

A Lion in the House

a film by Steven Bogнар and Julia Reichert

COMMUNITY ENGAGEMENT CAMPAIGN



A LION IN THE HOUSE Community Engagement Campaign

Campaign Tool Kit

Working with National Partners: CureSearch

The complete A LION IN THE HOUSE Campaign Tool Kit was created to guide public television stations, organizations and the community to support A LION IN THE HOUSE outreach activities in collaboration with national partners: American Academy of Pediatrics (AAP), American Cancer Society (ACS), Association of Oncology Social Work (AOSW), Association of Pediatric Oncology Nurses (APON), Centers for Disease Control and Prevention (CDC), Children's Cause for Cancer Advocacy (CCCA), CureSearch, Gilda's Club Worldwide, Health Ministries Association (HMA), Hope Street Kids, Intercultural Cancer Council (ICC), Lance Armstrong Foundation (LAF), Leukemia & Lymphoma Society (LLS), National Association of Social Workers (NASW), National Cancer Institute (NCI), National Hospice and Palliative Care Organization (NHPCO), Oncology Nursing Society (ONS), PADRES Contra El Cáncer. The full Tool Kit with information for all national partners is also available for download.

Get involved at www.itvs.org/outreach/lioninthehouse.



CureSearch

www.curesearch.org

CureSearch represents the combined efforts of the Children's Oncology Group (COG) and the National Childhood Cancer Foundation (NCCF), two organizations united by a common goal: reaching the day when every child with cancer can be guaranteed a cure. As partners in this search, each arm of CureSearch has vital responsibilities covering research, care, advocacy and fund-raising. The funds support the work of CureSearch, the world's largest organization of doctors, nurses and scientists dedicated to scientific discovery and compassionate cures for infants, children, teens and young adults with cancer at more than 200 member institutions throughout North America and abroad.

Partnering with CureSearch

Use the directory of COG member institutions available at <http://www.curesearch.org> to locate a pediatric cancer treatment facility near you.

Community Engagement Activities

- Leverage the pediatric oncology expertise of COG members near you for local programming, screening discussion sessions and surrounding media activity.
- Contact COG institutions to connect with patients and families who might be interested in participating in outreach activities.

Resources

CureSearch.org provides:

- Comprehensive and up-to-date medical information that is customized to a child's diagnosis, age and treatment phase. All content is written in easy-to-understand language and maintained by COG medical experts.
- Psychosocial advice that is written both by health professionals and by parents of children with cancer who understand the journey with the disease. This section includes information about coping strategies as well as practical advice about interacting with the health care team, dealing with insurance issues and maintaining a strong family unit despite the stressors of the treatment process.
- Basic information about the clinical trial process that empowers a family to feel more educated in the world of research. The clinical trial section will soon be enhanced by a clinical trial matching service, allowing users to identify available trials in hospitals nationwide.
- An expansive resource directory that provides information about local and national resources as well as about books and videos relating to the childhood cancer journey.

CureSearch Continued

Resources Continued

- A discussion board that establishes a community for parents, families, patients, survivors and friends who have been touched by childhood cancer. The discussion board allows visitors to share information and support with others who have similar issues.
- The Support CureSearch section of the website provides a mechanism for families, friends and health professionals to become involved in increasing awareness of childhood cancer. The site also provides information on current initiatives to increase funding to childhood cancer research.