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group on Facebook

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**CONTACT OUR  
EAST LONDON OFFICE  
TO FIND OUT MORE  
ABOUT DONATING BY  
DEBIT ORDER**

**To donate R10 a week  
to CHOC simply text  
the word CHOC to  
37261**

Your pledge will run  
concurrently until YOU elect  
to opt out.  
(Standard rates apply)

**INTERNATIONAL CHILDHOOD CANCER DAY**

Each year 175,000 children worldwide are diagnosed with cancer, of which an estimated 90,000 will die from the disease. The exact number of new cases is not known because in many countries not all children with cancer are registered and many are not ever even diagnosed correctly. These figures are staggering given the fact that 70% of all childhood cancers are curable when diagnosed and treated early. Cancer is the second leading cause of death among children in developed countries. The most common type of cancer in Europe, Americas & East Asia among the Caucasian population is Acute Lymphoblastic Leukaemia, whereas Burkett's lymphoma, associated with malaria and infection from the Epstein Barr virus, accounts for half of all childhood lymphomas in African countries.

While 80% of children with cancer survive in wealthier countries, the reality is vastly different for those living in resource-poor settings. This is compounded by the fact that these are the same places where there is often an absence or a lack of knowledge about what childhood cancer is. Not only is childhood cancer detected too late for effective treatment, it is also compounded by limited access to appropriate treatment. Delayed diagnosis significantly diminishes survival rates. While in resource-rich countries, 8 out of 10 children survive, only 2 to 3 out of 10 children will survive in low and middle-income countries.

**WG Mica 2012**



[www.CHOC.org.za](http://www.CHOC.org.za)



With this information available CHOC, embarked on an awareness campaign across the country to tie in with International Childhood Cancer Day on 15 February 2012. Our aim was to inform the public of the work that we do for children suffering from cancer and their families, share and educate as many people as possible on the warning signs of childhood cancer and to use the opportunity as a fundraiser to raise much needed funds to assist families whose children have been diagnosed with cancer.

Members of the public, schools and businesses alike from the entire Eastern Cape region were fantastic in their support of our **"HAVE A HEART FOR CHILDREN WITH CANCER"** campaign.

Our grateful thanks to the following for their support in raising funds through civvies days, coin collections and purchasing CHOC promotional items: Roberts Brothers, Crest Accounting, WG Mica Queenstown, Beqfin, Carifro Consulting Engineers, Canon Eastern Cape, Life Beacon Bay, The Frere Hospital, George Randell Primary, Gonubie Primary, Cathcart High, St Anne's Primary, Border Insurance Brokers, Konica Minolta, Sure Travel, Alexander Forbes PE, Marsh Africa PE, Indwe Risk Service, Boardman Brothers Stutterheim, St Michaels Anglican Church, Bate, Chubb and Dickson & Just On Cosmetics



**JUST ON COSMETICS** hosted a party at the ward to celebrate ICCD



**Life Beacon Bay paediatric staff** celebrate ICCD



CHOC Staff, Frere Hospital's ward C5 doctors and nursing staff, Life Beacon Bay paediatric nursing staff and Maria Erasmus representing JUST ON Cosmetics released balloons to celebrate ICCD and promote the Early Detection of Childhood Cancer

**OUR THANKS TO.....**

- Our regular monthly donors—East Cape Paediatricians, Rumdel Construction, Robin Good Initiative, Woolworths Hemingways, ELCB Information Services, Debbie Slattery, Gavin Grobler, Don Maree Attorneys, Pristine H2O , Just On Cosmetics
- St Michael's Anglican Church—donation
- Mrs Day—donation
- Canon EL for clothing and a very generous donation
- Bonza Bay Rotary Anne's for items for CHOC Interactive play
- Netcells for their generous donation
- Metropolitan Life for Christmas gifts
- Border Canoe Club for gifts for the children
- Cambridge Methodist Church—jerseys and clothing
- Cambridge West Methodist Church—donation
- Budget Pest Control—donation
- The Deavall and Richter families for their donation
- Round Table No.1 for the donation of items for CHOC Interactive Play
- Marie Smith of Skills Edge—donation
- Eve Barbour & Carol Deavall for R500 raised from making and selling cards
- Automall for their generous donation
- Barbara Kretzmann, Leanne Glover, Carol Bradshaw, Chenay Jeffries, Margaret Struwig, Marlene Groenewald & Samantha, Alexia and Judy - for all of the items received at our CHOC






**Border Canoe Club** children donated their Christmas gifts to the children of Ward C5



**The Bonza Bay Rotary Anne's** donated toys to be used for the CHOC INTERACTIVE PLAY programme

**EARLY WARNING SIGNS of CHILDHOOD CANCER**

- SEEK:** Medical help early for persistent symptoms.
- (I)EYE:** White spot in the eye, new squint, new blindness, bulging eyeball.
- LUMP:** In the abdomen and pelvis, head and neck, limbs, testes, glands.
- UNEXPLAINED:** Prolonged fever over 2 weeks, loss of weight, pallor, fatigue, easy bruising or bleeding.
- ACHING:** Bones, joints, back and easy fractures.
- NEUROLOGICAL:** Change or deterioration in walk, balance or speech, regression of milestones, headache for more than a week with or without vomiting, enlarging head

**Banking Details**

CHOC E. Cape  
Standard Bank  
Beacon Bay  
Branch Code: 053721  
Account No: 347 337 368



# THE CHOC INTERACTIVE PLAY PROGRAMME AT THE FRERE HOSPITAL

The programme has been highly successful in allowing children who are confined to hospital for long periods of time, as a result of being treated for cancer, to express their feelings, be educated, learn skills and have fun through play therapy. The target population benefits as a result of this programme because the project is run in a state hospital where the lack of educational facilities are addressed during the course of the programme. This results in families who are affected by poverty and do not have the means for private schooling, or who lack internet and media access to have the opportunity to learn in all areas of development while their child is ill..

In order to understand why we have the programme it is vital to understand how play affects children in the hospital environment.

- Through play children give vent to their emotions. They can express fear, aggression and hope. It also aids in their effort to overcome any disabilities.
- They can keep alive their warm, loving feelings for their parents, siblings, family, friends and home including the image of their everyday world to which they will return.
- They can continue their normal growth and development whilst in hospital.
- Satisfying play can promote health and happiness and combat boredom on days that feel endless.
- Confidence can be built and the hospital is not entirely a place of pain and misery. The Doctors and Nurses can be appreciated particularly if the hospital is seen as friendly, relaxing and homely.
- Play makes children feel that they are in "working order" and their illness has not permanently damaged them.
- In play friendships are formed and problems are shared. One child helping another can give the helper a sense of value.
- Apart from promoting long periods of concentration, a variety of stimulating materials provides children with the opportunity for learning through exploration and experiment. This intellectual activity gives relief from emotional pre occupation and natural curiosity is kept alive.
- Children of all ages can play despite their stage of illness. Play can take place in a crowded room; on their bed or in a playroom. There is no valid reason why play should be withheld from children.



**MOOD CHARTS**



**BALANCING**



**ANIMAL CROWNS**



**ANIMAL CROWNS**



**DAYS OF THE WEEK**



**CURLY, COLOURFUL SNAILS**

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