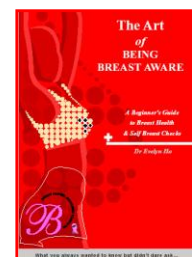


Summary: Breast Health & Cancer Awareness Programmes (BCAC)

For more details and full reports on the events, check out www.radiologymalaysia.org/breasthealth.

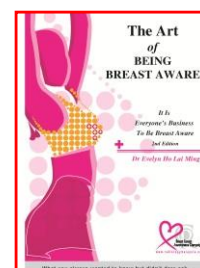
Highlights/Events

- Oct 2001 – 1st National Breast Cancer Awareness Campaign spearheaded by the College of Radiology (CoR) and MMA Foundation Radiology Fund, officiated by YB Dato' Chua Jui Meng, then Minister of Health, Malaysia. 1st value added Subsidised Mammogram Programme was run in 7 centres in 3 states, Federal Territory, Selangor and Kelantan. 1547 women participated in the programme. There were 5 proven breast cancer patients. Johnson & Johnson (RM100,000), Meditel (RM30,000) and MMA Foundation Radiology Fund (RM120,000) made the programme possible.
- 2002 – The College of Radiology (CoR) worked in collaboration with the National Council of Women's Organisations Breast Cancer Awareness Campaign Launched by then YB Dato' Shahrizat Abdul Jalil's representative on 8 March 2002. The website's Breast Health Info Centre, www.radiologymalaysia.org/breasthealth was enhanced and "re-launched". The CoR conducts through Dr Evelyn Ho, several training sessions for Self Breast Examination (SBE) Facilitators and Trainers in April & July.
- 8 Oct 2002: Pink October Launch by YB Datuk Amar Leo Moggie, then Minister of Energy, Communications and Multimedia. 1st Anniversary Pink October Online Quiz and CoR Mammogram Programme 2002 was launched. Avon Cosmetics Malaysia donated RM30,000. The programme took place in 12 volunteer centres in 7 states. A total of 1872 women participated in the programme.
- 2 Oct 2002: Simultaneous BCAC and CMP 2002 launch in Kota Kinabalu by Yg Amat Berbahagia, Datin Ivy Chong, wife of then Right Honourable Chief Minister of Sabah
- Nov 2002: NCWO & CoR through Dr Evelyn Ho at the invitation of the Brunei National Council of Women's Organisations and Brunei Ministry of Health conducted Self Breast Examination workshops in Brunei at the nursing schools and also for the Brunei NCWO.
- 2 Sep 2003: Announcement of the Subsidised Mammogram Programme (SMP) 2003 in Kuantan, Pahang and launch of a successful media campaign at Cititel, Mid-Valley Megamall. This was officiated by Ms Ranjit Kaur, then President of the International Reach to Recovery, an international Breast Cancer Support Network.
- 28 Oct 2003: YB Datuk Amar Leo Moggie, then Minister of Energy, Telecommunications and Multimedia officiated at the Prize Presentation for Radiology Malaysia Online Quiz and Creative Design Competition in collaboration with Dasein Academy of Art.
- Oct 2003: 105 women accessed the Subsidised Mammogram Programme 2003 in Kuantan, Pahang. 83% of the women were first timers at the mammogram. This increased the number of states served by the SMP to eight (8) since 2001.
- Dec 2003: Publication of a book, *The Art of Being Breast Aware – A Beginner's Guide to Breast Health and Self Breast Checks*, written by Dr Evelyn Ho. The book in plain and simple language is for everyone and serves as a guide to understanding and doing self breast checks. The book was translated into Bahasa Malaysia and Mandarin.
- 2004: Nationwide Trainers' Art of Being Breast Aware Workshop to arm selected volunteers with updated and refreshed skills to teach self breast awareness and self breast examination. Series of public Art of Being Breast Aware workshops scheduled quarterly in Petaling Jaya and one in Johor Bahru. In addition other breast health talks were conducted.



