Over 90 UICC members and partners in more than 40 countries took part in World Cancer Day this year, and reports are still coming in. An initial survey of the media impact yields more than 140 pieces of coverage, reaching an audience of over 100 million worldwide.

4 February 2006. The first globally coordinated World Cancer Day ever.

"Our members and partners throughout the world rose to the challenge," says UICC President John R Seffrin. "They have organised an impressive range of activities. It is a remarkable achievement."

World Cancer Day is a key component in UICC’s World Cancer Campaign, launched in June 2005, which aims to scale up awareness of the fight against cancer. The campaign currently is focusing on childhood cancer, under the slogan "My Child Matters".

The My Child Matters initiative has three axes:

- A worldwide mobilisation and awareness campaign to highlight the effects of childhood cancers
- A call for projects in resource-constrained countries
- A comprehensive report on childhood cancers, scheduled for publication on World Cancer Day 2007 – a preliminary report has already been released (see p.8)

Why 4 February?

The original idea for World Cancer Day came from the Charter of Paris, approved by the World Summit against Cancer for the New Millennium on 4 February 2000.

In 2003, the UICC Executive Committee agreed to launch a World Cancer Campaign "to raise awareness of the cancer burden and to promote cancer control and patient needs in all countries throughout the world".

The committee saw World Cancer Day at the heart of this campaign, as a unique opportunity to draw attention to the challenges of cancer, raise the profile of UICC member organisations and their efforts to advance the cancer agenda, educate the public and policymakers, and deepen the spirit of collaboration between UICC and its members.

"To realise our vision of a world where cancer is eliminated as a major life-threatening disease, we need concerted action across all boundaries," says UICC Executive Director Isabel Mortara. "World Cancer Day 2006 testifies to the energy and dedication of our member organisations. It’s a sign and a symbol that together and united, we can make a difference."

The Greek philosopher and mathematician Archimedes famously said, "Give me a place to stand, and I can move the world."

This year, UICC, with the help of its members and partners around the world, became that place.
Paris round table showcases My Child Matters award winners

On 31 January, at the Jacquemart-André Museum in Paris, the My Child Matters childhood cancer campaign was formally launched. The evening was co-hosted by UICC, sanofi-aventis (our partner in the campaign), and the French National Cancer Institute.

At the centre of the programme was a round table on childhood cancer in developing countries with representatives of the 14 award-winning institutions (see below) in the My Child Matters initiative.

"When we started to work on this campaign," UICC President-elect Franco Cavalli told the distinguished gathering, "it seemed to us a dream. Today, this dream is a reality."

UICC is not alone in the fight against cancer. Cavalli welcomed the growing cooperation with the International Agency for Research on Cancer (Lyon), the International Atomic Energy Agency (Vienna) and the World Health Organisation (Geneva).

Thanking sanofi-aventis for its partnership in the childhood cancer campaign, he singled out the director of the department of humanitarian sponsorship, Caty Forget, for "her contagious enthusiasm and commitment". He also thanked the US National Cancer Institute, and in particular Joe Harford, for the additional funding that made it possible to support 14 projects instead of the 10 originally proposed.

For sanofi-aventis, Robert Sebagg said that drugs play an obvious role in the fight against cancer but cannot do everything, especially where they are employed too little and too late. "Our social responsibility, indeed our human responsibility, leads us to participate in this programme."

Also taking part were Jean Lemerle of the French-African Group of Paediatric Oncology, Ian Magrath of the International Network for Cancer Treatment and Research, and Raul Ribeiro of St Jude Children's Research Hospital in the USA.

The evening was rounded off with a concert of music by Bruch, Haydn, Mozart, Sarasate and Tartini, performed with verve by the Menuhin Academy Virtuoso Orchestra.

The 14 My Child Matters award winners

**Bangladesh**
ASHIC Palliative Care Unit—Salma Choudhury,
ASHIC Foundation, Dhaka
Childhood Cancer Campaign—MA Mannan,
Department of Paediatrics, Bangabandhu Sheikh Mujib Medical University, Dhaka

**Egypt**
Education of patients, families, and society, and promoting awareness of paediatric oncology care and support in Egypt—Salah Abdel Hadi, National Cancer Institute, Cairo
We are the children, we are the world—Ayman Omar, Medical Philanthropic Association, Fakkous Cancer Centre, Fakkous

**Honduras**
Battling the abandonment of treatment by paediatric oncology patients through the establishment of satellite clinics in different regions of Honduras—Ligia Fu, Honduran Foundation for Children with Cancer, Paediatric Haemo-oncology Unit, Hospital Escuela, Tegucigalpa

