GO GOLD INDIA NEWS

TAJ GOES GOLD

Childhood Cancer Survivor Led Campaign

CANKIDS..KIDSCAN
enabling children and their families faced with cancer
National Society for Change for Childhood Cancer in India

Issue No. 2

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TAJ GOES GOLD FOR CHILDREN WITH CANCER

25th 27th September, 2016

CanKids...KidsCan, is spearheading the campaign to raise awareness on cancer – Photo courtesy HT

Agra: On September 25th, 2016 1900 children with cancer, families, childhood cancer survivors and medical and social support teams came to Taj Mahal, Agra for a once in a life time all-expense paid trip for the Go Gold India – Taj Goes Gold & U.P. Goes Gold campaign. They came from all parts of the country - Chennai, Pondicherry, Mumbai, Ahmedabad, Rohtak, Lucknow, Patna, Kolkata, Delhi and Agra itself as part of "The Chalo Chalein Taj" programme a novel patient engagement and social mobilization initiative.

The first ever cause related childhood cancer awareness exhibition was organized by CanKids...Kidscan, in partnership with Archaeological Survey of India ASI - Agra and the State Government of Uttar Pradesh in the Royal complex of Taj Mahal 150 meters of a beautiful corridor within the premises of the main monument.

The 'GO Gold India' campaign was launched on International Childhood Cancer Day, (15 February 2016), in over 55 cancer centres across the country, with a movement to 'Light it up Gold Taj Mahal' in September.

This was part of an International Tribute Lighting Programme that honours the bravery and courage of every child and family faced with childhood cancer.

As part of the campaign childhood cancer patients all over India also participated in an "I Deserve the best treatment, care and support" poster competition. CanKids and childhood cancer survivors wanted to Light up the Taj Mahal gold but due to a Supreme Court order this was not possible, but in spirit the Taj Mahal did Go Gold to support our cause. As part of the campaign childhood cancer survivors started collecting 2,50,000 pledge, one for each child diagnosed with cancer worldwide. Through the campaign the survivors advocated to Central and state government, that childhood cancer should be a Child Health Priority in India. Dr. Bhuvan Vikrama (Superintending Archaeologist, ASI Agra) said, "As September is the month of Childhood Cancer Awareness, ASI partners for this social cause, and we have organized this event to create general awareness among the masses so that a day would come when we can eradicate this threat from India atleast."

Those who supported us for the campaign and we would like to thank them include ASI - Agra, Select Group, Super Speciality Pediatric Hospital & Post Graduate Teaching Institute Noida, King George's Medical University Lucknow, Kamla Nehru Memorial Hospital Allahabad, Ganesh Shankar Vidyarthi Memorial Medical College Kanpur, UP Police, Helping Hands, Premji Mandir, Rang Ji Mandir, Banki Bihari Mandir, Vrindavan.

Aditya Birla Financial Service, EXL Services, DBS India, Agra Round Table, Ladies Circle India, Rotary Lucknow & Allahabad, Mother & Child, Ugam Survivor Group of ICS, Ashoka University, The Gateway Hotel, Hotel Bhoomi Residency and Vishal and Snapsoul also need a special mention for their continuous support for the Taj Fiesta.

1st EVER SURVIVOR LED ADVOCACY CAMPAIGN FOR CHILDHOOD CANCER

Uttar Pradesh CM Akhilesh Yadav wore a gold ribbon this September after meeting Childhood Cancer survivors and parents who advocated the best treatment, care and support for children with cancer on May 20, 2016. He tweeted Go Gold UP in association with CanKids.

CanKids team meets Shri. Akhilesh Yadav (CM, Uttar Pradesh)

April 5th 2016, **Archaeological Survey of India (Agra)** committed for Taj Mahal to "GO Gold".

Parent & Survivors meet Shri. Bhuvan Vikram & Team (ASI, Agra)

10th June – Principal Secretary Medical Education, Sh. Anup C. Pandey, declared Childhood Cancer a Health Priority in UP and along with Principal Secretary Health, Sh. Arvind Kumar, and the NRHM promised to set up a Task force for childhood cancer control plan and policy, in a Childhood Cancer Stakeholders Forum in Lucknow where Cankids made a presentation on Change for Childhood Cancer in India and in Uttar Pradesh. Under the task force Childhood Cancer has to be declared a notifiable disease, Childhood Cancer Registry to be set up, Childhood Cancer Control plan, policy and programs to be defined for Tertiary, State and district levels. State of the art Tertiary pediatric oncology centers, shared care models at State level medical colleges and District level hospitals – infrastructure, equipment and quality drugs; Education, training, manpower, health professionals, supportive care and services should be established.

Shri. Javed Ahmad, (DGP, U.P. Police) with Parents & Survivors

Continuous meetings with Central and state government officials to advocate about our 8 Reasons & 8 Demands and to make childhood cancer a child health priority in India

Shri. Arun Kr. Panda, Addl. Secy, Ministry of Health & FW

Dr. Henk Bekedam, WHO (Representative to India)

CanKids team with U.P. Government Officials

Dr Henk Bekedam
WHO Representative to India

My name is Henk Bekedam, WHO Representative to India. Today I met a NGO CanKids...Kidscan, an I am very impressed with them. They are not only raising awareness for survival and treatment of cancer patients, especially children, but also they are supporting families and the children.