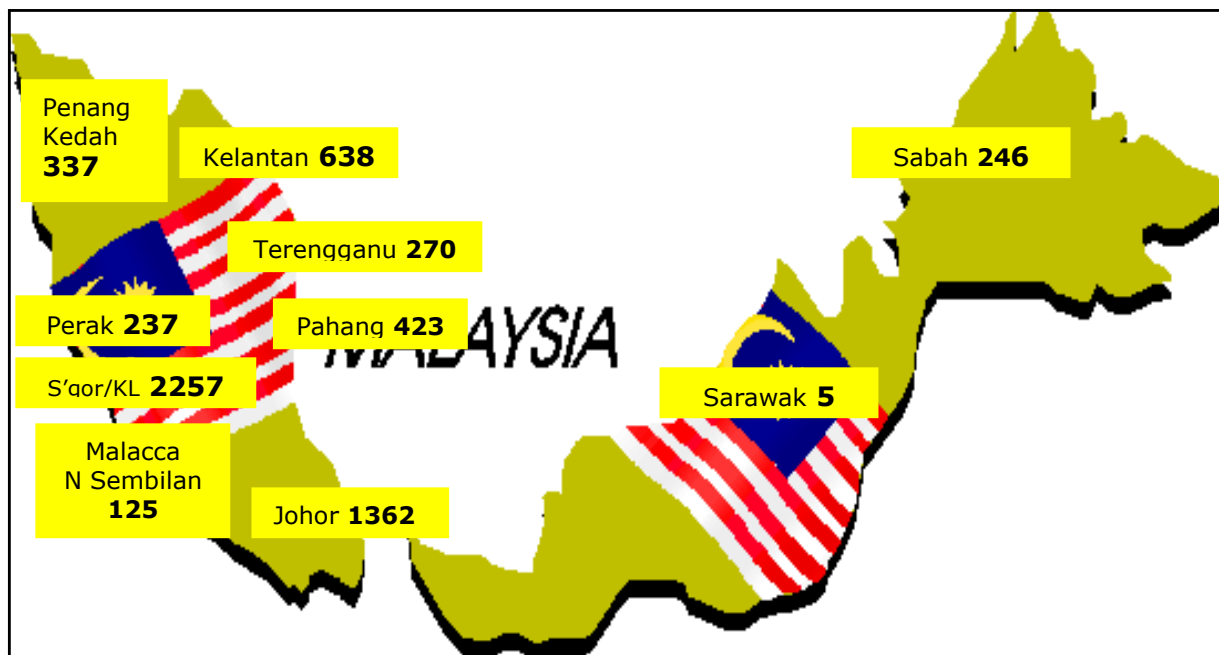
- 11 June 2004: OutRageously PINK nite (OPN) at Bangsar Baru, Kuala Lumpur. The College of Radiology, under the umbrella body of the Malaysian Breast Cancer Council (MBCC) was an integral partner in the organization of a successful OPN on 11 June 2004. This was officiated by YB Dato' Seri Shahrizat Abdul Jalil, then Minister of Women, Family and Community Development. OPN was the inaugural activity of the MBCC and an innovative and fun way to raise breast health and breast cancer awareness.
- Aug 2004 – Sep 2004: Accreditation of mammogram centres was introduced for the 2004 College of Radiology (CoR) and MMA Foundation Radiology Fund Mammogram Programme. The CMP was carried out in Ipoh, Kuantan and the Klang Valley. This was to ensure a positive and valuable experience for the participants. A total of 425 participants benefited from the programme. 2 were found to have breast cancer. Donations of RM30,000 from Meditel, RM5,000 from Tan Chong Motor Holdings and RM550 from individuals were raised for the programme.
- 17 Nov 2004 –Launch of the Breast Cancer Awareness Campaign, American Degree Programme, HELP University College. This was in conjunction with their drama productions.
- 25 Nov 2004 – Radiology Malaysia Prize Presentation Ceremony (sponsored by Meditel) at Cititel, Mid-Valley Megamall and officiated by Ms Ranjit Kaur, then President of Reach to Recovery International. This was for the Radiology Malaysia Online Quiz, Creative Design Contest (in collaboration with Dasein Academy of Art), Drama & Poetry Challenge (incollaboration with HELP University College) and culmination of all the 2004 breast health/cancer awareness programmes of the College of Radiology.
- 9 Dec 2004: Conducted workshop on Breast – Basic Anatomy, Physiology; Breast Health Screening and Self breast examination; Breast Cancer – Diagnostic Techniques in the Program Nur Reach to Recovery 2004-2005 – Training Workshop for Volunteer Breast Cancer Survivors in Malaysia.
- Feb-Aug 2005 – Art of Being Breast Aware Workshop for Malacca Breast Cancer Support Group with some participants from Johor Bahru; conducted workshop on Breast – Basic Anatomy, Physiology; Breast Health Screening and Self breast examination; Breast Cancer – Diagnostic Techniques in the Program Nur Reach to Recovery 2004-2005 – Training Workshop for Volunteer Breast Cancer Survivors in Malaysia; Conducted Art of Being Breast Aware Workshops for Kuala Lumpur Wesley Methodist Women's group; TTDI Pusat Injil women's group and students of the Vocational Training Centre, YWCA Kuala Lumpur respectively; several more workshops were conducted in August 2005.
- 10 Apr 2005 Launch of the April to May 2005 – Breast Cancer Awareness Roadshow & CoR and MMA Foundation Radiology Fund Mammogram Programme in Johor. This was in collaboration with the Breast Cancer Support Groups in Johor - Segamat, Pontian and Johor Bahru. There were 2 centres accredited as volunteer mammogram providers. 370 women benefited from the value added subsidized mammograms.
- Sep-Dec 2005 – CoR and MMA Foundation Radiology Fund Mammogram Programme in Terengganu. About 250 women benefited from the programme. Four patients with breast cancer were detected.
- 5 Dec 2005 – Dr Evelyn Ho of the College of Radiology was the recipient of the inaugural Novartis – MBCC Award in recognition of her efforts in the advancement of breast cancer advocacy in Malaysia for the year 2004.
- 19 Mar 2006: Radiology Malaysia-Meditel MyStory: CeritaKu 2005 Prize Presentation, officiated by Prof Jeff Dunn, Patient Services Advisor (International Union Against Cancer), Executive Director (Queensland Cancer Fund) and Adjunct Professor (Faculty of Social & Behavioural Science, University of Queensland)

