

# A Lion in the House

a film by Steven Bognar and Julia Reichert

COMMUNITY ENGAGEMENT CAMPAIGN



## A LION IN THE HOUSE Community Engagement Campaign

# Campaign Tool Kit

## Working with National Partners: Children's Cause for Cancer Advocacy (CCCA)

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](http://www.itvs.org/outreach/lioninthehouse).**



## Children's Cause for Cancer Advocacy (CCCA)

[www.childrenscause.org](http://www.childrenscause.org)

The Children's Cause for Cancer Advocacy (CCCA) is a nonprofit organization that works as a national catalyst to stimulate drug discovery and development for childhood cancers, to expand resources for research and treatment, and to address the needs and concerns of survivors. The CCCA works with policymakers to advance basic and clinical research, health care, and services for childhood cancer patients, survivors and their families.

### Partnering with the CCCA

The CCCA supports efforts at the individual, community, institutional and national policy levels to effect change. Advocacy is necessary at all these points on the continuum if children with cancer and long-term survivors are to receive quality care and if childhood cancer is to be eradicated. The CCCA supports advocacy in the community by:

- Participating in dozens of national research and health care policy forums to ensure that policy outcomes take into account the needs of children.
- Working with Congress to increase cancer research funding and to ensure more efficient ways of developing and evaluating new anti-cancer therapies for children.
- Developing tools that educate providers about the unique needs of childhood cancer patients and survivors.
- Empowering patients, survivors and their families to advocate on behalf of themselves and others.

### Community Engagement Activities

Host a screening of A LION IN THE HOUSE module(s) for policymakers, community leaders and other change agents who can impact care and resources for families faced with childhood cancer.

### Resources

- Search for new treatments for childhood cancer and clinical trials at [http://www.childrenscause.org/resources/finding\\_clinical\\_trials.shtml](http://www.childrenscause.org/resources/finding_clinical_trials.shtml).
- The CCCA has developed an innovative program, Rise to Action, to educate survivors about the importance of knowing their diagnosis and treatment history and how to access health information and to empower young survivors with advocacy skills.

## *Children's Cause for Cancer Advocacy Continued*

### **Resources Continued**

- The CCCA conducts national advocacy workshops for parents and survivors. Translating Our Voices into Action: Challenges in Pediatric Cancer Advocacy builds on the natural leadership, energy and direct knowledge of its participants.
- The CCCA is active in the Alliance for Childhood Cancer, which represents more than 20 national patient advocacy groups and professional medical and scientific organizations working collaboratively to advance research and policies to prevent cancer and improve public education around the diagnosis, treatment, supportive care and survivorship of children and adolescents with cancer.  
<http://www.allianceforchildhoodcancer.org/acc/Main/>