The scene from them is tremendous. They are already reaching out to 1/3rd of the cancer patients, children in India. They do an excellent job

A Balasubramanian
CEO Aditya Birla Financial Services

I am happy to be associated with the awareness that you are creating especially for Uttar Pradesh, and at the beautiful location Taj and raising awareness about cancer, and its a great initiative and we are extremely proud to be associated with this project, I am sure this can be taken at large scale across the country as the time progresses.

Carmen Auste
Global Chairman
Childhood Cancer International

I am Carmen, mother of a teen brain cancer survivor and Global Chair of Childhood Cancer International. I thank the Government of India for working with CanKids team in making possible this memorable occasion.

The Taj Mahal is the greatest monument of love – a symbol of a love that even death could not weaken. It is most fitting that in this month of Childhood Cancer Awareness, we all come together with these children with cancer, the survivors and their families.

Mahatma Gandhi once said, " The law of love could best be understood and learned through children." Let us listen to the stories and experiences of these children with cancer .. let us learn how best we can all help and support them to have meaningful lives and better futures. Let us be reminded by Mahatmas challenge that "the greatness of a nation and its moral progress can be judged by the way it treats its children".

NEWLY MARRIED COUPLE VISIT TAJ MAHAL FOR CHILDHOOD CANCER ADVOCACY

Rahul with his wife

Ugam Childhood Cancer survivor group a unit of Indian Cancer Society travelled to Agra to advocate and create awareness together with KidsCan Konnect, KCK(The Teenage & Young Adult childhood cancer survivor group of CanKids) spearheading the campaign.10 survivors of this group were part of the campaign and most of them were treated at Tata Memorial Centre. Rahul who is a member of Ugam group and has recently married, visited the Taj Mahal along with his wife as part of the campaign. Rahul has formed his own society by the name of Tribhuvan, and works for the awareness of childhood cancer in an interior village of Azamgarh (Uttar Pradesh). He is someone who breaks the myth that childhood cancer survivors find it difficult to marry and says that both of them are very happy to be a part of the Survivor led campaign.

Rajesh Salva, UGAM Member

Rajesh Salva, works at Paws Pet Taxi working for recovery of street dogs. He is childhood cancer survivor and leading a happily married life and is also blessed with a child. He was extremely proud to be associated with this campaign.

KCK and UGAM survivors group at Taj Mahal

Shekhar Jha along with his wife

Shekhar Jha (Executive Administrator), the leader of the group has recently married, and shares is experience that his wife supports him to work for childhood cancer awareness and how important it is that a partner understands the situation and work for the cause together. They want to eradicate the myth that cancer means death, rather they want to spread the message that there is life after cancer.

There were many other survivors, who have similar inspiring stories and are a source of inspiration for others. Everyone has the same dream of bringing about a change for childhood cancer in India.

KCK team performs Nukkad Natak

Tanuja a 9yr old girl from Orissa, treated at Kalawati Saran Children's Hospital had got all support from CanKids for her treatment, and currently educational support is also being provided to her.

When she was told about the trip to Taj Mahal she was very excited and called our team several times to ensure that her name was there in the list. Finally the day came and Tanuja accompanied by her sister visited the Taj Mahal. They were very happy to be a part of this trip, as natives of Orissa, they were not sure when they will get to travel for such a wonderful journey again and wanted to cherish every moment of their visit.

SOME WHO MISSED IT

Shana was getting treated at Lok Nayak Hospital for ALL in October, 2015, where she had a relapse and was referred to AIIMS, but was not admitted due to bad condition. Their financial condition was not good and the BPL card had expired, but she

Social Worker Ajit with Shana

was finally admitted at Apollo under Dr. Amita Mahajan in EWS category through the tremendous efforts taken by Mr. Ajit who works as a social worker at CanKids. Her condition got better within 10-15days, and she was very excited to go to Taj Mahal. According to the doctors she was looking healthy but it will be difficult for her to survive the relapse and we should try and fulfil all her wishes along with a visit to the Taj Mahal. Her parents did everything that she wished and was possible. But as destiny had it planned, before the Taj Mahal visit her condition deteriorated and she was not in a position to travel. The whole of CanKids prayed for her and she passed away peacefully on 10th October, 2016. The Taj Mahal trip went on as planned but when we spoke to Ajit, he said that although he is very happy to be a part of such a big campaign, and has brought so many children to Taj Mahal, he still misses Shana, as she had a special place in his heart.

MORE THAN 100 I DESERVE POSTER COMPETITON WINNERS VISIT TAJ MAHAL

"I Deserve" Posters Competition Winners given Ticket to Taj as prize

CanKids initiated an I Deserve competition on International Childhood Cancer Day in February where children wished for better treatment & care, right to education, no restriction on their movement and most importantly their childhood. Children across our centres participated in the competition and made beautiful drawings, expressing their wishes, and some of the best drawings and wishes were awarded and given a free trip to Taj Mahal, Agra by CanKids. Approximately 100 I - Deserve winners from across India, were called to Taj Mahal, and their drawings and wishes were also exhibited at the 1st ever exhibition at the Taj Mahal.

Pranita Singhal (SM-Non Formal Education, CanKids), said" We wish that children become a part of our advocacy campaign, and get aware about their rights. If a child is involved in the campaign, parents also get involved with them, and play a very important role in our advocacy campaign and Change for Childhood Cancer in India."

