

Demonstrating Impact – From Challenge to Change
A Month of Awareness, Science, Care and Collective Action



**GOLD
SEPTEMBER
2026**

Turn the World Gold



mahak-charity.org

MAHAK
Society to Support Children
Suffering from Cancer



**Childhood
Cancer
International**

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Gold September: Advancing the Future of Childhood Cancer Care



Gold September is an opportunity not only to raise awareness of childhood cancer, but also to reaffirm our responsibility to shape the future of care. At MAHAK, our treatment transformation strategy is focused on expanding access to advanced and innovative therapeutic approaches, strengthening specialized patient-centered care services, and creating the scientific and clinical capacity required to integrate emerging treatments into childhood cancer care. Our goal is to ensure that progress in medical science can be translated into

meaningful improvements in treatment outcomes and the experience of children and their families.

Digital transformation is a key part of MAHAK's broader strategy for improving the experience of children and families throughout the treatment journey. The launch of MAHAK app, in December 2025; has strengthened MAHAK's connection with the wider community by creating new opportunities for participation, engagement, and more transparent communication. By bringing families, supporters, and MAHAK closer together through a shared digital platform, digital transformation is scaling the organization move toward a more accessible, connected, and transparent model of care and social engagement.

In this Gold September, these advances reflect MAHAK's commitment to turning awareness into lasting progress and sustainable care and supportive services in childhood cancer.

Dr. Arasb Ahmadian
CEO, MAHAK

1. INTRODUCTION

Every September, Childhood Cancer Awareness Month brings communities together to raise awareness, highlight the needs of children affected by cancer, and encourage collective action. In 2026, MAHAK marked Gold September through a multi-dimensional campaign connecting public awareness with treatment, research, patient safety, professional learning, digital innovation and community participation.

Under the theme “Demonstrating Impact – From Challenge to Change,” the campaign moved beyond visibility alone. Across media, public spaces, the hospital environment, scientific events, technology platforms and community initiatives, MAHAK used Gold September to show how awareness can be translated into better knowledge, stronger support systems and sustained action for children with cancer and their families.

2. SETTING THE DIRECTION: AWARENESS INTO ACTION



Director of Public Relations and International Communications of MAHAK; Gold September Statement

At the opening of Gold September, Dr. Eslampanah, Director of Public Relations and International Communications of MAHAK, framed the month as a call to connect awareness with scientific progress, innovation, equitable access and practical action. Her message established the central idea running through MAHAK’s activities throughout the campaign: visibility matters most when it contributes to better diagnosis, better treatment and better support for every child.

[in https://lnkd.in/p/dYnA8Hbq](https://lnkd.in/p/dYnA8Hbq)

This September, we do not simply turn the world gold. We turn awareness into action; science into solutions, and innovation into hope.

In Gold September — Childhood Cancer Awareness Month — I believe awareness must be more than a symbol. It must become a commitment to science, innovation, equity, and action.

The future of pediatric oncology lies in understanding cancer not only as a disease, but as a complex biological system shaped by its unique molecular and cellular landscape.

Advances in molecular diagnostics, precision oncology, targeted therapies, immunotherapy, and cell-based approaches are creating new opportunities toward a future where therapy is increasingly tailored to the biology of each child’s cancer.

A breakthrough in research is not yet a breakthrough for humanity unless it can be translated into accessible, effective, and equitable care.

At MAHAK’s highly specialized Pediatric Cancer Hospital and Research Center, and through our engagement with the global childhood cancer community, SIOP and CCI, we have an opportunity — and a responsibility — to help connect these worlds.

Our vision is simple, but ambitious: Every child deserves the right diagnosis, the right therapy, at the right time — guided by the unique biology of their disease, not by geography or circumstance.

This September, let us turn the world gold not only to raise awareness, but to raise our ambition for what is possible. Together, we turn scientific possibility into human possibility and save lives.

