



# A Report of MAHAK's Activities for Childhood Cancer Awareness Month 2020



**MAHAK**  
Society to Support Children  
Suffering from Cancer

[mahak-charity.org](http://mahak-charity.org)



## CEO Message



The rate of childhood cancer is significantly rising around the globe and this growth is considerably higher in LMICs where 80% of all childhood cancer incidences are reported.

Limited financial resources, lack of national registries, late diagnosis, limited access to quality medicine, refusal and abandonment of therapy, and a collection of socioeconomic, environmental, cultural and educational barriers are among the causes which highlight the necessity to devise a universal plan for LMICs. Recently, programs such as WHO's Global Initiative for Childhood Cancer have been enacted by policy making organizations striving to increase the cancer-stricken children's survival rate in LMICs. MAHAK as an active member in the regional board of CCI has been provided with the opportunity to benefit from this program. It should be noted that childhood cancers are not preventable; accordingly, the fact that can ease, facilitate and accelerate treatment process is to decrease the diagnosis-to-treatment interval which will be only realized through raising awareness about this disease among different different strata of the society especially among children related groups. Professional organizations along with the community-based ones which have emerged to fulfill a societal need have an important role and responsibility in this regard.

In this line, MAHAK as the only center active in three fields of treatment and support care as well as cancer research in Iran has always strived to raise awareness in the society about childhood cancer by conducting various campaigns through the course of the year including the World Cancer Day (February 4) and International Childhood Cancer Day (February 15) as well as MAHAK's Cancer-Survivors Day (December 27 in MAHAK calendar). At the invitation of esteemed organizations of CCI and SIOP, this year MAHAK has added Childhood Cancer Awareness Month (CCAM) to this series of occasions for awareness-raising in order to inform a greater number of people about this disease.

We hope that these activities will alert the society about childhood cancer and will result in higher survival rate of pediatric cancer all over the globe and ultimately in having a more effective, less painful and less expensive treatment.

Arasb Ahmadian



# Go Gold, Beat Childhood Cancer

# MAHAK's Gold September at a Glance



Milad Tower  
Lights Up Gold



Distribution of  
MAHAK's  
Donation Boxes



Artemis and Her  
Mom Talk about  
Early Diagnosis



Children Admitted to  
MAHAK Hospital Send  
the Message of Hope



CEO of MAHAK  
Discusses the  
Importance of  
Childhood Cancer  
Awareness



MAHAK's Medical Team  
Address Questions  
about Childhood Cancer



MAHAK's CCAM  
Activities on  
Social Media



MAHAK's CCAM  
Activities in Press

## Milad Tower Lights up gold



One of the most attention-grabbing measures taken to raise the public awareness towards a phenomenon is landmark light-up. In the same vein and on the occasion of the Childhood Cancer Awareness Month, Milad tower illuminated gold during the whole month of September.

Explaining the action and its aim, Arash Ahmadian, the CEO of MAHAK stated: "During the past three decades, in addition to providing treatment and support services to cancer-stricken children and their families, MAHAK has strived to increase public awareness on early detection; Since early detection is one of the factors leading to more effective, less expensive and less painful treatment and can thus facilitate the treatment process, increase the quality of life as well as survival rate."

Milad Tower also known as the Tehran Tower is a multi-purpose tower in Tehran, Iran. It is the sixth-tallest tower and the 24th-tallest freestanding structure in the world. The tower is a part of the International Trade and Convention Center of Tehran, which also includes a five-star hotel, a convention center, a world trade center and an IT park."



# Distribution of MAHAK's Donation Boxes

To raise awareness toward Childhood Cancer, tags containing information about CCAM were created to inform donors about this disease.



These tags were attached to 300 donation boxes which got distributed to MAHAK donors in two cities of Tehran and Karaj.





# Beware, Go Gold, Beat Childhood Cancer



# Artemis and Her Mom Talk about Early Diagnosis

MAHAK prepared a video which consisted of an interview with one of cancer-stricken children hospitalized at MAHAK accompanied by her mother. In the video the mother emphasized that she believes her daughter's chances for full recovery from cancer are very high due to early diagnosis and immediate treatment.

This video received over 16,000 engagements on Instagram and over 500 impressions on LinkedIn.

