

PRIDE HUGS



Preventing breast cancer is not in your hands. Early detection is.



EDITOR'S NOTE



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Do you have an idea or a success story to share with us?

Send us your ideas to nithya@pride.org.my so we can help support each other and grow together

Welcome to Our Inaugural Issue !

Hello, we are very excited to present our first quarterly newsletter, PRIDE HUGS. Our goal is to keep you informed on our monthly activities, programmes, personal stories of our survivors, and articles by health professionals. Whether you're new to us or an old friend who has supported us through thick and thin, we hope to continue nourish you with awareness information, and updates.

PRIDE is extremely proud of all our survivors who participated and supported our events in 2015. Even though the Mount Kinabalu expedition was hampered due to the earthquake, we appreciate the efforts and endeavor taken by everyone for the training.

In October, 2015 we celebrated 10 illustrious years of fighting breast cancer and supporting survivors with a gala dinner at HGH Convention Centre, Sentul. Guests like Tun Abdullah Ahmad Badawi, Khairy Jamaluddin and Dato' Nancy Yeoh were among those in attendance, to show their support and solidarity. We want to thank each and every one of you for making the event successful.

Last year, we lost a dear friend, Ms. Ranbir Kaur who fought a good fight. Her memory will live on in our hearts and minds forever. Along the way we also gained some new friends. As we look ahead to 2016, we hope you'll take a moment to look back at 2015.

Loads of love,

Nithya Muniandi

Editor





Jan: Cook With PRIDE #1



The year 2015 kicked off on the right flavour, with the hands-on guest chef Che Zarina sharing her extensive knowledge of preparing delectable recipes to breast cancer survivors and PRIDE friends from UiTM. She whipped us an amazing home-made *Chicken Negrito* with salad, crunchy *Rojak Tauhu* and fragrant brown rice. PRIDE's Chairman Dato' Azrene made her famous mouth-watering steamed chicken dish which was joyfully devoured at the end of the session.



January : Get Fit With PRIDE- Taman Rekreasi Lembah Kiara

In conjunction with our 10th anniversary, a trekking and mountaineering experience was initiated for breast cancer patients and survivors. The objective was to prove that these heroes live their lives to the fullest despite their daily struggles. Physical training sessions were undertaken to build up stamina and endurance at various locations in Klang Valley, including Bukit Kiara, Bukit Gasing and Batu Caves. The programme focused on cardio workouts, building stamina and resistance and showed a variety of exercises that can fight fatigue, boost strength and improve day-to-day functioning after treatment.





March: Cook With PRIDE #2

The second Cook with PRIDE session brought together breast cancer survivors, families and friends, for an afternoon of entertainment, encouragement and story sharing. The high-tea treats such as the appetizing seafood spaghetti, delicious chicken sandwiches and spicy *Bubur Berempah* were prepared by the amazing breast cancer survivors, Norizan Hashim, Umi Purwati and Lucianna Jambari.



April: Get Fit With PRIDE- Camp Lolo

The mountaineering outing and picnic at Camp Lolo (*Gunung Nuang*) in *Ulu Langat* provided a welcome relief for some fun and personal bonding time. Thanks to their earlier training sessions, all 25 participants, many of whom were breast cancer survivors, were able to complete the three-hour trek with little or no difficulty. Dato' Azrene Abdullah emphasised that the act of scaling the mountain itself mirrored the daily lives of all breast cancer patients and survivors. This marks, yet another significant milestone in extending PRIDE's message that life doesn't have to stop with breast cancer — there is life after breast cancer.





April: Get Fit With PRIDE- Bukit Kutu

A team of 32 members braved their way to hike Bukit Kutu, located 90 minutes away from the heart of Kuala Lumpur. The group consisted of five ASTRO Satellite TV Channel staff, five breast cancer survivors, four volunteers from Breast Cancer Support Society Segamat (BCSSS), six students from the Outdoor Adventure Group of University Pendidikan Sultan Idris, two trek guides, two local coaches and lastly four friends of PRIDE. Bukit Kutu was one of the most difficult of journeys, but nonetheless was conquered through teamwork and support. With an altitude of about 1,000 metres, it took the troop nearly five hours to reach the peak and another three and a half hours to descend.



