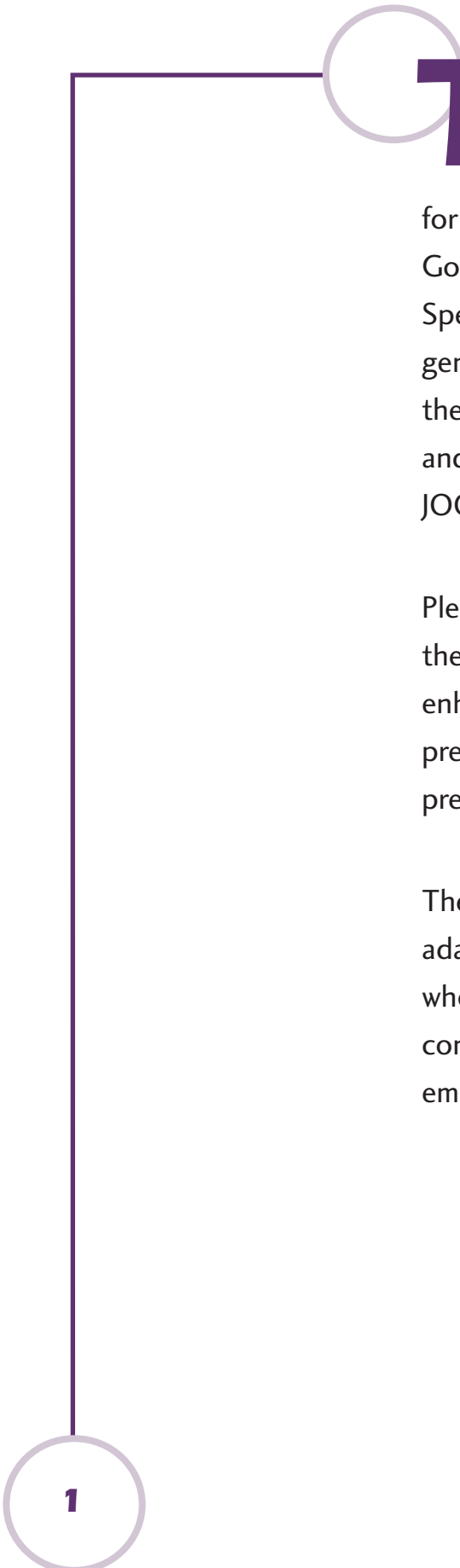


Lesson Plan Guide

Childhood Cancer Campaign Workshops





The Childhood Cancer Campaign (CCC) Lesson Plan Guide was established as a reference resource for conducting CCC-related workshops for Optimist International members, to be utilized by Lt. Governors, CCC District Chairs and members of the CCC Speakers Bureau. The Lesson Plan Guide is produced in a generic format suitable for adoption and facilitation on the District, Zone and Club levels. The Lesson Plan Guide and related workshops are suitable for both adult and JOOI Club members.

Please note the workshops are intended to supplement the CCC program overview, and their effectiveness is enhanced when used in partnership with the overview presentation, rather than as a substitute for the overview presentation.

The overview is available in PowerPoint format and can be adapted for overhead projector presentations. Facilitators who need a copy of the overview presentation should contact the CCC staff at 800-500-8130, ext. 235 or via email at ccc@optimist.org for assistance.

Exercise I – Services

FORMAT:

Breakout groups (minimum of four; will also work with groups of eight, assigning two groups to each one of the four assignments).

MATERIALS:

Poster board/ flip chart/ or 11 x17 pieces of paper, markers, tape/thumbtacks/ or stick pins.

ASSIGNMENT 1:

Establish a comprehensive plan of action for a Club or District to provide services to a child or children with cancer. Plans should include children receiving treatment at a residential facility as well as those receiving care on an out-patient basis. A budget for services should be included as well.

ASSIGNMENT 2:

Establish a comprehensive plan of action for a Club or District to provide services to families of children with cancer. Plan should incorporate services both for families who reside within the community, as well as those who travel away from home in order to obtain treatment for their children. In addition to a budget, plan should include how members will get in contact or be placed in contact with these families.

ASSIGNMENT 3:

Establish a comprehensive plan of action for a Club or District to provide services or support on behalf of a cancer treatment center or service provider (i.e. a cancer camp). Plan should incorporate a method of providing hands-on services as well as assisting entity with obtaining needed resources, as well as inclusion of a plan budget.

ASSIGNMENT 4:

Establish a comprehensive plan for a Club or District to solicit for and acquire donations, in-kind contributions and volunteer resources from businesses, civic or community groups, and individual benefactors. Plan should include basic components of fundraising as well as a determined design for use of, and/or distribution of gifts received.

Assignments are completed on the available paper and reported to the whole audience by each group's elected spokesperson. Audience should be given time to comment on, or ask questions about each group's report. Each group's report is hung on the wall so members can review them for their personal enlightenment during the course of the meeting.

Exercise II – Fundraising

FORMAT:

Break-out groups (number of groups is flexible, number of participants should be evenly divided amongst the groups)

MATERIALS:

11x17 paper/flip chart/poster board, thumbtacks/tape/ or stick pins, markers.

