



“The New Normal” Video and DVD

Optimist International Foundation (OIF) sees a glaring need to support young people with cancer. People are unaware of how devastating childhood cancer can be not only to young people diagnosed with cancer, but also to their family members, friends and members of their support community. By the same token, people are also uninformed about the advancements made in pediatric oncology, which provide hope for a cure.

The word “cancer” itself alarms individuals. The statistics associated with childhood cancer are equally disturbing. In North America alone, cancer is the number-one disease killing children today. It kills more children than asthma, diabetes, cystic fibrosis and AIDS combined.

There also is positive news to report, information that is rarely communicated yet offers so much hope to all those affected by childhood cancer. Up to 70 percent of all childhood cancer cases can be cured. Leukemia, the most common form of childhood cancer, now has an 80 percent survival rate. The childhood cancer death rate has dropped more dramatically than for any other age group. More than 400,000 patient years of life are being saved each year using newly developed treatments for children with cancer.

Discussions with healthcare professionals and social workers involved with pediatric treatment facilities have identified an existing gap in educational materials about cancer targeted specifically to parents, family members and friends of children diagnosed with cancer.

In response to this need, “The New Normal” is available for purchase by Members and the general public. The price of a DVD copy is \$6.00 plus shipping. The price of a VHS copy of the video is \$7.95 plus shipping. One dollar from each sale will go to the CCC Research Focus fund. Optimist International has established an agreement with Johns Hopkins University in Baltimore, Maryland, to partner with the Sidney Kimmel Cancer Center at Johns Hopkins by underwriting a \$920,000 research fellowship in pediatric oncology/hematology. The agreement will run through 2009.

The video is available in both English and French Canadian language formats. To order copies, contact Shumsky Enterprises of Ohio at 800-326-2203, or via www.optimiststuff.com,

If you need additional information regarding “The New Normal” please contact us at (800) 500-8130 or at ccc@optimist.org .