



GRAACC



# Who we are

**T**he Support Group for Adolescents and Children with Cancer (GRAACC - *Grupo de Apoio ao Adolescente e à Criança com Cancer*) is a non-governmental organization from Brazil, dedicated to the combat and treatment of child cancer, through knowledge, with a high scientific standard, and with minimum impact to the childhood experience.

This care-giving and beneficial institution was legally founded in 1991, with the objective of offering quality treatment to Brazilian children and adolescents with cancer.

Currently, the organization presents average cure rates of 70%, which is equivalent to the best disease treatment centers in the world. In order to do this, it has established a triad that supports, guides and enables the institution: the **Federal University of São Paulo** (Unifesp), provides the knowledge and the technical-scientific practices; the **business world** contributes with the experience in administration and entrepreneurship; and the **involvement of the society** guarantees the humanization of the treatment and the donations necessary to maintain the service among the most advanced with regard to the treatment of child cancer.

Some of the main conquests in terms of the evolution of GRAACC were accelerated in **1998 with the opening of its hospital**, the Institute of Pediatric Oncology (IOP - *Instituto de Oncologia Pediátrica*).

In its ten years of operations, the GRAACC hospital has become a Center of Reference in Latin America, regarding its last generation equipment, specialized services and outcomes, as well as the promotion of knowledge, with the development of research and the formation of professionals.

In the constant search for excellence in treatment, there are a series of actions which focus on the preservation of childhood and the **participation of the family**, thus guaranteeing quality of life to the 300 new patients received, on average, per year.





**We currently offer treatment which is compatible with the best hospitals in the world, through:**

- Modern Bone Marrow Transplant Center
- Day Hospital
- Specialized first-aid area
- A Playroom for Outpatient Chemotherapy
- Playroom
- Multidisciplinary Team
- Intensive Pediatric Oncology Therapy Unit and Hospitalization
- Therapeutic Diagnostic Support – Hematology, Genetics and BMT Labs
- Surgical Center with equipment to carry out complex surgeries
- Rehabilitation
- Diagnostic Imaging Center
- Accommodations at the Ronald McDonald House

GRAACC works in different ways to ensure treatment efficiency and quality of life for the children. It operates a day hospital which keeps the patient in his family and social environment, and counts on a highly qualified team, made up of professionals of different specialties, such as doctors, nurses, dentists, nutritionists, physiotherapists, occupational therapists, speech therapists, psychologists, social assistants, pedagogues and recreational professionals. GRAACC has 482 employees and 380 volunteers, as well as external volunteers, university students.



# Mission

*Guarantee that children and adolescents with cancer have the right to all the possibilities of cure with quality of life, using the most advanced scientific standard.*

## Strategic Vision

- Make technical, scientific and human resources available, acting as a Center of Reference for the diagnosis and treatment of children's cancer.
- Offer multidisciplinary and social support in order to maintain treatment adherence.
- Train professionals, in order to increase knowledge and promote an impact in medical assistance in the Country.
- Constantly work in a partnership, together with the efforts from the Community, the University and the Business World, through the mobilization of resources, participative management and the potentiating of knowledge.
- Promote the effective action of volunteers.
- Guarantee that children and adolescents from low income families have access to treatment.

# Democratize hope

**T**he service is offered to all those who look for it, regardless of their financial conditions, and the cancer treatment demands great expenditure from GRAACC, lasting on average one year per patient.

Most of the costs are for the medication, the professional staff and maintenance of the hospital structure. On the whole, the institution gathers millions of donors, who believe in its work. The involvement of society is therefore extremely important for the maintenance of the work at GRAACC.

About 95% of the children and adolescents who come to the hospital are referred from the SUS (Brazilian Government Health System) compared to 5% who have private health insurance, and 68% of the families attended have a monthly budget of up to three minimum wages.

# Team work

**T**he essence of GRAACC is to promote the balanced union of **academic knowledge, management focused on outcomes and the participation of the community**. The great differential in the GRAACC governance is to be able to count on the best of each of these three sectors, and forming a single and sustainable organism, moved by a common objective to enhance access to the treatment.

The structure is inspired in international centers and offers free leading edge services, financed with the help of society and the work of volunteers, and carried out by doctors and health professionals hired by the institution.

## University

As a health-specialized academic environment, the university provides all the technical and scientific knowledge, unfolded in the hospital operations, in the conducting of research and the formation of new professionals.

