

Editorial

Welcome to Our First e-Newsletter!



Dr Christina Ng MBBS (Melb) FRACP
President and Founder

Welcome to the very first e-newsletter from EMPOWERED! We are very excited to make this new resource available to our members, volunteers, partners, sponsors and well-wishers. This is a quarterly publication to update everyone on EMPOWERED!'s activities and plans.

I take pride in the accomplishments EMPOWERED! has achieved since its official launch on 30 April 2009, such as the *Train the Trainers* workshop for healthcare professionals, and the pilot project for *Colorectal Cancer Screening*. The recognition received from the Ministry of Health on EMPOWERED!'s mission and the collaboration with Majlis Kebajikan dan Pembangunan Masyarakat Kebangsaan Malaysia (MAKPEM) provided the catalyst to implement a community project in Sentul. We are also grateful to our dedicated volunteers, sponsors and many collaborators, through their individual expertise and knowledge, provided the much-needed resource to set things in motion.

I am also excited with the progress of EMPOWERED! thus far, as we continue to develop our services and programmes, to address the needs of the lower-income multicultural community. Fund-raising activities, book launches and educational campaigns are some events in the pipeline.

We will continue to share with you EMPOWERED!'s activities and plans in future issues, as we look forward to your continued support and contribution.



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EMPOWERED! PROFESSIONALS

Colon Cancer Screening Community Project

A Pilot Project Successfully Launched on 9 May 2010

Colorectal cancer has been identified as the third most common cancer deaths in Malaysia. With that in mind, EMPOWERED! initiated a health and cancer awareness project, targeting the lower-income and lesser-informed community in Sentul. With the successful collaboration of medical, welfare and community networks, it was possible for the project to roll-off on 9 May.



From left: Dr Christina Ng, president and founder of EMPOWERED!, director-general of the National Population and Family Development Board, Datuk Aminah Abdul Rahman, and Datin Paduka Khatijah Sulieman, vice president of the National Council of Welfare and Social Development, at the launch of the colon cancer screening project.

The aim of this project was to trigger public awareness about colorectal cancer and to implement a screening programme for colorectal cancer, using a faecal immunohistochemical test (FIT). At the same time, workshops on healthy living lifestyle, reinforcing the benefits of consuming healthy foods and performing exercises regularly were conducted. It is hoped that through these workshops, residents will learn to take ownership of their health and ownership of promoting and educating health awareness amongst themselves.

Pre-campaign

There were no less than two hundred volunteers who worked tirelessly to address all the

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Message from the Secretary



Col. Maximillian A. Theseira TUDM (R)

It is both an honour and privilege to be the Secretary of EMPOWERED! The Cancer Advocacy Society of Malaysia especially since its vision and mission is to reach out to the less fortunate in our society in matters relating to cancer and to save lives.

Since its inception on 6 November 2008, it has achieved many milestones. Notably EMPOWERED! is now an approved Tax Exempt Cancer Society. With this approval from the Tax Department we will be able to raise funds in order to achieve our aims and objectives.

We are most grateful to the local community, valuable sponsors and able volunteers who believe in EMPOWERED!. Your support has enabled us to take off with workshops for health professionals and volunteers closely related to supporting and caring for cancer patients. For the first time in Malaysia, EMPOWERED! was able to carry out a public Colorectal Cancer Screening Programme in the Sentul area. The experience gained will better prepare EMPOWERED! for future screening programmes.

All we need now is your continued support and help. Most importantly your belief in EMPOWERED! and our many commitments - especially to save lives.



EMPOWERED! - A New Beginning

Official launch on 30 April 2009

EMPOWERED! was officially launched by Ministry of Health medical development division deputy director, Dr Rohaizat Yon. Well-wishers from healthcare corporations, community-led organisations, and volunteers were present to witness the historic occasion.



organisational details.



