

Help Raise Awareness

Organise a poster campaign at your retinoblastoma treatment centre

Share your/your child's retinoblastoma story or the work of your treatment centre with the local media, emphasising the need for awareness and care for all affected children.

Write an article for your workplace newsletter or school paper about Retinoblastoma Awareness Week and the importance of care for children around the world.

Organise a dress down day at your workplace, asking people to wear red and white to represent the importance of taking photos with red eye reflex, and the seriousness of a white eye reflex.

Contact your local library or shopping centre and ask them if you can organise an Awareness Week display.

Display fact sheets and Awareness Week event notices on bulletin boards in libraries, hospitals, health clinics, local places of worship, gymnasiums, supermarkets, schools, universities and other public places.



Find Out More

To find out more about World Retinoblastoma Awareness Week, and to register your interest in the event, please go to

www.daisyseyecancerfund.org/rbweek

You can also contact Daisy's Eye Cancer Fund directly for further information and resources.

Daisy's Eye Cancer Fund - UK

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Daisy's Eye Cancer Fund – Canada

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**FOR SIGHT AND FOR LIFE,
PLEASE HELP US SHINE THE LIGHT
ON CHILDHOOD EYE CANCER**

World Retinoblastoma Awareness Week



Shining the light on
Childhood Eye Cancer



Daisy's Eye Cancer Fund
A Global Response To Childhood Retinoblastoma
Registered Charity #:111-11-33.

The World Rb Community

Retinoblastoma (Rb) is a rare, fast growing childhood eye cancer. With early diagnosis and appropriate treatment, 95% children are cured today in the developed world. However, even with the availability of vision-saving therapies, many children still lose one or both eyes due to late diagnosis.

An estimated 92% of children with Rb live in less economically developed countries, and only about 8-10% of these children have access to essential life-saving care. Consequently, the global survival rate is less than 20%.

The international retinoblastoma community is relatively small, and it is therefore important that we come together as a global network, and move forward collectively with an awareness raising campaign that will lead to earlier diagnosis and improved care for all children.



In 2007, Daisy's Eye Cancer Fund and the UK Childhood Eye Cancer Trust established an annual Awareness Week to help work towards the goals of early diagnosis and timely, appropriate care for all affected children round the world. The week will run every year for seven days from the second Sunday in May.

World Rb Awareness Week Sun 11th – Sat 17th May 2008

World Retinoblastoma Awareness Week is an exciting opportunity for all organisations, families, survivors and treatment centres to come together to raise awareness of this potentially lethal and blinding cancer, and promote the goal of optimal care for all affected children around the world.

The aim of this week is to raise awareness of Rb on a global level, as well as within national and local communities.

The focus of the 2008 week will be publicity of leukocoria - the main early sign of Rb, and the vital need for early diagnosis.



Our target groups for 2008 are:

- ✚ The general public.
- ✚ Primary health care professionals/paediatricians.
- ✚ The photographic industry.

By being a part of this global effort, you can add your voice to the message of hope that early diagnosis and better care brings for affected children and their families. This message will be so much stronger when delivered in unity with many other voices around the world.

Simple endorsement of our campaign in your workplace, school or community group can make an impact, helping save lives and eyes.

We will be providing a number of resources to help you get started if you've never been involved in organising an awareness event, and can assist you in developing your awareness activities.

These resources will include:

- Suggested Events.
- Guidelines and tips on planning events.
- World Rb Awareness Week publications.
- Education pack for teachers and parents.
- A promotional International Events calendar.
- A media tool kit.
- Graphics and artwork.

Let your imagination guide you in developing innovative and compelling activities to help spread the message about retinoblastoma, and the importance of specialised care for all children around the world.

Whatever your activities, one element will underlie all World Rb Awareness Week activities: a desire to advance public awareness about the main sign of Rb, and the critical need to diagnose children early in order to conquer this potentially lethal cancer.

