



PINK RIBBON
Wellness (L) Foundation



Foreword by the Minister of Health Malaysia

According to the International Agency for Research on Cancer (IARC) in December 2020, breast cancer has now overtaken lung cancer as the world's most commonly-diagnosed cancer, being responsible for one in six of all cancer deaths among women.

In Malaysia, one in every 19 women is at risk. Those affected have a 66.8% 5-year relative survival rate, which is low compared to advanced economies. Of over one million women afflicted annually, over 45% live in developing countries. Although the high numbers can be attributed to better screening which allows for life-saving early intervention, its overall costs on women, men and their families cannot be ignored.

In the Malaysian context, emotional, financial, and physical factors stand in the way of having an effective strategy to fight against this threat. Therefore, culturally-adapted community-based interventions that targets health literacy, emotional, financial cost and access barriers need to evolve with behavioural changes on the ground.

Ultimately, we are responsible for our own health. With this respect, I am grateful for the efforts made by the Pink Ribbon Wellness (L) Foundation (PRWLF) such as public advocacy, outreach and education programmes, breast cancer library, as well as support groups. This is in line with the whole-of-nation approach that empowers each member of our community to contribute meaningfully to this effort.

I would call upon all civil society organisations, especially PRWLF, to work together to keep breast cancer in check. Let us reduce inequity and invest in achieving a more equitable and cancer-free world.

YB Datuk Seri Dr. Haji Dzulkefly bin Ahmad
Minister of Health Malaysia



Message from Founder and Chairman of the Foundation

In 2022, the World Health Organisation brought attention to the staggering global count of 19 million cancer cases, with Asia bearing the brunt at 9.8 million. Among these cases, breast cancer emerges as a prevalent concern for women worldwide, notably as the most frequently diagnosed cancer among women aged 15-39.

In a world where each action holds transformative potential, our Foundation is committed to enhancing patient outcomes and advancing healthcare. With unwavering dedication, we strive to shape an inclusive and promising future for all women.

We have achieved significant milestones and made substantial contributions in the fight against breast cancer. Through educational initiatives, we have been empowering women in prevention, supporting cancer survivors, and advocating for policy changes, envisioning a future free from cancer.

Today, we implore you to champion our cause, recognising that your support - whether as individuals or corporations - is indispensable to our shared mission. Together, we can offer education, medical assistance, and aid in rebuilding their lives and communities.

As we commemorate Mother's Day 2024 tonight, we consider it a privilege to gather our guests and community for this fundraising event. Let us unite in conveying a message of resilience, hope, and awareness to those impacted by this disease.

Dear Friends,

'As we work to create light for others, we naturally light our own way'

Datuk Dr M. Devanand
Founder & Chairman, Pink Ribbon Wellness (L) Foundation

Message from Founder and Honorary CEO of the Foundation



Fear of a cancer diagnosis is a common concern among women, with breast cancer ranking as the most prevalent form of cancer in this demographic. Yet, it is crucial to recognise that breast cancer is highly treatable, particularly when detected early. Drawing from my own experience as an 18-year breast cancer survivor, I have come to understand that this journey is not just about overcoming personal challenges but also about leveraging newfound knowledge to support others and advocate for improved healthcare services.

My journey with breast cancer, spanning three diagnoses in 2006, 2021, and 2022, underscores the importance of early detection. Each time, I embraced the battle with determination rather than succumbing to fear. The cancer recurrence, which had occurred after 15 years, found me equipped with insights into treatment options, a stark contrast to the trauma of my initial diagnosis.

Thanks to the educational and support initiatives championed by the Foundation, survivors like myself have found solace and strength. I encourage fellow survivors, especially those navigating a recent diagnosis, to seek out support groups. In these communities, you will discover invaluable resources and a network of individuals ready to uplift and empower you.

Remember, you are never alone in this fight.

You are not defined by victimhood but by resilience and courage as a fighter.

Ms Yong Lee Lee
Founder & Honorary CEO, Pink Ribbon Wellness (L) Foundation

“ Awareness is half the solution, Education is life-saving.”

