International Childhood Cancer Day 2012

Guidelines for Postcard-Event

The International Confederation of Cancer Parent Organizations (ICCCPO) and the International Society of Paediatric Oncology (SIOP) are raising awareness of the importance of early detection and diagnosis in the treatment outcome of childhood cancer. We invite you to join us in this campaign by adopting any of the following suggestions, which hopefully will also interest the media.

Enclosed with this e-mail are the pdf’s of two postcard versions to be used by your organisation (text in English). We also include the template of the cards in a word document for you to fill in the translation of the English text into your language.

The campaign allows for two options: please decide which option best suits your organisation (A or B) and then arrange for the cards to be printed locally as ICCCPO and SIOP will not be posting printed cards to any of its members. In most cases, the printing can be done on a color-printer that allows to print on both sides. Use somewhat heavier paper (e.g. 120g). If necessary, you may ask a copy shop to do the job for you.

OPTION A:
The postcard can be attached to balloons filled with helium gas and released into the air by groups of children (preferably current patients in the hospital; however, children in your neighborhood or from schools and play schools would also be appropriate). Should you opt for a competition where the finders of the cards are requested to return these to your groups’ address, and where they will be placed in a draw for a prize, you will probably get a much greater response - but obviously this will involve much more work!

OPTION B:
In countries or cities where the release of balloons is not allowed, the following alternative can be considered. Duplicate the cards and hand them out to as many people as possible (e.g. in schools, malls, churches, government buildings, clubs etc.) maybe accompanied with a little gift (e.g. flowers) and/or a pamphlet about your organisation. Apart from including the general public, consider also targeting schools where the children or grandchildren of influential people attend school, government buildings where important people are employees or any other institution where those receiving the cards could be made aware of childhood cancer. This is an ideal opportunity to get the media involved with the event and where possible combine this event with a press conference, or at the very least a press release*.

Whatever you decide to do, would you please send a brief report of your activity to our respective secretariats as we would like to compile an international report on global activities carried out by our organizations on or around International Childhood Cancer Day 2012.

Thank you for your support!

Regards
Organising Committee

*We will provide you with a general text for the press release which you can amend to your own situation.

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