ASSIGNMENT:

Each group is instructed to come up with two fund-raising plans that can be implemented on the Club or District level. Each plan is tied to a specific objective, either A) a fundraiser or series of fundraisers to support services to children with cancer, their family members and service providers; or B) a fundraiser to support the Optimist International Foundations' Childhood Cancer Campaign for program development and pediatric oncology research.

EACH GROUP IS TO SET A NET FINANCIAL GOAL – WITH A MINIMUM THRESHOLD OF \$3500 – FOR EACH OF THEIR TWO FUND-RAISING PLANS.

ENCOURAGE PARTICIPANTS TO INCORPORATE ALL THE ESSENTIAL COMPONENTS OF FUND-RAISING WITHIN BOTH OF THEIR RESPECTIVE PLANS, WHICH WOULD INCLUDE:

- Goal-setting
- Organizational chart of duties
- Establishing a time frame
- Establishing a budget
- Solicitation for donations/gifts/underwriters
- Volunteer recruitment
- Publicity and promotion
- Fund collection and distribution
- Event announcements/invitations
- Thank you notes and evaluation

GROUPS RECORD THEIR STRATEGIES ON THE PAPER PROVIDED. EACH GROUP APPOINTS A SPOKESPERSON TO REPORT ITS PLANS TO THE WHOLE AUDIENCE. ALLOW THE AUDIENCE AN OPPORTUNITY TO COMMENT ON, CRITIQUE OR ASK QUESTIONS ABOUT THE PLANS.

PLANS SHOULD THEN BE HUNG ON THE WALLS AROUND THE ROOM TO ALLOW ALL MEMBERS AN OPPORTUNITY TO REVIEW FOR THEIR OWN ENLIGHTENMENT DURING THE REMAINING COURSE OF THE MEETING.

Exercise III – Education

ASSIGNMENT:

Being informed or knowledgeable about a subject is often a forerunner to building interest and passion for that subject. To that end, learning about children's cancer from professionals who work in the field and with children on a daily basis can be both enlightening and stimulating. The professional can also be influential in motivating members to actively implement CCC activities on the Club and District level.

EXAMPLES OF HEALTHCARE PROFESSIONALS WHO WOULD BE APPROPRIATE PRESENTERS:

- Nurse Practitioners or educators
- Oncologists (preferably pediatric oncologists)
- Pediatricians
- Hospital social workers
- Director of Communications for a cancer treatment center

OTHER POTENTIAL EDUCATIONAL SUBJECTS - WITH SUGGESTED PRESENTERS IN PARENTHESIS – INCLUDE:

- Fundraising (Director of Development from a local hospital, Optimist member with proven track record of fundraising success, member of a local chapter of National Society of Fundraising Executives [NSFRE])
- Grief Counseling (professional counselor, social worker from a hospice program)
- Publicity (public relations professional, radio station producer, reporter)

Education workshops require additional advance planning because they require speaker recruitment and commitment from the community or communities within the Club, Zone or District meeting site, if for no other reason than to minimize the costs related to hosting a presenter. Usually these professionals can be identified and their services retained through the cooperation of the local Clubs. In addition, the great majority of these professionals will donate their time for free.

IT IS AN OPTION WORTHY OF PURSUING, AS THE BENEFITS AND GAINS FAR OUT-WEIGH ANY NEGATIVES.

In order to assist the presenter in preparing their talk, it is suggested that he or she be forwarded an outline of preferred topics to be covered in their presentation. Below is a sample outline for reference.

Childhood Cancer Presentation

OPTIMIST INTERNATIONAL ANY STATE DISTRICT #99 FIRST QUARTERLY MEETING
WEST JOHNSON, ANY STATE
OCTOBER 21, 2002
PRESENTER: DR. CHUCK ROAST

I DEFINING CANCER

- A. Definition of what cancer is.
- B. How does cancer develop and spread?
- C. Describing the various cancers that affect children.
- D. Relative factors: genetics, environment, etc.

II DIAGNOSIS OF CANCER

- A. Warning signs, indications, symptoms.
- B. Procedures for diagnosis.

III TREATMENT

- A. Types of treatment.
- B. Side effects of treatment.
- C. Follow up – possibility of recurrence.

IV RESEARCH

- A. Primary focus.
- B. New developments in treatment.
- C. Statistics re: survival and mortality.

V HOW CAN OPTIMISTS HELP?

- A. Questions and Answers.

Exercise IV – Testimonials

ASSIGNMENT:

“Sharing leads to caring”. Often times, listening to the first-hand accounts of people who have been or are going through the experience of childhood cancer can be as educational and beneficial for the members as it would be to hear from a medical professional. Individuals such as:

- A child receiving treatment for cancer
- A childhood cancer survivor
- A parent or guardian who’s child is receiving or has received treatment for cancer
- A parent or guardian who’s child died as a result of cancer
- Optimists who have visited or volunteer at pediatric oncology facilities

Once again, this particular workshop will require a little more advanced planning, but with the proper collaboration, difficulties should be minimal, and the results will be worth the effort.

