



CORONA/NORCO PTA COUNCIL ADVOCACY MISSION: SEPTEMBER 2020 MISSION BRIEF PAGE 1 OF 4 AUGUST 28TH, 2020



CHILDHOOD CANCER
AWARENESS

SHAREWORTHY:

The story of Tyler Butler-Figueroa and his Journey to the America's Got Talent live shows

<https://youtu.be/BK0v6Hah5sE>

Before his audition, the North Carolina native revealed he started playing the violin when he was seven because he was being bullied at school. When asked by judge Julianne Hough why he was being bullied, Tyler gave a heartbreaking response. "It's because I had cancer. I almost died," he responded.

- **September: Gold Ribbon Month**
- **Mission Objective: Promote Pediatric Cancer awareness**
 - **BE GOLD**
 - **Increase the visual awareness but also increase the mental awareness and share the following with your Board, Association, and own family:**
 - **SHAREWORTHY: National Cancer Institute: Common Cancer Myths and Misperceptions**
 - <https://www.cancer.gov/about-cancer/causes-prevention/risk/myths>
 - **SHAREWORTHY: Leukemia & Lymphoma Society: Kids Like You**
 - <https://youtu.be/hiFffY9Znhc>
 - **SHAREWORTHY: CBS Sunday Morning: New hope for children with cancer**
 - <https://youtu.be/yuBKOPpX7y4>
 - **SHAREWORTHY: BrainPop (good for teachers and parents to share with kids, must have a login to watch)**
 - <https://www.brainpop.com/health/diseasesinjuriesandconditions/cancer/>
 - **SHAREWORTHY: From the Mayo Clinic Website:**
 - <https://newsnetwork.mayoclinic.org/discussion/mayo-clinic-radio-childhood-cancer-awareness-month-2/>
 - **There are four words no parent or family ever wants to hear: Your child has cancer. Families facing pediatric cancer experience a wide range of emotions, often feeling scared, overwhelmed, frustrated, helpless or hopeless. And each family member may experience different emotions at different times, making it difficult to navigate and support each other. These and related issues are the focus in September as families, caregivers, charities and research groups across the U.S. observe Childhood Cancer Awareness Month.**

CANCER IS THE #1 KILLER OF CHILDREN UNDER 14

It kills more kids than AIDS, Asthma, Juvenile Diabetes, Congenital Anomalies & Cystic Fibrosis combined.



EVERY DAY IN THE USA

46 kids are diagnosed with cancer and 7 kids go to heaven (259 worldwide)



EVERY 3 MINUTES a family is told their child has CANCER



kids diagnosed with cancer won't get the opportunity to grow up, graduate school, or just be a kid...



Children are battling worldwide... some with no treatment options



Children make up 66% of our population, but currently they only get 4% of the funds budgeted for new research



SEPTEMBER IS CHILDHOOD CANCER AWARENESS MONTH



More children are lost to cancer in the U.S. than any other disease.¹



Less than 4% of the National Cancer Institute's annual budget for cancer research is dedicated to childhood cancers.²



There are 12 types of childhood cancer, and more than 100 subtypes.³



Leukemia, lymphoma, and brain tumors are some of the most common cancers found in children.



Because of advances in science, more than 80% of children with cancer now survive five years or more.³

SOURCES:
1. St. Baldrick's Foundation.
2. Alex's Lemonade Stand.
3. American Cancer Society.

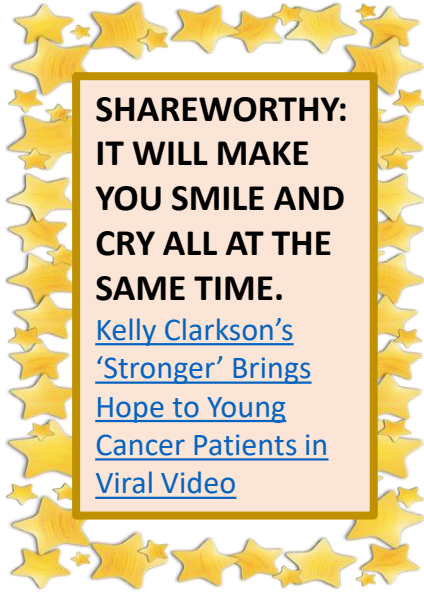




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Mission Target Checklist***: BE GOLD, SEE GOLD, THINK GOLD