**Morocco**
National campaign to increase the early diagnosis of childhood cancer in Morocco—Fouzia Msefer Alaoui, La Maison de l'Avenir, Rabat

**Philippines**
The Philippine CanServe Project: expanding access to treatment and improving care of retinoblastoma and childhood leukaemia in the Philippines—Julius Lecciones, Philippine Society of Paediatric Oncology, Philippine Children's Medical Centre, Quezon City

**Senegal**
A paediatric oncology continuous care unit—Claude Moreira, Service Pédiatrique, Hôpital le Dantec, CHU de Dakar, Dakar

**Tanzania**
Expanding access to treatment of Burkitt's lymphoma in Tanzania—Twalib Ngoma, Ocean Road Cancer Institute, Dar es Salaam

**Ukraine**
Immunocytotoxicological diagnosis of leukaemias and malignant tumours in children of the Ukraine—Daniil Gluzman, RE Kavetsky Institute of Experimental Pathology, Oncology, and Radiobiology, National Academy of Sciences of the Ukraine, Kiev

**Venezuela**
Psychosocial and nutritional support for paediatric oncology patients and their families—Claudia Sánchez
UICC's ambassador Stéphane Lambiel won the silver medal at the Winter Olympics in Turin this month.

"Even if this medal is in silver, it's worth gold to me," the young Swiss world figure-skating champion says. "It's the dream I had always had, and today it's become reality."

In December's eNews we reported that Stéphane had agreed to serve as an ambassador in our childhood cancer campaign.

"Cancer is a terrible thing at any age, but especially among the very young," he says. "My heart goes out to those children in many countries - the little princes and princesses of our world - who get cancer but don't get the early diagnosis and prompt and effective treatment they need to save their lives."

UICC's advocates for children with cancer

Barbara Bush, former United States First Lady, lost her young daughter Robin to leukaemia. She strongly supports efforts to educate parents about childhood cancer.

"It was extremely difficult for the whole family to lose someone we all loved so dearly, someone who had her entire future ahead of her. We decided the best way to save our daughter's memory was to make this tragedy a positive experience by raising awareness of the disease so that other children would have a chance to live."

"I would like to encourage all parents to take the time to familiarize themselves with the most common symptoms. With early detection and the treatments available today, most children diagnosed with cancer have a good chance of surviving and of living an active life."

Two of soccer football's legends, international stars Franz Beckenbauer and Gary Lineker, have also lent their voices to the cause of childhood cancer.

Gary Lineker was the foremost English striker of his generation. His six goals in the 1986 World Cup in Mexico earned him the "Golden Boot". In 2003 he was inducted into the English Football Hall of Fame. His oldest son is a childhood leukaemia survivor.

"My family and I are proud to support a campaign that aims to raise awareness of childhood cancer," he says. "We believe that children with cancer should never stop having hope and dreaming of their future life."

The celebrated German player, coach and manager Franz Beckenbauer chairs the organising committee of the 2006 FIFA World Cup.

"Given that the life of a young cancer survivor will often change after recovery, I believe that active participation in group sports can be an important factor for a cancer survivor to re-socialise with other children and help live life to the full," he says.
Organisations taking part in World Cancer Day, 4 February 2006

Canada
- BC Cancer Agency
- Canadian Cancer Society
- Princess Margaret Hospital

USA
- Alliance for Childhood Cancer
- American Cancer Society
- American Society of Paediatric Haematology and Oncology
- Breast Health Global Initiative
- Candlelighters Childhood Cancer Foundation
- Fred Hutchinson Cancer Research Center
- Lance Armstrong Foundation
- National Cancer Institute
- Seattle Cancer Care Alliance
- St Jude Children’s Research Hospital

Canada
- BC Cancer Agency
- Canadian Cancer Society
- Princess Margaret Hospital

France
- Epidaure CRLC Val d’Aurelle-Paul Lamarque
- Institut National du Cancer
- Sanofi-aventis

Finland
- Cancer Society of Finland

Netherlands
- Integraal Kankercentrum Oost
- Vereniging Ouders, Kinderen en Kanker

Germany
- Deutsche Krebshilfe
- Deutsches Krebsforschungszentrum

Ireland
- Irish Cancer Society

UK
- Association for International Cancer Research
- Cancer Research UK

Spain
- Asociación Española contra el Cáncer

Austria
- International Atomic Energy Agency
- Österreichische Kinder-Krebs-Hilfe

