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## **CHILDREN'S CAUSE LAUNCHES CHILDHOOD CANCER ADVOCACY TOOLKIT**

*Free download of grassroots guidebook available now at  
[childrenscause.org/toolkit](http://childrenscause.org/toolkit)*

WASHINGTON, D.C. – To mark Childhood Cancer Awareness Month, the Children's Cause for Cancer Advocacy (CCCA) announces the launch of a brand-new advocacy toolkit for families impacted by childhood cancer and those who want to make a difference on their behalf.

The CCCA Advocacy Toolkit is a guide to grassroots advocacy, arming both new and experienced advocates with tools and resources needed to contact and impact Members of Congress about policy issues relating to childhood cancer. The guidebook will walk beginner advocates through childhood cancer facts and policy priorities, messaging strategy, relationship-building tools, and practical step-by-step instructions for contacting and meeting with Members of Congress.

"We've found that progress in the fight against childhood cancer is made possible when families and friends impacted by a childhood cancer diagnosis share their stories with policymakers who have the power to create real change," said George Dahlman, Chief Executive Officer of the Children's Cause for Cancer Advocacy. "We created this toolkit to empower anyone to become an informed, effective advocate for kids with cancer and childhood cancer survivors – whether this is your very first time reaching out to Congress or your hundredth."

Experienced advocates will learn how to build and grow a coalition and give impactful testimony at a legislative hearing. The toolkit also covers effective advocacy through the media, including social media tips and sample letters to the editor. This guidebook is part of CCCA's ongoing effort to equip and mobilize a Kids Action Network, consisting of organized teams of grassroots advocates around the country dedicated to elevating the cause of childhood cancer.

This free 50-page PDF is available for immediate download at [www.childrenscause.org/toolkit](http://www.childrenscause.org/toolkit).

Despite medical advances, treatment remains ineffective for too many of the 16,000 children and teens diagnosed every year, and cancer remains the leading cause of disease-related death for U.S. children. The vast majority of childhood cancer survivors - a population expected to reach 500,000 by 2020 - suffer from late effects and lifelong chronic health conditions as a result of their disease or treatment. The Children's Cause works to change this story by mobilizing advocates around the country to help make childhood cancer a national priority.

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*The Children's Cause for Cancer Advocacy (CCCA) is the leading national advocacy organization working to achieve access to less toxic and more effective pediatric cancer therapies; to expand resources for research and specialized care; and to address the unique needs and challenges of childhood cancer survivors and their families. CCCA leads efforts to ensure that these needs and perspectives of children with cancer are integrated into the highest deliberations on health care and cancer policy at the Federal level.*