

WHY DO WE NEED CHILDHOOD CANCER AWARENESS MONTH?

BECAUSE CANCER IS THE LEADING CAUSE OF DEATH BY DISEASE PAST INFANCY AMONG CHILDREN IN THE U.S.

IN 2015 AN ESTIMATED
10,380
CHILDREN
UNDER THE AGE OF
FIFTEEN
WILL BE DIAGNOSED
WITH CANCER

THAT'S ABOUT

28
KIDS
EVERY DAY

EVERY DAY MORE THAN
3 KIDS
UNDER 15
WILL DIE FROM
CANCER



THAT'S ABOUT

1,250
KIDS
EVERY YEAR

The **average child** diagnosed with cancer is **only 10 years old**.

Approximately **one in 330** children in the US will be diagnosed with the disease **before the age of 20**.

FACT: The Cancer Center at The Children's Hospital of Philadelphia has been making breakthroughs in pediatric cancer research since 1969.

BECAUSE CANCER AFFECTS CHILDREN DIFFERENTLY THAN ADULTS

Pediatric cancers are often found in different areas of the body than adult cancers.



The cancers that affect adults are well known:

breast, skin, lung, prostate, pancreas, and colon.

BUT HAVE YOU HEARD OF THE PEDIATRIC CANCERS?



neuroblastoma
bone cancer
rhabdomyosarcoma
lymphoma
leukemia
brain tumors
Wilms tumor
retinoblastoma

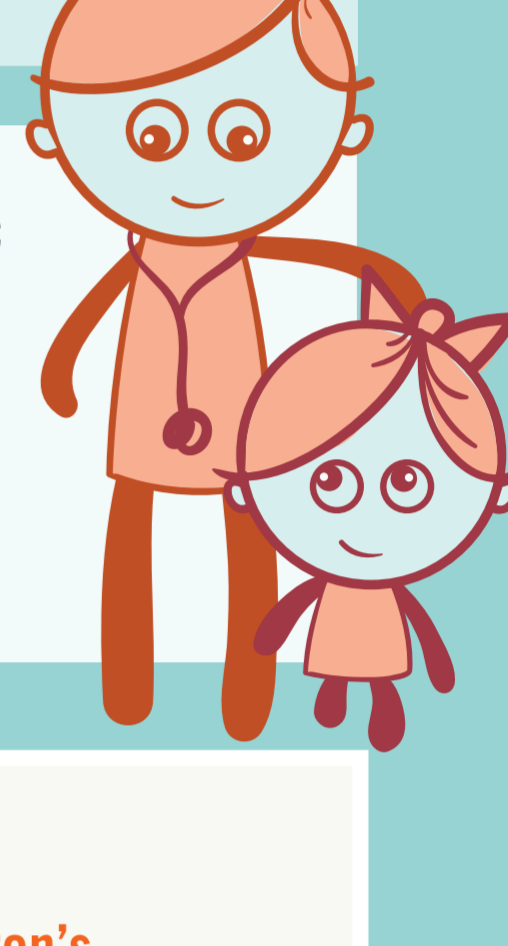


Childhood cancers are often the result of changes in the cells' DNA which happen very early in life or before the child is even born.



Childhood cancers are not strongly linked to lifestyle or environmental risk factors, unlike many adult cancers.

Most children with cancer in the United States are treated at **pediatric cancer centers** where they have access to pediatric oncologists, psychologists, child life specialists and many experts who **understand how kids and adults are different**.