Italy
- Assoziazione Bianca
- Garavaglia
- Istituto Nazionale per lo Studio e la Cura dei Tumori
- Lega Italiana contro i Tumori

Cyprus
- Cyprus Anti-Cancer Society
- Cyprus Association of Cancer Patients and Friends
- Cyprus Anti-Leukaemia Association
- Cyprus Medical Association

Turkey
- Turkish Association for Cancer Research and Control

Tunisia
- Institut Salah Azaiz

Morocco
- L’Avenir
- Hôpital 20 août 1953, Casablanca
- Hôpital des enfants, Rabat
- Société marocaine d’hématologie et d’oncologie pédiatrique

Senegal
- Hôpital le Dantec, CHU de Dakar

Namibia
- Cancer Association in Namibia
- Nämnharm Frunurfåhrin

Dominican Republic
- Patronato Cibaeño Contra el Cáncer

Honduras
- Fundación Hondureña para el Niño con Cáncer

Panama
- Asociación Nacional contra el Cáncer
- Instituto Oncológico Nacional

Colombia
- Instituto Nacional de Cancerología

Venezuela
- Hospital de Niños JM de los Ríos
- Luis Razetti Institute of Oncology

Peru
- Instituto de Enfermedades Neoplásicas

Bolivia
- Fundación Boliviana Contra el Cáncer
Cancer Day, 4 February 2006

Switzerland
Association jurassienne d’aide aux familles atteint du cancer
Krebsliga Schweiz/Ligue suisse contre le cancer
Krebsliga Zentralschweiz
Lega Ticinese contro il Cancro
Ligue genevoise contre le cancer
World Health Organisation

Czech Republic
League Against Cancer, Prague

Ukraine
RE Kavetsky Institute of Experimental Pathology, Oncology and Radiobiology

China
Hong Kong Anti-Cancer Society
Taiwan
Formosa Cancer Foundation
Malaysia
National Cancer Society of Malaysia
Philippines
Brave Kids
Philippine Society of Paediatric Oncology
Sanofi-aventis
Fiji
Fiji Cancer Society

Vietnam
National Cancer Hospital, Hanoi

Indonesia
Indonesian Cancer Foundation
Indonesian Paediatric Oncology Foundation

Australia
Cancer Council Australia
Queensland Cancer Fund

Bolivia
Instituto de Enfermedades Neoplásicas

Panama
American Society of Paediatric Haematology and Oncology

Alliance for Childhood Cancer

Princess Margaret Hospital

Canadian Cancer Society

Fred Hutchinson Cancer Research Center

St Jude Children’s Research Hospital

Cancer Society of Finland

Finland
Sanofi-aventis

Institut National du Cancer

France

Studio e la Cura dei Tumori

Garavaglia

Assoziazione Bianca

Italy

Österr eichische Kinder-Krebs-Hilfe

Agency

International Atomic Energy

Austria

Asociación Española contra el Cáncer

Ireland

Irish Cancer Society

Lebanon
Children’s Cancer Centre of Lebanon
Lebanese Cancer Society

Israel
Israel Cancer Association

Bangladesh
ASHIC Foundation
Bangabandhu Sheikh Mujib Medical University
Diganta Memorial Cancer Foundation

Nepal
Nepal Cancer Relief Society

India
Amrita Cancer Institute
Cancer Centre Welfare Home and Research Institute
Cancer Patients Aid Association
Gujarat Cancer and Research Institute
Gujarat Cancer Society
IJK Paediatric Oncology Centre
Indian Academy of Paediatrics
Institute of Cytology and Preventive Oncology
Make-A-Wish Foundation
Tata Memorial Centre

Egypt
Fakkous Cancer Centre
National Cancer Institute, Cairo

Tanzania
Ocean Road Cancer Institute

South Africa
Cancer Association of South Africa (Cansa)
Events around the world

It is impossible to provide here more than a small sample of what was done for World Cancer Day 2006. Reports, stories and photographs come pouring in to the UICC Secretariat from the four corners of the earth. For further information, please visit our website (www.uicc.org).

Egyptian centres take cancer message to public and professionals

The Fakkous Cancer Centre campaigned with posters and booklets, held a meeting for oncologists and surgeons in the Fakkous region, and organised a seminar for those who worked in the centre's hepatitis C prevention programme, as well as those who will work with the "We are the children, we are the world" project, funded by the My Child Matters initiative (see p. 2). In Cairo, the National Cancer Institute ran a media campaign.