In order to ensure your speaker is comfortable and prepared, it would be helpful if they were forwarded in advance questions your audience would hope they would address, pertinent to their perspective.

Listed below by speaker’s perspective are a sampling of questions relevant to their presentation.

FOR A CHILD RECEIVING TREATMENT FOR CANCER –

- What was your reaction when you were diagnosed with cancer? What symptoms did you experience prior to your diagnosis? How have you managed to maintain a positive attitude? What affect has your experience had on your family? Your friends? What can an organization like Optimist International do to support children like yourself and your families?

FOR A CHILDHOOD CANCER SURVIVOR –

- What form of cancer did you have? What symptoms manifested themselves that forced you to seek diagnosis? Did you ever lose hope? What effect did the experience have on your family and friends? Are you cancer-free and how often do you have follow-up exams? What did you learn from the experience? How can Optimist International best help in the fight against childhood cancer?

FOR A PARENT WHOSE CHILD IS BEING TREATED FOR CANCER –

- Is there a history of cancer in your family? What symptoms were present that persuaded you to seek diagnosis? How has this experience affected your other children and/or spouse? What type of treatment is the child receiving? What are the side-affects? What type of cancer have they been diagnosed with? What do you do to keep your child’s spirits up? What are your child’s greatest needs? The siblings? The family’s needs? Is there a gap in service, support or assistance that you feel Optimist International can be instrumental in filling? How do you keep your own spirits up?

FOR A PARENT WHOSE CHILD DIED AS A RESULT OF CANCER –

- What symptoms did your child experience? What type of cancer was it? Is it treatable? Was there any history of cancer in the family? How did you maintain hope? How did your child? What effect has your child’s death had on the rest of the siblings? You and your spouse or partner? What do you do to cope? What can Optimist International do to help with the fight against childhood cancer?

OPTIMISTS WHO VISIT OR VOLUNTEER AT TREATMENT FACILITIES –

- How did you get involved? What do you do at the facility? How do you get the kids to bond with you? How do you maintain optimism? Do you ever feel your heart breaking and what do you do when it happens? What are the needs?

Exercise V – Round-Table Discussion

FORMAT: Round-table. Divide participants into groups of even numbers.

MATERIALS: Poster board/flip charts/11 x17 sheets of paper, thumbtacks/tape/stick pins, markers.

ASSIGNMENT: Give each group three discussion topics and fifteen minutes to discuss each topic.

Each group appoints a spokesperson to record the conclusions and ideas generated for each respective topic. The appointed spokesperson would then share the conclusions with members of the audience, who would have the opportunity to comment, critique, question, etc.

THE RECORDED INFORMATION SHOULD THEN BE POSTED ON THE WALLS AROUND THE ROOM, WHERE IT CAN BE REVIEWED BY INDIVIDUAL MEMBERS FOR THEIR PERSONAL ENLIGHTENMENT.

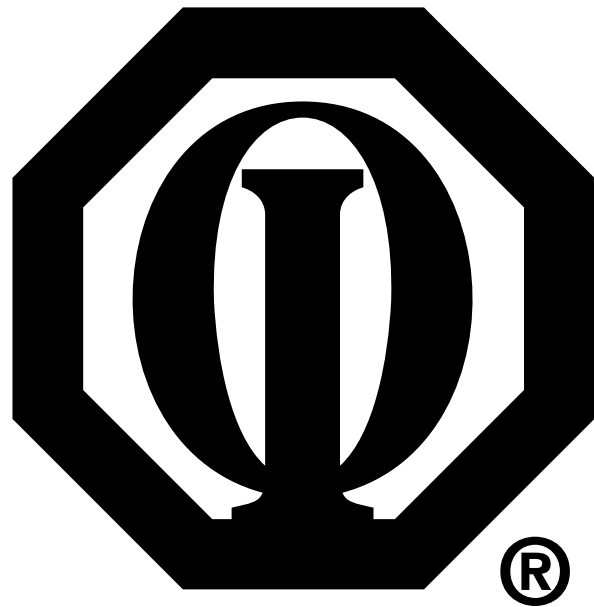
SAMPLE DISCUSSION TOPICS:

- What items, toys, gifts, etc., are appropriate to distribute to children in hospitals, and how can Clubs/Districts obtain these items at little or no cost?
- What are some CCC related projects Clubs and Districts can team up on or produce together, and what steps would you take to get a major project off the ground?
- If your Clubs or District does not have a children's cancer treatment center within its area, what are ways for Optimists to get involved with CCC activities and become connected with families who currently have children in treatment?
- Define the challenges as well as the strategies for persuading non-members and the business community to get involved and support the CCC program.
- Identify strategies for Clubs and Districts to collaborate with JOOI Clubs or other youth groups on CCC-related projects.
- Benefits beyond the primary goal: How can the CCC be utilized to increase membership or attract new members?
- Identify ways to approach local businesses to assist in your Club/District's fundraising efforts.



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FINDING
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