- **Target 1**
 - Look for “Shareworthy” items on this Mission Brief and SHARE Awareness information with your Association-parents, students, and teachers via Social Media and email.
 - Flyers on page 1 are saved as JPEGS to Google Drive
 - https://drive.google.com/file/d/1TLF_oPMXn14fS6bTz71WDS4dJEssvUis/view?usp=sharing
 - <https://drive.google.com/file/d/1XXiWIH-KEtXdTTCKvO4mnc1aQ70pEBVm/view?usp=sharing>
 - Share and Repeat!
- **Target 2-BE GOLD**
 - Encourage your families to wear GOLD at home and flood your FB page with pictures.
 - Ask teachers to encourage their students to participate.
 - Suggest different “GOLD Days” –GOLD socks, shirts, hats, pajamas, hair, etc.
 - PTA Teams-don’t forget to post your own GOLD pictures!
- **Target 3-SEE GOLD**
 - Encourage your families to put GOLD ribbons up outside at home and in their neighborhood.
 - Encourage families to reach out to their friends and family to put GOLD ribbons at their homes.
 - Post pictures to Facebook...how far can the ribbon go?
 - Chalk the walk! Encourage families to use GOLD chalk to write out “KICK IT TO CANCER”
 - Put some GOLD ribbons up at school where they can be seen if someone is coming down the street.
- **Target 4-THINK GOLD**
 - Share the links to the videos and encourage your families to share them, as appropriate with their students.
- ***As always, please work with your school administration to determine what is the best way to promote our advocacy missions at your school, for your families, students, and teachers.



SHAREWORTHY:
 IT WILL MAKE YOU SMILE AND CRY ALL AT THE SAME TIME.
[Kelly Clarkson’s ‘Stronger’ Brings Hope to Young Cancer Patients in Viral Video](#)

On Target with Future Advocacy Missions

- September-Gold Ribbon Month for Pediatric Cancer Awareness
- Patriot’s Day-September 11th
- Grandparents Day-September 13th
- October-Orange Month for Bullying Prevention
 - October 5th-Wear Blue for World Bullying Prevention Day
- Red Ribbon Week: October 23rd-31st
- November-Yellow Ribbon Month for Veterans Awareness
- Veterans Day-Wednesday November 11th
- ***This list includes some of the “ribbon/color” months which will be part of what our advocacy missions this year include.



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The Corona Norco Council of PTAs Advocacy Think Tank- *Brainstorming Together is the best kind of Brainstorming*

It is designed to be for sharing and for brain storming, discussion, understanding, and for not reinventing the wheel. This is for our Advocacy Chairs, Unit Presidents, and/or Unit Board members. Anyone from your unit board is welcome to attend.

(Hopefully, we will also address the questions you have about what your monthly Advocacy reports should look like).

Meetings will be held via Zoom. We will start with this schedule and then change/add/adapt as we go.

Wednesday, September 9th, 1pm
Wednesday, September 23rd, 1pm
Wednesday, October 7th, 1pm

Please RSVP for all/some/one to
advocacy@coronanorcocouncilpta.com **Please let me know if you or someone from your unit will be in attendance.**

Meeting ID: 463 068 9574
Passcode: 10141890

Why PTA?:
<https://youtu.be/vG74RpvbGas>

PTA AND ELECTION 2020 From CAPTA...It is election season and it is really important to remember what we can and can't do as PTA leaders. While we are free to endorse anyone in our personal lives (without using our PTA titles), in our roles as volunteers we need to stay away from endorsing candidates. This applies to any elected office, including nonpartisan ones such as school board members. A good rule of thumb is that we can support issues, but not people.

Click here <http://toolkit.capta.org/running-your-pta/basic-policies/nonpartisan-policy/> to review all the guidelines that need to be followed in order to keep your PTA unit on the good side of governmental agencies. If you have more questions, please reach out to our Legislative Team at legislation@capta.org.

