

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: Hope Street Kids

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.



Hope Street Kids

www.hopestreetkids.org

Hope Street Kids is a children's initiative of the Cancer Research and Prevention Foundation. The program was founded by Congresswoman Deborah Pryce and Randy Walker, in memory of their nine-year-old daughter, Caroline. The mission of Hope Street Kids is to eliminate childhood cancer through cutting-edge research, advocacy and education. Hope Street Kids is committed to funding both public and private research efforts through fund-raising initiatives and by providing leadership in encouraging new and innovative research investigations.

Partnering with Hope Street Kids

Hope Street Kids can provide support to local collaboratives in the following ways:

- Provide linkages to medical professionals, researchers, patients and families who might like to be involved or could serve as spokespeople on the issues and focus areas from the various modules in the film.
- Using the power of Congress and the combined influence of a coalition of organizations that share our interests, Hope Street Kids works to: increase federal funding for research, speed delivery of promising new therapies, educate more pediatric cancer professionals, make clinical trials of new treatments available to greater numbers of children, increase access to quality care, and expand support for the emotional and social needs of families and children.
- Encourage and support the development of educational tools for medical professionals related to the needs of childhood cancer patients and their families.

Community Engagement Activities

- Host a Congressional briefing and/or 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.
- Utilize the LION IN THE HOUSE module on palliative care to help educate pediatric oncology fellows in collaboration with Hope Street Kids' pilot project at Columbus Children's Hospital to develop a training curriculum for pediatric oncology fellows on palliative care and end-of-life issues.

Hope Street Kids Continued

Resources

- An online parent guide with key questions to ask at diagnosis, in seeking treatment and clinical trials and with tips for resources and support is available at http://www.hopestreetkids.org/parent_guide/diagnosis.php.
- An article about the do's and don'ts of being an effective childhood cancer advocate is available at http://www.hopestreetkids.org/advocacy_education/dos_and_donts.php.
- On a case-by-case basis, Hope Street Kids also helps to direct families facing a diagnosis of childhood cancer to the most useful resources or medical expertise in their region.