



**Children's
Cancer
Foundation**

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News Release for the Editor's Desk

Singapore Joins the International Community in Celebrating ICCD 2009

Singapore (15 February 2009) – Since 2002, the international community unites every 15 February in commemorating International Childhood Cancer Day (**ICCD**). For 6 years now, ICCD has been the global platform for International Confederation of Childhood Cancer Parent Organization (**ICCCPO**) member countries to raise public awareness on the impact of childhood cancer to a child and his family.

Children's Cancer Foundation (**CCF**) spearheads the organizing of activities in Singapore to mark ICCD. This year, a month-long series of school talks and other public engagement activities are lined up to advocate for children with cancer and their families.

ICCD Messenger Project

In line with CCF's theme of "building a community of support", CCF initiated the ICCD Messenger Project - CCF invited members of the public to be part of our action group that reached out to the community. More than 50 "ICCD Messengers" helped mail-drop more than 20,000 public education brochures helping to demystify childhood cancer in their neighbourhood.

It is important for the public to be aware of childhood cancer and understand what a family with a child diagnosed with cancer is going through. A community that is aware of their struggle will provide a more caring and supportive environment, helping families impacted by childhood cancer to integrate better from the hospital back to the community.

International Childhood Cancer Day Forum

CCF partners with Zhonghua Secondary School in initiating the first International Childhood Cancer Day Forum in Singapore on **18 February 2009** at the school premises. The forum entitled "*Welcome Back to School*" will focus on the school as part of the community of support for children with cancer and their families. Zhonghua Secondary School was specially invited because one of CCF's beneficiaries will join the school this coming school year in March 2009.

The Amazing Race @ Tiong Bahru Plaza

Capping the month-long celebration will be the launch of CCF's new Community Office in Tiong Bahru. Together with our *main event partner* **United Test and Assembly Center Ltd (UTAC)** and *organising partner* **Citrus HQ**, CCF will hold an *Amazing Race @ Tiong Bahru Plaza* on 28 February 2009. The amazing race aims to provide at least a hundred of our beneficiaries and their families a positive experience in Tiong Bahru as they familiarize themselves with our new community office and its surroundings.

Seeing that there is a gradual increase in the survivorship rate of childhood cancer in Singapore, CCF's new community office will specially cater to the needs of beneficiaries who are on the road to recovery by facilitating their integration back into the community. **UTAC** will also be presenting a donation of \$20,000 to **CCF** to contribute for the continued provision of our services to our beneficiaries.

Video Conferencing with Hong Kong's Pau Kwong Wun Charitable Foundation

Keeping true to the international theme of commemorating Childhood Cancer, CCF will hold a video conferencing with Hong Kong's **Pau Kwong Wun Charitable Foundation** right after the *Amazing Race @ Tiong Bahru*. The video conference will be a perfect opportunity for children and parents impacted by childhood cancer in Singapore to share their experiences with children and families impacted by childhood cancer in Hongkong and vice versa.

Notes to Editor

About Children's Cancer Foundation

The **Children's Cancer Foundation (CCF)** is a non-profit organisation that aims to improve the quality of lives of children with cancer and their families through enhancing their emotional, social and medical well-being. Since 1996, CCF has helped more than 1,400 children and their families at its two family support centres at KK Women's & Children's Hospital (KKH) and the National University Hospital (NUH).

These children under the age of 19 have to go through a rigorous treatment regime. Besides the physical pain caused by cancer and its treatment, young patients often feel isolated because of the withdrawal from school and prolonged stay in the hospital. Cancer is a debilitating disease that takes its toll, physically, emotionally and mentally, not only on the child but also on his or her family. CCF helps our beneficiaries cope with their needs at different stages of the illness.

Among the free services and programmes CCF provides are:

- ✓ Counselling and Casework
- ✓ Public Education on Childhood Cancer
- ✓ Therapeutic Play
- ✓ Caregivers' Support Programme
- ✓ Sibling's Support Programme
- ✓ Financial Assistance
- ✓ Back-to-School Programme
- ✓ Childhood Cancer Transplant Programme
- ✓ Palliative and Bereavement Programme
- ✓ Social and Recreational Activities

For a full list of our services and programmes, visit us at www.ccf.org.sg.

Our Support Centres

CCF has adopted an integrated hospital-home-community service model for current and future generations of children and youths with cancer and their families, in order to effectively assist them through the different stages of the illness and recovery.

In the Hospitals

CCF has two Family Support Centres (FSC) located at the KK Women's and Children's Hospital (KKH) and the National University Hospital (NUH). Both Centres are tasked to help children who are newly diagnosed and under active treatment.

CCF social workers and counselors will participate in case conferences and meetings with parents, doctors, nurses, medical workers and patients. We offer counseling and casework services to the families. In addition, our staff conducts therapeutic play intervention and the children utilize the resources and facilities at the FSC to reduce the effects of isolation and anxiety in the hospital. Caregivers are supported through group work and have access to resources to help them better understand and cope with care-giving demands.

In the Homes of the Children

When a child is at the end stage of life, it is a tremendously challenging time for the dying child and the family members. Palliative support and bereavement support are critical services provided by CCF professionals to enhance the well-being of impacted families.

In the Community

As we see a gradual increase in the survivorship rate of childhood cancer, CCF has introduced its Community Team. CCF's Community Office in Tiong Bahru caters to beneficiaries who are

on the road to recovery by facilitating their integration back into the community. A dedicated group of professional Social Workers works closely with the community and the families in ensuring their smooth transition back to the fold of the community. The new CCF set-up Community Team also provides opportunities for the development of new areas of services including survivorship outreach and psychological profiling and follow-up at post treatment.

Social and recreational activities are also organized to enhance bonding within families and among families. CCF will strive to contextually align our services with the journey of the children and their families in battling childhood cancer.

For more information, please contact:

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