- Datuk Dr. M. Devanand

About
Pink Ribbon
Wellness (L)
Foundation

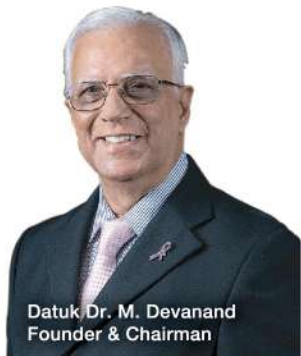
Vision and Mission Uncovered

Pink Ribbon Wellness (L) Foundation (LAF 00046) was registered on 28 February 2012 as a Labuan Charitable Foundation under the Labuan Foundation Act 2010.

"Its inception was humble, originating with a small group of cancer survivors convening regularly in a clinic with their doctor. Driven by a shared commitment to foster connection, provide support, and ignite inspiration among many more, these gatherings gradually transcended the confines of that clinic. We evolved from a modest rented office space in a mall to our present-day expansive and borderless office. Much like a masterpiece in progress, this endeavour is akin to a labour of love - a passion project that knows no bounds. It is not a finite creation, but rather a dynamic, living piece of art, continuously nurtured, refined, and sculpted to perpetually unite, bolster, and uplift cancer survivors across the nation."

Our Vision: Early Detection of Breast Cancer and Excellence in Care

Our Mission: Educating and Empowering Women on Breast Health Care and Supporting Cancer Survivors Towards A Better Life



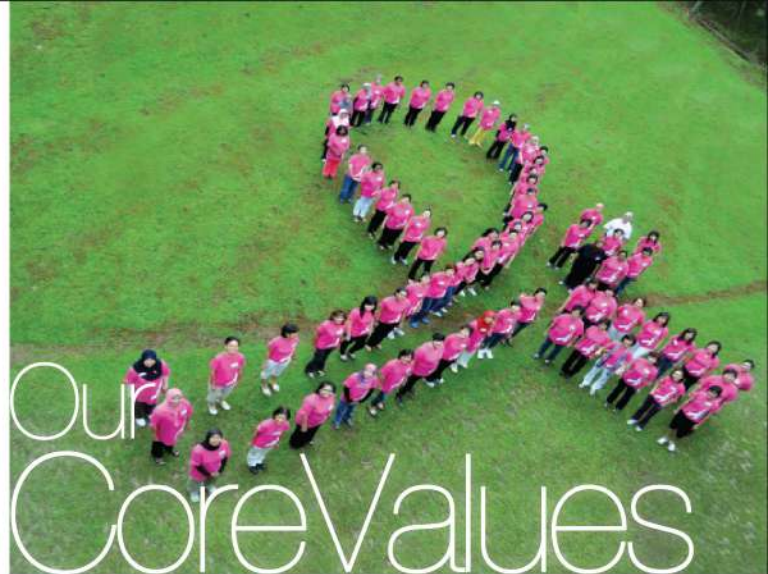
Datuk Dr. M. Devanand
Founder & Chairman



Ms Yong Lee Lee
Founder & Honorary CEO

Pink Ribbon Wellness (L) Foundation endeavours to combat breast cancer by empowering women through comprehensive knowledge and education on breast health care. We advocate preventive measures, promote regular breast screening for early cancer detection, and facilitate access to diverse treatment options and supportive care services for survivors.

Our logo, **'Pink Ribbon with a Heart'**, symbolises the fight against breast cancer from the caring hearts of Survivors and Volunteers.



- Compassion** | Compassionately caring for survivors to ensure they do not have to fight breast cancer alone
- Respect** | Maintaining mutual respect and sensitivity, recognising the importance of diversity
- Excellence** | Endeavouring to be the best in Education and everything we do
- Support** | Supporting cancer survivors 'Towards a Better Life'
- Teamwork & Transparency** | Working together to meet common goals; maintaining transparency and good governance

a brief history of breast cancer

1

Breast Cancer Then and Now

In the field of medicine today, breast cancer is one of the most well-known and extensively studied malignancies. Even though a breast cancer diagnosis in 2012 is alarming, it is no longer a death sentence like it was a few years ago.