TAJ JOURNEY THROUGH TRAIN, TANGA & RICKSHAW

Rifat Praveen aged 14yrs belongs to an interior village of Bihar and her treatment is underway at MCS, Patna. She had only one question throughout her journey, that when we will reach Taj Mahal, 3 children accompanied us to the Taj Mahal, who were winners of I Deserve poster competition added Anil Kumar (Social Worker, MCS, Patna).

We felt that children were so excited and their dreams and all that they had read in books was going to get fulfilled through this journey. Saymul Praveen aged 14yrs was very quiet during the journey, but as she reached Agra she said that she had travelled for the first time in a train and then in a 'tanga' and a rickshaw and she enjoyed it very much.

SUNNY FINDS TAJ MAHAL MORE BEAUTIFUL THAN HIS DREAMS

Sunny Kumar, a 16yr old boy currently being treated at AIIMS, was very enthusiastic when he got to know about the visit to Taj Mahal. He had dreamt about visiting the monument after being fully cured and always use to imagine how beautiful it looks.

Finally the day came when everyone had to travel to Agra in buses organized by CanKids, Finally they reached Taj Mahal and he could not believe his eyes, he was so happy, it was much more beautiful than he had imagined or seen in his dreams. He said "Taj Mahal has regained its lost glory and efforts were being taken to maintain the structure." He also added that he had never seen so many foreigners who had come just to see the Taj Mahal. It was a trip which he will remember for the rest of his life.

FARHAN SEES TAJ MAHAL THROUGH HIS FATHER'S EYES

8yr old Farhan was very excited when he got to know about the visit to Agra and Taj Mahal. He started persuading his father that they should go to Agra, but his father said that till the doctor doesn't allows we can't go. Finally the doctor gave him permission.

Farhan (Green Shirt) with his father & CanKids Lucknow team

Farhan was diagnosed with Retinoblastoma when he was an infant and lost both his eyes and was treated at KGMU, Lucknow. His father is an inspiration for him. Farhan told us that he was very happy and Taj Mahal is a beautiful monument, which he saw through his father's eyes. These words touched everyone and brought tears to many eyes.

EXCITED TO SEE HIS DREAM MONUMENT

Udit a 16yr old Ewing's Sarcoma survivor, said "I had heard and read in school books that the Taj Mahal marble was pure white in colour." When he reached Taj Mahal, he asked his father that this monument is not

Family visits to Taj Mahal, Agra

white and it looks faded. Because of the pollution it has become dirty explained his father.

1st Childhood Cancer Awareness Exhibition begins

in the Royal Complex of Taj Mahal from September 25 – 27

TAJ GOES GOLD was inaugurated in dual ceremonies on September 25th

1) IT'S CURABLE – CHILDHOOD CANCER AWARENESS EXHIBITION AT TAJ MAHAL in the morning and

i) GO GOLD TAJ FIESTA at Taj Gateway the same afternoon

Children, Survivors, Dignitaries & their families at the inauguration of the Taj Exhibition

The exhibition was blessed by Chief Minister of Uttar Pradesh Shri Akhilesh Yadav and was

L to R Dr. Sadhna Bhagwat, Gaurav Dayal, Ajay Tyagi, Poonam Bagai & Sonal Sharma

inaugurated by District Magistrate Mr. Gaurav Dayal and Vice Chairman, Agra Development Corporation Mr. Ajay Tyagi, in the presence of Dr. Sadhna Bhagwat, NPO (NCD) WHO and Dr Kishore Punjwani, President of Indian Academy of Pediatric Surgeons.

The CanKids song composed and written by Rahul Chabria was launched at Go Gold Taj Fiesta.

You are not alone, we will guide you through
Dont fear the unknown,
Cankids is there with you

Highlights of Go Gold Taj Fiesta

- Pledges for childhood cancer collected by KCK and Ugam survivors
- Nukkad Natak by KCK survivors
- Dance performance by Ugam Survivors from Mumbai
- Musical Performance by students from Ashoka University (We are One and many other songs)
- Inspirational video messages and speeches by renowned dignitaries (Dr. Henk (the WHO Representative to India), Carmen Auste (Global Chair, CCI), Mr. Arun Kumar Panda (Addl Secretary, Ministry of Health & FW),

KCK & UGAM Survivors, Mumbai leading the campaign

- Dr. MC Misra (Director – AIIMS) and many more
- Jang zindagi kee – poem by Anil from Round Table Agra
- Game stalls for children at the event

Gaurav Dayal, DM Agra lighting up Taj Mahal Gold

WINNERS !!! Best Decorated Taj Mahal Cutouts under Taj Goes Gold Campaign

ICH Heamatology, Chennai

LTMG Sion, Mumbai

MCK, Kolkata

HAH, Delhi

Split into 5 sections, adorned by the Gold Taj Cut outs, I Deserve placards and Taklu Takli Cancer children mascot figures, the Exhibition was attractive, informative, experiential and made a difficult subject easy to understand, sensitize and garner support," Said **Dr Lindsay Crack**, Palliative Care physician and CanKids Advisor from UK.