The GRAACC hospital guarantees services focused not only on the disease, but also on the child, with all their physiological characteristics. Considering the hospital's adequate resources, the knowledge accumulated and the contact it maintains with international institutions, Unifesp is responsible for the scientific advances made by GRAACC, for instance the formulation of new therapeutic protocols. Its students contribute to the dissemination of the treatment of child cancer in other regions of the Country.



## Business World

The organization and entrepreneurship of the private initiative were essential for the constitution and development of GRAACC. The institution's administration is made by executives who donate their time and expertise voluntarily, introducing entrepreneurial practices which make it professional. Among the main management activities are budget control, the elaboration of targets and the design of action strategies. The management style focused on outcomes encourages efficiency in the operations. The uniqueness however, which differentiates GRAACC's management model from those of other private institutions is the participation of health and tertiary sector professionals in the decision-making which enriches the organization's culture and action policy. Therefore, the strictly corporative profile is humanized by the demands of a hospital dedicated to combating children's cancer.

## Society

Society provides the volunteers who, with their work and financial contribution, are the soul of GRAACC. Essentially emotional, the link with the institution is strengthened by the certainty of the outcomes and the satisfaction of being able to help. These people go to the institution to donate a bit of their best and collaborate with the recovery of these children. They are players in the daily construction of GRAACC. The volunteers participate in the hospital routine in five areas – the hospital area, with support for the patient, institutional development, services and administration – according to the functions they relate to best. The investment in humanization of the services reduces interruption in the treatment and helps to increase the chances of cure for the disease. Society is also responsible for the survival of the institution. Supportive and sensitive to the cause, **it is responsible for about 60% of the GRAACC costs** with the treatment of patients referred by SUS.

# Wholesome approach

**I**n GRAACC, the search for excellence is not limited to scientific innovation or the adoption of strict management mechanisms. In its commitment to results, the institution's team tries to ally leading edge technology and respect for the individuals, and does not lose sight of a fundamental principle: guarantee that the patient be seen as he really is, a child. A set of structures and programs ensures full service to the patients and their families, resulting in better adherence to the medical procedures and quality of life.



## Support House

The GRAACC Support House, the Ronald McDonald House in São Paulo, accommodates patients from other states and their families during the treatment, collaborating to reduce the interruption rates. Over 168 families used the service, in 2008. In total, the house has 30 suites. Six of them are for bone marrow transplant patients and their companions, and they include a room, a kitchen and a bathroom. A team of employees takes care of and organizes the social activities. Since 2007, the unit integrates the Ronald McDonald House Charities program, coordinated by the Ronald McDonald Institute in Brazil. It is the third Ronald McDonald house in the Country and the 265th in the world.



## Mobile School

Students from Elementary and Secondary School have classes in GRAACC given by teachers of different subjects and pedagogies. The teaching approach follows the curricular recommendations from the patients' original schools. There are 533 students and 8,012 classes have been given in the hospital, to an average of 120 to 140 students-patients /month.

## Pain Clinic

A multiprofessional group follows up and monitors the daily evolution of pain in each patient, from their arrival at the hospital until the end of their treatment. The way of identifying the location and intensity of the pain changes according to the age of the patient. The main concern is to ensure quality of life to the patients and the return to their regular activities.

## CForT

The patients who have been through treatment and got cured count on the support from the Multidisciplinary Clinic which helps the patients not undergoing Treatment (CForT) to achieve a normal life. The service at CForT begins two years after the end of the treatment and also involves the families. Since its creation in June of 2005, CForT has already helped 487 ex-patients.





## Playroom and Playful Areas for Outpatient Chemotherapy

The Therapeutic Playroom with the Senninha decoration was created in 1998, with the help of the Ayrton Senna Institute. The decoration of the area was made in a playful manner and allows the children to participate in multidisciplinary activities as well as having hundreds of toys at their disposal. Relatives and companions have workshops and pedagogical guidance. On average, 124 patients use the location daily, while awaiting doctor appointments or medical procedures.

The playroom for outpatient chemotherapy was implemented in 2004, by means of a partnership with the Orsa Foundation, and it offers a cozy and differential area to humanize the chemotherapy phase, which causes one of the highest impacts in the treatment. The implementation of this kind of structure contributes towards the development of the patients and stimulates the recovery of their self-esteem, complacency and adherence to the treatment and this has been an important innovation. Inspired by experience, the Sociedade Beneficente Israelita Brasileira Hospital Albert Einstein, from São Paulo, the Instituto Boldrini, from Campinas (SP), and the Hospital Servidores do Estado, from Rio de Janeiro, have also adopted playrooms and playful areas for outpatient chemotherapy. The use of the physical space in the hospital as a humanization tool for treatment was registered in two books, published in 2008: “Brincar é o Remédio” (Playing is the Cure) and “Sonhando Juntos e Transformando Realidades” (Dreaming Together and Transforming Reality). Three thousand copies were published, and they are available in the site [www.graacc.org.br](http://www.graacc.org.br).