2

Breast Cancer in Ancient Egypt

Around 1600 BC, breast cancer was first mentioned in written records in Egypt. An old manuscript known as the Edwin Smith Papyrus, which was discovered in an Egyptian tomb in 1860, detailed eight instances of breast tumours. Regarding the enigmatic illness, physicians wrote, "There is no treatment!"

4

"The Wandering Womb"

In the past, breast cancer was frequently linked to what Hippocrates referred to as "the wandering womb." This was predicated on the idea that a woman's uterus could travel throughout her body, causing all manner of health issues in its wake.

3

Early Notions About the Cause

The following explanations about the origins of breast cancer have been proposed by researchers throughout history: humoralism, divine punishment, excessive or insufficient sexual activity, physical trauma, dread of breast cancer, etc.

5

The First Cure

The first surgeons to effectively treat breast cancer were Jean Louis Petit of France and Benjamin Bell of Scotland. Their methods involved surgically removing breast tissue, lymph nodes, and chest muscle.

6

The First Mastectomy

About 1882, surgeon William Stewart Halsted started doing mastectomies. Although the goal of the drastic and invasive mastectomies was to stop the cancer from coming back, many patients experienced chronic agony and impairment after the procedure.

7

Better Surgery, Better Outcomes

Researchers discovered in the 1970s and early 1980s that a lumpectomy plus radiation therapy offered women a survival rate that was comparable to that of a far more invasive mastectomy.

8

The New Frontier of Genetic Testing

Research has shifted to creating individualised breast cancer treatments based on a woman's genetic composition as scientists gain a deeper knowledge of the role that genetics plays in breast cancer risk. Some studies even concentrate on methods to replace or repair damaging genes!

What You Can Do Now

Take precautions against breast cancer, as well as other cancers: maintain a healthy weight, exercise frequently, eat a balanced diet, and abstain from alcohol whenever you can. Adhere to the established criteria for breast screening, which include yearly mammography after the age of 40 and routine self-examinations.

Office Bearers Of The Foundation



Datuk Dr. M. Devanand
Founder and Chairman
Consultant Breast Surgeon,
Beacon Hospital, Petaling Jaya.



Ms Yong Lee Lee
Founder and Honorary CEO
Certified Public Accountant and Member of
Malaysian Institute of Certified Public
Accountants.



Dato' Dr Ibrahim A. Wahid
Council Member
Consultant Clinical Oncologist &
Medical Director of Beacon Hospital,
Petaling Jaya.



Ms Assunta Carolina Antonsamy
Council Member
TNBC survivor since 2008, serves as a
Teacher Educator with the Ministry of
Education.



Datuk Megat Abdul Munir
Supervisory Person
Founding partner of the legal firm, Zain Megat
and Murad. Currently, Datuk Megat is the
alternate director to Tan Sri Shahril Shamsuddin
in Sapura Resources Bhd.



Mr Allan Chan Meng Wai
Supervisory Person
Managing Partner of Messrs Meng
Wai and Associates. Previously, a
teacher with passion in legal practice.



Dr Lum Wan Wei
Council Member

Consultant Clinical Oncologist,
Beacon Hospital, Petaling Jaya.



Datin Mawanchik Che Jais
Council Member

Retired English Language Lecturer who spends
her twilight years working with three NGOs.



Ms Joycelyn See Hong Keok
Council Member

Entrepreneur of a Mechanical &
Electrical Company. A committed
career woman with a heart for
charitable work.



Ms Su Bee Kim
Officer

Senior Executive in the Company
Secretarial Department of a public
listed company.



Ms Laura Pua Siew Lay
Officer

Chief Operating Officer of Sterling iTech
Services Sdn Bhd who maintains a mission of
"Excellence in Service and Pride in Your Work!"
for herself and the team she leads.

Making BreastCare Our Top Priority



Pink Ribbon Wellness (L) Foundation has expanded into an organisation that can assist all women with early detection, cancer prevention, breast health education, and support for all breast cancer survivors.

The Foundation's Patient Assistance Programme is an initiative to provide financial assistance for the underprivileged patients who require chemotherapy / radiotherapy / ultrasound / biopsy / other medical support.

We regularly host lectures on a variety of topics, including sexual health therapy, weight management, healthy eating, and "how to look good and feel good" therapies.

