developed by Childhood Cancer International in 2015 and amended together with International Society of Paediatric Oncology in 2020

Concern	Fact
Contagion	Childhood cancer is not contagious. It's safe to play, socialize and interact with kids 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; and c) treatment appropriateness.
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 quite 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 other 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.

Speak out for kids with cancer using #ICCD2021 #thoughtourhands #cureall

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.

International Childhood Cancer Day (ICCD) is celebrated on the 15th of February each year. It was conceived in 2001 by CCI, with the first global awareness campaign in 2002, making 2021 the 20th edition of ICCD.



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Campaign Theme



Better Survival is achievable

#throughourhands (2021)

#throughyourhands (2022)

#throughtheirhands (2023)

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

The primary message of the 2021 ICCD is:
'Better Survival' is achievable #throughourhands.

The 2021 ICCD campaign theme is: **#throughourhands**

Focus is 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 theme is: **#throughyourhands**

Focus is on paying tribute to the medical team/health care workers and the positive impact they have on the lives of children/adolescents with cancer and vice versa.

The 2023 theme is: **#throughtheirhands**

Focus is on paying tribute to the families and caregivers and the impact they have on the lives of children/adolescents with cancer and vice versa.

HOW YOU CAN GET INVOLVED?



You can take action this year in any way you have done so previously, according to your capacity, while integrating this year's theme, Tree of Life, and related actions.

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ICCD 2021: Tree of Life - Virtual and Physical

This year, we invite all the members of the CCI family and SIOP members to participate 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".

The tree will be formed by the multi-coloured handprints of children, 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

We are born strong. From our heads to our hearts through our hands.

Lebanon

Dana

Rhabdomyosarcoma

Age at diagnosed - 8 | Age as of 2021 - 27



Action One



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

Make a call to children/adolescents undergoing treatment, survivors and bereaved families to join CCI and SIOF members in more than 100 countries participating in this virtual Tree of Life campaign.

Given the current global environment managing the COVID-19 pandemic, a virtual Tree of Life responsive web is being developed, and will be launched on the 15th of February, 2021 (ICCD).

Start a conversation with your abovementioned stakeholders and let them know that on the upcoming ICCD a virtual, interactive, web-based Tree of Life (for both mobile and desktop users) will be launched and where they will be able to **colour their hands** and post their **'message of hope'** under their own names and receive a **courage certificate**.

Let's pre-register first,

We will need members of CCI and/or SIOF to volunteer their organisation/team as Country Champions of the web-based Tree of Life for the following reasons:

- To assist us in verifying the Message of Hope daily after launch of the responsive web on 15 February 2021 until 31 March 2021. As participants are allowed to write their Message of Hope in their native language, we would like to ensure that there are no unwelcome messages (political, nuisance, hoax, etc).
- To verify the childhood cancer survival range of their own country (0-20%, 21-40%, 41-60%, 61-80%, >80%); source of data range from the country champion organisation and/or connected medical institution/study group will be recognized on the website.

We encourage at least one CCI member and/or SIOF member (with support from treatment center / national study group) per country to pre-register and offer themselves as Country Champion as soon as possible.

Please kindly fill in this [Google form](#) before 17 Jan 2021 to confirm your willingness to be a country champion.

The detailed instructions on how to use this virtual platform and requirements for joining will be explained on the ICCD website (available the 4th week of January 2021).

Note: The registration of at least one country champion on behalf of each country is vital in this phase so we can identify member organisations to support us in verification of the Messages of Hope from the participants in their country. For participants from countries without pre-registered Country Champions, the system will not display their Message of Hope in the ICCD 2021 website "View Global Hands & Messages" page.

Action Two



"They say disability is not inability.
But I say sickness is surely not
incapability.

Chadwick Boseman aka the Black
Panther, was a fighter..he fought to
bring pride to the African Race.
He was an Icon and showed that being
black was not being weak.. He did all
this despite fighting his own battle of
cancer behind the scenes.

I fought my battle with cancer, Now my
question is will you fight to finish your
race strong and be a great somebody or
will you sit back and die full of regrets
thinking about what could have been...?
I did it and so can you."

