

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: PADRES Contra El Cáncer

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.



PADRES Contra El Cáncer

www.IamHope.org / www.YoSoyEsperanza.org

PADRES Contra El Cáncer is an organization committed to improving the quality of life for Latino children with cancer and their families. Founded in 1985, PADRES has assisted more than 4,200 families and more than 16,000 extended family members residing in southern California with support services that include: case management; crisis intervention; patient/family navigation; childhood cancer education and family health and well-being education seminars; community referrals; daily living assistance with food and transportation; and ongoing quality-of-life events. PADRES programs are designed to be culturally relevant, family-centered and community-based. All PADRES programs, activities and services, although primarily oriented to the Latino community, serve childhood cancer patients from all races and ethnic origins. No family is ever turned away.

Partnering with PADRES

PADRES services are focused in the Los Angeles area; however, they do offer support and referrals by phone to families seeking assistance in larger metropolitan cities in the United States and parts of Mexico and Central America.

Community Engagement Activities

In the Los Angeles area, 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

The PADRES website has a list of national links to resource organizations and cancer centers for childhood cancer patients and their families:

<http://www.iamhope.org/resourcelinks.html>