The women in our community have benefited from our friends', contributors', and donors' consistent support, which has allowed the Foundation to keep improving upon its Mission and Vision.

*Pink Ribbon
Wellness Camp
Beacon Resort,
Kuala Lumpur,
Selangor
in May 2023*

Worldwide breast cancer is the most frequent cancer among women. For this reason, it is critical to understand breast cancer regardless of your identity or location. The most crucial thing to understand, though, is that a diagnosis does not imply certain death. Survival rates are improving due to improvements in cancer screening, early detection and better treatment certainly save lives.

- Ms Yong Lee Lee
Founder & Honorary CEO
Pink Ribbon Wellness (L) Foundation

Activities

Activities



Activities



Conferences

Over the years, PRWF has been organising many conferences, seminars and teaching sessions. These educational events have been able to bring together people with common knowledge, expertise and experiences to work together towards a common goal - to end cancer!

The theme for the 2012 & 2015 conferences were 'Life Beyond Breast Cancer' and the knowledge was transferred in the 3 national languages with the aim to make it accessible to more women and survivors as well as care-givers.

The 2018 Conference themed "Excellence in Breast Cancer Therapy and Support", addressed new and interesting topics for breast cancer survivors in the first 2 days. This Conference also reached out to various levels of health professionals such as Medical / Clinical Oncologists, Surgeons, Onco-Trainees, Onco-Nurses / Staff Nurses and even General Practitioners with new and updated directions in the management of breast cancer.





Women's Health Forum (2022, 2023)



2022



The Women's Health Forum 2022 or better known as the 'Breast Cancer Summit' as well as the Women's Health Forum 2023 with its theme 'Closing the Care Gap', which was jointly organised with University Malaya Medical Centre (UMMC) revolved around several key objectives. They are:

Awareness and Education: Education empowers women to make informed decisions about their health and to take an active role in their health journey, from prevention and early detection to survivorship and beyond.

Early Detection and Prevention: Encouraging women to prioritize preventive measures and seek medical attention promptly if any concerns arise.

Support and Resources: Providing access to resources such as support groups, counseling services, and educational materials to assist with coping strategies and navigating the healthcare system.

2023



Empowerment and Empathy: Fostering a sense of empathy and solidarity among participants, recognising the diverse experiences and perspectives within the breast cancer community.



Breast Healthcare and Wellness Campaign (2022, 2023)

Pink Ribbon Wellness (L) Foundation and Pink Ribbon Alliances (PRA) jointly organised Public Lectures and Survivors' Workshop at the location of the PRA, an alliance established in 2015 with 16 breast cancer support groups in Malaysia. The Foundation has always been and is still working with the various cancer communities throughout the country in its quest and mission to end breast cancers. Both the public lectures and survivor's workshops were delivered by medical doctors, healthcare professionals and survivors. Our overall objective is to create awareness of breast cancer and improve the quality of life and outcomes for women who are impacted by the disease by addressing the many facets of breast cancer care, such as advocacy, support, treatment, identification, and prevention.



Persatuan Pink Champion
Perak January 2022



Kinabalu Pink Ribbon
Keningau June 2022



Breast Cancer Support Society
Segamat August 2022



Breast Cancer Support Society
Kluang April 2023



Reproductive Health Association of
Kelantan (REHAK) July 2023

Pink Ribbon Wellness Camp 2023

Pink Ribbon Wellness (L) Foundation held its Third Wellness Camp at Beacon Resort, Kalumpang, Tanjung Malim, Selangor. It was a 4-day 3-night camp from 18-21 May 2023. Around 130 delegates, which included survivors, care-takers and volunteers, from all over Malaysia attended this wellness camp. This Pink Ribbon Wellness Camp 2023, with its apt call 'Time to Transform Your Wellness', enabled participants to unlearn and re-learn the 'how' to improve and maintain their overall well-being.

This event featured lectures and workshops by authorities in their various areas of expertise from both public and private hospitals around the Klang Valley. The lectures centered around the "Pillars of Wellbeing" to "Jumpstarting the Immune System", to "Managing Breast Cancer" while the workshops themed around *Connecting, Supporting and Inspiring* each other.

