



# GO GOLD FOR KIDS WITH CANCER

ACCO (AMERICAN CHILDHOOD CANCER ORGANIZATION)

Public Health Club

# ACCO American Childhood Cancer Organization

- *Founded in 1970 by parents of children diagnosed with cancer*
- *Determined to change the statistics associated with childhood cancer*
- *Because kids can't fight cancer alone®.*

Did you know childhood cancer is the number one disease killer of children and is the **leading cause of death** for children between the ages of 4 and 14 in the United States?

**gold**  
**FOR**  
**CHILDHOOD**  
**CANCER**

**GO** **G**  
**TO SUPPORT**  
**AGAINST CHILD**

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**SEPTEMBER**  
**CHILDHOOD**  
**CANCER**  
**AWARENESS**  
**MONTH**



Rachel Kemble Photog



**Globally,**  
**44%**  
of children with  
cancer will die  
before they can be diagnosed.

Children with cancer in  
**high-income countries**  
are

**10x**  
more likely  
**TO SURVIVE FIVE YEARS**  
than children in  
**low income countries.**



**Only 3**  
**state legislatures**

have taken direct action towards funding  
research and support.

Estimated 5-Year net Survival  
for Childhood Cancer

**79.8%**  
high-income  
countries

**7.4%**  
low-income  
countries

Worldwide, every



a child is diagnosed with  
**cancer.**

In 2020, an estimated

**181,000**

(almost one third)  
of child cancer cases will go  
**undiagnosed.**

childhood  
AMERICAN  
CANCER ORGANIZATION



# MEET LUKAS: GOLD RIBBON HERO

The background features several yellow ribbons. One ribbon on the left has a drawing of a sun and two figures. Another ribbon on the right has the word 'CANCER' written on it. A central orange rectangular tab is positioned at the top of the text box.

# COMMUNITY ACTION



September 30, 2021

September 30, 2021



WHY GO  
GOLD?

WHY  
SHOULD  
WE GO  
PJAMMIN?



# Let's...

- Go Gold For Kids With Cancer
  - Wearing gold
- Pjammin for Kids With Cancer
  - Wearing PJs



# How Can You Help by Wearing Gold, etc.?

- Social Media
  - Posting about childhood cancer advocacy efforts on social media outlets (Twitter, Instagram, blogs)
- Signing an E-petition, emailing or tweeting congressional representatives
- Donating online
  - <https://gofund.me/d2400528>

THANK YOU!

Public Health Club