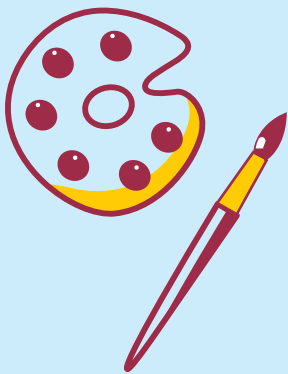




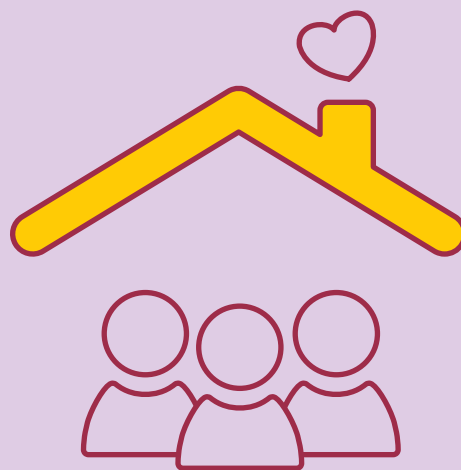
# Children Admitted to MAHAK Hospital Send the Message of Hope



One measure that MAHAK reluctantly adopted in order to protect children hospitalized in its oncology wards from Covid-19 infection was temporary closure of playrooms. Instead one volunteer child from each ward painted a big drawing in his/her room representing their friends in the respective wards. The symbolism of fighting together to defeat a common enemy while circumstances are keeping us physically apart was highlighted by this beautiful act. The news to echo this action has been published on various MAHAK media channels, receiving 523 impressions on LinkedIn and over 10,000 engagements on Instagram.



# CEO of MAHAK Discusses the Importance of Childhood Cancer Awareness



Another article which was published in September in Iranian Farsi and English language media focused on the importance of early diagnosis of childhood cancer and raising awareness toward this phenomenon. In the article, the CEO of MAHAK stated:

“MAHAK as a charity organization experienced in supporting cancer-stricken children and their families strives to achieve a reduction in cancer incidence rate among children through expanding its partnership and collaboration with national and international research and treatment centers. In line with this integral commitment in its mission statement, MAHAK undertakes measures with the aim of raising public awareness and encourages everyone to become more conscience and sensitive about the various dimensions of this disease.

After thirty years of providing treatment and support services to children with cancer and their families all over the country, MAHAK is attempting to roll out universal services in all pediatric hematology-oncology wards in Iran so that all children with cancer receive integrated comprehensive services and their families less concerned about the quality of care. This measure will be the first step to raise awareness towards cancer all over the country.”





# More Awareness, Less Painful Treatment

# MAHAK's Medical Team Address Questions about Childhood Cancer



As the result of our call to action in our Milad Tower's illumination announcement post, we have received numerous questions from our audience. These questions will be answered by oncologists and pediatricians and will be published on our social media and website in order to increase the knowledge of the society in this regard. These questions and answers will be available on our website, as a media belonging to the only highly-specialized pediatric cancer treatment and research center in the country so that everyone can refer to them to find about pediatric cancer.



# MAHAK's CCAM Activities on Social Media



As mentioned earlier MAHAK published two posts on the occasion of the CCAM. Here you can see them:





**More Awareness,  
More Effective  
Treatment**

# MAHAK's CCAM Activities in Press

The following Press published MAHAK's news on illumination of Milad Tower and the article on the importance of early childhood cancer diagnosis:



## News Agencies:

- **Farsi**
  - Afkar News
  - Akharin Khabar
  - Asriran
  - Asretashakol
  - Bankosanat.ir
  - Behdasht News
  - Fararu
  - Fars News Agency
  - Honar Online
  - Khabar Online
  - Khabar Canada
  - Kasbogar News
  - Mehr News
  - Miladtower.ir
  - OKT
  - Roozno
  - Shafa Online
  - Shafaqna
  - Shora Online



## Newspapers:

- **Farsi**
  - Arman Melli
  - Asia
  - Asr Rasaneh
  - Ebtekar
  - Emtiaz
  - Hemayat
  - Jahan San'at
  - Javan
  - Jomhoori Eslami
  - Jomleh
  - Mardom Salari
  - Samt
  - Sayeh
  - Setareh Sobh
- **English**
  - Tehran Times Newspaper





# More Awareness, Less Expensive Treatment







**Go Gold,  
Beat Childhood Cancer**

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**More Awareness,  
Less Painful Treatment**

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**More Awareness, More  
Effective Treatment**

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**More Awareness,  
Less Expensive Treatment**

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**Beware, Go Gold, Beat  
Childhood Cancer**



# Childhood Continues in MAHAK



## Contact Information

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