

COMMITTEE OF THE WHOLE – SEPTEMBER 13, 2011

PROCLAMATION REQUEST CHILDHOOD CANCER AWARENESS DAY

Recommendation

The City Clerk recommends:

- 1) That September 16, 2011 be proclaimed as "Childhood Cancer Awareness Day" in the City of Vaughan, and that Council ratify the action taken; 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 Development Assistant, Pediatric Oncology Group of Ontario (POGO).

Background - Analysis and Options

The correspondence received from the Development Assistant, Pediatric Oncology Group of Ontario (POGO), dated July 29, 2011 is attached. The correspondence arrived after the agenda for the last meeting of Council prior to the summer hiatus was published. (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 is a registered charity.

The Pediatric Oncology Group of Ontario (POGO) a registered charity, 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 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 16, 2011 be proclaimed as "Childhood Cancer Awareness Day" in the City of Vaughan and that the proclamation be posted on the City's website and published on the City Page Online. Given that the first meeting of Council after the summer hiatus is scheduled for September 27, 2011, this report recommends that Council ratify the decision of Committee of the Whole at its meeting of September 13, 2011.

Attachments

Attachment 1 Correspondence from the Development Assistant, Pediatric Oncology Group of Ontario (POGO), dated July 29, 2011

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

Attachment 1



July 29, 2011

Attention: Offices of Protocol and Scheduling

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

Dear Maurizio Bevilacqua:

September is Childhood Cancer Awareness Month. On behalf of the Pediatric Oncology Group of Ontario (POGO), the Childhood Cancer Awareness Committee, and families in the Vaughan region, we would like to respectfully request that you join the provincial government and other mayors across the province in preparing an official proclamation declaring one day during the month of September as **Childhood Cancer Awareness Day in Vaughan**.

We would welcome any date that is convenient for you, but we are planning a National Childhood Cancer Awareness Day on September 16, 2011 and would welcome the chance to have the dates coincide.

The month long campaign was a tremendous success last year with more than 15 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.

Plans for POGO's Childhood Cancer Awareness Month include: Mayoral ceremonies across the Province, a gold ribbon distribution campaign, television and radio PSAs, various fundraising activities, and a grassroots initiative where schools, communities, business centres, and individuals across the province use chalk to communicate get well messages to the young patients (and their families) struggling with a cancer diagnosis.

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 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,

Janine Markey
Development Assistant
Pediatric Oncology Group of Ontario (POGO)
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On behalf of the Pediatric Oncology Group of Ontario

POGO
CHILDHOOD CANCER
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