CANCER EDUCATION PROGRAM

The Camp Quality Cancer Education Program delivers cancer education to young people right across Australia. The Program's age-appropriate offerings cater to children living with their own diagnosis or that of someone they care about. The program includes:

Live Puppet Shows *Ages 3-12*

For over 30 years, the Camp Quality Puppets have delivered fun and interactive shows in schools and early learning centres (ELC) across Australia that bust cancer myths and support kids returning to school after treatment or living with a loved one's diagnosis.

- **The Buddy Bench** – for ELCs, ages 3-5
- **Brave Ariel** – for Lower Primary, ages 5-8
- **The Big Move** – for Upper Primary, ages 9-12

Bloom Web Series *Ages 12-16*

Bloom is an engaging web series designed for young people aged 12-16, their families and teachers. It tells the story of Jasmine, a teenage girl diagnosed with Hodgkin lymphoma, as she navigates life-changing challenges affecting her and those closest to her. Each episode offers a different perspective, highlighting the far-reaching impact a cancer diagnosis can have on young people, families, and communities.

Educational Resources *Ages 3-15*

Bloom and the puppet shows are accompanied by curriculum-aligned resources designed to help teachers lead meaningful classroom discussions. These lesson plans, class activities and discussion topics give students a clear understanding of what cancer is, how it's treated, and its impact on children and families, helping to build knowledge, empathy and support.

Kids' Guide to Cancer *Ages 8-13*

The *Kids' Guide to Cancer app* offers a library of information and stories delivered in an age appropriate way in five languages* and supported by animated videos, illustrations and games. This valuable support tool for families dealing with cancer explains all about cancer and is available via the app and online.

**English, Arabic, Hindi, Traditional and Simplified Chinese*

2025 PROGRAM REACH

76,616
Children experienced the Program

585
Schools and ELCs

27%
Regional and remote delivery

EDUCATOR FEEDBACK

93+
Net Promoter Score

99%
of educators believed the program helped build optimism and resilience

99%
of educators believed the program reduced bullying

"THE CANCER EDUCATION PROGRAM MADE A PROFOUND DIFFERENCE FOR OUR FAMILY AND COMMUNITY.

IT'S A POWERFUL TOOL FOR FOSTERING UNDERSTANDING, INCLUSION, AND EMPATHY IN OUR SCHOOLS."

– CAMP QUALITY MUM, STEPHANIE

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Camp Quality

CANCER EDUCATION PROGRAM

WITH THE CAMP QUALITY PUPPETS

SO KIDS FACING CANCER CAN JUST BE KIDS

ABOUT CAMP QUALITY

Camp Quality brings positivity and laughter back into the lives of kids facing cancer. Our supportive services and programs help families build optimism and resilience through community, education and good old-fashioned fun.

We are there for kids (0-15) dealing with their own diagnosis, or the diagnosis of a sibling, parent, or carer, at every step of the cancer journey. Our range of programs and services includes Camps, Family Getaways, Child Life Therapy in hospitals, online counselling and the Cancer Education Program.

We're proud to have improved the quality of life for kids impacted by cancer, and their families, for over 40 years.

UNDERSTANDING THE NEED

With one in two Australians facing a cancer diagnosis in their lifetime, every community feels its impact. It accounts for Australia's largest disease burden, costing over $10 billion annually, and the number of people diagnosed each year is rising.

For children diagnosed with cancer or those impacted by a parent or carer's diagnosis, the disruption is far-reaching. Cancer threatens all childhood norms, disrupts developmental milestones, and adversely affects family relationships, education, mental health, and overall wellbeing.

A growing body of research highlights the urgent need for targeted interventions to mitigate these impacts and support children's immediate and long-term mental health.

OF CHILDREN AGED UNDER 14 IN AUSTRALIA...

776
were newly diagnosed with cancer in 2025.

16,000
each year receive the news their parent or carer has been diagnosed.

PROGRAM IMPACT

The Cancer Education Program delivers measurable economic, health and educational outcomes.

Social Return on Investment (SROI) research conducted by KPMG found that the Program delivers $5 of measurable social benefit for every $1 invested.[1]

Research over a two-year period, showed that the Program had a positive impact in four key areas:

FOR EVERY $1 INVESTED CAMP QUALITY GENERATED

$5.00

IN SOCIAL VALUE.

MENTAL HEALTH

Improvements in mental health outcomes include:

- Reduced visits to healthcare providers for mental health concerns related to a cancer diagnosis
- Increased sense of inclusion by families dealing with a cancer diagnosis
- Improved understanding across school communities of the challenges associated with a cancer diagnosis.

SCHOOL ABSENTEEISM

A cancer diagnosis disrupts school attendance. Schools who have experienced the Program have reported:

- A 23% reduction in school absenteeism in children impacted by cancer
- Boosts in confidence and resilience among children dealing with a cancer diagnosis.

BULLYING

The Program has been proven to:

- Reduce targeted and verbal bullying of children experiencing the physical side effects of cancer treatment
- Build empathy amongst peers of children experiencing a cancer diagnosis, reducing instances of both direct and indirect bullying.

ACADEMIC AND PRODUCTIVITY OUTCOMES

Transitioning back to school is a key step of the cancer journey. The Program has been shown to:

- Boost academic performance among children who are experiencing cancer
- Reduce distractibility and restlessness of children impacted by cancer
- Support parents and guardians return to work increasing productivity and earnings.

[1] KPMG. Camp Quality Social Return on Investment (SROI) Report: Primary School Cancer Education Program. 2020.

"THE PROGRAM WAS INSTRUMENTAL IN CREATING AN ENVIRONMENT WHERE MY SON FELT SUPPORTED BY HIS FRIENDS AND TEACHERS, AND WHERE HE DID NOT HAVE TO CARRY THE BURDEN OF FEAR AND CONFUSION ALONE."

— PARENT OF A CHILD WITH CANCER

ALIGNMENT WITH THE AUSTRALIAN CANCER PLAN

In alignment with the Australian Cancer Plan, published by Cancer Australia in 2023, Camp Quality aims to provide world-class cancer outcomes and experiences for all Australians.

Camp Quality's range of programs and services align directly with Strategic Objective 2 of the Plan to provide, 'Enhanced Consumer Experience', as well as the overarching goal to address inequity in cancer outcomes in certain groups.

Camp Quality's Cancer Education Program directly supports:

- **Strategic Objective 2, 2 Year Goal, Action 2.2.2**: *'Improve availability of co-designed, tailored information and care for customers to improve health literacy and reduce cancer-related stigma'*
- Several of the Plan's priority population groups, including adolescents, children, people from cultural and linguistically and diverse (CALD) backgrounds, people in lower socioeconomic groups, and people living in rural and remote areas.