Dear Members

A campaign to raise the public awareness throughout the world of childhood cancer by observing an International Childhood Cancer Day was initiated by the International Confederation of Childhood Cancer Parent Organizations (ICCCPO) in 2002 and has been held on 15th February ever since. In 2010 the idea of a Global Fundraising event linked to this day was initiated to not only promote global awareness of childhood cancer, but also to create an opportunity for individual member childhood cancer organisations to raise funds.

In 2011, 19 ICCCPO members from all parts of the world celebrated ICCD by hosting various awareness and fundraising activities in the months of February and March. In 2012 we are fortunate to have SIOP members join us in this year’s event which is focused on “Early Detection” – which is relevant for both developed and developing countries.

With SIOP members joining the campaign we hope to dramatically increase the number of events that take place globally, so improving our objective of getting the WHO to officially recognise this day on their health promotion calendar.

The campaign will involve both ICCCPO and SIOP members hosting a balloon event on or around 15th February 2012. The idea is that balloons be released into the air by children from the wards throughout the world with a postcard attached that states cancer is curable; early diagnosis will improve survival rates, treatment should ideally happen at a specialized hospital and some other basic information on childhood cancer (supplemented by local statistics and facts). Where balloons are not allowed to be released in countries, members could hand-out postcards to members of the public, schools, businesses and to prominent health and political figures (for the latter: or to their children or grand-children).

We realise that some member organisations may already have plans in place to celebrate ICCD and we do not wish to distract from these plans, however should such members be able to participate as an addition to their event, this would be greatly appreciated.

For those who are willing and able we ask that you liaise closely with your local SIOP members and follow as closely as possible the suggested “Plan of Action” attached. It is a wonderful opportunity for members to engage the media and so increase not only an awareness of childhood cancer in their country, but so also improve the profile of their organisations.

Members may also want to raise some funds for their organisation through this campaign. For those who are able, members are encouraged to donate part of the raised money to support World Child Cancer’s work (an organisation of which ICCCPO initiated and is the only shareholder) which funds Child Cancer Programs in resource-poor countries.

Being members of the ICCCPO family, let us put “we care, we share” in action! Any contribution and/or comment can be sent to the ICCCPO Secretariat at icccpo-secretariat@vokk.nl.

Kind Regards
Kenneth Dollman
Chairperson: ICCCPO
On behalf of the 2012 Global Fundraising sub-committee