3. GOLD SEPTEMBER AT A GLANCE

Area	Activity	Result
Media	Press conference	media representatives 9
Media	Published media coverage	10
Community	Gold Frame participation	participants 140
Arts & Culture	Artists and public figures	+5
Digital	Website content	+5
Digital	Instagram content	5
Digital	LinkedIn posts	2
Digital	MAHAK App content	2
Hospital	Elevator board content	10
Public Awareness	Gold landmarks	4
Technology	ELECOMP participation	major activation 1

4. BRINGING CHILDHOOD CANCER INTO THE PUBLIC CONVERSATION

MAHAK Press Conference

As part of Gold September 2026, MAHAK hosted a press conference attended by nine media representatives. The event created a focused space to communicate key messages on childhood cancer and to present MAHAK's perspective on the future of treatment and support, linking public awareness to advances in transplantation and innovative therapies.

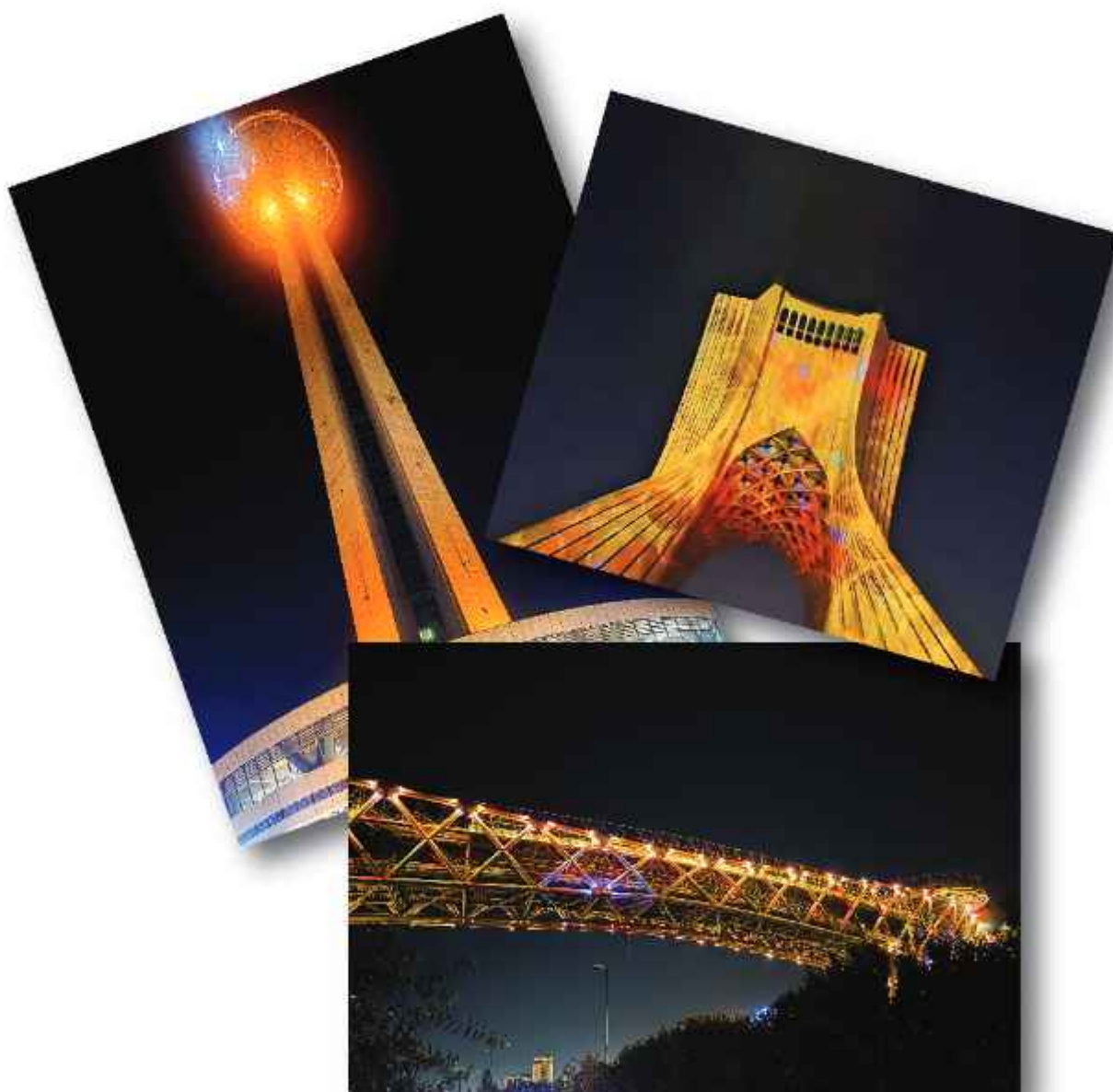
The press conference extended the campaign beyond MAHAK's own channels by engaging journalists directly and generating external coverage, including visibility on OncoDaily's website and LinkedIn page. In this way, the campaign used media engagement not only to raise awareness, but also to broaden the public discussion around access, innovation and the evolving needs of children undergoing.



