

COMMITTEE OF THE WHOLE – JULY 6, 2010

PROCLAMATION REQUEST CHILDHOOD CANCER AWARENESS DAY

Recommendation

The City Clerk recommends:

- 1) That September 2, 2010 be proclaimed as “Childhood Cancer Awareness Day”; and
- 2) That the proclamation be posted on the City's website and published on the City Page Online.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City's website under “Events – Proclamations” and on the City Page Online.

Purpose

To respond to the request received from the Communications and Development Officer, of the Pediatric Oncology Group of Ontario (POGO).

Background - Analysis and Options

The correspondence received from the Communications and Development Officer of the Pediatric Oncology Group of Ontario (POGO), dated June 16, 2010 is attached. (Attachment 1)

The proclamation request meets the City's Proclamation Policy, as follows:

“That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act”. The Canadian Cancer Society is a registered charity.

The Pediatric Oncology Group of Ontario (POGO) is the official advisor on childhood cancer to the Ministry of Health and Long-Term Care. Childhood cancer is the biggest disease killer of children in Ontario, with over 400 children diagnosed with cancer every year. Their mandate is to raise awareness about the disease and its effects. POGO works to by develop new policies and programs to improve the care of children with cancer, their families, and childhood cancer survivors.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic priorities established by Vaughan Vision 2020, in particular "Enhance and Ensure Community Safety, Health and Wellness".

Regional Implications

N/A

Conclusion

Staff is recommending that September 2, 2010 be proclaimed as "Childhood Cancer Awareness Day and that the proclamation be posted on the City's website and published on the City Page Online.

Attachments

Attachment 1 Correspondence from the Pediatric Oncology Group of Ontario (POGO), dated June 16, 2010

Report prepared by:

Connie Bonsignore, Administrative Assistant

Respectfully submitted,

Jeffrey A. Abrams
City Clerk



COLLABORATING FOR KIDS
WITH CANCER SINCE 1983

RECEIVED

JUN 18 2010

OFFICE OF THE MAYOR
CITY OF VAUGHAN

180 University Avenue

Suite 1014

Toronto, Ontario

Canada M5G 1V2

tel. 416-592-1232

fax 416-592-1285

www.pogo.ca

June 16, 2010

Her Worship Mayor Linda Jackson
Mayor of the Town of Vaughan
2141 Major MacKenzie Drive
Vaughan, Ontario L6A 1T1

Attention: Offices of Protocol and Scheduling

Re: Proclamation of Childhood Cancer Awareness Day,
(An Initiative of the Pediatric Oncology Group of Ontario - POGO)

Dear Mayor Jackson:

On behalf of the Pediatric Oncology Group of Ontario, the Childhood Cancer Awareness Committee, and families across Ontario, we would like to thank you for your endorsement and official proclamation of Childhood Cancer Awareness Day for the past two years. Last year, the month long campaign's tremendous success was marked with 11 Mayoral proclamations and/or best wishes across the province, more than 10,000 gold awareness ribbons distributed to Ontarians, chalk drawings and best wishes on more than 30 school and hospital grounds, and many more successful local events designed to raise awareness around the issues associated pediatric cancer.

We respectfully request that you once again join the provincial government and other mayors across the province, in showing your support for this initiative by declaring **Childhood Cancer Awareness Day in Vaughan**. We are suggesting that you choose a date during the first week in September, but of course we would welcome any date that is convenient for you.

Plans for POGO's Childhood Cancer Awareness Month this year include: a gold ribbon distribution campaign, television, print and radio PSAs, schools across Ontario using chalk in their school yards to communicate get well messages to their peers struggling with a cancer diagnosis, and a grassroots community initiative where families across the province coordinate a block party or other neighbourhood event to raise awareness and funds to support families struggling with their own childhood cancer diagnosis.

This year, POGO's partners Mediacom, National Post, Global Television and news anchor Carolyn MacKenzie will take a lead role in creating a significant media event to celebrate POGO's achievements in pediatric oncology since 1983.

POGO is the official advisor on childhood cancer to the Ministry of Health and Long-Term Care. Given that cancer is the biggest disease killer of children in

Fwd to
Clerks
RECEIVED

JUN 24 2010

CLERK'S DEPT.

EXECUTIVE DIRECTOR
Dr. C. Greenberg

MEDICAL DIRECTOR
Dr. M. Greenberg

BOARD OF DIRECTORS

PRESIDENT

Dr. R. Barr

*McMaster Children's
Hospital,
Hamilton Health Sciences*

TREASURER

Dr. M. Silva

*Kingston General
Hospital*

SECRETARY

Ms. J. Van Cleaf

*The Hospital for Sick
Children*

Ms. P. Bambury

Grand River Hospital

Dr. M. Barrera

*The Hospital for Sick
Children*

Dr. V. Blanchette

*The Hospital for Sick
Children*

Ms. C. Boettcher

*Toronto Rehabilitation
Institute*

Dr. A. Chan

*McMaster Children's
Hospital
Hamilton Health Sciences*

Ms. M. J. Decourey

*Children's Hospital,
London Health Sciences
Centre*

Mr. C. Graham

*The Royal Conservatory
of Music*

Dr. J. Halton

*Children's Hospital of
Eastern Ontario*

Dr. L. Jardine

*Children's Hospital,
London Health Sciences
Centre*

Dr. H. Schipper

University of Toronto

Dr. B. Spiegler

*The Hospital for Sick
Children*

Ontario (two children die of cancer every week in this province), it is imperative to raise public awareness about the disease and its effects. In Ontario alone, over 400 children are diagnosed with cancer every year, and at any point in time over 4,000 of this province's children require cancer care. POGO works to develop new policies and programs that improve the care of children with cancer, their families, and childhood cancer survivors.

We look forward to hearing from your office about partnering with us in this initiative.

Yours truly,

A handwritten signature in black ink, appearing to read "Kelly Zorzi". The signature is written in a cursive, flowing style.

Kelly Zorzi
Communications and Development Officer,
(416) 592-1232 ext. 252; kzorzi@pogo.ca