

# Augmented Reality for Kids' Cancer



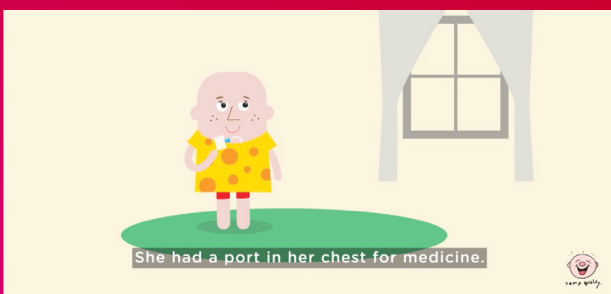
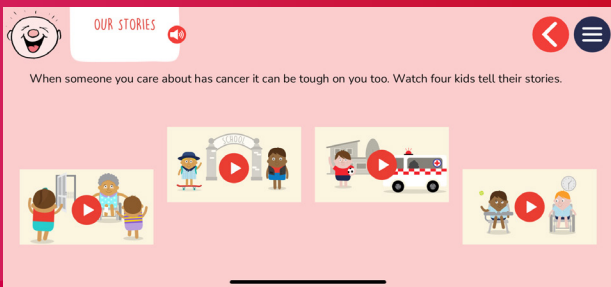
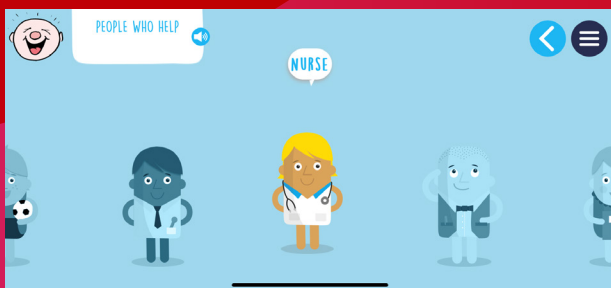
Fujitsu and Camp Quality announced the launch of the new Camp Quality Kids' Guide to Cancer app.

This innovative app provides health information in an age-appropriate, interactive way to educate and support children and families who are impacted by a cancer diagnosis.





# News Facts...



Fujitsu supported Camp Quality to overcome pandemic-related challenges by digitally transforming the Kids' Guide to Cancer app and the way it provides educational support to children impacted by cancer.

The updated Augmented Reality Camp Quality Kids' Guide to Cancer app was developed by Fujitsu, using expert content from Camp Quality and health professionals, to provide children and their families with vital cancer education tools.

The Moore and Crotty family know how difficult it can be to find cancer education for young children, after 4-year-old Isla was diagnosed with Acute Lymphoblastic Leukemia last year. They trialed the free app and said that it fills a void in cancer education as it engages with children in a way that helps them understand the illness.

Photo top: Pamela and Isla Moore

Images left: Screenshots from the Augmented Reality Camp Quality Kids' Guide Cancer App



# Augmented Reality

Fujitsu and Camp Quality today announced the launch of the new Camp Quality Kids' Guide to Cancer app. This innovative app provides health information in an age-appropriate, interactive way to educate and support children and families who are impacted by a cancer diagnosis.

Deborah Thomas, CEO, Camp Quality, said, "When a child is diagnosed with cancer, or has to face the diagnosis of someone they love, like a sibling or parent, they enter an unfamiliar and frightening world of hospital, treatment and uncertainty. Understanding what is happening in an age-appropriate way is crucial for children's wellbeing during this time, but explaining cancer to young children can be hard for parents dealing with the impact of a cancer diagnosis themselves. That's where Camp Quality's Kids' Guide to Cancer app steps in."

The Kids' Guide to Cancer app is a free, interactive educational program that answers the most common questions children have regarding cancer. This re-designed app features augmented reality, voiceover storytelling, selectable avatars and animated stories for children to interact with. It also connects users with other Camp Quality support services, including phone counselling and digital puppet playdates.

Nicole Forrester, Head of Office of Purpose, Fujitsu Australia and New Zealand, said, "Pandemic restrictions of the past 18 months have accelerated Camp Quality's digital transformation as the organisation looks to continue providing vital support via different channels. Fujitsu has been a proud Camp Quality partner for more than six years, so it made sense to work together to develop a digital concept to meet the ongoing needs of children and families in a way that would provide real value."

Fujitsu and Camp Quality participated in a collaborative workshop in Fujitsu's Digital Transformation Centre (DTC). The human-centred design workshop explored how they could make cancer education more engaging for kids and their families. The User Experience Designer and Project Lead from Fujitsu Australia then worked with Fujitsu's global delivery centre of excellence in Poland to develop the app.

Ramy Ibrahim, Head of Digital Transformation Services, Fujitsu Australia and New Zealand, said, "Fujitsu's Digital Transformation framework has helped guide a lot of our customers through their transformation journey. It is great to see it in action with an organisation like Camp Quality and the extended impact it has in addressing wider societal challenges. Starting from an idea formed in our DTC, we've brought that idea to life in our incubator program. Now, it will be a valuable resource for families during a difficult time."

"It will be a valuable resource for families during a difficult time".

Ramy Ibrahim



“Kids learn better through apps due to the interactive nature of the platform. The Kids’ Guide to Cancer app is a great resource for the whole family”.

Pamela Moore  
Photo: Isla Moore



Deborah Thomas said, “The Fujitsu team across the globe was highly committed and passionate about this project. In close collaboration with the team at Camp Quality, Fujitsu transformed the Kids’ Guide to Cancer app into an engaging and intuitive experience that feels familiar to children who are accustomed to learning through technology. For children who are isolated due to cancer, COVID-19, or a stressful combination of the two, the Kids’ Guide to Cancer app is an accessible source of cancer education anytime and anywhere.”

Camp Quality mum, Pamela Moore echoes this sentiment as she knows how difficult it can be to find age-appropriate cancer education for young children. Pamela’s 4-year-old daughter Isla is currently finishing an intense round of chemotherapy and her brother Connor, 5, struggles to understand what is going on.

“Kids learn better through apps due to the interactive nature of the platform. The Kids’ Guide to Cancer app is a great resource for the whole family,” says Ms Moore. “My kids loved how they could choose their own avatar and take themselves through the journey. It is so much more engaging than a picture book and is an incredible resource for all kids to build empathy. I hope it can be widely adopted because cancer is something that all kids should know about as it touches so many.”

Nicole Forrester said, “Fujitsu is genuinely proud to have partnered with Camp Quality to help more children and families. At Fujitsu, our purpose is to solve social and environmental challenges through innovation, and this app is a great example of those values. We’ve brought together the best capabilities of our global organisation so that Camp Quality’s trusted health information can reach families right across Australia, regardless of where they are or the current pandemic situation. We are thrilled to have developed this unique app that changes the cancer story for kids and their families.”