

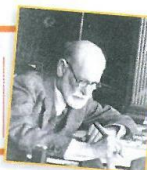
DATE : AUGUST 1, 2011
 MEDIA : SARAWAK TRIBUNE
 SECTION : TRIBUNE 2
 PAGE : FRONT PAGE
 COLOUR : FULL COLOUR
 PR VALUE : N/A

CLIENT : BCWA
 TASK : EVENT

Tribune

MONDAY AUGUST 1, 2011

HIGHLIGHTS
 T2 Royal wedding ensures 'love affair' with the UK



T8 Freud Museum London celebrates 25th anniversary



PUAN Sri Norainee officially launches BCWA's MURNI Programme.



PUAN Sri Norainee Abdul Rahman, wife of the Deputy Prime Minister and Puan Sri Datin Seri Dato' Akmal Abdul Salam, patron of BCWA sharing a light moment as they take a tour of the MURNI vehicle.

BCWA empowers rural women with breast cancer awareness programme

SAVING lives through early detection has been the cornerstone of the Breast Cancer Welfare Association (BCWA) Malaysia's efforts since its inception in 1986. Recently, BCWA is touching the lives of womenfolk in Malaysia's rural outskirts to empower them to take control of their lives by practising early detection of breast cancer through its unique MURNI (Mobile Unit Reaching Nationwide with Information) programme.



The bright pink colour of the mobile unit ensures that it attracts attention, especially from womenfolk.

The MURNI programme which was launched by Yang Amat Berbahagia Puan Sri Norainee Abdul Rahman, wife of the Deputy Prime Minister today features a mobile unit equipped with early detection and supportive care tools and staffed by healthcare professionals and trained breast cancer survivors reaching out to rural communities in Malaysia. The aim of this programme is to provide guidance, encourage, empower and support women to practice a lifestyle of being breast aware, to seek out medical assistance for any abnormal changes in their breasts as well as to obtain timely medical treatment when they are diagnosed with breast cancer. To this end, the programme will involve a three-pronged approach, namely MURNI Early Detection, MURNI Supportive Care and MURNI Capacity Building. Puan Sri Datin Seri Dato' Akmal Abdul Salam who is patron of BCWA, said: "Breast cancer is



THE cosy interior of the Mobile Unit Reaching Nationwide with Information (MURNI) vehicle.

the most common cancer among women in Malaysia. According to the National Cancer Registry, one in every 20 women is at risk of being affected by breast cancer in their lifetime. BCWA is aware that women living beyond the edges of cities and in rural areas are unable to follow up on appointments, ongoing treatment and regular check up due to their multiple responsibilities as well as time limitations. This is where the MURNI programme comes in as we firmly believe that in order to overcome the barriers faced by women in our local communities, we need to offer these services to women where they live. "With MURNI, we hope to reduce the social stigma sur-

rounding breast cancer. Universiti Malaysia's Social and Preventive Medicine Department and the Surgery Department will enable us to gauge the effectiveness of the programme through house-to-house surveys conducted before and after the programme. Eventually, we hope to establish a network of such community-based support programmes throughout the country. This would not be possible if not for tremendous support we have received from various quarters including the Ministry of Health, Ministry of Women, Family and Community Development, National Population and Family Development Board, local authorities, corporate companies as well as community leaders."