



# February 15th

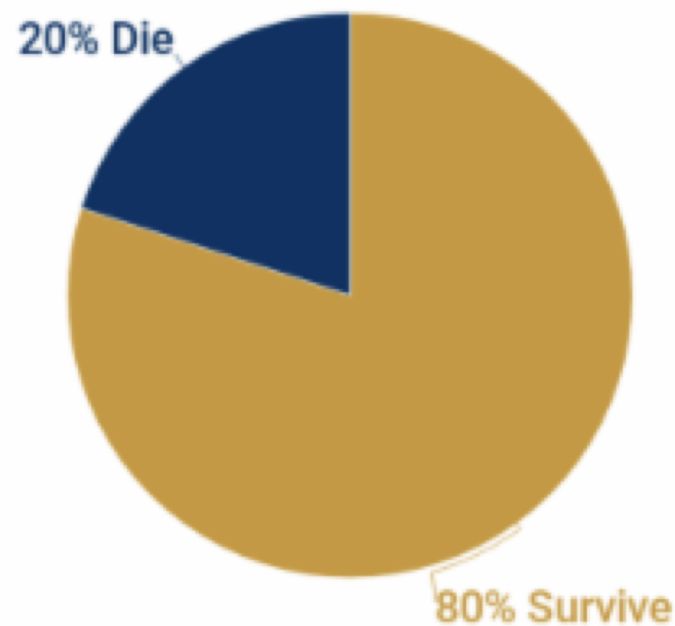
- International Childhood Cancer Day (ICCD) which was founded in 2002 by Childhood Cancer International (CCI) is celebrated around the world each year on February 15th.
- CCI - a global network of 171 member organizations in 88 countries founded in 1994.
- Committed to working with its international partners including the World Health Organization, SIOP, and others, towards the global goal of reducing childhood cancer mortality and the elimination of cancer-related pain and suffering.
- ACCO is U.S. founding member of CCI; I currently serve as CCI President and work hand in hand with the WHO, IAEA and other international organizations.

# Global Disparity

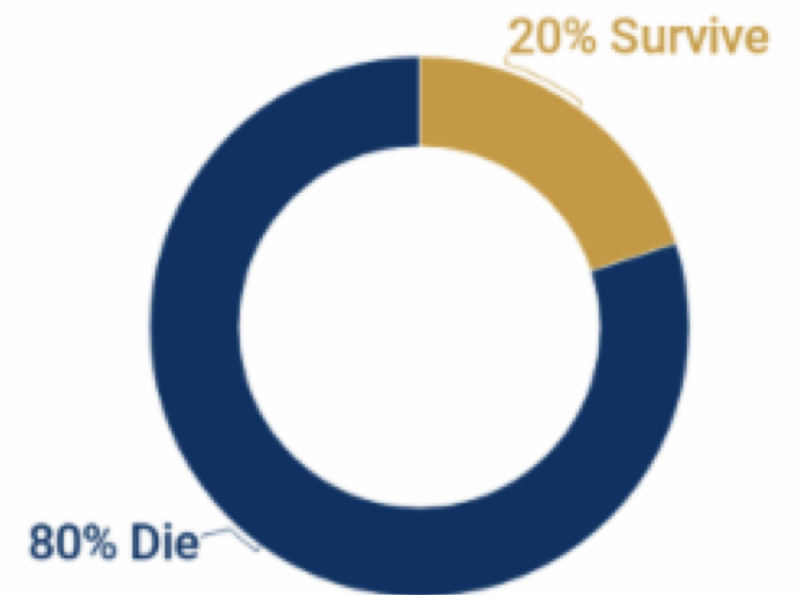


**80%** of all children with cancer live in low-middle-income countries

Childhood Cancer 5 Year Survival in Developed Countries



Childhood Cancer 5 Year Survival in Low-Middle-Income Countries



- Each year, more than 300,000 children ages birth to 19 years are diagnosed with cancer around the world.
- Approximately 8 in 10 of these children live in low and middle-income countries where their survival rate is often near 20%.
- This is in stark contrast to high-income countries, where cure rates exceed 80% for many common childhood cancers.

# WHO GLOBAL CHILDHOOD CANCER INITIATIVE

- On September 28, 2018 at the United Nations General Assembly, the World Health Organization (WHO) announced its new global initiative to address the disparity between childhood cancer survival in low-middle versus high-income countries.

