

COMMITTEE OF THE WHOLE – SEPTEMBER 2, 2008

PROCLAMATION REQUEST – CHILDHOOD CANCER AWARENESS MONTH – SEPTEMBER 2008

Recommendation

The City Clerk recommends:

- 1) That September 2008 be proclaimed as “Childhood Cancer Awareness Month”; and
- 2) That the proclamation be posted on the City’s website and published on the City Page, space permitting.

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City's website under “Events – Proclamations”. Publishing proclamations on the City Page depends on space availability.

Purpose

To respond to the request received from the Senior Executive Assistant of the Pediatric Oncology Group of Ontario (POGO).

Background - Analysis and Options

The correspondence received from the Senior Executive Assistant of the Pediatric Oncology Group of Ontario (POGO) 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 Pediatric Oncology Group of Ontario (POGO) is the official advisor on childhood cancer to the Ministry of Health and Long-Term Care. Their mandate is to advocate for children and their families who are diagnosed with cancer, and to raise public awareness about the disease and its effects. The Pediatric Oncology Group of Ontario (POGO) works to develop new policies and programs that improve the care of children with cancer, their families, and childhood cancer survivors.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

N/A

Conclusion

Staff is recommending that September 2008 be proclaimed as "Childhood Cancer Awareness Month", and that the proclamation be posted on the City's website and published on the City Page, space permitting.

Attachments

Attachment #1 - Correspondence from the Pediatric Oncology Group of Ontario (POGO), dated June 9 2008

Report prepared by:

Connie Bonsignore, Admin Assistant to the City Clerk

Respectfully submitted,

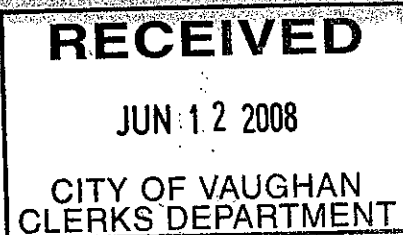
Jeffrey A. Abrams
City Clerk



COLLABORATING FOR KIDS
WITH CANCER SINCE 1983

June 9, 2008

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



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

Dear Mayor Jackson:

Last year, the Minister of Health, the Honourable George Smitherman declared September 13 - 17, 2007 Childhood Cancer Awareness Week. The week long campaign was a tremendous success with 4 full page supplements in the National Post, mayoral proclamations and/or best wishes across the province, more than 6000 gold awareness ribbons distributed to Ontarians, and many more successful local events designed to raise awareness around the issues associated with a childhood cancer diagnosis.

This year, Health Minister George Smitherman will proclaim September as Childhood Cancer Awareness Month in Ontario. We respectfully request that you join the provincial government, and other mayors across the province, in showing your support for this initiative by preparing an official proclamation declaring *Childhood Cancer Awareness Day in the Town of Vaughan*. POGO and its partners are trying to coordinate one or two days during the month of September to hold press conferences and receptions across the province so that mayors and other government delegates may attend and read the proclamations/well wishes to media and leaders in our community.

Plans for POGO's Childhood Cancer Awareness Month include: a formal Mayoral ceremony, a gold ribbon distribution campaign, and a grassroots student initiative where schools across the province use chalk in their school yards to communicate get well messages to their peers struggling with a cancer diagnosis.

This year, POGO's partners National Post, Global Television and news anchor Anne-Marie Mediawake will take a lead role in creating a significant media event to celebrate POGO's (and its partners') achievements in pediatric oncology during the last 25 years.

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 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 3,000 of this province's children require cancer care. Although cure rates in childhood cancer are greater than 75%, approximately 50% of these survivors in turn face late effects (including neurocognitive impairments, sterility, and secondary cancers) as a result of

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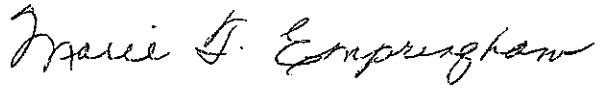
Dr. B. Spiegler
*The Hospital for Sick
Children*

Mayor Linda Jackson
Town of Vaughan

their disease and treatment. 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,



Marie T. Empringham, CHRM
Senior Executive Assistant
Pediatric Oncology Group of Ontario

c.c. K. Zorzi