Indian members promote World Cancer Day vigorously

The Gujarat Cancer and Research Institute held an update on paediatric oncology to mark World Cancer Day. Participants had an opportunity to meet cured children, hear about recent advances in paediatric oncology and learn how they may share in caring for children with cancer. The proceedings were transmitted live by satellite to medical colleges in Gujarat.

The institute will publish "Share the Care for Cure" booklets, as well as posters listing signs and symptoms of childhood cancer, in English and Gujarati.

In the Noida area of Uttar Pradesh, the Institute of Cytology and Preventive Oncology (ICPO) organised a cancer detection and health awareness camp for village schoolchildren aged 9-16 years. A quarter of the children had no knowledge of cancer at all, and less than a fifth were able to explain what cancer is.

All the children received a general health check-up. A few had enlarged lymph nodes caused by infection, which was treated with antibiotics. Urine samples were taken from girls to test for "high risk" human papillomavirus (HPV) infection.

ICPO recently initiated a large-scale screening programme in Noida to gather baseline data on the prevalence of "high risk" HPV infection among pre-adolescent girls (aged 9-14). ICPO is also developing its own DNA-based vaccine against HPV 16, the prevalent type in India.

The preventive oncology team at Tata Memorial Centre, Mumbai, ran a cancer awareness programme for school children aged 8-12, using street theatre, role playing, audio-visual aids, and drawing and essay competitions.

Together with other children's NGOs, the centre organised a day-long entertainment programme for children with cancer and childhood cancer survivors.

Indonesian President, First Lady meet childhood cancer survivors

On 6 February, First Lady Ani Susilo Bambang Yudhoyono welcomed almost 250 children with cancer to a special gathering at the Presidential Palace. President Susilo Bambang Yudhoyono interrupted his busy schedule to make a surprise visit to the gathering (see photo).

This was but one of several events organised by the Indonesian Cancer Foundation, working with the Indonesian Paediatric Oncology Foundation.

On 5 February, more than 1,000 people joined Minister of Health Siti Fadilah Supari, Minister of Women's Affairs Meutia Farida Hatta and other leading public figures for a Family Fun Walk.

On 27 January, Jakarta Governor Sutiyoso informed the organisers that on World Cancer Day the capital city would go smoke-free, with smoking banned in all public places.

One more event is still to come - "Interactive Dialogue: Cancer in women and children", a lay seminar in the Kartini Hall, Jakarta, on 18 March.
Irish Prime Minister endorses World Cancer Day

In a press release from the Irish Cancer Society, the Irish Taoiseach (or Prime Minister) Bertie Ahern voiced strong support for World Cancer Day. "Since 1997 we have invested significantly in the development and expansion of cancer care throughout the country," he said. "Our policy will continue to be informed by a whole-population approach to cancer, involving health promotion, prevention, and supportive and palliative care based on our National Cancer Strategy."

"The Irish government will work with other governments, health-care professionals, researchers, industry, patients and cancer related charities to take evidence based, coordinated action which will relieve more of the needless suffering from cancer in the world."

The Irish Cancer Society advocates a comprehensive health promotion and cancer prevention plan, with nationwide screening for certain cancers where appropriate.

Peruvian celebrities receive LIVESTRONG wristbands

Carlos Vallejos Sologuren, Director of the National Cancer Institute (INEN) in Lima, hosted a ceremony on 2 February to mark the launch of World Cancer Day. He spoke on the epidemiology of childhood cancer in Peru and the principal symptoms of cancer in the young. "Our aim, in INEN and throughout the world, is that surviving cancer should become the rule and not the exception," he said.

The journalists Pamela Vertiz and Jessica Tapia underlined the significant role of the media in cancer education and prevention.

"Opinion-formers and the media are indispensable to the success of this campaign," Vallejos agreed. "Beating the drum for prevention can significantly reduce the incidence of cancer."

Philippine Alliance exhibits children's paintings for World Cancer Day

On 28 January, the Philippine Alliance Against Childhood Cancer organised a painting session for young cancer patients at the Philippine Children's Medical Centre, encouraging them to express their thoughts and feelings through art.

On World Cancer Day, the children presented their paintings to President Gloria Macapagal-Arroyo. An exhibition of the paintings was then opened at the medical centre, in the presence of former First Lady Amelita "Ming" Ramos, childhood cancer ambassador Lucy Torres and other celebrities.

The children's paintings will form part of a roving exhibition in schools and offices in a continuing programme of childhood cancer awareness.