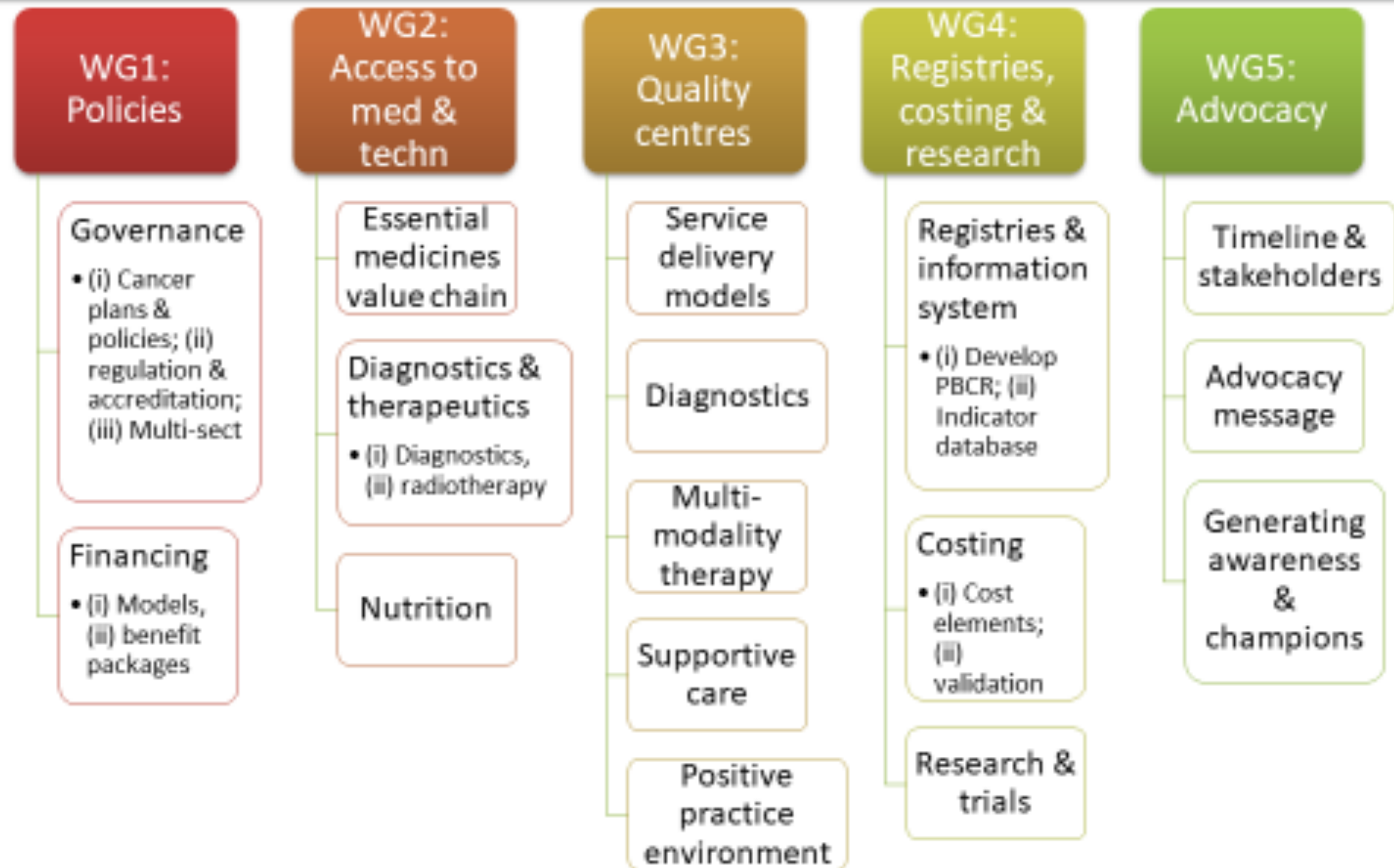


# WHO TARGET GOALS

Advocacy Message: The Two Target Goals of the WHO Global Childhood Cancer Initiative are:

1. Achieve at least 60% survival for all children diagnosed with cancer around the world by 2030. This represents an approximate doubling of the current cure rate and will save an additional one million children's lives over the next decade.
2. Eliminate all pain and suffering of children fighting cancer.

# Overview of Working Groups



**Member of Steering Committee and WHO Global Childhood Cancer Initiative Working Groups #2 & #5**





# ICCD 2019 CAMPAIGN

*One Million Children's  
Lives Saved*

[www.who.int/cancer/childhood-cancer/en/](http://www.who.int/cancer/childhood-cancer/en/)

Join us in saying...

*No more loss.*

In collaboration with  
the World Health  
Organization, our goal  
is to bring the global  
survival rate of  
childhood cancer  
up to 60%  
by 2030.

*That's our goal.  
#nomoreloss*

[www.who.int/cancer/childhood-cancer/en](http://www.who.int/cancer/childhood-cancer/en)





2,500,000

CHILDREN DIE EVERY YEAR WITH  
**SERIOUS HEALTH-RELATED  
SUFFERING.**



98%

OF THESE CHILDREN LIVE IN  
LOW- AND MIDDLE-INCOME COUNTRIES.