# Research and teaching



With systematic investments in the production of knowledge and the commitment with the results, GRAACC is prepared to care for highly complex cases, like bone, ocular and cerebral tumors, and bone marrow transplants. The organization presents cure rates of about 70%, which is similar to the reference centers located in Europe and the United States. In 2001 the Genetics, Molecular Biology and Hematology Laboratories were created in a partnership with Banco do Brasil, which places GRAACC among the main research areas of the world.

All the work done by GRAACC involves a constant search for innovation. Currently, the institution is developing 39 clinical trials and 10 genetic studies, together with national and foreign centers. It also leads a Brazilian research group on the use of stem cells in cancer treatments. In 2008, the entity became the pioneer in the world announcing a new procedure for the treatment of a type of cerebral cancer called craniopharyngioma. The discovery granted the hospital a prize from the International Society for Pediatric Neurosurgery, the main international neurosurgery society, and the treatment has already been adopted in Italy, England and Canada.

In 2006, the scientific production of the professionals working at the hospital was published in the *Journal of Clinical Oncology*, a specialized international magazine, with an article about the evolution of the treatment, and in 2008, the institution received the Rhomes Aur prize, from the Brazilian Society of Pediatric Oncology, for the work done on research for the treatment.

## Partnerships multiply knowledge

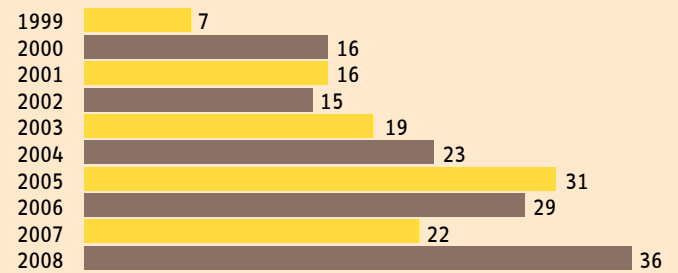
In order to help children and adolescents to face the challenge of cancer, GRAACC has the technical and scientific support of Unifesp - *Escola Paulista de Medicina* (a medical school), responsible for the knowledge component in the organization's governance triad. In the hospital, the partnership with the academic world gives momentum to the development of clinical, surgical and biological research about children's cancer and helps to elevate the cure rates. For the university, the relationship borders on practical experience, improving the qualification of the professionals who graduate. In the last 10 years, 58 doctors from Unifesp did their residency in the hospital. The partnership with the medical-scientific community is not limited to Brazilian institutions. Through a permanent exchange program, GRAACC shares with St. Jude Children's Research Hospital information about advances in research of new medication and laboratory methods.

# Number of inpatients

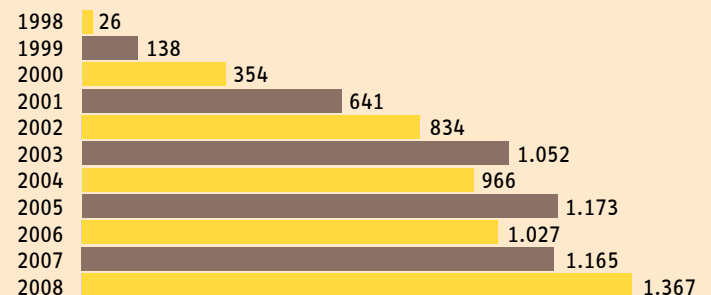
## GRAACC Hospital – 10 years

- 180 thousand medical consultations
- 160 thousand multidisciplinary consultations
- 190 thousand lab tests
- 88 thousand chemotherapy sessions
- 176 thousand inpatients in the Playrooms
- 9 thousand hospitalizations
- 8 thousand surgeries
- 215 bone marrow transplants