Swiss cancer societies active in publicity

In Geneva, the UICC Secretariat joined forces with the Ligue genevoise contre le cancer in a local information and advocacy campaign, with childhood cancer posters on buses, articles in the local press, and radio interviews.

The Swiss Cancer League mounted a publicity campaign combining international data from UICC with its own material.

Each year cancer strikes some 220 children in Switzerland. The Swiss Cancer League promotes research on childhood cancer, with most money going to leukaemia and brain tumours. It supports research into the after-effects of childhood cancer and treatment and encourages psychosocial studies.

As a sign of solidarity, the league supports the onco-haematological programme of the Mascota paediatric hospital in Managua, Nicaragua; the children's hospice in Minsk, Ukraine, which cares for children affected by cancer in the aftermath of the Chernobyl nuclear accident; and the committee of the International Society of Paediatric Oncology (SIOP) on paediatric oncology in developing countries.

In a press release, the Geneva-based World Health Organisation called for global action to avert 8 million cancer-related deaths by 2015, as part of its goal of reducing chronic disease deaths by 2% per annum over the next decade. WHO emphasised the importance of working in partnership with major stakeholders in cancer control, including other UN agencies, non-governmental organisations such as UICC, and national cancer institutes.

Tanzanian institute gets two helping hands

In November 2005, the Ocean Road Cancer Institute in Dar es Salaam received a My Child Matters award to help improve its work on Burkitt’s lymphoma.
will establish its first centre of excellence at the Ocean Road Cancer Institute. As a first step it will install an Equinox cancer therapy system at the clinic, as part of a larger PACT effort to help Tanzania advance its national cancer strategy and action plan.

Currently, the institute treats only about 2,500 patients per year. The new cancer therapy system will allow it to treat 1,000 more. Each year there are over 20,000 new patients with cancer in Tanzania, however, and to meet the country's radiotherapy needs will require many more machines and a corresponding number of doctors, nurses and technicians to operate them.

“We realise that the making of an institute of excellence is a process, not a destination, and that it will take place over many years of good political will, hard work, financial support and collaboration with other institutions," says Twalib Ngoma, who heads the institute.

USA: Candlelighters capture childhood cancer in images and music

On 4 February, the Candlelighters Childhood Cancer Foundation released a photo essay (www.candlelighters.org) on the impact of childhood cancer in the US. The Alliance for Childhood Cancer used UICC materials to publicise World Cancer Day.

St Jude Children’s Research Hospital is the premiere paediatric cancer research and treatment institute in the US. In January, St Jude sent out post-cards with the hand-print theme to alert other children’s health-care institutions to this year's World Cancer Day theme.

In a gesture of global solidarity, the Lance Armstrong Foundation donated LIVESTRONG wrist-bands to sister organisations in developing countries. The foundation "is dedicated to its mission to inspire and empower people affected by cancer, including children and their families," says Doug Ulman, its Chief Mission Officer.

"World Cancer Day focuses on childhood cancers": this article in the 31 January Cancer Bulletin of the National Cancer Institute also highlighted UICC’s My Child Matters initiative.

In a press release, the American Cancer Society urged all nations to improve early detection, treatment and care of children with cancer.

Childhood Cancer: Rising to the challenge

In the opening chapter of this UICC report, published for World Cancer Day 2006, Paola Pisani, Eva Steliarova-Foucher and Clarisse Hery of the International Agency for Research on Cancer (IARC) survey the global burden of childhood cancer and lay out what is known about incidence in the first 10 countries selected for the My Child Matters initiative.

In a third chapter, Christine Eiser of the International Psycho-Oncology Society (IPOS) writes about the psychosocial aspects of childhood cancer. "It is not enough," she argues, "to introduce western-style medicine into a community while ignoring the social and cultural beliefs underlying attitudes towards the disease." Differences in these beliefs affect how people behave - attending for screening, seeking timely diagnosis and adhering to treatment.

"Over the last three to four decades tremendous advances have been made in resource-rich countries in the diagnosis, management and cure of children with cancer," Tim Eden of the International Society of Paediatric Oncology (SIOP) writes in his introduction.

"At the heart of this project [the My Child Matters initiative] is a twinning between resource-rich and resource-limited countries to find ways to transfer information, technology, support and empowerment for the development of a coordinated fight against cancer. We do not want it to take another 30 to 40 years for all children in the world who develop cancer to have a chance of cure."

Read more: Childhood Cancer: Rising to the challenge is available from the UICC secretariat and may also be downloaded from our website (www.uicc.org).