GO GOLD UP CAR RALLY

CHANGE FOR CHILDHOOD CANCER IN UTTAR PRADESH 2016

Go Gold UP Childhood Cancer Awareness Car Rally 2016 organized by CanKids from Sept 1 – Sept 5, was professionally managed by Western Motorsports of Jaipur, with a proposed route of 1500km spanning Delhi-Lucknow-Allahabad-Kanpur-Agra-Delhi.
The campaign led by childhood cancer survivors, aimed to enhance public awareness on the current canvas of Go Gold UP partnership and further strengthen the health system in the state.

Select CITYWALK Mall encourage childhood cancer survivors for Go Gold India campaign

SELECT CITYWALK
DELHI

OFFICIAL FLAG OFF - SUPER SPECIALITY PEDIATRIC HOSPITAL & POST GRADUATE TEACHING INSTITUTE, NOIDA

NOIDA

DASNA – MASURI – CHAJASI – BABUGARH CANT – SIMBHAOLI – BRIJGHARAJABPUR – JOYA – AHLADPUR – PARASPUR – FARIDPUR – MAIGALGANJ – MAHOLI – MACHCHERHETA – KAMLAPUR – SIDHAULI

9811284406 – CanKids Helping Hands Helpline No launch at 1090 chowk, Lucknow

PRINCIPAL SECRETARY – MEDICAL EDUCATION, UP ANNOUNCES TASK FORCE FOR CHILDHOOD CANCER IN UTTAR PRADESH

LUCKNOW

NIGOHA – BACHCHRANWA – KUNDANGANJ – HARCHANDPUR – SHREE RAMPUR – MUNSHIGANJ – JAGATPUR – BABUGANJ – UNCHAHAAR – NAWABGANJ – KUNDA – MANSOORABAD

YOUNG CANCER SURVIVORS PERFORM NUKKAD NATAK AT VRINDAVAN CHOWK

OUTREACH

ALLAHABAD

MANAURI – PURAMUFTI – MOORATGANJ – SAINI – AJUHA – KATOGHAN – THARIYANV – MALWAN – BADAULI – KALYANPUR – GUNG – MAHARAJPUR – JUHI

COMMISSIONER, AD (HEALTH), CMO AND SSP, ALLAHABAD GRACE THE CAR RALLY AWARENESS PROGRAMME AT KNMH

VRINDAVAN

KANPUR

AGRA

RANIA – BARAJORS – AKBARPUR – AURAIYA – ANANTRAM

MEDICAL COLLEGE STUDENTS AND DOCTORS WELCOME GO GOLD UP CAR RALLY

CAR RALLY REACH OUT IN U.P.

47	JANPADS OF UTTAR PRADESH
6	ZONES
12	DISTRICTS
20 CARS	
45-55 PARTICIPANTS	

People participation in Car Rally Awareness Programme enroute

PLACE	SELECT CITY WALK DELHI	SPHPGTI, NOIDA	1090 Chowk, Lucknow	KGMU, Lucknow	KNMH, Allahabad	GSVM College, Kanpur	Vrindavan
PARTICIPANTS	150	100	200	250	350	150	400

Car Rally Professionals brief participants about rally guidelines

Children with Cancer perform for Ceremonial Flag off & Launch of Nutrition Week 2016

Shri Inder Sharma, (Chairman-Select City Walk) along with Shri Karan Avtar Singh (Principal Secretary Punjab), Dr. Naveen Talwar (Ambassador CanKids) Ceremonial Flag off Car Rally

Official Flag off by Dr. A.K.Bhatt (Director – SPHPGTI)

Rally gets a rousing welcome at 1090 Chowk, Lucknow

CanKids Helping Hands Helpline No. launched for Change for Childhood Cancer in U.P.

Go Gold Gala Dinner hosted by Helping Hands and Rotary, Lucknow for car rally participant, guests & dignitaries of CanKids

Public cum Parent Support Group Forum organised at KGMU, Lucknow under the leadership of Dr. Archana Kumar

Flag off by Shri Anup Chandra Pandey, IAS, Commissioner Lucknow Principal Secretary (Medical Education) Govt. of U.P.

Car Rally participants at KGMU, Lucknow

Cancer Children and Families with CanKids team at KNMH, Allahabad

CanKids team & Survivors with Dr. VN Tripathi (Dir. Medical Edu.) & Dr. AK Dixit (Former Director – JK Cancer Institute)

Felicitation for Car Rally Professionals, Western Motorsports at The Gateway Hotel, Agra

Kids Can Konnect members (Cancer Survivors) perform Nukar Natak at Vrindavan

Cancer Survivor team pins Golden Ribbon to U.P. Police

Go Gold Car Rally Participants

MY DOCTOR MY HERO

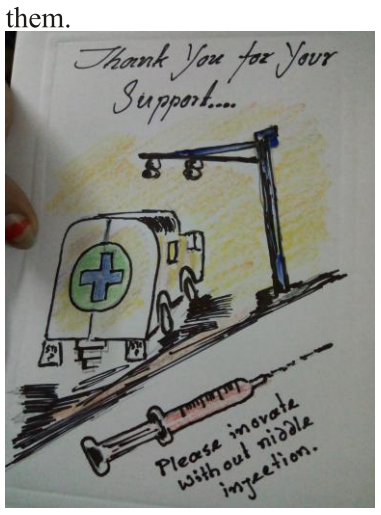
Child Wish - Please innovate without niddle injection

Doctors' Day is celebrated across India on July 1 to honour the legendary physician and the second Chief Minister of West Bengal, Dr Bidhan Chandra Roy.