5. TEHRAN GOES GOLD

Landmarks Illuminate the City for Childhood Cancer Awareness

Gold September moved from institutional and digital spaces into the city itself. Azadi Tower, Tabiat Bridge and Milad Tower were illuminated in gold, turning some of Tehran's most recognizable landmarks into visible symbols of solidarity with children with cancer and their families.



The citywide illumination gave the campaign a public presence beyond scheduled events. By placing the gold message in shared urban space, MAHAK reinforced a central objective of the month: to make childhood cancer more visible in everyday public life and to invite the wider community into the conversation.

6. FROM AWARENESS TO THE FUTURE OF TREATMENT

MAHAK at the 1,000th Hematopoietic Stem Cell Transplant Ceremony

During Gold September, MAHAK representatives attended the ceremony marking the 1,000th hematopoietic stem cell transplant at the Children's Medical Center of Tehran University of Medical Sciences. The milestone reflected the development of specialized pediatric stem cell transplantation in Iran and recognized the scientific and professional contributions of Dr. Amir-Ali Hamidieh and the specialized transplant team.

MAHAK's participation connected directly with the campaign's emphasis on turning awareness into scientific and clinical progress. Through its twinning transplant program, MAHAK seeks to expand national and international collaboration in stem cell transplantation, cellular therapies and translational healthcare innovation. Gold September therefore became an opportunity to highlight not only the need for awareness, but also the importance of sustained scientific exchange and access to emerging treatment options for children with cancer.

Read the full story: [Mahak Attendance at the 1,000th Hematopoietic Stem Cell Transplant Ceremony](#)



7. TECHNOLOGY AS A PLATFORM FOR ENGAGEMENT

MAHAK at ELECOMP 2026

MAHAK's participation in the 29th International ELECOMP Exhibition connected the Gold September campaign with Iran's technology ecosystem.

Through its presence at the exhibition and the panel "Technology for Participation: From Digital Experience to Social Impact," MAHAK highlighted the role of digital infrastructure and innovation in strengthening participation, communication and sustainable social impact.

This technology-focused presence supported the wider message of Gold September: progress in childhood cancer care depends not only on clinical advances, but also on the systems that help organizations communicate, coordinate services and engage supporters more effectively.

ELECOMP also offered MAHAK an opportunity to present its digital journey to new audiences and connect awareness with innovation.



8. COMMUNITY SUPPORT THAT CONTINUES BEYOND SEPTEMBER

Shams Kitchen Charity Food Bazaar – 5 October 2026

As a continuation of the spirit of Gold September into early October, the Shams Kitchen charity food bazaar translated public participation into direct support for children receiving treatment at MAHAK. All proceeds from sales and kitchen activities were dedicated through the MAHAK application to support children's medication costs.

The initiative was made possible through the time, care and skills of women volunteers and benefactors. Their participation gave the campaign a practical community dimension: each purchase contributed to medicine, continuity of treatment and the support available to children and their families.

From participation to practical support

Every purchase from Shams Kitchen represented more than a homemade meal; it became a contribution toward medication, continued treatment and sustaining hope for children at MAHAK.



9. SAFE CARE AS PART OF THE GOLD SEPTEMBER COMMITMENT

World Patient Safety Day 2026 at MAHAK

World Patient Safety Day, observed on September 17, became another point of connection between Gold September awareness and the quality of care delivered inside the hospital. Under the 2026 theme “Safe Care for Life,” MAHAK implemented educational, managerial and patient-centered activities designed to strengthen patient safety throughout the treatment process.

Activities included a hospital-lobby awareness event, a patient-safety management round across hospital departments, recognition of nurses and staff involved in safety initiatives, a review of patient-safety activities during the first six months of the year, and an educational session on safe self-care for patients and caregivers. Within the Gold September campaign, these actions reinforced the idea that awareness must be reflected in the everyday systems that protect children during treatment.

