RAISING AWARENESS

One family a week is told that their child has retinoblastoma in the UK but most people have never heard of it. Sadly, this often leads to a delay in children being diagnosed. The Childhood Eye Cancer Trust is working hard to change that – and you can help.

> **"I THOUGHT IT WAS A TRICK OF THE LIGHT – NOW I KNOW BETTER..."**

Raising awareness of retinoblastoma and its symptoms among parents and healthcare professionals, like GPs and health visitors, is a crucial part of our work.

There are lots of ways that you can support us in doing this, from handing out leaflets in your local area to sharing your story with the media. Here are some ideas:

Leaflets and posters

We have awareness packs with leaflets and posters which you can distribute in your local community – ideal places are health centres, GP surgeries, nurseries, libraries and sports venues. Get in touch if you'd like us to post out one of these packs.

Talks

Talk to local community and faith groups such as Rotary Clubs, the WI, and parent and toddler meetings. We have a ready made presentation if you need it and can give you hints and tips if you're unfamiliar with public speaking.

Social media

Social media can be a great way to spread the news quickly. We are very active on Facebook and Twitter – please like or follow us and share our awareness posts. It's amazing how many thousands of people we can reach with a few shares.

Share your story

Sharing your story with the media is a really effective way to raise awareness. Many parents have told us that they first heard about retinoblastoma after reading an article or seeing something on the news. We can help you through the process and liaise with journalists on your behalf.

Donate

Family life is extremely busy and sometimes you just don’t have time to do all the things that you’d like to – we totally get that. But you can still help by taking five minutes to make a donation, which could help support our awareness campaigns. You can donate quickly and easily on our website at chect.org.uk/donate.

Whatever you can do, and whoever you can tell, it will make a difference! For more information please get in touch whenever you’re ready, we’d love to hear from you and we’re here to help.

Call 020 7377 5578 or email info@chect.org.uk.

Harley’s story

Harley was 10 months old when she was diagnosed with retinoblastoma and she had her right eye removed. The only sign that anything was wrong with Harley before she was diagnosed was a white glow her eyes and a squint.

Her mum Coral says: “When Harley was about six months old we noticed a white reflection in her eyes in certain lighting, but we never really thought anything of it. Then she developed a turn in her eye so we took her to get checked out but were told there was nothing to worry about. I googled her symptoms and some information about retinoblastoma came up but I thought it couldn’t be anything that serious as she was so healthy and well.”

A few weeks later, when Harley’s squint hadn’t gone, Coral made another appointment at the GP but cancelled it because she thought she was being paranoid. Then her mum was watching the news on television about a little boy who had been diagnosed with Rb, and she called Coral and told her to watch it.

Coral said: “As soon as I saw it, I made another appointment. We were seen at the eye department of the local hospital that day. They told us it could be cancer and referred us to the Royal London Hospital. A week later we were in London being told that Harley had retinoblastoma.”

> **“WE COULDN’T BELIEVE SHE HAD CANCER – SHE SEEMED SO HEALTHY…”**

Thanks to that TV news piece Harley got the treatment she needed, and the family later went on to share their story with the media too, to help raise awareness of retinoblastoma.