Children with cancer along with CanKids social support team and education team celebrated **Doctors' Day on 1st July, 2016 at 39 CanKids Hospital Support Units across India with 271 Doctors.**

Children made 'Thank you' cards, pinned gold ribbons in support of childhood cancer, cut cakes and distributed gifts as a small token of thanks for the Doctors' incredible work.

They thanked the Doctors' for being there and for guiding them.



ACAPPELLA GROUP PLEDGE SUPPORT TO GO GOLD INDIA

Penn Masala group member along with Children with Cancer

Penn Masala is an American acappella group which performed in Kolkata on 19th May, 2016, where CanKids was given an opportunity to speak about childhood cancer and be a part of the event.

The group pledged support to our Go Gold India – Taj Goes Gold campaign and clicked photographs with all children happily.

Children were very excited and the icing on the cake was a gift (original CD) from the band.

The event was covered by The Telegraph, Kolkata in its Sunday supplement of the main newspaper.

NURSES DAY

MY NURSE MY ANGEL

International Nurses Day is an International Day celebrated around the world on 12 May (the anniversary of Florence Nightingale's birth) of each year, to mark the contribution nurses make to society.

CanKids along with Children with Cancer and social support teams celebrated the Nurses Day in 91 wards with 852 nurses in 39 cancer centres across India.

They made 'Thank you' cards pinned gold ribbons, in support of childhood cancer, cut cakes and distributed chocolates to thank the nurses for their love and gentle care.

Go Gold Auction - Mumbai

creations – photo, artwork, fashion, photo booth, music, dance & delicious food

The CanKids Go Gold Gala on July 3rd, 2016 at Trident Hotel, BKC, Mumbai aimed to acknowledge our donors and partners, raise funds for the benefit of children with cancer and their families and to create and spread awareness about childhood cancer in India as part of the Go Gold India campaign.

Auction item at Go Gold Gala, Mumbai

The Go Gold Gala night featured a Go Gold Auction; go gold creations – photo, artwork, fashion, a Go Gold photo booth, music, dance & delicious food.

The GO GOLD auction reached out to artistes, business houses, fashion designers and celebrities to donate a signature item, a special experience, or a small piece of their talent for this unique initiative.

Guests at Go Gold Gala, Mumbai

The majority of the auction items were donated to CanKids by friends, supporters, businesses and various other partners at a zero value to enable CanKids to have a fun auction for their guests and the proceeds went towards the holistic care of children with cancer and their families under the CanKids signature program Change for Childhood cancer in India.

A RAY OF HOPE - CHIRAG REINTEGRATION HOME

The treatment period of a child with cancer is divided into many parts, and the medication is required after every 15or30 days according to the cancer. Mostly families belong to rural or far away places and have to relocate to the cities for treatment for atleast 3-6 months in an HAH or dharamshala.

These families have ample time, and to utilize their time and skills and to provide a ray of hope in their lives, CanKids initiated a pilot project at Trivandrum "The Chirag Reintegration Home" in association with Regional Cancer Centre. It was inaugurated on 25th August, 2016 and helps parents to earn some money by making umbrellas, nighties or other stitching work. The Home also includes a play school where children can play while their parents work.

Cancer Survivors raise the voice

(National Cancer Survivors Day)

Survivor day celebration at ICH – Adyar, Chennai

National Cancer Survivors Day is observed each year on 1st Sunday of June. It is a celebration of Life inspiring all those who have been through the tough journey of fighting cancer. Kidscan Konnect (the Teenage and Young Adult Cancer Survivor group) of CanKids celebrated the whole month of June as the Survivor Month, across the country. It was a way to portray to the world that there is life after cancer, and a beautiful one, which can inspire millions.

The Survivors Day was celebrated at LTMG Sion Hospital, Mumbai, KGMU, Lucknow, ICH – Adyar, Chennai and Tata Medical College, Kolkata. A Panel Discussion was organized where survivors asked various questions pertaining to survivorship issues and I Deserve Competition was conducted. The winners of I Deserve were given a Ticket to Taj certificates and Zara clothes.

Place	Children	Parents	Doctors
Mumbai	35	25	12
Lucknow	16	20	2
Chennai	16	20	5
Kolkata	35	25	12

JOY OF HOPE - Celebrations Year Long

Janmashtami, Raksha Bandhan, Independence Day, Teachers Day, Durga Pooja, Dusshera, Diwali

Janmashtami celebrated @ 22 CanKids Units across India

To bring a change in the usual routine of medications and hospitals in the life of children and families, CanKids along with social support teams celebrated festivals at all CanKids Hospital Units. Janmashtami, Raksha Bandhan, Teachers' Day, Independence Day, Dusshera, Diwali were celebrated to cheer up children, to make them understand the importance of each festival and the moral behind them and through all these efforts give them a new hope towards life.

Teacher's Day celebrated @ 24 CHSU

Raksha Bandhan celebrated @ 25 CanKids Units PAN India

Diwali celebrated @ 39 CHSU

Initiative to
Protect Nature & Planet Earth

World Environment Day is observed every year on 5 June to raise global awareness about deteriorating environmental conditions around the world.