Zimbabwe

Jacqueline

Wilms Tumour

Age at diagnosed - 11 | Age as of 2021 - 18

**Better survival means something
different to everyone, but as a survivor,
it means a better quality of life.**

USA

Emma Kate

Medulloblastoma

Age at diagnosed - 11 | Age as of 2021 - 13

**After overcoming cancer, I want to
survive better to have a fruitful and
enjoyable life!**

Japan

Keiko

Acute Lymphoblastic Leukemia

Age at diagnosed - 5 | Age as of 2021 - 34

**Cancer is curable if you find how to fight
it with hope. This is an advice from the
one who faced death but never lost his
heart.**

Iran

Omid

Histiocytosis Cancer

Age at diagnosed - 8 | Age as of 2021 - 15



**To all the childhood cancer focused NGOs,
hospitals and institutions,**

Create an ICCD 2021 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
#throughourhands.

Then submit your 2021 ICCD event reports before
31 March 2021 through ICCD website, which will
be shown on the ICCD website under the ICCD
activity map (modification for this purpose will be
ready by 15 February 2021).

Examples of how to build a physical Tree of Life
and downloadable files will be available in ICCD
website (available the 4th week of January 2021).

Action Three



Fighting cancer feels like voyaging through hundreds of miles of mountains and valleys. But, the fact that I'm not travelling alone makes the journey, and the pain that comes with it more bearable

Malaysia
Winnie

Acute Myeloid Leukemia
Age at diagnosed - 17 | Age as of 2021 - 24



To all CCI regional representatives,

Advocate for action and write to active organisations and treatment centres in 3-5 countries in your region (according to the six WHO regions) and inspire and encourage them to host an ICCD 2021 event engaging important stakeholders at the political level such as the Ministry of Health or WHO Offices.

Identify three key issues in your country of the 10 elements for Better Survival (explained on page 6) that need to be addressed in your country to advocate in this event.

Members, who are capable and interested to host such an event at a political level, can also approach CCI via ICCD2021@cci.care.

