

News Release



NEWS RELEASE

For Immediate Release

Malaysian Songstress reunites in the fight against Pneumococcal Disease with Aim for Broader Coverage - It's as easy as ABC Campaign

An education programme to call for action on pneumococcal disease prevention

Kuala Lumpur, 22 June 2011 – Pfizer (Malaysia) Sdn Bhd, in collaboration with parenting portals and healthcare group, have launched an educational programme, Aim for Broader Coverage - *It's as easy as ABC Campaign* which aims to create and sustain awareness on pneumococcal disease as well as to empower parents to take action to protect their children against the illness. Joining the collaborative effort is Malaysian singer, Dato' Sheila Majid who reprises her role as the advocate for the prevention of pneumococcal disease.

Aim for Broader Coverage, *it's as easy as ABC* campaign, launched by consultant paediatrician, Dato' Dr. Musa Mohd Nordin from Damansara Specialist Hospital, and Dato' Sheila Majid, saw the forging of new partnerships with *Asian Strategic Alliance for Pneumococcal Disease Prevention* (ASAP), Parenting2U, Pitter Patter and SJ Echo in future education and awareness initiatives. The partnerships hope to rally the support of parents and the general public to sign up for the call of action on the prevention of the pneumococcal disease. The pledge is made available online at www.parenting2u.com.

"Each pledge to call to action means another parent educated; another parent informed that the disease is preventable through early vaccination," commented Dr. Musa.

The bacterium behind pneumococcal disease, *Streptococcus pneumoniae*, is a leading cause of community-acquired pneumonia, otitis media (inner ear infection), meningitis (inflammation of the brain lining) and bacteremia (blood infection)¹. The disease is a leading cause of vaccine-preventable death in children below five years globally.² There are 13 common types of *streptococcus pneumoniae* which causes 80 – 92% of invasive

¹ Centers for Disease Control and Prevention. Prevention of pneumococcal disease: recommendations of the Advisory Committee on Immunization Practices (ACIP). *MMWR*. 1997;46(RR-8):1-24.

² Acute Respiratory Infections (Update September 2009): Streptococcus pneumonia. World Health Organization, http://www.who.int/vaccine_research/diseases/ari/en/index3.html

diseases in young children worldwide.³ According to the WHO, up to 1.6 million people die each year globally as a result of pneumococcal diseases - about half of them are children younger than 5 years of age in developing countries.⁴

“As a mother, I understand the need to take action to protect my children and avoid any unnecessary stress that might come from the disease,” said Dato’ Sheila Majid who has been a long-term supporter for the prevention of pneumococcal disease since 2006. “Pneumococcal disease prevention is a belief I hold dearly to. An education campaign like this serves as a beneficial platform for parents to understand the importance and also exchange information with each other,” she further reiterated.

Dr. Musa added that prevention is always the key to keep the disease at bay as safe and effective vaccines are now available to prevent the disease. He believed that *Aim for Broader Coverage - it’s as easy as ABC* campaign will resonate well with parents as they need the sense of security in knowing that their children are well-protected and healthy.

Aim for Broader Coverage - it’s as easy as ABC by Pfizer endeavors to encourage parents to support the call for action on pneumococcal disease prevention and upholds the recommendation from the World Health Organization (WHO) for the inclusion of pneumococcal vaccines in the national immunization program.

“It is our hope that these partnerships will amplify the campaign by creating advocates amongst parents and allowing us to reach out to the community. We want to send the message of protection to ensure that all children in Malaysia are protected against the disease,” said Angel Choi, Country Manager for Pfizer Malaysia and Brunei.

In recognition of the importance of pneumococcal vaccination in promoting the well-being of infants and adults, more countries have included pneumococcal vaccine in their national immunization programme. Globally, more than 50 countries including Singapore and Macau have included pneumococcal vaccine in their respective National Immunization Programmes.

Vaccinating every child against pneumococcal disease is in line with the United Nation’s Millennium Development Goals No.4 of reducing child mortality due to pneumococcal disease.

About Pfizer Malaysia

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

³ GAVI’s PneumoADIP, Surveillance and Research Report (November 2007).

⁴ Gavi Alliance, Improving global Health by preventing Pneumococcal Disease, http://www.gavialliance.org/resources/appg_report.pdf, last accessed 23 December 2009.

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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