This year Standard Chartered Bank made a small initiative by organizing Drawing Competitions at CanKids Hospital Support Units, to make children aware about how important a clean and green environment is.

It was an initiative by the Property Team (Standard Chartered), they gave drawing books and colours to children, and encouraged them to make drawings related to nature. They interacted with children, made them aware about the importance of a clean environment. Children were quite enthusiastic about this new initiative and gave their views about pollution and its dangerous effects on health.

Independence Day & Dusshera celebrated at 26 CanKids Units

Childhood Cancer Awareness through outdoor Media & Radio: Go Gold India

5 Hoardings in Agra and Advertising Banners at 10 Delhi Metro Stations (DMRC)

Yamuna Express Way, Agra

Agra Cantt Railway Station

Taj Mahal Parking, Agra

Fatehabad Road, Agra

Shahdara Metro Station Under CSR initiative

Rajiv Chowk Metro Station Under CSR initiative

Anand Vihar Metro Station Under CSR initiative

Uttam Nagar Metro Station Under CSR initiative

RED FM 93.5

Lucknow Broadcast Radio Jingle

Change for Childhood Cancer in Uttar Pradesh

Jingle Broadcast 10 days 3 times in a day

CanKids Helping Hands Helpline No. launched

Childhood cancer curable hai bas best care aur treatment chahiye hota hain.....

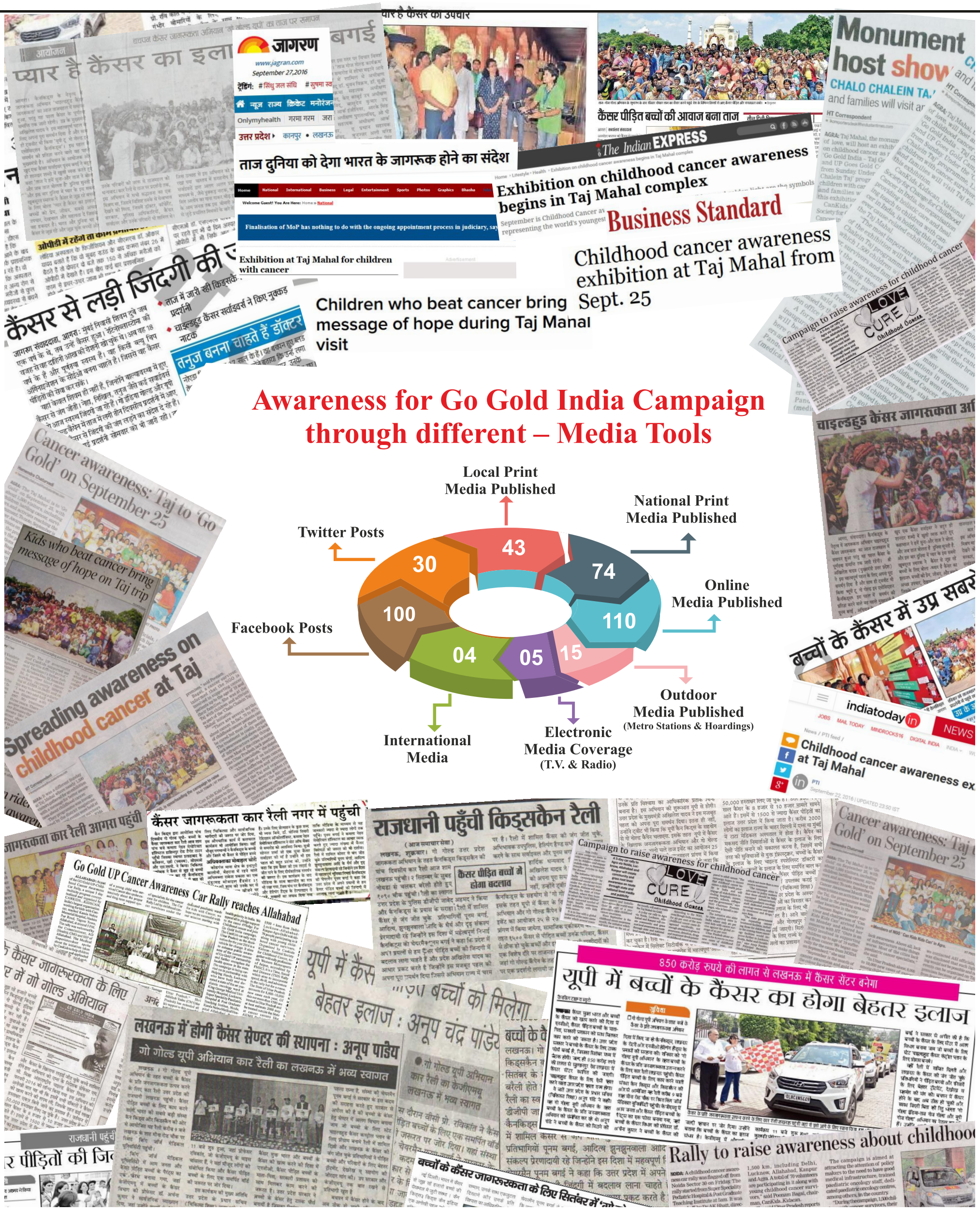
ab humare bachein bhee theek ho jaayege bacchon ke cancer ka ilaaj hain…