Here is a chronological list of events leading to the main campaign day:

- Oct 09: Groundwork; partners/collaborators identified; organising committee formed.
- Nov 09 – Feb 10: Organisational brainstorming meetings took place to map the areas of publicity, workshop strategy, laboratory screening, volunteers' pool and post campaign support. Meetings with local community leaders took place.
- Mar 10: Volunteers training in health care and hospitality areas.
 - This project received full approval from the Medical Research Ethics Committee, Ministry of Health on 19th March 2010.
- April 10: Official launch of Campaign by YB Dato' Aminah Abdul Rahman, Director-General National Population & Family Development Board.
 - Registration for screening took place.
- May 10: Campaign Day
 - Over 300 residents registered for the workshops.
 - Subjects take home FIT kit and return it to HOPE clinic two days later.
 - Lab reports received during 4th week of May.
- Jun 10: Lab reports distributed to subjects.
- Jun-Oct: Counselling sessions for subjects who require further treatment.



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EMPOWERED! FRIEND**Train the Trainers – 29 April 2009**

This is the first workshop conducted under EMPOWERED! Friend programme. The aim was to provide training to the less experienced members in the areas of communication skills and support group facilitating skills, so that they can become effective communicators with the cancer survivor community and caregivers. Trained members will become mentors for the less experienced members who join the programme in the future.

44 participants from various governmental and non-governmental healthcare organizations in Malaysia attended the workshops.

We thank Bayer-Schering Sdn Bhd for sponsoring this workshop that has benefited participants with fresh approaches and enhanced knowledge in managing a cancer patient or caregiver.

*Highlights of the workshop***Workshop 1: Mentoring New 'Friends' conducted by Brother Dominic Yeo Koh**

- Participants learnt the concept of mentoring, which can be applied in counselling a cancer friend or mentoring a new EMPOWERED! Friend.
- A good mentor should possess qualities such as; being patient, willing to listen, and being positive about the negative reactions towards his or her work. A good mentor also continuously updates his or her own knowledge in this area of services.

Workshop 2: Debriefing – Psychological Debriefing (PD) conducted by Brother Dominic Yeo Koh

- PD is basically a short and brief approach to help people deal with very intense emotional experience and stress after going through an abnormal event in life. The purpose of PD is to prevent onset of more long-term psychological problem, e.g. post-traumatic stress disorder.
- Some individuals are unable to cope with abnormal stress and a formal debriefing, which consists of seven phases, is important because it allows traumatised individual to review his or her experience, acknowledge and express his or her emotions openly, and gain insights from the event with the help and support of the group member.
- Focus of a debriefing session is on the feelings of the participant, rather than facts of the incident. The ability to sense the feelings and emotions of the person who is

Our Wonderful Partners, Volunteers and Sponsors

The success of this campaign is due to the many partners and volunteers who came forward to lend a helping hand. EMPOWERED! is truly grateful and proud to be associated with them. They are:

HGH Convention Centre
HOPE Worldwide Kuala Lumpur
Hospital Kuala Lumpur
International Medical University
Majlis Kebajikan dan Pembangunan Masyarakat
Kebangsaan Malaysia (MAKPEM)
Malaysia Society of Colorectal Surgeons
Malaysia Society of Gastroenterology and
Hepatology
Malaysian Dieticians' Association
Malaysian Physiotherapy Association
Masterskill University College of Health Sciences
Nagase Malaysia Sdn Bhd
Pantai Hospital Kuala Lumpur
Prima Selayang Community
Sentul Community
Sri Pantai Community
Stoma Society of Malaysia
Sunway Medical Centre
University Malaya Medical Centre
Yellow House Society of Kuala Lumpur



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talking can be developed by sharpening listening skills through practice.

Workshop 3: Communications Skills conducted by Professor Ian Olver

- Poor treatment compliance and dissatisfaction with caregivers are often due to poor communication, which may cause patients to experience increased anxiety, depression and anger. Good communication encourages patients to express their concerns and ask questions freely.
- Some techniques to use when interacting with patients are:
 - Ask open-ended questions
 - Use simple and clear language without jargon
 - Respect patient’s silence and give them space and time to think before they express their concerns
 - Anger management - must be managed appropriately before effective communication can take place.
- A role-play session took place to demonstrate a scenario of dealing with an angry relative of a cancer patient.

Workshop 4: Facilitating a Group conducted by Professor Ian Olver

A facilitator is usually someone with experience of cancer as a patient or carer.

