

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: Centers for Disease Control and Prevention (CDC)

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.



Centers for Disease Control and Prevention (CDC) Cancer Prevention and Control

www.cdc.gov/cancer/

The Centers for Disease Control and Prevention (CDC) works closely with national organizations, state health agencies and other key groups to develop, implement and promote effective cancer prevention and control strategies, including initiatives in cancer survivorship. The CDC supports 61 comprehensive cancer control programs, including those in 49 states, the District of Columbia, five tribes and tribal organizations, and six U.S. Associated Pacific Islands/territories. In collaboration with the Lance Armstrong Foundation and other leaders in cancer survivorship, the CDC developed a National Action Plan for Cancer Survivorship in 2004.

Partnering with State/Tribe/Territory Comprehensive Cancer Control Programs

Locate state cancer control partners at Cancer Control Planet, <http://cancerplanet.cancer.gov/index.html>. This site links to state health departments, the American Cancer Society and the National Cancer Institute's Cancer Information Service. These cancer control leaders can help connect your project with other resources, organizations and initiatives developed as part of your state's Cancer Plan. Your State Cancer Profile can be found at the same site. View your state's Cancer Plan at www.cancerplan.org.

- The LION IN THE HOUSE CDC contact can also connect you with leaders involved in community/state partnerships surrounding childhood/young adult survivorship. Kentucky, Tennessee, Ohio, Texas and New Jersey are a few of the many states with programs engaged in this initiative.
- Your state cancer control planning group may be able to provide linkages to resources, partners and childhood/young adult cancer survivors and families who might like to be involved in the project.

Community Engagement Activities

- Host a screening of A LION IN THE HOUSE in collaboration with state cancer control partners.
- Explore ways to utilize the film and outreach resources to support initiatives around survivorship, cancer health disparities and palliative care.
- Raise awareness of childhood and young adult cancer issues, such as services needed during treatment and community-based long-term follow-up clinics to key cancer and advocacy leaders in your area.

Centers for Disease Control and Prevention Continued

Resources

Several helpful resources on cancer survivorship can be found at <http://www.cdc.gov/cancer/survivorship/index.htm>, including:

- National Action Plan for Cancer Survivorship: Advancing Public Health Strategies
- Survive Cancer and Live brochure
- Services and resources for cancer survivors
- Link to the President's Cancer Panel publications:
 - "Living Beyond Cancer: Finding a New Balance"
 - "Voices of a Broken System: Real People, Real Problems"