

onthemove

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BUSINESS

Empowered is a non-profit organisation focusing on cancer awareness, screening and treatment programmes into under-resourced Malaysian communities. We aim to address the real health needs of underprivileged communities so that our beneficiaries can fully attain their health and life potential, take positive actions to further improve and sustain their health status.

WHAT IS YOUR CURRENT PROJECT (s)?

1. Yearly colorectal cancer awareness, screening, and treatment project (CCASTP). This has been running continuously since 2010 and has reached over 80,000 well deserving Malaysians. This year, PPR Hiliran Ampang, which is a large urban poor community in Kuala Lumpur, has been pre-selected as the Society's benefactor for 2015 CCASTP. We will ensure that our beneficiaries are provided with an accurate road map from screening to total recovery. Our caring and trained volunteers ensure that our beneficiaries are well equipped with the moral and emotional support throughout their medical journey. **2.** Lung cancer awareness carnival (LCAC). This is our other commitment to raise community awareness about lung cancer and advocate non-smoking in all public areas. It began last year, when we launched our pilot project at Perumahan Awam Seri Perak in Bandar Baru Sentul, Kuala Lumpur. We had fun and engaging 5-minute tutorials at 12 educational booths. A Specialist Booth was also set up to allow our team of medical specialists to deliver one-to-one consultations and focused counselling on how to quit smoking. Work is now in progress to embark on our 2015 campaign.

HOW IS IT COMING ALONG?

In every project execution, we undertake massive efforts to select our benefactor community, fine-tune our programme blueprint, build relationships with grassroots leaders, spearhead new project partners, and implement training workshops for