As a facilitator, one should:

- Balance own experiences with needs of the group to deliver appropriate and relevant messages.
- Plan agenda carefully, allocating time for business and a break.
- Have empathy.
- Be aware of cross-cultural or religious differences.
- Not force members to participate
- Give equal support to all members in the group.
- Constantly review what he or she does and continue to learn to improve skills required to facilitate a support group effectively.

Workshop 5: Sharing Grief and Bereavement with Cancer Friends conducted by Dr Rachel Ting and Reena Rao

- There are five stages of grief, which are denial, anger, bargaining, depression and acceptance.
- A counsellor to cancer patients should know which stage patients are at, and continue to

The timely contribution from our sponsors ensured a smoothly sailing operation of the project. EMPOWERED! is most grateful to:

- Bayer Schering Sdn Bhd
- Kenanga Wholesale City Sdn Bhd
- Lee Foundation
- Merck Serono
- Michael Kong
- Novartis Corporation (M) Sdn Bhd
- Pfizer (Malaysia) Sdn Bhd
- Roche (M) Sdn Bhd
- Sanofi-Aventis (M) Sdn Bhd
- Sime Kansai Paints Sdn Bhd
- Transport Events Management Sdn Bhd



Post Campaign

Two counsellors are assigned to patients whose results are positive for hidden blood in the stool. For patients confirmed with cancer, a second meeting will be set up to discuss options moving forward for medical and financial support for treatment.



Featured in News

In conjunction with this campaign, a series of articles were published in English, Bahasa Malaysia, and Mandarin dailies, and health magazines. Some of the soft copy links are as follows:

BERNAMA Features on 1 June
<http://www.bernama.com/bernama/v5/newsfeatures.php?id=502748>

New Straits Times on 3 June
http://www.nst.com.my/nst/articles/Health_EarlydetectionwithFIT/Article/

Harian Metro on 20 June
<http://www.hmetro.com.my/articles/Pasangbegajis/Article/>

provide support, until they are ready to move on.

- A role-play session took place to demonstrate how to share grief with a cancer patient.

Presenters were:

- Dr Rachel Ting Sing-Kiat, Clinical Psychologist & Senior Lecturer, HELP University College, Kuala Lumpur
- Professor Ian Olver CEO, Cancer Council Australia
- Brother Dominic Yeo Koh Tuan Kiok, Director, Monfort Centre, Singapore
- Ms Reena Rao, Post-graduate, Clinical Psychology Program, HELP University College



Ideas gathered from participants will be used to form the basis of a training manual for EMPOWERED! Friend's programme and future workshops. Another Train the Trainers' camp will be organised in 2011.



PUBLICATIONS

BOOK LAUNCH OF MY JOURNAL 2nd Edition by Dr Christina Ng

Date: To be advised
Place: To be advised

A resource for cancer survivors and caregiver. The 1st edition was well-received. This 2nd edition is being published in four languages, i.e. English, Bahasa Malaysia, Mandarin and Tamil to reach out to a wider community.



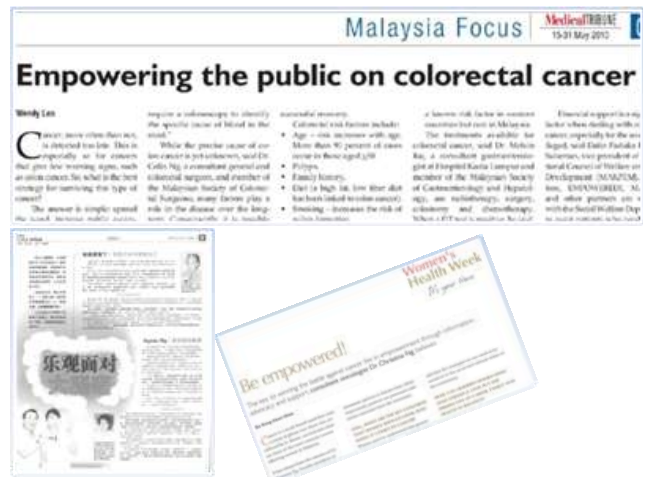
Breast cancer and gastrointestinal tract cancer supplements will be included with this edition.

