



NEWS RELEASE

For immediate release

Youths Step Up To Support Breast Cancer

As part of NCWO's MenCare Young People Programme 2010

Petaling Jaya, March 11, 2011 – The National Council of Women's Organisation (NCWO) MenCare Young People Programme, a core component of the NCWO MenCare Initiative, has finally been completed. A series of half-day interactive workshops that targets young people aged between 13 to 19 years old in secondary schools, colleges and universities throughout Malaysia were hosted throughout the year in 2010.

The programme aims to create awareness among young people of the need to promote support for women for early detection of breast cancer and timely treatment to reduce suffering associated with and to improve the chances of survival from breast cancer.

Following the launch of the Young People Programme last year, NCWO held the workshops in Kedah, Kelantan, Melaka, Negeri Sembilan, Perak, Sabah, Selangor, Sarawak and Terengganu where a total of 237 students attended.

Through the programme, young people, in particular boys, are encouraged to be advocates of good health and care about getting the women in their lives to adopt regular healthy practices with a focus on breast cancer screening while young girls were educated to be keepers of their own health and be proactive in keeping fit and healthy.

"The workshop was divided into three sessions; the young people were first and foremost introduced to the MenCare initiative and their role in promoting male support of breast cancer screening for women as well as about breast cancer and breast health. The second session focuses on the sharing of experiences from breast cancer survivors while during the third session, the young participants discussed and elaborated on the types of support they can provide," said NCWO Deputy President, Dato' Ramani Gurusamy.

“The sharing sessions during workshops was a very poignant moment as breast cancer survivors and their children came out to shed some light on the support needed to cope with this disease. The support from their husbands and children throughout the treatment and recovery process is no doubt the most vital component in combating breast cancer.

“The outcome of the programme proved to be a success as these young people now recognised the significant role they play in raising awareness and fighting passionately for a cause affecting Malaysian women ,” added Dato’ Ramani.

In the course of the 11 workshops carried out last year, the result has been positive as young people are now eager to know more about breast cancer and are keen to be the advocates and ambassadors of this cause.

The NCWO MenCare Initiative, collaboration between Pfizer Malaysia and NCWO, is an advocacy programme which endeavour to encourage men to support breast cancer screening for the women in their lives, with the ultimate goal of reducing morbidity and mortality associated with breast cancer.

“Pfizer Malaysia has been supportive of the MENCARE Initiative since its inception in 2006. We are delighted to lend our support in advocating for MenCare policies to be incorporated in government, corporate and community agencies, working in close partnership with the Ministry of Women, Family and Community Development. With the Young People Programme, we hope to create a generation who will continue to champion for this cause as they grow into adulthood, ensuring sustainability of the programme. This includes reaching out to thousands of men and women via workshops, testimonials and other awareness programmes,” said Angel Choi, Managing Director for Pfizer Malaysia/Brunei.

Noor Yang Azwar Kamarudin, Public Affairs & Communications Director added “We hope that all stakeholders will continue this endeavor to ensure sustainability to this initiative of enabling men to support women in both private and public sector. The best way is by incorporating the policy recommendation put forth by MENCARE as part and parcel of an organization’s DNA or workplace policy”.

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About the National Council of Women's Organisations (NCWO)

NCWO is one of Malaysia's leading advocates of women's rights in the sustainable development and advancement of society. The council's mission is to unite women's organizations and cooperate with national, regional and international organizations in order to:

- Respect, protect and fulfill women's rights
- Promote the development and advancement of women at all levels
- Advocate and monitor the full participation, inclusion and representation of women in decision making
- Ensure that women have equitable access to and are equal agents and beneficiaries of development

About Pfizer:

Pfizer Malaysia is committed towards Working Together for a Healthier World™. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Malaysians at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals, as well as a wide range of Nutritional products.

We also collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Malaysia. Pfizer Malaysia began operations in 1964, and every day, some 500 colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

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