

# Children's Health

## Combating Childhood Cancers—A Promising Prognosis

(NAPSA)—Although medical advances have greatly reduced the mortality rate from childhood cancers, there is still more to be done.

According to the National Cancer Institute, out of every 100,000 children between the ages of 0 and 19, an estimated 16.4 children will be diagnosed with cancer—with the disease affecting more boys than girls.

Leukemia is the most common childhood cancer, followed by cancer of the brain and other parts of the nervous system. There are also lesser-known pediatric cancers, such as retinoblastoma, an eye-related tumor that affects about 200 children throughout the country each year.

“As a result of research and advances in medical treatment, pediatric survival rates for retinoblastoma have grown to more than 95 percent for this previously fatal disease,” said Thomas A. Olson, M.D., Clinical Director of the Aflac Cancer Center of Children's Healthcare of Atlanta. “Through the use of innovative surgical techniques and chemotherapy treatment, we have been able to reduce the amount of radiation and improve the vision of many pediatric retinoblastoma patients.”

This remarkable progress is the result of improved therapies as well as hundreds of clinical trials at pediatric cancer centers worldwide. Committed to pediatric research, the Aflac Cancer Center is one of the leading pediatric cancer, hematology and blood and marrow transplantation programs in the country. It provides clinical as well as diagnostic care



**Endearing iconic Aflac “spokes-duck” is helping stamp out pediatric cancer. The Vision Duck is available at [aflac.com](http://aflac.com).**

in addition to innovative treatment and research options.

Currently, Aflac is raising funds for the research and treatment of retinoblastoma through the sale of its plush Vision Duck. “The Vision Duck is an innovative way to bring awareness to this little-known form of childhood cancer,” said Buffy Swinehart, Aflac's Manager of Philanthropy. “Over the years, The Aflac Duck has become a philanthropic symbol and we are glad his popularity can be used toward the research and treatment of this disease.” One hundred percent of the proceeds from the sale of the talking mascot go directly toward finding cures for eye-related cancers. The Vision Duck is available at [aflac.com](http://aflac.com).

Treatment for retinoblastoma and other pediatric cancers ranges from chemotherapy and surgery to radiation therapy and, if treated early, have been known to have highly successful results.

For more information, visit [aflac.com](http://aflac.com) or [choa.org](http://choa.org).