

COMMITTEE OF THE WHOLE JUNE 23, 2009

PROCLAMATION REQUEST CHILDHOOD CANCER AWARENESS DAY

Recommendation

The City Clerk recommends:

- 1) That September 4, 2009 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, space permitting.

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". Publishing proclamations on the City Page depends on space availability.

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 May 20, 2009 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. Childhood cancer is the biggest disease killer of children in Ontario, and their mandate is to raise 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/Strategic Plan

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 4, 2009 be proclaimed as "Childhood Cancer Awareness Day", 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 Communications and Development Officer, Pediatric Oncology Group of Ontario (POGO), dated May 20, 2009.

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk



COLLABORATING FOR KIDS
WITH CANCER SINCE 1983

May 20, 2009

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)

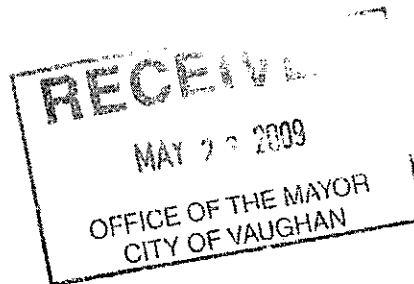
Dear Mayor Jackson:

On behalf of the Pediatric Oncology Group of Ontario, the Childhood Cancer Awareness Committee, and families in the Vaughan region, we would like to thank you for your endorsement and official proclamation of Childhood Cancer Awareness Day last year. The month long campaign last year was a tremendous success with 17 Mayoral proclamations and/or best wishes across the province, more than 10,000 gold awareness ribbons distributed to Ontarians, 30+ elementary and high schools participating in a chalk drawing campaign on their school or other community organization 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 preparing an official proclamation 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 include: Mayoral ceremonies across the Province, a gold ribbon distribution campaign, television and radio PSAs, a *Topics in Business* speaker series with celebrated leaders in Canadian Business, 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 Mediwake, and Rogers Communications will take a lead role in creating a significant media event to celebrate POGO's (and its partners') achievements in pediatric oncology since 1983.



480 University Avenue
Suite 1014
Toronto, Ontario
Canada M5G 1V2
tel. 416-592-1232
fax 416-592-1285
www.pogo.ca

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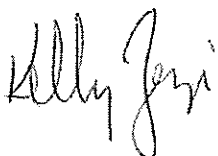
Dr. H. Schipper
University of Toronto

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

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. 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

Bonsignore, Connie

From: Kelly Zorzi [kzorzi@pogo.ca]
Sent: Friday, June 05, 2009 3:37 PM
To: Bonsignore, Connie
Cc: Coletta, Ann
Subject: Mayoral Declaration of Childhood Cancer Awareness Day

Hello Connie,

It is too bad that Southlake Regional Hospital is not able to give us a date of their open house so that we could have the proclamation on the same day. In that case, for increased momentum, I think it would be good to have it on the same day as Aurora which is Friday September 4, 2009.

Thanks so much for your work on this.

Kelly

Kelly Zorzi
Communications and Development Officer
Phone: 416-592-1232 ext. 252
Fax: 416-592-1285
Email: kzorzi@pogo.ca
Web: www.pogo.ca

Pediatric Oncology Group of Ontario - Collaborating for kids with cancer since 1983

Healthcare innovation | Survivor care | Family assistance | Population data

Policy development | Research | Education

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