Read the full story: [MAHAK Marks World Patient Safety Day 2026](#)



10. SUPPORTING FAMILIES FROM THE START OF TREATMENT

“You Are Not Alone on the Treatment Journey”



Gold September also provided a context for highlighting the emotional and psychological dimensions of childhood cancer care. MAHAK developed the brochure “You Are Not Alone on the Treatment Journey” for families when a child’s medical file is opened and treatment begins, helping them understand how and when to access psychological support.

Prepared by MAHAK psychologists around families’ common needs and frequently asked questions, the guide addresses emotional and behavioral reactions that may emerge during treatment for both children and caregivers. It also introduces the Psychology Department’s services, explains when additional support may be helpful, and connects families with follow-up resources and appointments through the MAHAK application.

By placing family guidance alongside public awareness activities, Gold September underscored that meaningful support extends beyond medical treatment. Clear information, psychological care and timely access to services are part of helping families navigate the treatment journey with greater confidence and continuity.

Read the full story: MAHAK Publishes a Guide for the Visiting Families

11. STRENGTHENING CARE THROUGH PROFESSIONAL LEARNING

MAHAK Nursing Team at the 24th National Pediatric Nursing Congress

Seven members of MAHAK Hospital's nursing team participated in the 24th National Pediatric Nursing Congress, held in Tehran from September 17 to 20, 2026. The congress included 15 scientific panels and brought together specialists, nurses, researchers and healthcare professionals to review recent developments across pediatric care.

For MAHAK, participation focused on strengthening professional knowledge and practical nursing skills. After the congress, the participating nurses shared the scientific and practical learning with other hospital staff through a cascade-learning approach, extending the value of the event across the wider care team.

Within Gold September, this professional development activity demonstrated another form of awareness in action: ensuring that the people who care for children remain connected to current evidence, new practices and continuous learning. Strengthening the knowledge of healthcare teams is an essential part of strengthening the quality of care children receive.

Read the full story: [MAHAK Nursing Team Participates in 24th National Pediatric Nursing Congress](#)



12. FROM A GOLD FRAME TO A SHARED MESSAGE

The Gold Frame

The MAHAK Gold Frame became a central visual element of Gold September 2026, inviting members of the MAHAK community to express their solidarity with children affected by cancer. Employees, donors, volunteers, artists, visitors and other supporters participated by posing for photographs with the frame. By sharing these images, participants helped extend the campaign beyond MAHAK's own platforms and turn individual expressions of support into a collective message.





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13. WHEN ART SPEAKS FOR AWARENESS

Artists and Public Figures Join Gold September

Artists and public figures joined the campaign by visiting MAHAK and participating in the Gold Frame initiative. Many shared their photographs on their personal social media accounts, tagging MAHAK and introducing the campaign to their own audiences.

Their participation added personal voices and new channels of visibility to the collective message of childhood cancer awareness.



14. EXTENDING THE CAMPAIGN THROUGH DIGITAL PLATFORMS

MAHAK used its digital communication channels to maintain a consistent Gold September presence and to connect campaign activities with educational and institutional content for different audiences.

MAHAK App: Dedicated campaign and support content extended awareness activities into MAHAK's digital service ecosystem.

Instagram: Campaign activities, educational materials, news and updates brought Gold September to the wider community.

LinkedIn: Leadership messages, institutional updates and campaign activities reached professional and international audiences.

Website: Campaign-related news, publications and awareness content provided a central source for more detailed information.



15. AWARENESS THROUGHOUT MAHAK INSTITUTE

- Throughout September, childhood cancer awareness messages appeared on MAHAK's elevator boards, integrating Gold September into the everyday hospital environment.

The content covered childhood cancer awareness, educational information, campaign messages and opportunities for community participation, reaching patients, families, healthcare professionals, employees and visitors.



16. CONCLUSION

● From Awareness to Continued Action

Gold September may conclude each September, but the need for awareness, understanding and support continues throughout the year.

The 2026 campaign demonstrated how media, digital platforms, technology, art, community participation and public spaces can come together around a shared purpose.

From a photograph or social media post to a media story or an illuminated landmark, each contribution helped bring childhood cancer into greater public visibility.

From challenge to change, every act of awareness contributes to a stronger collective movement.