The participants were left in stitches as they discovered hidden talents during themed dinners and fun activities. The 2023 Pink Ribbon Wellness Camp succeeded in rekindling optimism and HOPE!



Patient Assistance Programme - in collaboration with Beacon Hospital (PAP 1)



Pink Ribbon Wellness (L) Foundation collaborated with Beacon Hospital on a **Patient Assistance Programme (PAP)**, under the hospital's Corporate Social Responsibility (CSR) initiative on 30 March 2022. This Patient Assistance Program (PAP 1) aims to help alleviate the financial burden faced by underprivileged patients by providing free chemotherapy or radiotherapy upto RM 30,000 per patient.

In collaboration with

Pink Ribbon
Wellness (L) Foundation

BEACON HOSPITAL
& Good Hospital

PATIENT ASSISTANCE PROGRAMME

TOTAL WORTH RM 3Mil.

***FREE ADJUVANT CHEMOTHERAPY/ RADIOTHERAPY 2022 FOR UNDERPRIVILEGED BREAST CANCER PATIENTS**

FOR 100 PAX ONLY

IF YOU ARE INTERESTED, PLEASE CONTACT
012 328 6913
Office Hours : 9.30am - 6.00pm (Mon - Fri)

SCAN HERE FOR MORE INFORMATION

TRC 4PEV

Cancer treatment should be administered in a timely manner and made more accessible & affordable. When cancer patients default treatment, because they cannot afford it or live in debt after treatment, their livelihood and their family's will be severely affected causing stress which negatively impacts their health.



Patient Assistance Programme - Cash Donation to Patients (PAP 3)

A one-off monetary donation worth RM 350 per patient is given to 20 underprivileged patients during the Breast Healthcare and Wellness Campaigns at each location. Pink Ribbon Wellness (L) Foundation and a breast cancer support group, under the Pink Ribbon Alliance, jointly organise Public Lectures and Workshops during the Campaigns at the location of the Pink Ribbon Alliance. During the campaign, these cash donation of RM 350 each are handed over to the less fortunate patients.



Patient Assistance Programme

- Free Biopsy (PAP 5)

Pink Ribbon Wellness (L) Foundation (PRWLF) announced its RM50K Free Biopsy initiative under PRWLF's Early Detection Programme on 21 October 2023 to the Pusat Perubatan Universiti Malaya (PPUM) Breast Cancer Resource Centre, at a landmark event, the Women's Health Forum 2023 held at PPUM.

With the aim of extending assistance to patients who face financial constraints to speed up the process of early detection and treatment of breast cancer, PRW(L)F in collaboration with PPUM offers RM50K for these patients to undergo Core Biopsy or Ultrasound Guided Core Biopsy procedures for FREE.



Lecture & Coffee Chat by the Experts

This once-a-month, face-to-face activity, organised by PRW(LF) brings together a small group of survivors, care-givers and medical professionals as they listen to the topic of the day and chat over matters of breast health and care. The lecture and question-and-answer session that follows become a platform to learn from the doctors and each other.

It is also an avenue that connects survivors from all stages – from the newly diagnosed to those who are still undergoing treatment and the survivors, those who have triumphed the cancer journey. Hearing testimonies from those 'warriors' encourages the survivors to go ahead with their own journeys with a 'fighting' spirit and not let 'fear' cloud their steps to recovery.



Virtual Peer Support Sessions

Virtual Peer Support Sessions began in response to the restriction imposed by the Movement Control Order due to the Covid-19 pandemic. These sessions were conducted in three main languages – English, Bahasa Melayu and Mandarin. Since its inception in March 2020, these peer support sessions currently still go on strong. Survivors and care-givers from all parts of Malaysia and even abroad (as far as Australia) attended these sessions, which are conducted by survivors for survivors.

It usually begins with input of a certain topic from a designated speaker followed with a question-and answer session. After the lecture, it moves on to a sharing session. New patients are encouraged to share and ask questions and even express their fears and concerns they may have while other survivors, who have completed their cancer journey, listen and respond accordingly.

Early Detection Saves Lives Shield Your Girlies

my take home message...

