



Daisy's Eye Cancer Fund
A Global Response To Childhood Retinoblastoma

World Retinoblastoma Awareness Week - Suggested Events -

Awareness Week is a great opportunity to get involved in raising awareness of retinoblastoma in your local community. Here are some ideas for easy-to-organise activities that can help educate people about eye cancer in children.

Contact your nearest retinoblastoma treatment centre and request that they organise a public program on some aspect of the cancer.

Share your/your child's retinoblastoma story with your local media representatives, and emphasise the need for awareness and care of affected children around the world. Ask them to include a photograph of leukocoria (see the media toolkit).

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 fundraising activity to help raise awareness at your place of work or school. Arrange a dress down day and ask people to wear something red and something white to represent the importance of taking photos with red eye reflex, and the seriousness of a white eye reflex.

Organise a public presentation. Find a speaker who can address the specific interest of your audience, and the importance of awareness (see the event planning leaflet)..

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

Stage a dramatisation of what it's like to live through a diagnosis of retinoblastoma.

In America, write to your members of Congress, encouraging them to support an infant eye-care bill.

Many American school (K-12) science classes organize science fairs. Contact your local schools to determine if there will be any fairs during May. Volunteer to provide a resource for students wishing to do science projects on topics related to the eye, cancer or genetic diseases.

Use the crossword puzzles, quizzes and anagrams as fun activities for a newsletter or during an event.

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.