

September is
Childhood Cancer Awareness Month.



Advocacy Toolkit

September is Childhood Cancer Awareness Month.

Make your voice heard.

Dear Friend,

At The Children's Hospital of Philadelphia, we devote countless resources to cancer research and treatment. We have invested in the most cutting-edge technology and offer the most advanced treatments for all types of childhood cancer, and we have made tremendous advances in research and clinical care.

But it is not enough. In 2010, close to 11,000 children will be diagnosed with cancer, and 1,300 will die of the disease. And although survival rates for many childhood cancers have improved dramatically over the past few decades, cancer is still the second leading cause of death in children.

You can help change that. Make a difference in the fight against childhood cancer by writing to your elected officials or your local newspaper, making a donation to support cancer research, and sharing a personal story about a loved one who is affected by childhood cancer. The information in this toolkit will help you get started.

Thank you for being part of this very important work.

Fighting cancer is what we do. And we can't do it without you.

Sincerely,



John M. Maris, M.D.
Chief, Division of Oncology
Director, Cancer Center
Director, Center for Childhood Cancer Research
The Children's Hospital of Philadelphia

P.S. Personal stories are powerful. If you or someone you know has been affected by childhood cancer, share your experience with your elected officials and your local media. We'll show you how.



 The Children's Hospital of Philadelphia® | **CANCER CENTER**
cancer.chop.edu/cancerawareness

Join the Cause: Send a Press Release to Local Newspapers & TV Stations

Fill in the blanks highlighted in yellow and send this press release to your local newspaper and TV station to raise awareness about childhood cancer.

Family/Community Partner:

Your Name:

Your Phone Number:

Your E-mail:

Media Contact at The Children's Hospital of Philadelphia:

Rachel Salis-Silverman

267-426-6063

Salis@email.chop.edu

Local Childhood Cancer Research Champion Celebrates Childhood Cancer Awareness Month

(Your name) *Rallies Support for Pediatric Cancer Research Funding in Partnership with the Cancer Center at The Children's Hospital of Philadelphia.*

As part of Childhood Cancer Awareness Month, Childhood Cancer Research Champion **(name of city, state)** joins with the Cancer Center at The Children's Hospital of Philadelphia to champion support for pediatric cancer research funding.

(Insert your story and motivation for participation here. This section should be two to three paragraphs at most, written in third person. It should also include a quote from you.)

“As a pediatric cancer scientist and physician whose research directly impacts the kids I treat, the availability of funding is vital to develop new treatments to ultimately cure all children of their cancer,” says John Maris, M.D., director of the Cancer Center at The Children's Hospital of Philadelphia. “Childhood Cancer Awareness Month helps bring this issue to the forefront to inspire those who can make a difference.”

In 2010, close to 11,000 children will be diagnosed with cancer and 1,300 will die of the disease. Although survival rates for many childhood cancers have improved dramatically over the past few decades, cancer is still the second leading cause of death in children.

Childhood Cancer Research Champion **(your name)** is hoping to make a difference by sharing **[his or her]** story with the **(city)** community.

For more information about how you can make a difference during Childhood Cancer Awareness Month, check out cancer.chop.edu/cancerawareness.

Keep the connection.

www.facebook.com/cancercenterat Chop

Join the Cause: Write an Op-Ed

Writing an opinion piece (an “op-ed”) for a local paper is a great way to help raise awareness of an issue that’s important to you. The tips provided here will help you develop an op-ed that you can send to newspapers in your community to raise awareness of childhood cancer.

Customize Our Sample Op-Ed

Below is a sample op-ed that you can use as a starting point. Add your personal story to make it even more powerful.

Sample Op-Ed:

More Funding Needed for Childhood Cancer Research

As patients, cancer survivors, doctors and families across the nation mark Childhood Cancer Awareness Month, take a moment to consider these alarming facts: 1 out of every 330 children will be diagnosed with cancer, and each year about 1,300 children die from the disease. That’s 1,300 brothers and sisters, sons and daughters, classmates and best friends — and 1,300 reasons why pediatric cancer research needs to become a higher priority. It’s one of the only things that can help bring us closer to a cure.

[Include your personal story here. This section should be two or three paragraphs at most.]

If the National Institutes of Health quadrupled the amount of research money it devotes to pediatric diseases, we might be able to cure the thousands of children who suffer from cancer. In fact, we might even be able to prevent this terrible disease. Funding pediatric research is a powerful way to make a difference for children and families everywhere.

Cancer researchers have already proven that they can make incredible, life-changing discoveries when given adequate resources. Over the past few decades, their work has led to a vast improvement in the survival rates for some childhood cancers, like leukemia. With more funding, researchers could find ways to minimize the long-term side effects that affect cancer survivors’ quality of life. They could develop new treatments and find cures. They could do so much more.

You don’t have to be a scientist or a doctor to help make this happen. Write or call your U.S. senators and congressman and let them know why the quest for a cure is important to you. Tell your story and remind them they can help find a cure by supporting the National Institutes of Health and the pediatric research it funds.

Join the cause today. Help cure childhood cancer.

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Write Your Own Op-Ed

If you'd like to write an op-ed from scratch, here are a few tips to help you get started.

- **Keep it short.** 500-700 words is a good length.
- **Keep it simple.** Use simple words and short sentences, and make your argument up front, in the very first paragraph. Avoid jargon and overly technical language.
- **Make it relevant.** Newspapers will be more likely to publish your op-ed if it relates to something that's currently in the news.
- **Add a call to action.** Tell readers what actions you want them to take: "Elected officials should vote to increase funding for childhood cancer research." "Write to your legislator to show your support for childhood cancer research."
- **Use statistics.** Personalize your letter with facts and statistics about childhood cancer.
- **Tell your story.** Personal stories are powerful. If you or someone you know has been affected by childhood cancer, write about your experience.

Submitting Your Op-Ed

- **Proofread it first!** Proofread your op-ed carefully before submitting it. Ask a friend or family member to proofread it too.
- **Include your name and contact information.**
- **Follow your newspaper's specific submission guidelines.** Op-ed submission guidelines can usually be found on the op-ed page of your newspaper or on the paper's website.

Join the Cause: Connect with a Pediatric Cancer Expert

Are you sharing your story with the media? Would you like to quote a pediatric cancer expert in your press release or op-ed?

World-renowned experts at the Cancer Center at The Children's Hospital of Philadelphia are happy to help! These experts not only treat patients with what is currently available, they also are making THE discoveries leading to the next generation of more powerful, targeted treatments. Our Cancer Center has more than 40 pediatric oncologists specializing in every form of childhood cancer — we're happy to connect you with not just any expert, but THE expert in a particular type of cancer.

In addition to offering their medical expertise, many individuals within Children's Hospital's Cancer Center lead national and international efforts addressing:

- New drug development
- Funding for pediatric cancer research
- Cancer survivorship
- Palliative care

If you'd like to connect with a pediatric oncologist at Children's Hospital's Cancer Center to support your efforts to raise awareness of Childhood Cancer Awareness Month, or if you want to share your own story with other families, please e-mail us at cancercenterpr@email.chop.edu or visit us online at cancer.chop.edu/cancerawareness.



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