samay par jaanch sahee cancer center Mein illaj.…

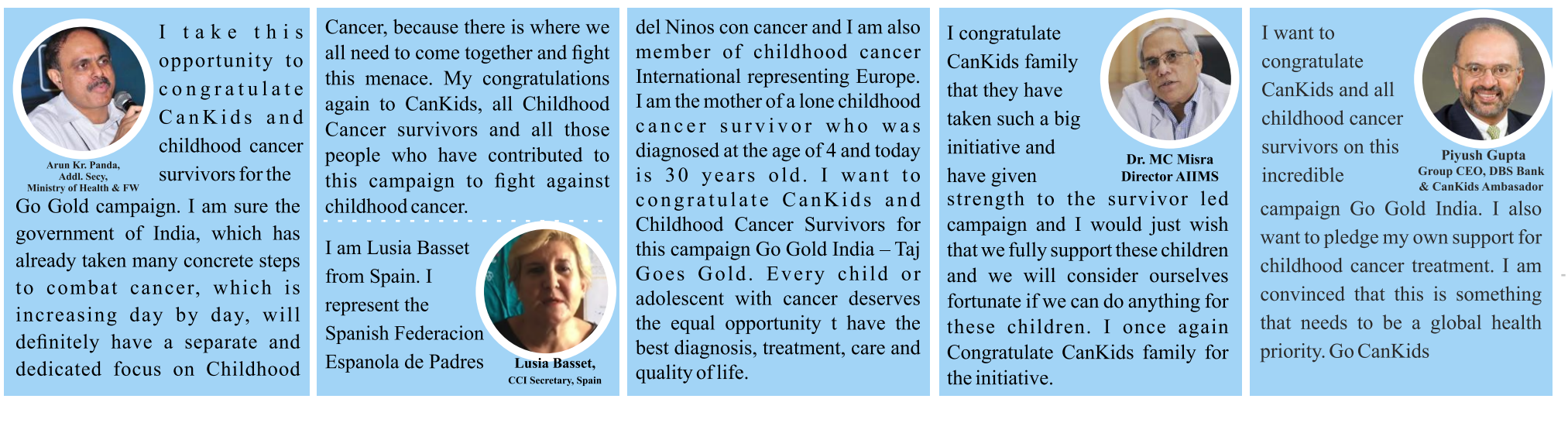
call kijiye cankids helping hands helpline number…..

9811284406 par…

an initiative of UP Goes Gold



Awareness for Go Gold India Campaign through different – Media Tools



I take this opportunity to congratulate CanKids and childhood cancer survivors for the Go Gold campaign. I am sure the government of India, which has already taken many concrete steps to combat cancer, which is increasing day by day, will definitely have a separate and dedicated focus on Childhood Cancer, because there is where we all need to come together and fight this menace. My congratulations again to CanKids, all Childhood Cancer survivors and all those people who have contributed to this campaign to fight against childhood cancer.

Arun Kr. Panda,
Addl. Secy,
Ministry of Health & FW

I am Lusia Basset from Spain. I represent the Spanish Federacion Espanola de Padres del Ninos con cancer and I am also member of childhood cancer International representing Europe. I am the mother of a lone childhood cancer survivor who was diagnosed at the age of 4 and today is 30 years old. I want to congratulate CanKids and Childhood Cancer Survivors for this campaign Go Gold India – Taj Goes Gold. Every child or adolescent with cancer deserves the equal opportunity t have the best diagnosis, treatment, care and quality of life.

Lusia Basset,
CCI Secretary, Spain

I congratulate CanKids family that they have taken such a big initiative and have given strength to the survivor led campaign and I would just wish that we fully support these children and we will consider ourselves fortunate if we can do anything for these children. I once again Congratulate CanKids family for the initiative.

Dr. MC Misra
Director AIIMS

I want to congratulate CanKids and all childhood cancer survivors on this incredible campaign Go Gold India. I also want to pledge my own support for childhood cancer treatment. I am convinced that this is something that needs to be a global health priority. Go CanKids

Piyush Gupta
Group CEO, DBS Bank
& CanKids Ambasador

Building up the Go Gold India Campaign

The Go Gold India – Taj Goes Gold & UP Goes Gold campaign was a 1st ever. 8 Childhood Cancer Survivors - Ritu Bhalla, Chandan Kumar, Kapil Chawla, Aditya Kumar, Neha Saini, Sumit Mehrotra, Abhishek Mishra and Charu Mittal who are the leaders and members of our KidsCan Konnect - Teenage and Young Adult Childhood Cancer Survivor group led the campaign, confidently putting forward the 8 reasons and 8 demands why Childhood Cancer should be a Child Health Priority in India.

Over 8 months starting from Feb 15th to Sept 25th, 2016 the Survivors led the CanKids teams in creating awareness for the gold colour and gold ribbon. The gold ribbon which honours the bravery and courage of children with cancer and their families was pinned by Survivors on politicians, Government officials, Doctors, Nurses and many others at all celebrations and events including ICCD (International Childhood Cancer Day), Retinoblastoma Campaign, National Cancer Survivors' Day, Nurses Day, Doctors' Day, Go Gold Gala Mumbai, CanKids Car Rally and Go Gold Taj International Awareness & Advocacy Program. As part of this campaign the survivors started collecting 2,50,000 pledges, one for each Child diagnosed with Cancer worldwide.

