

**MEMORANDUM  
PLACER COUNTY HEALTH AND HUMAN SERVICES  
Human Services Division**

**TO:** Honorable Board of Supervisors

**FROM:** Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services  
Wesley Nicks, Director of Public Health, Environmental Health and Animal Services  
Division

**DATE:** August 26, 2014

**SUBJECT:** A Proclamation Proclaiming September 2014 as Childhood Cancer Awareness Month in Placer County.

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**ACTION REQUESTED:**

1. Approve a Proclamation Proclaiming September 2014 as Childhood Cancer Awareness Month in Placer County.

**BACKGROUND:**

The American Cancer Fund for Children reports that cancer is the leading cause of death by disease among U.S. children between infancy and age 15. This tragic disease is detected in more than 15,000 of our country's young people each and every year.

One in five of our children that are diagnosed lose his or her battle with cancer. Many infants, children and teens will suffer from long-term effects of comprehensive treatment, including secondary cancers.

Founded over twenty years ago by Steven Firestein, a member of the philanthropic Max Factor family, the American Cancer Fund for Children, Inc. and Kids Cancer Connection, Inc. are dedicated to helping these children and their families.

The American Cancer Fund for Children and Kids Cancer Connection provide a variety of vital patient psychosocial services to children undergoing cancer treatment at the Children's Hospital in Madera, and the Lucile Packard Children's Hospital at Stanford, as well as participating hospitals throughout the country. These efforts greatly enhance the quality of life for these children and their families.

The American Cancer Fund for Children and Kids Cancer Connection also sponsor Courageous Kid recognition award ceremonies and hospital celebrations in honor of a child's determination and bravery to fight the battle against childhood cancer.

We are asking the Board to proclaim September 2014 as Childhood Cancer Awareness Month in Placer County, in support of the American Cancer Fund for Children, Inc. and Kids Cancer Connection, Inc. who are dedicated to helping children and their families fight the battle against childhood cancer while enhancing their quality of life.

**FISCAL IMPACT:**

None.

## **Before the Board of Supervisors County of Placer, State of California**

**IN THE MATTER OF A PROCLAMATION** proclaiming September 2014 as Childhood Cancer Awareness Month in Placer County.

The following PROCLAMATION was duly passed by the Board of Supervisors of Placer County at a regular meeting held, \_\_\_\_\_.

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**WHEREAS**, the American Cancer Fund for Children and Kids Cancer Connection report cancer is the leading cause of death by disease among U.S. children between infancy and age 15. This tragic disease is detected in more than 15,000 of our country's young people each and every year; and

**WHEREAS**, one in five of our nation's children loses his or her battle with cancer. Many infants, children and teens will suffer from long-term effects of comprehensive treatment, including secondary cancers; and

**WHEREAS**, founded over twenty years ago by Steven Firestein, a member of the philanthropic Max Factor family, the American Cancer Fund for Children, Inc. and Kids Cancer Connection, Inc. are dedicated to helping these children and their families; and

**WHEREAS**, the American Cancer Fund for Children and Kids Cancer Connection provide a variety of vital patient psychosocial services to children undergoing cancer treatment at Children's Hospital Central California in Madera, Lucile Packard Children's Hospital at Stanford, as well as participating hospitals throughout the country, thereby enhancing the quality of life for these children and their families; and

**WHEREAS**, the American Cancer Fund for Children and Kids Cancer Connection also sponsor Courageous Kid recognition award ceremonies and hospital celebrations in honor of a child's determination and bravery to fight the battle against childhood cancer,

**NOW, THEREFORE, BE IT PROCLAIMED** that the Placer County Board of Supervisors proclaims September 2014 as Childhood Cancer Awareness Month in support of the American Cancer Fund for Children, Inc. and Kids Cancer Connection, Inc. who are dedicated to helping children and their families fight the battle against childhood cancer while enhancing their quality of life.

Jack Duran,  
Supervisor District 1, 2014 Chair

Robert M. Weygandt, Supervisor District 2  
Jim Holmes, Supervisor District 3  
Kirk Uhler, Supervisor District 4  
Jennifer Montgomery, Supervisor District 5