



# TAJ GOES GOLD

CHILDHOOD CANCER SURVIVOR LED CAMPAIGN

## Advocacy Campaign

- Children with Cancer deserve the best treatment, care and support
- Childhood Cancer Survivors are campaigning for their Rights under the "I Deserve" campaign
- Child Cancer patients across the country are participating in an "I Deserve" Poster competition
- Parents are being educated and encouraged to "advocate" for best treatment, care and support
- All over the country - in over 55 cancer centers - child cancer patients and parents, together with their doctors and hospital administrations are "Lighting up Gold" Taj Mahal cut out.

We are asking for Childhood Cancer to be a Child health priority in India



# #ACTNOW for Kids with Cancer

# 8

## Reasons why

India - 20% of all childhood cancer cases worldwide

1. Because India accounts for 20% of the new childhood cancer cases diagnosed worldwide each year. (India 40 to 50,000 worldwide 2,00,000 to 2,50,000)

Increasing proportion of child deaths

2. Because deaths due to childhood cancer are an increasing proportion of childhood mortality (other than accidental death) even in Low Middle Income Countries (LMICs) like India

Only 30-50% cure rates in India

3. Because childhood cancer cure rates are actually 70 to 95%. High mortality rates in our country of 50 to 70% are unacceptable

Lack of awareness early detection quality drugs & treatment

4. Because not enough attention is given to awareness, detection, drug and treatment development of childhood cancer as compared to adult cancers

Children are our future

5. Because children are our future. For every child that dies of cancer the world loses 71 years of life.

Families need full support for treatment

6. Because no family should go bankrupt, lose their assets, become impoverished or go deeper into poverty when a child gets sick with cancer

Access to better healthcare, doctors & support services

7. Because access to better care, better pediatric cancer centers, pediatric oncologists and affordable good quality medication, healthcare coverage and complete support services can stop the children from dying

Access to best possible care - our human right

8. Because access to best possible treatment, care and support is their human right - not just a privilege

# 8

## DEMANDS

Childhood Cancer  
National Policy



Childhood cancer must be an integral part of the Cancer Control program of India with its locus clearly defined. There must be a childhood cancer national policy. And as Childhood cancer survivors, parents- Patient Navigators, Patient Advocates, Patient Advocacy Groups - we should be engaged in the framing of this policy.

More Centers



There need to be more centers which are adequately staffed and equipped to appropriately treat children with cancer. It is presently estimated that only about 20000 children i.e. less than half of those who develop cancer every year, even make it to a cancer center anywhere in the country - and even with these numbers, we are at capacity and choked already.

Pediatric  
Oncology  
Professionals



Children must be treated by qualified pediatric oncologists, trained oncology nurses and other health professionals.

Dedicated  
Pediatric  
Oncology Centers



Children with cancer must eventually be treated in dedicated and accredited pediatric oncology centers. There are practically none any where in the country.

The right treatment  
at the right center



There must be a clear thought out policy, program and directives for what pediatric cancer types are treated in which centers (High risk leukemia must not be treated in other than a tertiary center. Retinoblastoma should only be treated in identified centers)

Children upto 18 yrs  
Treated in Pediatric  
Oncology wards



The Indian Academy of Pediatrics now defines a child as an individual up to the age to 18 years. All children up to 18 years of age must be treated in pediatric oncology wards.

Quality Treatment  
and Drugs



Childhood cancer drugs must be affordable - but more importantly quality **MUST** be assured. We are not asking for free treatment - but **QUALITY** treatment. Only that can save lives.

Awareness  
Access &  
Early Detection



Government must support and partner with NGOs and institutions to create awareness, promote access, enable early detection and quality diagnostics.



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*When the Taj Mahal goes Gold this September  
the World will know that India Cares...  
for Children with Cancer and their Families !*

**Pledge your Support here**  
[www.cankidsindia.org](http://www.cankidsindia.org)



**Together We Can Cancel Cancer**

Issued by Kidscan Konnect Teenager & Young Adult Childhood  
Cancer Survivors.

Help line no: 1800-123-6272, +91 9953591578