Another team which was away from the limelight but played a very vital part in the overall success of the campaign was a small team of 4 (CEPAA team) which managed the overall designing and printing of all communication and collaterals related to the Go Gold India campaign, coordinating with all vendors, trying to accomplish the best results so that maximum awareness can be achieved.

The team managed to broadcast a radio jingle for 10 days highlighting the launch of the CanKids Helping Hands helpline number in U.P. and put up banners at 10 metro stations in Delhi (DMRC) and 5 hoardings at Agra. These initiatives were taken for the first time and entirely managed inhouse by the CEPAA team. The team was also able to reach out to approx. 12cr people through media coverage by different media tools; the campaign was covered in different national and regional dailies, electronic media, online portals , social media, and also through an internal newsletter and the work behind the scenes for such coverage was totally managed by the team alone. The CEPAA team definitely deserves applause for the incredible work that they have managed to achieve with limited resources and budgets. Hats off to the CEPAA team – Kapil Chawla, Asha Ahuja, Navneet Verma, Vedika Singhal and Sunil Varma.

Social Support teams and in fact every team in Cankids across the country participated with commitment and passion for the Taj to Go Gold and for bringing together different components of the campaign, and making it a huge success – led by Pushkar Sinha, Dr. Haresh Gupta, Arvind Kumar, Dr. S M Sohrab Alam. From raising funds, to bringing 1900 children with cancer and their families to Agra, managing their safe return back home and at the same time ensuring the smooth running of the exhibition involved a lot of effort.

We were able to make this a reality due to the extraordinary efforts put in by the team at CanKids and all our partners.

Our children with cancer and their families grouped in front of the Taj Mahal, cared and watched over by our Teams even as the DM - Agra Gaurav Dayal inaugurated the 1st ever Childhood Cancer Exhibition within the Royal complex of the Taj Mahal - as the Taj went Gold – was a defining moment in our journey towards Change for Childhood Cancer in India.

Poonam Bagai Founder & Chairman & Sonal Sharma, Co Founder & Director Parents & Survivor Groups – *on behalf of the Board of Governors, Cankids*

Pledge for Childhood Cancer to become a Child Health Priority in India

TARGET

2,50,000

ACHIEVED

81,357

To pledge your support please visit the below mentioned link:-

www.cankidsindia.org

---जंग ज़िंदगी की ---

ना जाने क्यूँ इस मासूम सी जिन्दगी मे-ये बेहिसाब दर्द क्यूँ घर कर गया --!!मगर साथ ही इस जिन्दगी की जंग को जीतने का हौसला भी बढ़ गया --!! इस जंग जीतने की चाहत -हर पल -हर दिन के साथ बढ़ती ही चली गयी ---!! जीत के ये नामुमकिन सी जंग -ज़िंदगी आपकी खुद जिन्दगी के लिये इक मिसाल बन गयी ---!!जिन्दगी आपकी खुद जिन्दगी के लिये इक मिसाल बन गयी ---

ससनेह
अनिल
A beautiful poem by Round Table, Agra

The Taj listened to us - and the Taj spoke. And when the Taj speaks the world listens. And this time this most beautiful monument of love in the world spoke for Children with Cancer. "Love cures cancer." It said. "Give the children the love, life, and the best treatment, care and support they so rightly deserve."

CanKids Team that made the Go Gold India campaign successful

L to R: Neena Manchanda, Veena Batra, Pushkar Sinha

L to R: Arvind Kr., Dr. Haresh Gupta & Gini Gulati

Dr. Alam and National Outreach Project team

Pranita Singhal and the Education Team

KidsCan Konnect team

Sonal Sharma and the Parent Support Group team

L to R: Yogendra Yadav, Ashish Singh, Brijesh Prasad, Navneet Verma

L to R: Dr. Pushpa Bhatia, Poonam Bagai, Dr. Archana Kumar, KGMU

Lucknow PSG team

A Heartfelt thanks
to all our supporters

- **55 participating cancer centers from across India**
- **Archaeological Survey of India, Agra Circle**
- **The State Government of Uttar Pradesh (2016) – Chief Minister UP and his office, Departments of Medical Education, Health, National Health Mission, Police, Transport, District Administrations of Agra, Lucknow, Kanpur and Allahabad**
- **Ministry of Health and Family Welfare, Central Government**
- **WHO Country Office for India**
- **Indian Academy of Pediatrics, the IAP PHO Chapter, INPOG**
- **Childhood Cancer International, SIOP, SIOP Asia**
- **Donors and CSR Partners for Change for Childhood Cancer in Uttar Pradesh, Chalo Chalien Taj, Childhood Cancer Awareness Rallies and other Childhood Cancer Awareness Programs** *Aditya Birla Financial Service, EXL Services, DBS India, Select City Group, Helping Hands, Rotary (Lucknow & Allahabad), Round Table & Ladies Circle Delhi & Agra, Gokul & Lakshmi Laroia, Mother & Child, Cox & Kings, Piyush & Ruchira Gupta – and many other individual donors and supporters.*
- KCK (The Teenage & Young Adult Childhood Cancer Survivor group of CanKids...KidsCan) & UGAM Childhood Cancer Survivor group a unit of Indian Cancer Society
- Children with cancer and their families.

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