International Childhood Cancer Day 15th Feb Campaign 2022

www.iccd.care
Focus on the impact the medical team (appreciation, encouragement, hospital life) have and the mark they are able to leave on the lives of children and adolescents with cancer and their families, as well as the impact that the children have on the lives of the medical team.
International Childhood Cancer Day
Campaign 2022 - ‘Better Survival’ is achievable #throughyourhands

- ‘Tree of Life’ will be formed by the multi-coloured handprints of children, representing the survival range of children with cancer in their country

- The roots represent the key elements for ‘Better Survival’:

1. Responsive government policy
2. Timely and accurate diagnosis
3. Effective treatment
4. Multidisciplinary care
5. Palliative & supportive care
6. Family support
7. Qualified workforce
8. Available and affordable essential medicines
9. Cancer registry
10. Rehabilitation and reintegration
ICCD campaign 2022

Western Pacific Region

Australia

Vanessa
Message of Appreciation

To all those who contributed to the treatment and care of my daughter, I cannot thank you enough. No words can express my gratitude for all that you have done for her and for all the children under your care.

Eastern Mediterranean Region

United Arab Emirates

Eman Taryam
Message of Hope

"Together, we can make childhood cancer care like Sun rays reaching everyone on earth "

[Images of people painting hands and groups]
ICCD campaign 2022 virtual - Tree of Life: launched 15.02.2022

Global Partnership

The Founding Organization

Collaborating Partner

Supporting Partner

Major Partners
Gold September 2022
# Action Plan 2021 – 2022: what have we done (1)?

<table>
<thead>
<tr>
<th>Portfolio</th>
<th>Achievements</th>
</tr>
</thead>
</table>
| **Advocacy & Strategic Partnership** | 1. Strategic partners  
2. Full commitment with GICC |
| **Funding development**           | 1. Challenging work in progress |
| **Capacity Development**          | 1. Task force and ideas for future Knowledge Portal  
2. Survivor's week global webinar  
3. Annual Conference  
4. Executive Director |
| **Communication**                 | 1. Major improvements in social media (Linkedin, Facebook, Twitter, Instagram)  
2. Refreshing of the CCI site  
3. Relaunch of newsletter  
4. Global campaigns with strategic partners |
## Action Plan 2021 – 2022: what have we done (2)?

<table>
<thead>
<tr>
<th>Portfolio</th>
<th>Achievements</th>
</tr>
</thead>
</table>
| **Membership Networking** | *Africa*  
1. Initiative to structure a strong relationship with relevant stakeholders  
2. Map organisations working in the childhood cancer area  

*LATAM*  
1. “Enlace” Project  

**ALL REGIONS**  
1. Carenet Project (Global Mapping)  
2. Membership updating  

| **Survivors** | 1. Map survivors’ structures / organisations (CCI and non-CCI)  
2. Starting global study on “how survivor friendly our society / country is?” |


## Action Plan 2021 – 2022: what have we done (3)?

<table>
<thead>
<tr>
<th>Portfolio</th>
<th>Achievements</th>
</tr>
</thead>
</table>
| **Research** | 1. Collaborate in international research networks and organizations: ACCELERATE  
2. Participate in research focused conferences and meetings including on scientific committees |
| **Various** | 1. Working groups (St. Jude, SIOP, other)  
   1. Aria project  
   2. PFSE  
   3. PARC  
   4. SIOP Scientific Committee  
   5. Sanofi experts committee  
2. Safer Ukraine |
## Partnerships & statute

### SIOP
- Monthly calls
- Scientific Committee
- Awareness campaigns
- Working groups

### WHO
- Monthly calls
- Working groups
- Improved WHO Regional collaboration

### St. Jude
- Several projects (e.g. ARIA)
- Technical support (survivors webinar)
- Safer Ukraine

### FOCP
- Co-funders of Carenet project (Global Mapping)

### La Roche-Posay
- Cofunders of:
  - Carenet project (Global Mapping)
  - Other projects in Peru, Philippines, Egypt, Burkina Faso

### Statute
- WHO – NSAR
- United Nations: ECOSOC
The community increased by 128%.

The growth of the community has been beneficial for CCI as it:

- Increases the digital positioning of CCI
- The new community has a positive interest in the content
- High degree of interaction.
ACHIEVEMENTS

AWARENESS

More than **299 000** people have seen CCI’s publications.