- 1) Don't worry, it's **just a detour** in your journey of life.
- 2) It is difficult, but not impossible. **Just focus on the fight, not the fright!**
- 3) The treatment - traumatic & tough... but **just be sensible, strong, steady.**
- 4) You're not alone, we'll journey with you... **Just join a support group.**



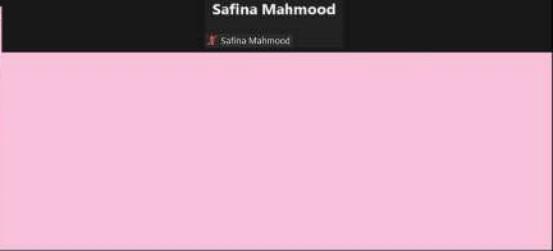
10 Petua Menghadapi Kanser Payudara

<p>1</p> <p>Mulakan Jarak Karu, bukas dengan orang yang boleh dipercayai atau tertu kumpulan sebagan</p>	<p>2</p> <p>Penal pasukan perubatan kamu yang perlu anda kenalpasti</p>	<p>3</p> <p>Ketahui jenis kesusukan dan jenis ujian yang dijanjikan untuk mengetahui rasa sakit</p>	<p>4</p> <p>Rutangan tikar! Kumpulan masa dengan rakan-rakan yang berkesempatan untuk berjumpa</p>	<p>5</p> <p>Terdapat penggantian dan perubahan yang diperlukan</p>
<p>10</p> <p>Langkah ke hadapan dengan prima era positif - ini akan membantu pemulihan kamu</p>	<p>9</p> <p>Rubi akan membantu menggalakan perhatian kamu dari kesibukan harian</p>	<p>8</p> <p>Jadikan penyokong perubahan. Dapatkan pengalihan dan kaitkan dengan positif</p>	<p>7</p> <p>Jarak rakan-rakan. Pengalihan dengan rakan-rakan yang positif</p>	<p>6</p> <p>Adalah ketahanan. Terus berhadapan dengan perubahan</p>



Keperluan Vitamin D

ASSUNTA CAROLINA AP ANTONYASAMY (PND)
DPM, MEd, PhD, BSc, Willem Kij Foundation Research, and Breast Care Research Fellow



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Against Breast Cancer

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PASSION

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UMMC Candy Girls Support Group
Wong Kum Chiew
Wong Seow Fang
Yew Kim Keong
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Appeal

Pink Ribbon Wellness (L) Foundation is deeply committed to providing comprehensive support for both breast cancer patients and their caregivers in Malaysia.

Through this Pink Ribbon Fund Appeal, we aim to raise vital funds to sustain our multifaceted initiatives, including public lectures, educational materials, and regular patient seminars. Additionally, your donations will fuel our Patient Assistance Programme, offering crucial financial aid to underprivileged individuals undergoing cancer treatments.

We rely wholeheartedly on your support to hasten the day when breast cancer is a thing of the past. As a donor, you play a pivotal role in transforming lives for the better, empowering women and cancer survivors alike.

We extend our heartfelt gratitude for your generous contribution and unwavering support.

All Cash Donations are Tax-Exempted - LHDN.01/35/42/51/179-6.8034 and can be conveniently made via bank transfer or Touch n Go e-wallet as provided below.



By Bank Transfer

direct crediting into Pink Ribbon Wellness (L) Foundation's
Maybank Bank Account No. **5151-2060-1686**

Tax-exempt receipt will be issued for donation of RM 50 and above. Kindly provide your full name (as per NRIC / Company's registration number), NRIC number, address and contact details (mobile number or email address) for receipt issuance. For enquiries, kindly whatsapp to 013-742 5828 or email to secretarial@pinkribbonwellnessfoundation.org.my

In collaboration with



Patient Assistance Programme

TARGETED THERAPY (HER2+)

FOR UNDERPRIVILEGED BREAST CANCER PATIENTS

TOTAL WORTH RM 2.7Mil.

*T&C APPLY

BEACON HOSPITAL SDN BHD 200301019556 (621976-D)

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🕒 Office Hours: 8.30am - 6.00pm (Monday to Friday)



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🔍 beaconhospital