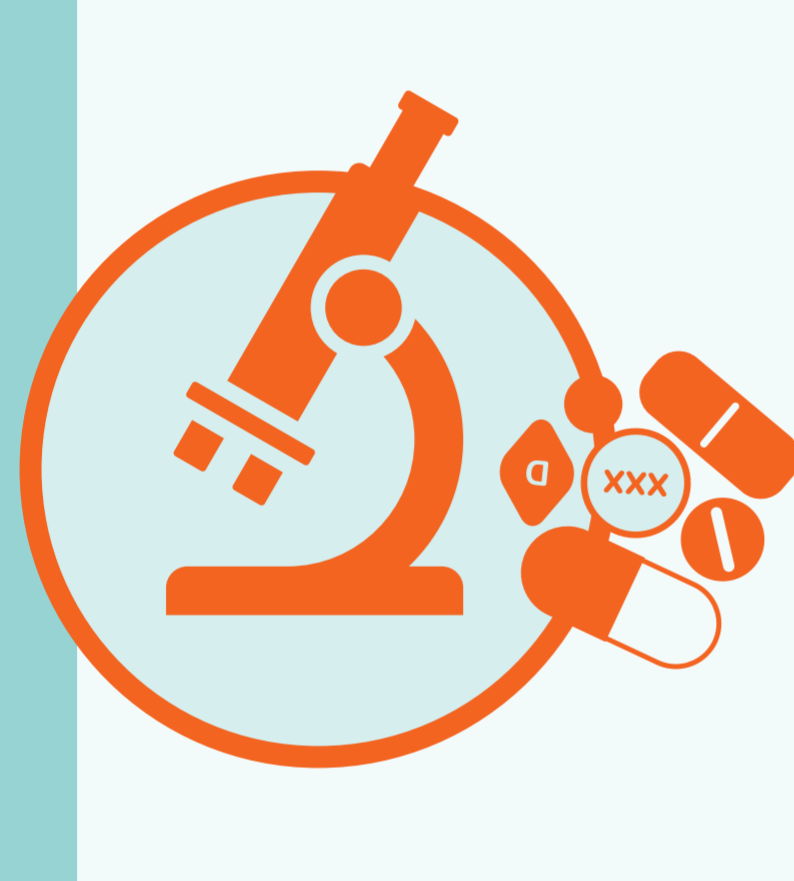
FACT: The Children's Hospital of Philadelphia was one of the first children's hospitals to create a Child Life department, staffed by professionals who help make hospital stays easier for kids.

BECAUSE RESEARCH FUNDING IS LIMITED, AND DRUG DEVELOPMENT IS EXPENSIVE

AT THE CHILDREN'S HOSPITAL OF PHILADELPHIA
75% OF OUR
CHILDHOOD CANCER
RESEARCH FUNDING COMES FROM
NON-GOVERNMENT SOURCES.

WE NEED YOUR HELP TO CONTINUE MOVING RESEARCH FUNDING FORWARD

FACT: Of the \$4.95 billion in government funding for cancer research, a small percentage is dedicated to childhood cancers.



IT COSTS MORE THAN
\$2.5 BILLION
TO BRING **ONE DRUG**
TO MARKET.

FACT: The Children's Hospital of Philadelphia is a member of the Children's Oncology Group (COG), which has nearly 100 active clinical trials open at any given time.

BECAUSE THOSE WHO SURVIVED CHILDHOOD CANCER MAY STILL BE SUFFERING

AN ESTIMATED
388,501
SURVIVORS OF CHILDHOOD
AND ADOLESCENT CANCER*
WERE ALIVE IN THE U.S. AS OF JANUARY 2014.

* DIAGNOSED AT AGES 0-20

THESE SURVIVORS MAY SUFFER FROM LATE EFFECTS OF THEIR CANCER AND ITS TREATMENT:

- » **Cardiopulmonary** (heart abnormalities, reduced lung function)
- » **Musculoskeletal** (scoliosis, asymmetry of bone or soft tissues)
- » **Dental** (short roots, missing teeth)
- » **Eyes** (cataracts)
- » **Endocrine** (growth failure, thyroid hypofunction)
- » **Neurocognitive** (learning disabilities, memory loss)
- » **Psychological** (depression, post-traumatic stress)
- » **Second cancers/tumors**, benign or malignant
- » **Infertility**



Better, **less toxic treatments** for today's childhood cancer patients **will lead to fewer late effects** for tomorrow's survivors.

FACT: The Cancer Center at The Children's Hospital of Philadelphia opened the first pediatric cancer survivorship clinic in 1983 to care for the growing number of childhood cancer survivors.

FACT: The Cancer Center at The Children's Hospital of Philadelphia was the first pediatric cancer treatment program to launch fertility preservation research to benefit young children treated for cancer who are at risk for infertility.

SPREAD THE WORD.

Share this with your friends and family.

Help change the future for the next generation of children diagnosed with cancer.

cancer.chop.edu/awareness

The Children's Hospital of Philadelphia® CANCER CENTER

SOURCES

www.chop.edu/cancer

www.cancer.gov

www.cancer.org

www.curetoday.com/index.cfm/fuseaction/article.showArticleByTumorType/id/800/tumorCategory/Childhood/article_id/326

www.cancer.gov/cancertopics/coping/ccss

www.icareicure.org/get-informed/childhood-cancer-facts/

cen.acs.org/articles/92/web/2014/11/Tufts-Study-Finds-Big-Rise.html