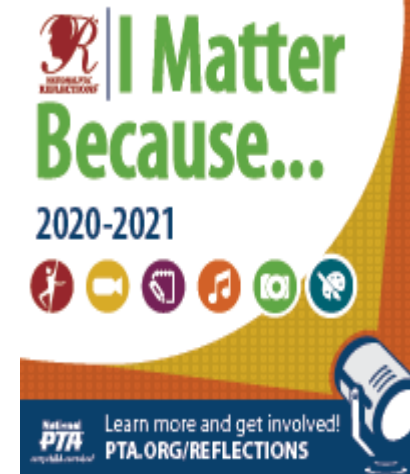
PTA is supporting two propositions on the November Ballot.

- **Proposition 15 - Raises up to \$11.5 Billion for schools and local community service.**
 - **Proposition 16 - Restores affirmative action in California public education, government contracting and government hiring.**
- Your PTA unit, council or district does not need to take a vote to advocate in support of these propositions. For more information on these ballot measures, click here** <https://capta.org/focus-areas/advocacy/state-ballot-measures/>

Reflections Art Program: This Year's Theme is I Matter Because....

Watch this Call for Entries video and share it on your social media. <https://youtu.be/IX-rzWHnY5Q>

Other promotional materials
<https://capta.org/resource/fliers-and-promotional-materials/>



CONNECT CHAMPION JOIN PROTECT ENGAGE
THERE IS NO WRONG WAY TO PTA

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VOLUNTEER INVEST NURTURE ADVOCATE ACT

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Advocacy in Action: CAPTA supports SB 793 and IT PASSES!

The Assembly Health Committee voted on SB 793 on August 4, 2020. This bill will outlaw flavored tobacco products. California State PTA just adopted a resolution, [E-Cigarettes/Vaping, Flavored Tobacco Products and Youth Health](#), which seeks legislation “prohibiting the sale, marketing, and distribution of flavored tobacco products and e-cigarettes, including components, accessories, and tobacco product flavor enhancers.”

Over 5.3 million kids in the U.S. now use e-cigarettes — 27.5% of high school students used e-cigarettes in 2019 compared to 11.3% in 2016. Flavors are driving the demand for use — 97% of youth e-cigarette users report using a flavored product, and 70% cite flavors as the reason for their use.

More information:

- <https://sd13.senate.ca.gov/news/2020-08-03-crucial-hearing-tuesday-bill-prohibit-retail-sales-flavored-tobacco-products>
- <https://tobacco.ucsf.edu/california-ban-flavored-tobacco-products-advances-final-assembly-committee>

For other CAPTA Advocacy Focus Areas and Resolutions please review:

<https://capta.org/focus-areas/advocacy/resolutions/>

**Health Watch:
 Mind and Body Strong**

- CAPTA Has adopted a resolution supporting **Mental Health Services for our Children**
- <http://downloads.capta.org/res/MentalHealthServicesforOurChildren%26Youth.pdf>

What if instead of 'falling behind', this group of lockdown kids are actually ahead? Hear me out...

What if they have more empathy, enjoy family connection, can be more creative and entertain themselves, love to read, love to express themselves in writing?

What if they enjoy the simple things, like their own garden and sitting near a window in the quiet? What if they notice the birds and the daisies the different flowers emerge, and the calming renewal of a gentle rain shower?

What if this generation are the ones to learn to cook, organise their space, do their laundry and keep a well-run home?

What if they learn to ride a bike, play a board game, do simple crafts, learn to bake, climb a tree, play without a screen?

What if they learn to understand the value of money, what's important and how to live with less? What if they learn to plan shopping trips and meals at home?

What if they learn the value of eating together as a family and finding the good to share in the small delights of the everyday?

What if they learn to just be: to be resilient, to be content?

What if they are the ones to place great value on our teachers and educational professionals, librarians, public servants and the previously invisible essential support workers?

What if, among these children, a great leader emerges who had the benefit of a slower pace and a simpler life to truly learn what really matters in this life?

What if they are AHEAD?

Via Buckden Primary

You are doing a great job.

<https://mailchi.mp/762bf1369c/you-are-doing-a-great-job>