



Dear Municipality of Brockton,

September is Childhood Cancer Awareness Month

Childhood Cancer is the number one cause of death by disease of Canadian children.ⁱ

The latest data shows that incidence rate of childhood cancer in Ontario is increasing by approximately 1% per year (1986-2018)ⁱⁱ.

I am writing to ask you to whether you would consider flying a gold ribbon flag or make a proclamation that September is Childhood Cancer Awareness Month in the Municipality of Brockton. I have enclosed a draft proclamation for your review.

Faced with the news that their child has cancer, families from across western Ontario have turned to Childcan for direct support since 1974. Financial assistance, emotional support, social programs, research funding – it's all supported solely by donors who get involved because they know that childhood cancer is an experience that nobody thinks they will face, let alone one that families can prepare for.

Childcan's vision is to make childhood cancer a health priority, fund innovative research, and expand family supports until childhood cancer is eliminated.

You can help us achieve our vision and stem the increasing incidence rates by proclaiming September as Childhood Cancer Awareness Month. By recognizing this month, you will show support for those affected, remember those who have passed, and bring hope for a future where childhood cancer is no longer the number one cause of death by disease for Canadian children.

If you have any questions or queries, please don't hesitate to reach out to me, or Amy from Childcan amy@childcan.com 519-685-3500. We appreciate your support and your consideration of this request.

Sincerely,

Suzanne Fratschko Elliott
Executive Director

ⁱ <https://www.childhoodcancer.ca/Your-Impact/Childhood-Cancer-Statistics-Resources>

ⁱⁱ Incidence rate statistic provided by Pediatric Oncology Group of Ontario. Childhood Cancer in Ontario: The 2020 POGO Surveillance Report. Toronto: Pediatric Oncology Group of Ontario; 2020.