



Where caring is the best medicine
for kids with cancer.

Financial Assistance
Research
Continuing Education
Policy and Programme
Development
Survivor Transition
and Support
AfterCare



Winter 2007

POGO Childhood Cancer Charitable Council

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PRU: Research beyond the laboratory

The POGO Research Unit (PRU) conducts and supports research that informs health policy and, ultimately results in better care of children with cancer.

Our unique database, POGONIS, encompasses data on every child diagnosed and treated with cancer in Ontario since 1985 and POGO is able to link its data with other databases in the Province, further expanding our knowledge about childhood cancer. The PRU research evaluates

how and where care is delivered, investigates why some cancers occur and the long-term impacts of having had childhood cancer.

One example of an epidemiologic study is a current investigation of the role of folic acid supplementation in decreasing the incidence of childhood cancers. Investigators include Drs Gideon Koren and Mark Greenberg and graduate student Sandy Grupp.

Did you know...

By studying clusters of particular types of childhood cancers, we have a better understanding of the incidence, geographic distribution, changes over time, and possible environmental and/or cultural factors that are associated with this devastating disease.

POGO studies have helped to determine where services for children with cancer are most needed, so the children and their families do not have to travel away from home as often, thereby lessening the disruption of family life and income.

Some adolescent cancer patients have a poorer survival rate than childhood cancer patients in other age groups. One POGO study will explore reasons for this, including where these patients are treated and whether they are at a disadvantage by not participating in clinical trials.

"POGO is as unique as the disease it addresses covering everything from research to education, treatment, the creation of standards, assembling teams, evaluating their performance, and tracking patients from the moment they are diagnosed until their deaths decades in the future."

Dr. Ronald Barr, POGO Board President and Professor of Medicine at McMaster University in Hamilton.



Monday

Tuesday

RECENT EVENTS

On October 10th and 11th, the Leo Baeck Day School North Campus held its 5th Annual POGO run. This year the run expanded to include everyone in grades one through eight. The North Campus event, dedicated to the memory of Tali Doron, raised over \$22,000. The South Campus run took place on October 28th and raised \$5,400 for POGO. We would like to congratulate all of the students who participated and everyone who helped to make this year's run a success. A special thank you to the North Campus Principal, Howard Laderman, Phys Ed teacher, Sarevic Zlatko, South Campus Principal, Eric Petersiel, Elayne Kardash, and all of the parent volunteers for all of your hard work.

On September 15th the 2nd annual **Sportsfest for Women** took place at Camp Robin Hood in Toronto. This tournament included baseball, dodgeball, volleyball, and basketball with more than 100 participants. All entry fees were donated to POGO, raising \$10,000 for our financial assistance program which provides subsidies to families for babysitting, food and accommodation. POGO would like to thank organizers Faith and Jordan Banks and all of the participants for such an exciting event.



To support Childhood Cancer Awareness Week, POGO and the

NATIONAL POST

produced a four-part weekly series to raise awareness about the unique issues surrounding pediatric oncology, its stakeholders and supporters. The series featured stories from Toronto, Ottawa, Kingston, Hamilton, Sudbury, and London. POGO would like to thank the patients and partners who participated in the National Post interviews, as well as the series sponsors including Rogers, Caldwell Investment Management Ltd, Canadian Cancer Society, Grand River Hospital, Credit Valley Hospital, The Children's Hospital of Eastern Ontario and McMaster Children's Hospital.

On September 18th Childhood Cancer Awareness Day was announced at events in Sudbury, Kitchener-Waterloo, Brantford, and Toronto.



In a ceremony at Metro Hall, Mayor David Miller was pinned with a gold ribbon by 16-year old cancer patient Alyssa Whiteman.



Sales of a luxury watch collection donated to POGO was kicked off at Wildeboer Dellelce LLP, raising \$26,100 for POGO. We would like to thank Isabel Agudelo for donating her time and expertise to the event.

Wednesday



Kids at the Grand River Hospital received visits from 3 NASCAR drivers and their cars in recognition of Childhood Cancer Awareness Week.

SCIENCE IN THE CITY

POGO Board President Dr. Ronald Barr presented: *Cancer in childhood is curable - but at what cost?* at Science in the City, a free public lecture that takes place monthly at the Hamilton Spectator Auditorium.

Dr. Mark Greenberg presented the topic: *Cancer in Childhood—What Makes it Unique* at a Lunch and Learn hosted at SickKids Hospital.

GOLD RIBBONS

for childhood cancer awareness

Students from St. Joseph's College handed out more than 2700 gold ribbons to passers-by at Union Station.

Thursday



Torre Lazur created an awareness campaign for POGO's Childhood Cancer Awareness Week that included a logo and this poster



which was posted at events across Ontario as well as in the underground PATH system at Union Station during the month of September. POGO would like to thank IMA Outdoor and Torre Lazur for their generosity during Childhood Cancer Awareness Week.



Anthony S. Fell, Chairman, RBC Capital Markets hosted an event featuring Rachel Mirvish, Theo Caldwell and Dr. Corin Greenberg celebrating *Achievements in Pediatric Oncology in Ontario*. More than 60 guests were in attendance at this event on the 40th floor of the Royal Bank Plaza.

Friday



Kim Mitchell and Q107 focused Friday's Afternoon Drive Home on The Roots of Rock, a collection of vintage guitars donated to raise funds for POGO. Guitars and amps were on display at the Hard Rock Café at Dundas Square, and open to the public to drop in. The Roots of Rock collection has raised \$3,000, 000 to date for POGO.

POGO's partners in Childhood Cancer Awareness Week

- Candlelighters Childhood Cancer Support Programs
- Childcan
- Children's Health Foundation
- Children's Hospital of Eastern Ontario, Ottawa
- Children's Hospital of Western Ontario, London
- Grand River Hospital, Kitchener
- Help a Child Smile
- H.O.P.E.S (Helping Oncology Parents through Education and Support)
- Hôpital régional de Sudbury Regional Hospital
- Kingston General Hospital
- McMaster Children's Hospital
- Northern Ontario Families of Children with Cancer
- The Hospital for Sick Children

This Holiday Season...

It is that time of year when many of us take time to reflect and consider ways to make a positive difference in our communities and in the lives of others. At POGO this means helping the hundreds of Ontario families that are struggling financially with the out-of-pocket costs that come with a child's cancer diagnosis. It also means funding important research that would otherwise not receive support, and sharing our knowledge and tools with other communities, both in Canada and elsewhere, to ensure that all kids with cancer have the best possible chance for survival and beyond.

Your charitable donations to POGO this holiday season will help to ensure that POGO continues to ease the burden of the lives of kids with cancer, and their families, while going through diagnosis, treatment and after care.

Your support is critical. Please call us at 416.592.1252 or visit our website at www.pogo.ca to make a convenient, secure online gift.

Sincerely,



Vanessa Jakobson
Managing Director, Development and Strategy
The Pediatric Oncology Group of Ontario

Please think of POGO...

Honour/Memorial Donations Send a personalized note of congratulations, sympathy, greeting or celebration as a meaningful way to honour a special person or occasion in your life.

Birthdays In lieu of birthday presents have your friends and family make a donation. We will send you a Birthday Certificate with the total of your donation.

Third Party Events Host an event and let POGO be your beneficiary.

Workplace and Matching Gifts Does your workplace match employee donations? If so, you can double the impact of your gift to POGO.

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for kids with cancer.

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POGO continually works to improve the service delivery in the province to ensure that children with cancer, and their families, are given equal access to state-of-the-art diagnosis and treatment, required supplementary services and follow-up care.