

Close 
the care
gap 



A Report on MAHAK's Activities for WCD and ICCD Campaign 2023



MAHAK
Society to Support Children
Suffering from Cancer

mahak-charity.org



**World
Cancer Day**
4 February

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Message of CEO

The existence of different organizations and associations in field of cancer care all over the world has proved that cancer can affect everyone regardless of age, gender and social or financial status. However, delivering better long-term care for patients living with cancer is the main mission of these cancer-centric

organizations but distributing equitable treatment and support services is what prevents patients from refusing treatment or inaccessibility to required services.

World Cancer Day (WCD) as well as International Childhood Cancer Day (ICCD) are two noble occasions in the month of February to involve people from all stratum of society. A collective, organized and integrated movement with the aim of increasing knowledge about childhood cancer, its challenges and required care as well as the necessity of closing care gaps. MAHAK as a member of the Union for International Cancer Control (UICC), Childhood Cancer International (CCI) and International Society of Pediatric Oncology (SIOP) has planned and implemented some actions in this regard and in line with the world-announced theme.

However, social unrest in Iran limited our actions and ability to have wide engagement of individuals and organizations as the previous years in the offline and digital platforms and to broadcast related content but it derived our experts to focus on providing applicable advice to cope with different stages of cancer patients' treatment.



MAHAK's Campaign

Early diagnosis; less painful, less costly and more effective treatment

During the past years, MAHAK as a full member of the Union for International Cancer Control (UICC) as well as the regional board member of Childhood Cancer International (CCI) launched awareness campaigns on the occasion of World Cancer Day (WCD) and International Childhood Cancer Day (ICCD) in February with the cooperation of its ever-growing family since 2016.

These campaigns are implemented in line with MAHAK's vision statement aiming to raise awareness among society and absorb attention to the importance of early diagnosis which lead to less costly, less painful and more effective treatment.



Close the care gap, our time to act is now

World Cancer Day campaign is held every 4 February by UICC in the form of three-year consecutive campaigns with a specific theme. The second year of World Cancer Day's theme in 2023, “Close the Care Gap”, is all about celebrating progress in its many forms that enable more people to seek and receive the care they need and deserve. The necessity of working on this theme has made MAHAK for more than thirty years to strive for providing integrated and comprehensive care as well as the equitable distribution of resources throughout the country for all children with cancer.

Better survival is achievable #throughtheirhands

International Childhood Cancer Day is held every 15 February by the invitation of Childhood Cancer International (CCI). It is a global collaborative campaign, to raise awareness about childhood cancer, identify the challenges and express support for children passing their treatment days, the survivors and their families. 2023 is the final year of a three-year campaign focusing on “Better Survival is achievable #throughtheirhands”. This campaign has been planned and launched by Childhood Cancer International (CCI) in collaboration with the International Society of Pediatric Oncology (SIOP) to make a way to appreciate all caregivers including family members and the medical team.

In this vein, by following our website as well as social media accounts in Instagram and LinkedIn, you can access to the content related to World Cancer Day and International Childhood Cancer Day.



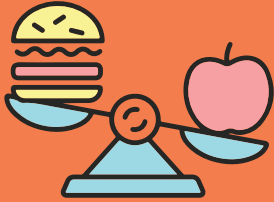
Social Media

One of the measures taken to raise awareness about the symptoms of childhood cancer was sharing posts and stories on our website as well as social networks such as Instagram with over 328,000 followers and LinkedIn with over 3900 followers.

These post has reached 127,985 users on Instagram and 8812 users on LinkedIn.

5 advice to reduce cancer risk

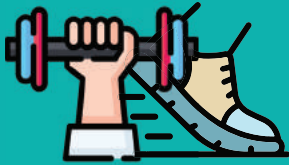
The statistics indicates that 30 to %50 of all cancer cases in adults are preventable and there is a lot we can do in this regard by changing our lifestyles. We have 5 suggestions to adopt healthier behaviors to reduce your cancer risk:



Choosing healthy food
and avoiding fast-food



Cut down sweet drinks



Move more



Keep fit



Quit smoking and vaping



A close-up photograph of two hands clasped together in a supportive grip. The hands are positioned in the center of the frame, with fingers interlaced. The skin appears slightly wrinkled, suggesting an older individual. The background is a soft, out-of-focus light blue and white. A dark purple triangular graphic element is overlaid on the bottom left of the image, containing the text.

**Acceptance;
the Key of Facilitating
Cancer Cure**

Apart from the problems that cancer causes for patients and their families, it can also create severe psychological issues. Anxiety is a response for the person who is diagnosed with cancer. This can be indicated in all stages of examination, diagnosis and treatment. The symptoms of this psychological reaction are tremors, fast or irregular heartbeat, and extreme anxiety. To control and manage this distress, others should avoid asking numerous questions about the disease and its progress, since it would be so hard for patients and their relevance to be responsive about cancer treatment and its progress all the time. Under these circumstances, psychologists should play a role by helping them to release their emotions and adapt to their new condition.





The symptoms of 6 common pediatric cancers

MAHAK, as the only highly specialized center which provides services to cancer-stricken children in Iran produced and published 6 animations each of which focused on the symptoms on one of the most common types of pediatric cancers.





