

The College of Radiology
PRIZE PRESENTATION CEREMONY
2005 Radiology Malaysia-Meditel MyStory: CeritaKu Contest
19th March 2006



Speech Text by Guest of Honour
Professor Dr. Jeff Dunn
Patient Services Adviser of the International Union
Against Cancer
Executive Director, Queensland Cancer Fund

Salutations:

Prof Basri JJ Abdullah, President of the College of Radiology, Academy of Medicine
Ms Ranjit Kaur, President of Reach to Recovery International and
President of Breast Cancer Welfare Association
Dr Evelyn Ho, Editor of Radiology Malaysia Homepage www.radiologymalaysia.org;
Organiser of RM-Meditel MyStory: CeritaKu Contest
Breast Health/Cancer Programme Coordinator
Hon Secretary, College of Radiology
Members of the media
Winners of the Competition
Distinguished guests
Ladies and Gentlemen

How heartening it is to see the College of Radiology making a commitment to the community through its *MyStory: CeritaKu Contest* which has extended its scope beyond patients to touch the lives of families and members of the community. It is a pleasure to be here amongst esteemed people who are constantly promoting cancer control programmes in Malaysia. As for the sponsors of "The Unsung Heroes" - *MyStory: CeritaKu Contest*, thanks for being here. You are an important contributor to encourage community participation and to sustain the vibrance of non profit non governmental organizations to continue with the cancer control cause.

My presence here as the guest of honour at this event coincides with Program Nur: Reach to Recovery, a 3-day training program organized by the Breast Cancer Welfare

Association with the support of the Ministry of Women, Family and Community Development to enable women with breast cancer to offer their support to women diagnosed with breast cancer in the community.

The diagnosis of cancer is more than what transpires between the patient and the doctor as it ripples out to the family, friends, colleagues and the communities. Cancer experience can impact profoundly in the community and in the country. I remember the unfortunate loss of the honourable Datin Seri Endon Mahmood last October.

As part of our work in the International Union against Cancer (UICC) we would like to promote this kind of model of collective integration of healthcare professionals and cancer survivors working together to make a difference in cancer control. We are aware that cancer is on the increase. With the contribution of collective environmental factors such as obesity, inactivity and tobacco use, we are increasing the burden of cancer, and, unfortunately in middle- and low-resource countries, cancer is becoming more of a priority.

Today, with improved survivorship in cancer, particularly breast cancer, many countries are labeling it as a chronic disease. In Australia, the increase in the five-year survival rate from 50% in the 1980s to 65% in the year 2000 shows that survival rates are on the increase. More people in the future will bring with them the invaluable experience of the global campaign in cancer control. The distinguished Lancet journal last year stated that if we apply current knowledge of reducing risk factors and modify our lifestyles, many of which are problems within the community, we can reduce death by one-third.

Here, I would like to pay tribute to Dr Evelyn Ho and to the current and past Presidents of the College of Radiology for understanding that an event like *MyStory: CeritaKu Contest* is one way to get communities to be collectively involved in cancer control programmes. I will also take away this experience to be used in other countries.

Lastly, I extend my heartiest congratulations to all participants and winners of this cancer control event.