



Dear Members , Friends and Colleagues

On the **15th of february**, we will be celebrating the 15th year of the **International Childhood Cancer Day (ICCD)**. Through your focused energies and joint efforts, **ICCD** has now become a highly visible calendar event celebrated not just by the CCI family but its partners, allies and supporters.

Building on last years groundbreaking and hugely successful **WE ARE ONE** (with deep gratitude to the vision of Anita, CCI Europe Regional Committee head, Linus and his Barncancerfonden team, Sedir and the passionate creative minds of Garbergs and all their supporters), a number of you have now translated We Are One and/or created country versions involving local celebrities/ childhood cancer champions, kids with cancer, their families and survivors as well as supporters from all sectors.

We know that many of you plan to continue to increase the reach and visibility of the song/our anthem and we encourage you to do so. This song captures the very essence of the childhood cancer journey and the spirit of the kids fighting cancer as well as the kids from all over the world showing how much they care.

For **ICCD 2017**, let's fill the radio airwaves, media channels and all possible touch points with the message of We Are One.

Let our Call to Action be:

#Together4kidswcancer
#Togethercreatingbetterfutures

Take this opportunity to showcase and spotlight what you are doing for kids with cancer , their families and the survivors. Share your stories ... inspire others to join and work with you. Together changing lives. Together creating better futures for kids with cancer.

Among the best practices of last year that worked most effectively for ICCD and which we encourage you to continue and escalate this year are:

- **Collaborative and innovative campaigns with local allies and partners from all sectors** (academia, schools, health facilities/medical practitioners, community groups/civil society organizations, international non government organizations, local/national government).
- **Social media campaigns** with local/country specific stories, blogs, messages in your language.
- **Attractive, distinctive, functional promotional materials and collaterals** (e.g wearables / TShirts, bands, bags, umbrellas etc) which you also used for resource mobilization and fund raising.



- **Supportive messages** from credible and popular local champions/leaders from government, private sector, faith based organizations (church leaders), media and entertainment, other related NGOs working in child health/health/Non Communicable diseases.
- **Engagement of mainstream media** (TV shows , interviews) ... your parents volunteers and supporters may have links - maximize them to get free coverage and write ups.

Let us know what your plans are so we can share it with the others.

Let us create a force for change in our togetherness.

Let's make ICCD 2017 celebrations truly memorable and a special day of togetherness and caring in action

A handwritten signature in black ink that reads "Carmen".

Carmen and the CCI Board