COMMUNITY

The community has grown by **128%**, increasing the brand’s digital positioning.

INTERACTION

More than **16 000** positive interactions received in CCI accounts.

ENGAGEMENT

The accounts have an **engagement of 9.1%** [above the world average 3%-5%].
MAIN CAMPAIGNS 2022: ICCD

WHEN:
February 1st to March 31st.

- We reached 44,690 people through 33 posts on CCI’s social media.
- We received 2,546 interactions reaching an average engagement rate of 5.7%, above the global success average (between 3% and 5%).
- The Best channels for this campaign were Linkedin and Instagram.
**MAIN CAMPAIGNS**

**2022: SURVIVORS WEEK**

**WHEN:**
The whole month of June.

- **We reached 42 805 people through 155 posts** on CCI’s social media.

- **We received 2 861 interactions** reaching an average **engagement rate of 9.4%**, above the global success average (between 3% and 5%).

- **We created a specific graphic line**, developed **valuable content** for Survivors and **shared testimonies** from different continents.
MAIN CAMPAIGNS
2022: GOLD SEPTEMBER

WHEN:
The whole month of September.

- More than 600 framed photos from friends around the world shared on social media.

- We created a digital photo frame and invited users to support Childhood Cancer Awareness by sharing a framed photo on their social media. After following the hashtags, we shared weekly collages of framed photos on CCI social media and newsletters.
GICC – Global Initiative for Childhood Cancer

“Together, we will save lives and make sure children with cancer get the care they need”

Dr. Tedros Ghebreyesus
WHO Director-General
The goal of the global initiative is to achieve at least a 60% survival rate and to reduce suffering for all children with cancer by 2030.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Details/Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>UNGA High-Level Meeting on NCDs</td>
<td>68th WHA Side Event</td>
</tr>
<tr>
<td>2015</td>
<td>WHO-CCI-SIOP collaboration: “Putting the Fight Against Childhood Cancer on the Global Health Agenda”</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>70th WHA Resolution: “Cancer presentation and control in the context of an integrated approach”</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>First stakeholders meeting of Global Initiative for Childhood Cancer in WHO Headquarter in Geneva; CCI and other stakeholders were invited</td>
<td>WHO announced the Global Initiative for Childhood Cancer following the UNGA High-Level Meeting on NCDs</td>
</tr>
<tr>
<td>2018</td>
<td>WHO announced the Global Initiative for Childhood Cancer</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>Phase I: 5 working groups were formed by WHO involving global stakeholders including CCI to define the key messages, activities, and next steps of each working group topics.</td>
<td>Phase II: working group continued.</td>
</tr>
</tbody>
</table>
CHILDHOOD CANCER INTERNATIONAL:
THE CARENET PROJECT – The Global Mapping

A roadmap to continuous improvement in childhood cancer.
Objectives

1. Provide an accurate picture of the associate organization’s profile and actions, considering their differences in resources, challenges, and practices.

2. Identify good practices that can serve as a role model.

3. Identify priority intervention areas that may support the design of new projects, increase revenues and support strategic and action plans.
The Carenet Project Timeline

**Stage 1**
- **Beginning March 1st**
  - Model Elaboration
  - Preliminary Report: July 31st
  - Literature Review: April 30th

**Stage 2**
- **September 15th**
  - Documentation Review: Gathering and Analysis of Documents from CCI Partners
  - First Draft of the Article: July 31st
  - Psychosocial Interventions in Childhood Cancer: 2nd Version of the article – End of October
  - Focus Groups: Methodological Development and Implementation

**Stage 3**
- **Stage 3**
  - Online Surveys: Preliminary Report
  - Statistical Analysis: Final Diagnosis

**Stage 4**
- **Stage 4**
  - **February 28th**
  - Final Report Writing: Ending February 28th

**FINAL REPORT**
Literature Review
Psychosocial Interventions in Childhood Cancer

What is being reviewed?
What are the goals?
Who are the people involved?
Why is this review being conducted?

- This review intends to summarize and critically analyze the current state-of-the-art of psychosocial interventions in childhood cancer aimed at (1) patients, (2) survivors and (3) families and informal caregivers.
- This review is being carried out in order to obtain a literature foundation that will latter allow to understand, compare and analyze the psychosocial interventions carried out by the CCI organizations.
CCI Conference 2022

Barcelona (Spain) during the SIOP Congress (Sept 28th to October 1st 2022)