

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: National Cancer Institute (NCI)

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.



The National Cancer Institute (NCI)

www.cancer.gov

The National Cancer Institute (NCI) is a component of the National Institutes of Health (NIH). The NCI coordinates the National Cancer Program, which conducts and supports research, training, health information dissemination and other programs related to the cause, diagnosis, prevention and treatment of cancer, rehabilitation from cancer, and the continuing care of cancer patients and the families of cancer patients. The NCI's Cancer Information Service (CIS), the Center to Reduce Cancer Health Disparities and the Office of Survivorship are helping to advise the LION IN THE HOUSE outreach campaign.

Partnering with State Cancer Control Programs

Locate a Cancer Information Service Regional Office near you at <http://cis.nci.nih.gov/community/Regions/regions.html>.

Community Engagement Activities

- Host a screening of A LION IN THE HOUSE at CIS regional conferences and trainings.
- Utilize the CIS Regional Partnership Program to network with organizations concerned with reducing cancer health disparities.

Resources

- Call the NCI CIS at 800- 4-CANCER (422-6237). CIS Information Specialists answer calls in English or Spanish. Another service is LiveHelp, the NCI's live online assistance: <https://cissecure.nci.nih.gov/livehelp/welcome.asp>.
 - The CIS Partnership Program works with nonprofit, private and other government organizations to deliver messages and materials about cancer to people who may have difficulty obtaining health information because of educational, financial, cultural or language barriers.
 - Search for childhood cancer information and learn about clinical trials at <http://www.cancer.gov/cancertopics/types/childhoodcancers>.
 - Find childhood cancer treatment summaries at <http://www.cancer.gov/cancertopics/types/childhoodcancers>.
 - This issue of BenchMarks has an article on pediatric brain tumors and an article on children and cancer immunotherapy: <http://www.cancer.gov/newscenter/benchmarks-vol5-issue2>.
 - "NCI Health Information Tip Sheet for Writers: Childhood Cancers" <http://www.cancer.gov/newscenter/tip-sheet-childhood-cancers>.

The National Cancer Institute Continued

Resources Continued

- NCI research on childhood cancers
 - “Young People with Cancer: A Handbook for Parents”
<http://www.cancer.gov/cancertopics/youngpeople>
 - “Care for Children and Adolescents with Cancer: Questions and Answers”
<http://www.cancer.gov/cancertopics/factsheet/NCI/children-adolescents>
 - Childhood cancer resources: <http://ctep.cancer.gov/resources/child.html>
 - Pediatric oncology branch of the NCI:
<http://home.ccr.cancer.gov/oncology/pediatric/>
 - Office of Cancer Survivorship: <http://survivorship.cancer.gov>
 - Center to Reduce Cancer Health Disparities: <http://crchd.nci.nih.gov/>
 - Institute of Medicine reports on childhood cancer: <http://iom.edu>