

KSC Shines Spotlight on Childhood Cancer in Nationwide Awareness Campaign

Through billboards, art exhibitions and public engagement, KSC raises critical awareness of childhood cancer during 2024 Childhood Cancer Awareness Month.

KSC – Press Release

16 October 2024

Iraq – In its ongoing mission to champion children’s health, Kurdistan Save the Children (KSC) has successfully concluded its activities for Childhood Cancer Awareness Month 2024, centering its efforts on childhood cancer awareness through its Ara Project. This initiative aligns with KSC’s long-standing dedication to addressing critical health issues affecting children and reflects its involvement in Childhood Cancer International (CCI) Asia since 2014.

The Ara Project, a highlight of KSC’s September 2024 campaign, aimed to raise awareness about the challenges of childhood cancer through a series of impactful events. These activities brought much-needed attention to the cause and offered opportunities for public education and engagement:

1. **Billboard Campaign:** KSC launched a prominent billboard campaign in Slemani and Duhok, strategically positioning messages about childhood cancer along major roads to maximize visibility across the region.



2. **Art Exhibitions:** A series of art exhibitions held in Slemani, Erbil and Duhok featured paintings and handicrafts created by children with cancer. The exhibitions attracted significant attention from local media and visitors, offering a platform to showcase the resilience and creativity of young patients.

Contact KSC:

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- Public Vehicle Branding:** In partnership with the Slemani Health Directorate, KSC branded public vehicles with the Golden Rainbow logo, symbolizing the fight against childhood cancer. The logo, displayed on vehicles throughout the cities, helped spread awareness widely.




- Educational Video Series:** KSC produced a series of educational videos featuring medical specialists from the Zhyanawa Cancer Center in Slemani. The interviews aimed to debunk common misconceptions about childhood cancer and provide accurate, science-based information to the public.
- Golden Illumination:** Throughout September, KSC's main office was illuminated in golden light, a powerful gesture of solidarity with children and families affected by cancer. This visual tribute underscored KSC's commitment to raising awareness about the issue.
- Staff Participation:** KSC employees across all locations demonstrated their support by wearing Golden Rainbow pins throughout the month. This collective act further emphasized the organization's unified stand in advocating for childhood cancer awareness and prevention.
- Continuous Psychological Support:** KSC offers continuous psychological, social and financial support to children with cancer and their families at Hiwa Hospital in Slemani, Zhyanawa Center in Slemani, Nanakali Hospital in Erbil, and Zhin Center in Duhok. These centers, which serve refugee, IDP, and host communities, provide essential tests, treatment and surgeries. KSC's permanent staff offer ongoing emotional and mental health support to children and families throughout their treatment journey.

Kurdistan Save the Children's ongoing Childhood Awareness Month campaign remains a cornerstone of its health advocacy initiatives. By actively engaging in local and international efforts, KSC reaffirms its commitment to supporting the health and well-being of children in the region.

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Kurdistan Save the Children (KSC) Press Release



ABOUT KSC

KSC is a non-profit, non-political and non-sectarian organization that provides assistance to children regardless of race, gender, political or religious affiliation. It operates through four essential programs: Child Protection, Education, Health and Youth Ability Development as well as emergency relief during disasters.

KSC's main aim is to work directly or indirectly to ensure a better future for children by improving and providing their various medical, social, economic and educational needs.

KSC was co-founded in 1991 by Hero Ibrahim Ahmad and Shanaz Ibrahim Ahmad, currently First Lady of Iraq.

FOR MORE INFORMATION

Contact: press@ksc-kcf.org

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