- 24-28 Apr 2006: Co-organiser of the Inaugural Specialist Breast Cancer Nurse Education Course in PJ Hilton for 25 nurses from all over Malaysia. This was spearheaded by Mrs Dee Sidhu of Amanita in collaboration with National Cancer Society of Malaysia, and Edith Cowan University, Western Australia.
- Oct-Dec 2006: CoR Mammogram Programme for Johor & East Coast. 495 women benefitted from the programme. Two were diagnosed with breast cancer. Primary sponsor for the subsidies were Johnson & Johnson with some assistance from the MMA Foundation Radiology Fund.
- 2007: The value added CoR mammogram programme continued in the more underserved parts of Malaysia. About 299 women from Johor (Areas in and around Segamat) benefitted from the programme in 2007. 4 were diagnosed with breast cancer. Our partner was again the Breast Cancer Support Society, Segamat. Breast Health Workshops continue although the "training" the trainers has succeeded as the Breast Cancer Welfare Association was now conducting their own classes and teaching the technique at the grassroots level.
- 14 June 2008: Radiology Malaysia-Kidz Magazine Challenge 2007 Prize Presentation and Roundup of the CoR community service activities was held at Café WIP, Bangsar Shopping Centre, Kuala Lumpur.
- 2008: 547 ladies benefited from the College of Radiology value added mammogram programme (CMP2008) with some from very poor background being granted full sponsorship of the cost of the mammogram. Image guided biopsies were also sponsored. The CMP2008 participants came from Johor (40.8%), Pahang (30.3%), Kelantan (26.9%) and the rest from Federal Territory Kuala Lumpur, Terengganu and Negeri Sembilan. The latter would have accessed the programme on visiting the target states of Johor, Pahang and Kelantan.
- 2009: CMP in IIUM Breast Cancer Centre (Segamat and Kuantan) and Johor Bahru. Data processing in progress.
- Oct 2009: 2nd Edition of The Art of Being Breast Aware: It is Everyone's Business to Be Breast Aware published.
- July to Sep 2009: Radiology Malaysia-OutRageously PiNK Nite Slogan and Digital Video Contests>
- 7 Nov 2009: Another highly successful OutRageously PiNK Nite at Bangsar Village II with Radiology Malaysia-OPN2009 contests Prize Presentation.



2001-2008 CoR Mammogram Programme Participant Distribution

5,900 women have benefited from the programme



Support our Breast Health/Cancer Awareness Programmes & Website

We thank all our sponsors and supporters of our Breast Cancer Awareness Activities. Please do consider supporting our breast health programmes in whatever way you or your company feels possible. Even a little help can go a long way!

Different aspects of the programme

- * Breast Health Info centre at www.radiologymalaysia.org/breasthealth
- * Mammogram Programme (funds to subsidise mammograms)
- * Sponsoring informational leaflets, media events
- * Sponsoring activities such as contests related to breast health eg Poster competition, Essay competition, Website treasure hunt etc
- * Sponsoring banners
- * Other ideas