

World Cancer Day –

4th February 2007

Today's Children Tomorrow's World

Message from the International Union against Cancer

(www.uicc.org)

Many people around the world believe that cancer is fate – just something that happens to them if they are unlucky. They believe that they have no control over their chances of developing a cancer.

In fact, more than one-third of all cancer cases worldwide – almost four million cases each year – can be prevented if we act on what we already know and apply that knowledge in our daily behaviour. Tobacco use, diet, nutrition and exercise, sun safety and vaccination against cancer – causing viruses all play a role in influencing cancer risk. Simple changes in lifestyle can be taken to reduce the risk.

The aim of the “Today's Children, tomorrow's world” campaign is to scale up awareness of what we can do to prevent cancer and to change people's behaviour in that light.

Healthy habits established early in life have a significant impact in later years. Behaviour is already formed before adolescence. The environment in which children grow up – at home, in school, and in the community – powerfully influences their behaviour later on, whether this regards tobacco use and exposure to second – hand smoke, diet and physical activity, or smart behaviour in the sun. Policymakers' decisions about cancer vaccination at an early age determine how far children and young people will be protected against cancers of the liver or cervix.

For all these reasons, the “Today's children, tomorrow's world” campaign will focus on the young.

Parents have a key role in influencing healthy habits in their children. We need to help parents to understand the long-term benefits of a healthy lifestyle and to engage them as partners in cancer prevention activities that start early in life.

From a prevention perspective, there is strong justification for focusing the campaign on four main cancer-causing factors :

1. Tobacco and tobacco-free environments
2. Diet, alcohol and exercise
3. Preventing infections that may cause cancer
4. Being sun smart

The campaign message globally consists of four key precepts :

1. Provide a smoke-free environment for children (“no smoking in homes”)
2. Encourage an energy-balanced lifestyle (regular physical activity and low-fat diet, avoid obesity)
3. Learn the facts about vaccinations (HBV & HPV)
4. Teach your children to be sun-smart

In the course of this campaign, UICC, its member organizations and its partners throughout the world will engage in awareness-building, information-sharing, educational activities and community mobilization.

UICC/WHO(2005). Global Action Against Cancer NOW – Geneva : UICC and WHO Publication Department.

May 2007

BCWA Chatline

For Members only



5th Floor Bangunan Sultan Salahuddin Abdul Aziz Shah, 16 Jalan Utara, 46700 Petaling Jaya, Selangor.
Tel. : (6)03 7954 0133 Fax : 6(03) 7954 0122 E-mail : bcwa@tm.net.my

Wednesday, 17 January - Patrons' Nite at Royal Lake Club, Taman Tasek Perdana

102 members and 14 guests gathered there to celebrate with our two very distinguished patrons, that is, Yang Mulia Raja Toh Puan Raja Teh Zaiton and YG Bhg. Puan Sri Datin Seri Dato' Akmal Abdul Salam.

During the night, 5 non-survivor volunteers were acknowledged for their dedicated service to BCWA. They were : Linda Lim, Azizah Wayat, Lim Ching Wei, Francis Lee, Barbara Khoo and Marion Khor.

Our Technical Advisors were not forgotten, and a token of appreciation was given to Prof Yip Cheng Har, Dr Gurcharan Singh Khera, Dr Ednin Hamzah, Dr Evelyn Ho and Dr Patricia Gomez.

A special vote of thanks was extended to our founder member, Dr Leong Yew Pung, who was instrumental in getting BCWA off its feet. As far back as in the 1980s he was one of the pioneers who felt there was a need for peer support amongst women with breast cancer.

Last, but not least, a gift of appreciation was given by the ladies to their husbands to acknowledge their support, sacrifice, understanding and patience.



Dr Leong Yew Pung with patrons Y.M. Raja Toh Puan Raja Teh Zaiton and Y. Bhg. Puan Sri Datin Seri Dato' Akmal Abdul Salam.



Dr Evelyn Ho receiving her token of appreciation from Y. Bhg Puan Sri Datin Seri Dato' Akmal.



Jenny Chia presenting a gift of appreciation to her husband Steven.



The night ended with everyone dancing the night away.

*A unique corporate -
NGO partnership of Reaching the Unreachable
“Saving Lives Thru’ Early Detection”*

As a result of Ranjit’s trip to New York for the Global Connection Ribbon Tour and the Avon Walk Around the World for Breast Cancer, BCWA and Avon Malaysia is venturing into a community service project entitled “Saving Lives Thru’ Early Detection”. This project aims to train rural women to be more vigilant about their breast health and to seek medical help for any unusual changes that they may experience.

The first of these low budget “Saving Lives Thru’ Early Detection” workshops was held at Kampung Kenanga Rawang, Selangor on Saturday, 03 March. 30 women of varying age groups received training in the theoretical aspects of breast cancer and breast self examination. The main part of the workshop was the hands-on practical session when the women were down on mats to learn the art of breast self examination.



Lily Lee showing the participants how to palpate for a lump in the breast model.



Azizah Wayat and Marion showing a breast model with changes in the breast.



Liza supervising a participant on how to do breast self examination.

BCWA and Avon Malaysia

are joining forces to raise funds for conducting many such similar “Saving Lives Thru’ Early Detection” workshops throughout the country, particularly in the rural communities. A Charity Hi-tea will be held on Thursday, 28 June at Hotel Shangri-La Kuala Lumpur. Tables are being sold at RM5,000, RM4,000, RM3,000 and RM1,500, Individual ticket @ RM150 per person. The event will be accompanied by entertainment and fun activities. Members who can help with the sale of these tables are urged to **contact BCWA office at 03-79540133.**



Participants of the RTR workshop with BCWA organizing committee, Jeff Dunn, Dr Ednin and Dr Evelyn Ho.



Thimble Thumb Team supervising the participants on how to sew a breast prosthesis.

**16 - 18 March -
Reach to Recovery (RTR)
workshop**

The aim of the workshop is to set up peer psycho-social support for women with breast cancer. It was attended by 12 participants from Yayasan Kanser Indonesia, Segamat Breast Cancer Support Society, Johor Baru Breast Cancer Support Group, Penang Breast Care Society and Persatuan Pink Champion Perak. BCWA was represented by 7 members.



Group work and serious discussion.

**Saturday, 10 February –
Talk on Basic First Aid**

by Mr Alagirisamy from Malaysian Red Crescent Society.

The Pink Challengers Dragon Boat team was given training on basic first aid.



Wong Mee Yee learning how to do give the “kiss of life”.



Felicity learning how to do chest compression.