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

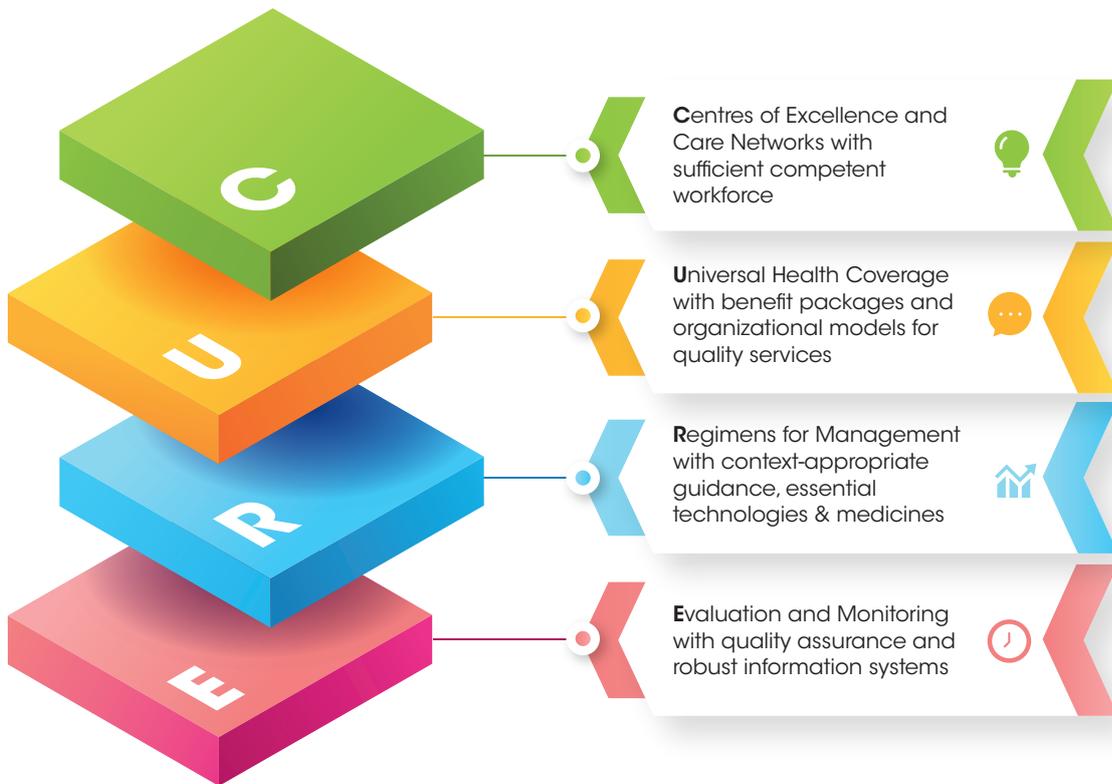


ICCD and the WHO Global Initiative for Childhood Cancer

In January 2018, CCI and SIOP were recognized as non-state actors in official relations with WHO. In September 2018, the WHO Global Initiative for Childhood Cancer was launched with the aim of achieving at least 60% survival for childhood cancer globally and reducing suffering for all by year 2030. Achieving this goal will save an additional one million children's lives, while also improving the quality of life for all children and adolescents with cancer. The 60% target approximately doubles the current global cure rate for children with cancer.

The three-year campaign for ICCD (2021-2023) is designed to align its messaging with the WHO #cureall strategy representing **four pillars** and **three enablers**.

The pillars are



The enablers are





Together we can make a difference.

**“Better Survival is achievable
#throughourhands”**

As someone famous once said, “I’m am glad to still be here”, as simple as that, even now more than ever, I cannot fathom that I am still here, but I am, for that I am truly grateful.

South Africa

Naz

Liver Cancer

Age at diagnosed - 2 | Age as of 2021 - 30

Cancer makes us Stronger. It's an opportunity to change in ourselves towards bravery, finding purpose in life, values and life ethics. Each Stronger one when will hold hands together then the change in each individual-self, can make together a big difference.

India

Saurabh

Ewing Sarcoma

Age at diagnosed - 16 | Age as of 2021 - 19

We as survivor representatives of CCI Europe support the campaign #throughourhands wholeheartedly. We believe that we can make a change if we are united.

Being cured from cancer does not always mean that you are well. Up to 75% of survivors deal with late effects. We see a worldwide lack of structure for psychosocial and medical follow-up care. They need to be developed. Survivors like us need comprehensive and age-appropriate information about the risks they can expect due to their cancer and treatments, what to do about their late effects, and where to turn to. In order to increase a better survival worldwide, more research must be carried out to improve drugs, reduce late-effects and optimize long-term care.

Carina, Harun, Jaap, Zuzana

*Survivor representatives of the CCI Europe
Regional Committee*

When I was 4, I was diagnosed with a bladder tumor. I went through chemotherapy and radiotherapy treatment, half of my bladder was removed and suffered difficult times due to the adverse reactions of the treatment. I felt awfully, both physically and emotionally, and I lost my hair. With the help of God and my parents, I concluded my treatment.

I am currently 21 years old. I am in the third semester in Medical Imaging at the University. I currently work in the field of radiotherapy, where I treat patients in the same way I was treated: with love, respect and understanding. I love what I do.

Dominican Republic

Alexander

Bladder Tumour

Age at diagnosed - 4 | Age as of 2021 - 21

Campaign Materials



We are striving to make the ICCD 2021 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/>

Life is not about waiting for the 'storm' to pass. It's about learning how to 'Dance in the Rain'. Keep fighting and believe in yourself.

Indonesia
Samakhatu (Alma)

Bone Cancer
Age at diagnosed - 12 | Age as of 2021 - 27



Appreciation and Recognition



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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	CCI - Acreditar & Childhood Cancer International, President	Portugal
Kathy Pritchard-Jones	The International Society of Paediatric Oncology, President	United Kingdom

Campaign Coordinator

Benson Pau	CCI - Pau Kwong Wun Charitable Foundation	HKSAR, China
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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
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Responsive web development
at concession price

Thank you for being part of the ICCCD campaign



Contact CCI at

- ICCD2021@cci.care (for event inquiries)
- ICCD2021media@cci.care (for media inquiries)

Contact SIOP at

- 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/>