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WWW.RADIOLOGYMALAYSIA.ORG RECEIVES 7.8 MILLION HITS TO EMERGE AS THE MALAYSIAN RESOURCE TO HELP PROMOTE BREAST HEALTH

**Celebrities, Vince Chong & Juwita Suwito Unite To Promote Breast Cancer
Awareness at Radiology Malaysia 2007 Prize Presentation Ceremony**

Kuala Lumpur, March 24, 2007 - The College of Radiology, Academy of Medicine of Malaysia, a 240-member strong association comprising radiologists, clinical oncologists and medical physicists today announced the availability of its user-friendly website, www.radiologymalaysia.org, as the online Malaysian national resource to help Malaysians better manage their breast health care as well as an information site for radiology and oncology.

Launched in 2001, this educational website today has grown to become Malaysia's most comprehensive online information and education resource on breast health management and breast cancer. Using the Internet as an effective current tool to reach a wide Malaysian audience, this online national resource is also linked to local support and advocacy organizations, private and public home pages.

In 2006 alone, Radiology Malaysia website received over 7.8 million hits, generated 100,000 visitors and had served more than 450,000 pages of information. It was estimated that over 51 GB of data was transferred to users all over the world. The Breast Health Information Centre currently receives about 15,000 page views each month.

As part of its relentless public awareness efforts to constantly encourage Malaysians to seek information on breast health and to adopt early detection of breast cancer, an innovative Internet competition is held annually to entice Malaysians to visit its website, www.radiologymalaysia.org.

2006's event, "Discover Radiology Malaysia Fun Quiz" was yet another creative contest aimed at promoting breast health awareness and education in an adventurous and fun-filled manner. It also gave the contestants an opportunity to find out what Radiology and Oncology was all about. Exciting prizes offered for grabs included LCD TV, DVD player and other digital gadgets sponsored by Meditel Electronics Sdn Bhd (now, Siemens Medical). This year's Grand Prize was clinched by Lily Yoong while the First Prize went to Siew Sou Mui and the Second Prize was won by Azam Abdul Jalil and Low Chew Houg and the 3rd prize went to Chin Ren Yi and Lim Saw Ai.

Adding excitement to this year's event are two celebrities, Vince Chong & Juwita Suwito, who have come together to actively participate in this year's Radiology Malaysia awareness event. The sensational duo had also donated portions of the proceeds generated from the sale of their newly-launched albums to this breast cancer cause.

"We are certainly not a brochure-type presence and our annual contest provides that innovative experience intended to disseminate information, reach out with encouragement and support and also to make new friendships. Our primary aim is to keep the awareness for Breast Cancer 'top of mind' not just during the October breast cancer awareness month, but all year round. The website is more than Breast Health and users have found information on Radiological Investigations, Treatment of Cancers, Hot Topics in General Health as well as directories of support groups as well as a FORUM for queries, comments and discussion. Despite our efforts over the years, the feedback tells us that we still need more publicity so that everyone knows of its existence!" said Dr Evelyn Ho, the Web Editor and President of The College of Radiology and Academy of Medicine.

"Our key message is "Early Detection Saves Lives" and our goal is to raise awareness of breast health and breast cancer to encourage women to take charge of their breast health, perform self-breast examinations and to undergo regular mammograms if they are in the high risk group," she emphasized.

“There are over 48 million places online that you can click on to learn about breast cancer and despite the abundant information on the Internet, there is none on the Malaysian scenario. Besides we met many who are daunted by the complex jargon of breast cancer and so we took the first step to create this online public resource that reflects Malaysian beliefs, practices and cultural values in breast care. We have also made it user friendly, easy-to-read and easy to access and the information can also be read in Bahasa Malaysia,” Dr. Ho continued.

She added that more than 12.5 million health-related computer searches are conducted daily on the World Wide Web and this include Malaysian adults too who are not only using the Internet to better educate themselves but also to assist in their discussion with their physicians.

“Searching for information can be seen as a coping strategy allowing patients to help patients gain control, reduce anxiety, create realistic expectations, promote self-care and participation and generate feelings of safety and security,” she added.

“Recognizing the health-promoting potential of the Internet, we feel establishing our Web Site has been highly effective use of the Internet to reach a wide audience. Besides educating the young is vital if good breast health habits are to be incorporated into healthy lifestyles as they grow older. ” she concluded.

The title sponsor of the event was Siemens Medical. Other sponsors were Body Perfect Sdn Bhd, Kidz for Parents by Parents & Kids magazine, Readers’ Digest and Teh Siew Lin.

**ABOUT THE COLLEGE OF RADIOLOGY, ACADEMY OF MEDICINE OF MALAYSIA
(formerly known as the Malaysian Radiological Society)**

The College of Radiology, Academy of Medicine of Malaysia was set up in 1978 with the vision to provide quality care to patients and the community by optimizing the value of radiology and clinical oncology. Today the College serves over 240 members throughout the nation.

In its national effort to educate Malaysians on breast cancer issues, the Breast Cancer Awareness Campaign was initiated in 2001 and launched in collaboration with the Breast Cancer Welfare Association (BCWA), National Council of Women's Organisations of Malaysia (NCWO) and supported by the National Cancer Society of Malaysia (NCSM).

The College has also initiated the 'Subsidized Mammogram Programme' (SMP) since 2001 to offer early detection services to women from the lower income groups. The SMP is now known as the College of Radiology Value Added Subsidised Mammogram Programme, in short, the CMP. To date, a total of 5054 women have participated in CMP programmes. The programme now concentrates on parts of Malaysia that have less access to mammography services.

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