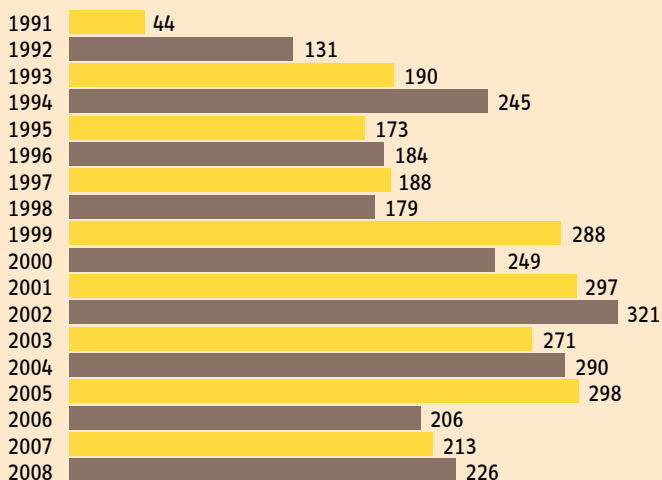
## Bone Marrow Transplants



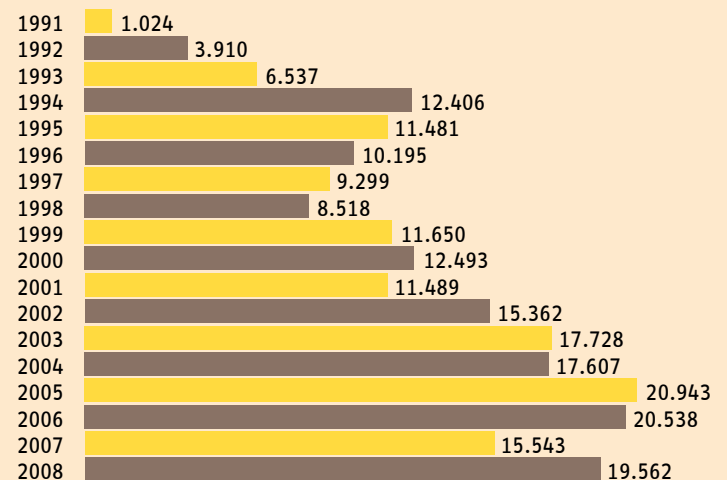
## Surgeries



## Number of New Inpatients



## Medical Consultations



## Sources of Funding in 2008 (in R\$)

City Hall and Government	1,505.529
Teaching/ Research/ Private Sessions	144.500
Telemarketing	8,671.856
Donations from individuals and legal entities	3,150.821
SUS (Brazilian government health system)	7,845.045
Health plans	3,821.645
McDia Feliz Tickets (from McDonalds fundraising project)	2,777.362
Campaigns and different events	4,531.179
Governmental	552.940
Total	33,000.877

GRAACC has monthly expenses in the amount of R\$ 2.500.000,00.

# Perspectives and strategies

**A**fter the hospital completed 10 years, GRAACC designed the strategic planning for the expansion and consolidation of its activities for the short, medium and long-term. Structured jointly by the three sectors which guide the institution, the targets aim at taking care of a growing number of new cases of the disease every year – many of which are not even diagnosed or treated currently. Therefore, the plans must **foresee even higher investments in research, the capacity for direct services and mainly the training of professionals** to meet the high demand in the country.



One of the main issues for technical enabling is the nursing segment, which must be prepared to increase the scope of its action and take on more functions. The adoption of this strategy to act in the best treatment centers of the world allowed the doctors to care for more children and dedicate themselves to the deep study of the disease. **The increase in the capacity of providing treatment however, starts with the construction of a new hospital.** Once again GRAACC counts on the involvement of society to enhance its work and give it continuity. The new building should be ready soon, complying with the short-term targets. Apart

from expanding the number of cases being treated, there will be even more sophisticated equipment for the treatment of extremely complex diseases, increasing the chance of a cure for each kind of tumor.

The results should be developed even further with the foreseen intensification of the **partnership with St. Jude Children's Research Hospital, in the United States**, a world reference in the sector, supported by new investments. The information exchange will be important to comply with the medium-term targets: form a network for the dissemination

and knowledge exchange with the country's public hospitals, in order to take the expectation of a cure to more Brazilian children and adolescents. The communication channels will allow GRAACC to transmit information about the treatment, the formation of professionals and also ways of involving the local community and fundraising, which allows the hospitals to be self-sustainable. Thus, knowledge is the party that travels, not the child. When the action has been consolidated in the national scope, the long-term strategy will be to expand it to other countries, in Latin America and Portuguese countries in Africa.



**GRAACC Grupo de Apoio ao Adolescente e à Criança com Câncer**

Rua Botucatu, 743 Vila Clementino CEP 04023 062 São Paulo/SP Brazil

Contact Person: Ursula Araya

Tel.: 55 11 5080 8400 [www.graacc.org.br](http://www.graacc.org.br) [institutional@graacc.org.br](mailto:institutional@graacc.org.br)