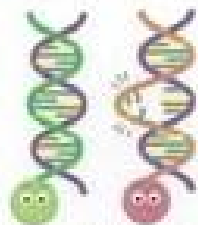


led to childhood cancers worldwide being treated mostly in public sector hospitals.

While the expertise is generally in a public hospital, often there is insufficient time to devote to each patient. There are waiting lists and busy staff and the environment can be all the more overwhelming for a child and for a family who may not speak English. It is for this reason that *Children Coping with Cancer* was created as a dual-language English/Spanish Book.

David explains what cancer is in a way that is engaging and comprehensible. He asks his listeners to copy a picture in the Book as quickly as they can. It isn't quite right... "When we grow, our cells and DNA split into two and make a copy of each other like the copy of your picture. Kids grow really fast and sometimes the copy isn't the way it should be. That's what cancer is." He explains that there are different types of cancer and that it can start in any part of the body. Cancer can spread but it is always named for the place where it starts.

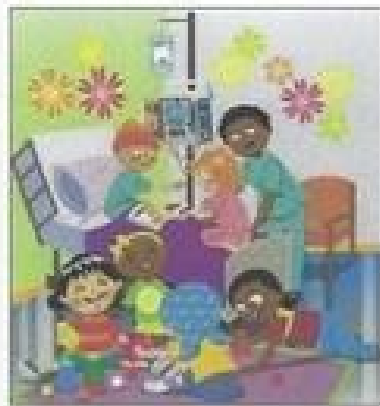


Through the Book, *David* explains the treatment teams to the child. He reaches out to each listener, encouraging them to trust their

teams and all the tests and procedures. "You have a lot of different people on your team to make sure that you will get well." One of the strengths of the Speaking Book® is that it answers questions that may not be able to be asked. Many patients who use the Speaking Book® feel like their doctor is always with them, answering their questions, and reinforcing healthy treatment compliance. For children with cancer, and for their families, having a reassuring expert at the touch of a button is incredibly powerful. *David* will tell you the same advice, will play the same games, and share the same secrets

with you every time you press the button. For people trying to grasp a diagnosis of cancer, this reassurance is comforting, educational and empowering.

"Our experience with all Speaking Books® has always been so positive, and we know this latest book will go a long way to help reduce Children's Fears and improve their understanding of Cancer, that it is not catching, was not their fault, and that they are being looked after by wonderful people dedicated to their treatment." Says Marc Chioda, Medical Director, Pfizer Oncology.

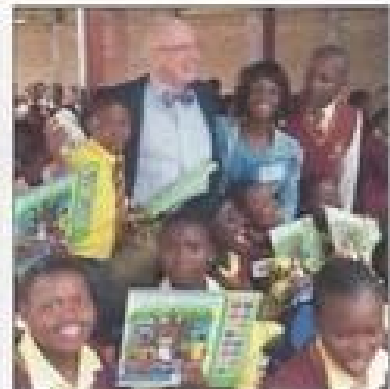


Each child is different. Some worry. Others get upset or become quiet, afraid, or defiant. Some express their feelings in words, others in actions. *Children Coping with Cancer* offers all children, across age groups, to express how they feel and connect with another child in a safe space. In the absence of fact, children use their imaginations to make up answers to unanswered questions. Answering questions honestly can be extremely challenging for families who don't have the language capacity to really grasp what is happening to their child. The Speaking Book® is dual language for exactly this reason.

David (Cade Kriscimas and Efrain Tinoco) are honest with their listeners that treatment may hurt, that they may feel scared

and sick. They also have words of wisdom for their young listeners... "We know that you want to be brave and strong and not cry or show how you feel. I used to try and pretend I was fine but I learned that being really brave means telling other people when you feel weak or sick."

It is in this spirit that this Speaking Book® is dedicated to Dr. Jack Waters, former Pfizer Vice President and Fellow and Trustee of both the New York Academy of Medicine, and Help Aged International who passed away on June 30th 2015 from Cancer. He was an invaluable supporter for public health care and a tireless advocate of health care education. He did so much to promote health care education to the most vulnerable communities, and is sorely missed.



Speaking Books® have been developed in more than 40 languages for distribution in over 30 countries worldwide. Childhood cancer is certainly not limited to the USA. While this Book has been created, with Pfizer, the WMA and the Rotary Club Hilton Head, for childhood cancer centres across the United States of America, it is the aim to offer this Book to children and families across the globe.

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Multi-Media Educational Tool Created to Help Children Cope with Cancer



Brian Julius

Making sense of what a cancer diagnosis means is monumental for anyone. How much more complicated and unbearable for low literacy patients and children who really don't understand their diagnosis or what is happening to them? Globally, the absence of suitable health educational material, particularly for those whose home language is not English, severely aggravates misunderstanding and treatment non-compliance.

The Speaking Book® is a multi-media educational tool developed specifically to deliver critical health information to vulnerable

patients and communities in an interactive, non-threatening and culturally appropriate way. Using 16 audio buttons that follow the written text of each page of the Book allows the patient to follow the book and listen to the messages, if they are unable or unwilling to read.

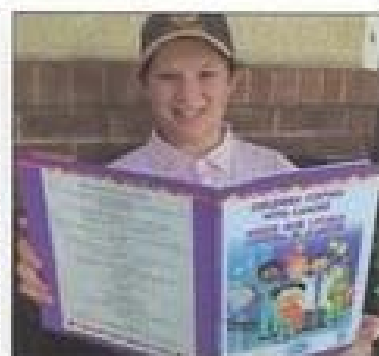
Speaking Books® has just launched a brand new book - "Children Coping with Cancer" - created for children in paediatric oncology wards in the USA. Written in

English and Spanish, this ground-breaking Book was developed with the input and assistance from a number of paediatric oncologists; is endorsed by the WMA, funded by Pfizer, and has the support of the Rotary Club of Hilton Head. Together with Pfizer and Rotary Clubs in the USA, the Speaking Book® *Children Coping with Cancer* will be distributed in all children's cancer centres and hospitals free of charge whilst stocks last.

"In addition", according to Brian Julius, The President and Founder of Speaking Books®, "we have included on the back page a list of really useful resources for parents and caregivers to contact for cancer related questions, financial and emotional support"



The two narrators of the Book, Cade Kriscman (11) and Efraim Tinoco (10) are members of The Rotary Club of Hilton Head's "Early Act Programme" for young Rotarians. Together their narration of this Book in English and Spanish delivers a message of hope and courage to children with cancer. With a push of a button, children in oncology wards (and their families) can listen to David telling his story about being a child with cancer, can learn about cancer, and can be entertained and distracted.



David provides an understanding and reliable voice for children. "I had cancer too. I am here to keep you company while you're in the hospital. I know you might be scared or in pain now." He explains, in an easy to understand way, what cancer is and how children can cope. In writing the Book, research showed that many children with cancer and other life-threatening illnesses feel they are to blame for being sick or that their illness is a punishment. David emphasises that cancer is an illness. "You cannot catch it from someone and you cannot make anyone else sick. You did not get cancer because you were naughty or because you did something wrong."

From counting flowers, to finding the squirrel hiding in the garden, to drawing pictures, David and *Children Coping With Cancer* distracts sick kids from the pain of treatment. The Speaking Book® is colourful and interactive. David chats naturally with his young audience and helps them feel less

lonely and afraid.

Childhood cancers are very different in nature, cause and treatment to adult cancers. While generally childhood cancers tend to respond better to treatments that adult cancers, they require specialist paediatric treatment by a paediatric oncologist. The occurrence of childhood cancer is significantly less than that of adult cancer. To develop the expertise required, the medical team needs to see a large number of patients. This has