Communication

Apart from all challenges that cancer causes for patients and their families, it can also create severe psychological complexities. On the occasion of WCD and ICCD, please read to know about ways to communicate with cancer-stricken children and supporting their families.



Distress

is a reaction from the person diagnosed with cancer. This can be indicated as tremors, fast or irregular heartbeat, and extreme anxiety.

To control the patient's anxiety, patients relatives should avoid asking numerous questions about the disease and its progress.





Answering

constant questions about their child's treatment status make the parents and family anxious. Acceptance as one of the main stages in cancer journey which should lead the patient to adaptation.



Adaptation

means changing the life style according to the new condition developed after cancer diagnosis.

There are many psychological methods that can have positive effects on the quality of life of patients and their families.





Siblings

One of the main factors affecting the patients' quality of life is paying attention to physical, mental and social health of them as well as their parents and siblings.

The psychologist can facilitate the acceptance phase through specialized counseling if the patients as well as their families cooperate.



Bereavement



MAHAK and Supporting Bereaved Families

MAHAK as a charity organization which is established with the mission of "supporting children during all phases of cancer treatment", will certainly focus on the recovery of the patients. However, despite all efforts, in some cases we lose the patient. Therefore, psychological care is considered for the remaining person in standard treatment-oriented associations around the world, so that they can face this loss more easily.

In this vein, MAHAK has also launched its "Bereavement Clinic" since 2019, which is the first bereavement clinic in the field of cancer and for the parents and siblings. In this project, families who have lost their children due to cancer can receive individual counseling and "group therapy" under the supervision of a psychologist and social worker as needed.

Here is an article to take care of families who face a grief crisis for any reason, and we hope that with this content we have been able to take a step towards supporting these families.



Nutrition





What is the most effective way to approach the treatment of children's loss of appetite?

- Do not insist on eating solid, bulky and heavy foods during the first 2 days after treatment. Start with watery and diluted fruit juice
- Increase their frequency of eating and reduce each portion
- Decorate the appearance of the dishes and use colorful vegetables
- Make a variety of high-protein and high-calorie snacks such as Crackers, a variety of nuts, cheddar cheese, eggs and peanut butter snacks
- Cold and lukewarm foods may be more palatable. Use cooled food mixed with milk or fruit) Types of popsicles or milkshakes)
- Help them eat and drink as soon as they feel better
- Do not give them any drinks with food to prevent early satiety
- Try different and new tastes and flavors
- Try to build a calm and happy environment
- Exercise with them regularly to increase their appetite (consult your doctor)

How to prepare a protein-rich diet for children?

- Add cheese to all kinds of salads, sandwiches and purees
- Use milk or cream to prepare soup
- Use the combination of whole grains with milk for a snack or breakfast
- Use milk and cream to prepare pasta sauce
- Use fully cooked and grated egg whites in a variety of vegetable dishes, salads or soups
- Add all kinds of chicken, red meat or fish to prepare various salads soups, omelets and sandwiches for kids
- Use a variety of nuts and seeds for desserts such as pudding, ice cream, custard
- Use the oil seeds in salads, kinds of pasta or various shakes
- Peanut butter, sesame cream, along with toast are good options for breakfast and snacks



How to treat mouth and tongue ulcers?

- Try soft and cool foods
- Use cream, milk, butter or soft cream to soften foods
- Use soft fruits or fruit compote
- Try all kinds of pasta and puree
- Jelly, custard, ice cream and pudding are good options
- Use a small spoon (small bites)
- Avoid salty, sour, dry and fried foods
- Avoid giving vegetable or tomato juice to them. Toasted bread or nuts and granules are not recommended because they are hard
- Limit using types of sauces and vinegar that cause burning in the mouth

How to stop nausea?

- Try smooth liquids and ice cubes
- Try different types of crackers, pretzels and toast
- Try boiled potatoes, pasta, and rice
- Better to use skinned white meat (chicken) rather than red meat.
- Use foods that are not stimulating (less spicy, not fried, not sour and not too sweet)
- Eat foods lukewarm (not hot)
- Foods with fragments are not recommended
- Try various fruit and vegetable compotes
- Smell lemon to control nausea
- Get plenty of fresh air and use comfortable clothes
- Eat smaller, more frequent meals



MAHAK's Photo Boards

During February, on the occasion of World Cancer Day, MAHAK charity invited all its staff and children to attend the photo booth and take pictures. This event was done with the purpose of informing the participants and increasing awareness among MAHAK's personnel to update their information. Colleagues at MAHAK welcomed the event, attended the photo booth and started a conversation about Cancer. At last, their photos were customized and placed on the boards to expose to everyone.





Participating in ICCD Campaign by Childhood Cancer International

MAHAK has joined CCI and SIOP in #throughtheirhands campaign 2023 by promoting it among the families of children with cancer. This campaign has been organized purely for children with cancer and their families.

In this campaign, children and families provide a message of hope for their caregivers with the color they choose.

By participating in this campaign, they will receive a certificate of engagement.

We hope for the families under support of MAHAK to enjoy a better experience.



Hope Continues in MAHAK



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