Source: [apps.who.int/iris/handle/10665/274561](https://apps.who.int/iris/handle/10665/274561)

The opioid crisis in the  
United States contributes  
to children dying in pain.

Across the world, nations are viewing the United States as a cautionary tale about the dangers of painkillers. Through laws and cultural pressure, opioid access is heavily restricted in many places.

Even for those who need it.

In 2015, people in the United States consumed  
on average:

677.7693

of Morphine-Equivalence (ME) mg per person.

In Uganda, the number was:

0.7559

Yes, this is a graph.

source: [www.painpolicy.wisc.edu](http://www.painpolicy.wisc.edu)

## Integrating palliative care and symptom relief into paediatrics

A WHO guide for health care planners, implementers and managers



World Health  
Organization

The cost to cover  
morphine-equivalent pain treatment  
for all children suffering from  
**Serious Health-Related Suffering**  
in lower-middle income countries  
would only be

**\$1 Million per Year**



...that's

**63¢ per Child**

Source: [apps.who.int/iris/handle/10665/274561](https://apps.who.int/iris/handle/10665/274561)



# CCI: Official Relations with WHO

## Childhood Cancer is a Global Problem.

People under 20 years old comprise:

35%

of the global population

40%

of the population in least-developed nations

The number of children in this age bracket who need pediatric palliative care each year may be as high as 21 million.

People under 15 years old comprise:

26%

of the global population

up to 40%

in low-resourced regions like sub-Saharan Africa

The need for PPC has not been recognized in many LMICs, where development has lagged behind palliative care for adults.

In 2014,  215,000 cases of cancer were reported in children under 14 years old.

Global incidence from birth to age 19 is more than 300,000

## The global incidence of childhood cancer is increasing.

As much as 80%

of childhood cancer is diagnosed too late, when treatment is not available or does not exist

30%

of children under 16 who died in 2015 experienced Serious Health-Related Suffering.

98%

lived in lower-middle income countries

The cost to cover morphine-equivalent pain treatment for those children would only be

\$1 Million per Year

that's 63¢ per Child

Source: [apps.who.int/iris/handle/10665/274561](https://apps.who.int/iris/handle/10665/274561)

## Palliative Care for Children

The active, total care of the child's body, mind, and spirit



Begins at diagnosis and continues whether or not the child receives treatment for the disease.



Involves supporting the entire family as well as the child.



Requires a multidisciplinary approach that makes use of community resources.



Can be provided in tertiary care facilities, community health centres, and children's homes.

A 2011 study found that

65.6%

of countries worldwide

offered no Palliative Care services for children.

Source: [apps.who.int/iris/handle/10665/274561](https://apps.who.int/iris/handle/10665/274561)



# Build Awareness In Your Community



## STEP #1

Check out the 2019 Assets

<http://www.internationalchildhoodcancerday.org/Gallery.html>

ICCD LOGO

WHO Ped. Palliative Pain Guide for Healthcare Providers

Press Release

Graphs

Posters

Video

# STEP #2 SHARE

Having your child survive childhood cancer comes with many costs. There are so many side effects that my daughter now faces and as a parent I feel a tremendous amount of guilt even complaining about them. Her ovaries are damaged from treatment and she will never be able to have children. She has permanent hair loss from her radiation.

She has mild cognitive delays, mild hearing loss, anxiety disorder and PTSD to name a few. But at least she is alive. One in five parents with a child with childhood cancer can't say that. Once treatment was well under way I realized that she was never going to be the same little girl. I had to mourn the loss of that daughter....the one who was going to go to University, have lots of children and be successful in all her endeavours. She will still do amazing things but she is different now. But at the end of the day I am just so glad to have her here with us that I will bask in that triumph and try not to focus on the loss of her childhood and her siblings and all of the ways her diagnosis and treatment forever altered our life path....because at least she is alive.

Isobel Nixon  
Medullablastoma



**Share Personal  
Story of Hope  
and Healing**

**Spread WHO  
GOALS:  
#NOMOREPAIN  
#NOMORELOSS**



# STEP #3 FB FRAMES

- Use our special edition [Facebook Frames](#) to spread awareness! Search "ICCD 2019" and apply to your profile picture!
- Please use #nomoreloss when sharing pictures.





# Share How YOU Celebrate ICCD on Social Media and In Your Community

- Contact your Representatives. Share your story and ask them to support the global childhood cancer goals.
- Together, on ICCD, we raise our voices and envision the day when there is "No More Pain" and "No More Loss" for all children with cancer regardless of their diagnosis, and where they live in the world.