My Journal will be distributed via public hospitals, a breast

cancer NGO, and retailed at MPH outlets. At the same time, a cancer awareness outreach programme through a road show, is planned to ensure the lower-income communities are engaged

The Star on 4 April 2010

<http://thestar.com.my/health/story.asp?sec=health&file=/2010/4/11/health/5996931>



EMPOWERED!'s FIRST CHARITY EVENING

14 July 2010 marked the first ever EMPOWERED! Charity Evening. Frangipani Restaurant in Kuala Lumpur hosted over eighty guests who experienced an elegant evening of fine dining and live entertainment, plus a wine auction. Sponsors, musicians, and guests came in full support to help raise funds for EMPOWERED!'s next colorectal cancer screening campaign.

We would like to thank the following key sponsors for making this event a success (*in alphabetical order*):

- ADL Advertising & Design Sdn Bhd
- AsiaEuro Wines & Spirits Sdn Bhd
- Bacardi-Martini Malaysia Sdn Bhd
- Carlsberg Brewery
- Chin Yoong Kheong
- Co-Wise Resources (M) Sdn Bhd
- Finebins Sdn Bhd
- Frangipani Restaurant and all their food suppliers
- Magnum Wines & Spirits Sdn Bhd
- Radius International



L to R: Dr Christina Ng, Tracey-Anne Holloway, Daniela Rodnite, Dwina Foo, Chris Brandt

Special thanks to the organising committee, led by Tracey-Anne Holloway with Dwina Foo, who were instrumental in bringing together this event.

and able to seek first-hand information with EMPOWERED! Professionals.

My Journal publication has been made possible through a research grant from University Malaya Medical Centre.



STARTING AND MANAGING A CANCER SUPPORT GROUP WITHIN YOUR DISTRICT

Under the EMPOWERED! Friend programme, this manual is being written to assist those who are interested in setting up a Support Group, and passionate about dealing with cancer patients.

This publication is sponsored by GlaxoSmithKline with editorial support from Elsevier and expected to be released in early 2011.



The Cancer Advocacy Society of Malaysia (ROS. No: 1894-08-SEL)

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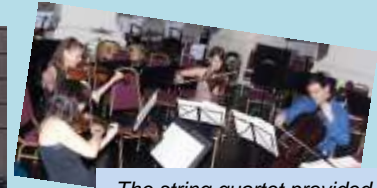
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How You Can Help

Being a non-profit organization, we rely on your generous donation to help us manage and develop programmes to help the poor who are afflicted with cancer. Send your donation by cheque or money order made payable to **THE CANCER ADVOCACY SOCIETY OF MALAYSIA.**

All cash donations are issued with tax-exempt receipts.

Below: Erik Estrada graced the floor with Latin music.



The string quartet provided a touch of elegance with their musical performance.



Left: King's School Ely Concert Band entertained guests with a wide repertoire of music that created a fun and memorable evening.

An Introduction to EMPOWERED!

EMPOWERED! is a non-profit organisation and was officially launched on 30 April 2009. EMPOWERED! is registered with the Registrar of Society and is governed by an Executive Committee Board made up of elected volunteers.

EMPOWERED! is committed to preventing cancer, saving lives and eliminating suffering amongst the poor in Malaysia. There are four structured programmes to help the society achieve its mission:

EMPOWERED! Professionals

This programme recruits professional volunteers (e.g. oncologists, doctors, nurses) to provide information related to cancer, create awareness for and providing screening and vaccinations to the poor. EMPOWERED! Professionals will also help implement programmes and develop tools for the use of cancer support groups in Malaysia.

EMPOWERED! Friend

The primary aim of this programme is to provide objective guidance and support to the poor who are afflicted with cancer. Members of this programme are made of cancer survivors, caregivers and people who want to help. The volunteers are specially selected and will be trained to fulfil their role. They will be each assigned to a limited number of cases.

EMPOWERED! Heroes

This is an annual reward programme for cancer survivors and their caregivers to celebrate and recognise their courage, strength, fighting spirit, positivity and generosity.

EMPOWERED! Art

This is a programme that uses art as a therapy to help beneficiaries deal with their physical and emotional ailments. This programme will also help finance treatment for beneficiaries who cannot afford it.

