SLOVAKIA

Celebration and press-conference for ICCD in Bratislava (Slovakia)
International Childhood Cancer Day in Slovakia
15th February 2012

Pediatric oncologists in Slovakia have adopted the idea of SIOP and ICCPO to put more concern on pediatric malignant diseases and improve awareness about them among people. At 15th February were at all three Slovak pediatric oncology centers performed many activities to inform public about these diseases. We printed cards (with used SIOPE template) with the important information about early symptoms and with the message of curability and we distributed them among people, we also posted up many similar posters in the hospitals.

In Bratislava - the capital of Slovakia and the centre of Slovak pediatric oncology we arranged press conference, with attendance of all main Slovak televisions - public and private as well. We informed public about early warning signs, importance of early diagnosis with strong influence on outcome.

At the end of the conference we all went outside to release the balloons with cards and sent the message of hope - curability of pediatric cancer. All TVs gave spots about Childhood Cancer Day in the evening prime time. Doctors, patients and parents gave many interviews.

At the department we had the special program for small children with Clown Doctors, Muppets in the Hospital, older patients visited some successfully treated patients to talk and support them. We had the meeting with parents and motivated them to establish their parental organisation.

After this event we had many positive reactions from people and also journalists with continuing interest and it lead to some more articles in the magazines.

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