Action Program in Japan for ICCD 2012

CCAJ has planned such means for the campaign as follows:

1) Prepare an announcement paper to inform about ICCD 2012 and the Program CCAJ is going to launch.

2) The announcement will be enclosed with CCAJ’s quarterly newsletter, which will be sent out around the end of next week. The subscribers will receive the newsletter with the announcement paper just before Feb. 15th.

   We usually distribute more than 4000 copies of the newsletter not only to the members, supporters of CCAJ and local parent groups, but also to schools, hospitals, public health departments of local cities and so on.

3) At the same time, this announcement will be uploaded on our web site and is planned to be distributed to certain several news media.

Followings are the essence of our Program to be launched for the campaign:

1) Prepare a card explaining facts about Childhood Cancer and its situation in the world and in Japan.

   Please note however that we are not going to use the exact postcards prepared by ICCCPO. Instead, we will create our own card suitable to the prevailing circumstances and the facts in Japan, though we utilize the information as well as the design of ICCCPO’s postcards as much as possible.

2) The card we create will be placed at public areas such as local Public Health Departments, Community Centers and Public Libraries, and at commercial buildings such as convenience stores, supermarkets and community shops where anyone can easily pick up the card for the information about the childhood cancer.

   The announcement in the paper as well as other means including web-site actually solicits for volunteers to find suitable places around their local communities and get permission to place the card. At the same time, we will instruct our 21 local charters to initiate specific actions for the card distribution.

3) To carry out those actions as listed above, CCAJ has decided to self-declare the “International Childhood Month” (not a day) starting from Feb. 15th.

   We will complete the necessary works for the campaign this week in order to take specific actions during the month of so called “ICCM (Month)”.  

   End