

Breast cancer manual for men

Malay, Chinese and Tamil versions of 'His and Her Story' book launched

PFIZER (Malaysia) Sdn Bhd and the National Council of Women's Organisations (NCWO) launched the vernacular editions of *His and Her Story* book.

His and Her Story is an empowering tool to encourage men to support their loved ones in going for breast cancer screening.

It is now available in Malay, Chinese and Tamil featuring a compilation of testimonies from participants of the MENCARE programme.

The MENCARE project is a collaboration between Pfizer and NCWO which aimed to educate and gain the support from the husbands, fathers and members of the male community while increasing the awareness of breast cancer.

MENCARE is a comprehensive and nationwide training programme that encourages men to become more knowledgeable about breast cancer.

A comprehensive training manual and handbook were developed for service providers of women and healthcare organisations to use as tools in their cancer aware-

»The role of the husband in caring for the woman he loves is crucial«

AHMET GENEL

ness programme.

Since its launch in 2006, MENCARE has been conducted in six locations in Malaysia and trained over 200 trainers.

During these workshops, inspiring real life examples were collected for the stories, with the English version launched in 2008.

Breast cancer is the most common cancer among Malaysian women and accounts for almost one-third of total cancers in women.

According to the Health Ministry survey in 1996, only 46.9% of



Full backing: (From left) Ahmet, Deputy Women, Family and Community Development Minister Datuk Paduka Chew Mei Fun and Ramani at the launch of the vernacular versions of 'His and Her Story'.

women reported some form of breast cancer examination.

In a survey conducted by the NCWO, 65% of men agreed that fear of their husband's reaction is a reason why women did not go for breast cancer screening.

In addition, the study indicated that the level of knowledge of breast cancer and screening tests among men is only 40%.

Pfizer managing director Ahmet Genel said it was devastating news not only for the patient but also the family when a woman was diagnosed with breast cancer.

"The role of the husband in car-

ing for the woman he loves cannot be emphasised more and is crucial during these delicate moments," said Ahmet, adding that the project will reach its three-year mark in November.

"Increased male support for screening, early detection and throughout treatment increases the likelihood of survival and provides for a better chance at fighting the disease," said NCWO deputy president Datuk Ramani Gurusamy.

To pick up a free copy of *His and Her Story*, contact the NCWO at 03-7943 3008 or email ncwohq@yahoo.com