April: HITV- In Fight Against Cancer

The forum, entitled "The role of immunotherapy in the treatment of cancer", was jointly organised by HITV Laboratory and PRIDE, held at the KLCC. Dr Kenichiro Hasumi, the founder of Hasumi International Research Foundation and innovator of the Hasumi Immuno-Therapeutic Vaccine (HITV), shared his clinical findings on the effects of HITV on patients with stage four or recurrent cancer. The main thrust of HITV therapy is the use of dendritic cells to prime cancer cells to be vulnerable to subsequent treatment procedures. According to Dr Hasumi, the antibodies and CTLs produced by this process are able to hunt for cancer cells wherever they may be hiding in the body. Once the immune system is able to recognise the identifying features of the cancer cells, it will retain the information for life and prevent future recurrences. This innovation in cancer treatment is relatively new, but the results have been encouraging, and trials at the UKM Medical Centre using HITV to fight cancer are still in progress. Prof Dr Norlia Abdullah, from the Department of Surgery at UKM Medical Centre, who also spoke at the forum, shared some of her experiences with the HITV trial, and listed out the requirements for patients who qualify for the trial. For more information on HITV, please visit: <http://hitvlab.com/about-us/dr-kenichiro-hasumi.html>



May : Get Fit With Pride- Bukit Fraser

We had 39 avid mountaineers of survivors and volunteers, who victoriously conquered the peak of Pine tree trail, Bukit Fraser that stands tall at 1448 meters. The Pine Tree Trail is the longest and most challenging trail in Bukit Fraser. It follows the Selangor/Pahang border and there are two summits (Pine Tree hill and Rhodo hill) with clear views of the surroundings. The team proved their level of perseverance, despite the difficulties and dilemma endured during hike. It took the group five hours to ascend and about four hours to descend the hill.



June: Cook With PRIDE #3

The final cook out session ended with a sweet taste, breast cancer survivor Che Zarina was back in the kitchen whipping out her famous menu. Everyone had an awesome time learning the simple recipes of her yummy *Mee Rebus*, *Bubur Pulut Hitam*, *Vegetable Popiah*, *Chocolate Cake* and *Pine-apple Tart*.





August: Hari Raya Potluck

In observing the spirit of giving and sharing in the month of Syawal, we organised a Hari Raya Potluck with PRIDE breast cancer survivors and friends. Dato' Azrene brought her famous baked macaroni, while the rest of the guests brought nasi kerabu and loads of other yummy delicacies. A special shout-out to the Breast Cancer Support Society Segamat (BCSSS) for coming all the way from Johor to support the event.



September: 7=Eleven Crystals Charm Loyalty Programme

PRIDE collaborated with 7-Eleven to promote Breast Cancer Awareness through their loyalty campaign called Crystals Charm. For each Crystals Charm redeemed, 7-Eleven committed itself to contribute RM1 to PRIDE. Officiated by our CEO Aeron Munajat and 7-Eleven Malaysia Executive Director Tan U-Ming, some of the Crystals Charm collection were modelled by our breast cancer survivors.



October: Walk With PRIDE- Strutting Down The Catwalk

To commemorate our 10th Anniversary, we organised Walk With PRIDE 2015 to empower breast cancer survivors and also to raise funds for UMMC-PRIDE Palliative Care Centre and PRIDE Patient Fund (PPF). The event saw 25 breast cancer survivors storming the runway on the 23rd of October at HGH Convention Centre, Sentul. Clad in Melinda Looi's chic designs, the women also put up some awesome performances based on PRIDE's past events; Walk With PRIDE, Sail With PRIDE, Ride With PRIDE and Climb With PRIDE. Executive Chairman, Dato' Azrene Abdullah and Youth and Sports Minister Khairy Jamaluddin surprised the guests when they strutted down the catwalk to make a powerful statement that there is life after breast cancer. Guest of honour Tun Abdullah Badawi and Tun Jeanne Abdullah also graced the event in the fund-raising effort.





Top Malaysian actors Aaron Aziz, Fahrin Ahmad, Popular DJ Joey G, and Malaysia's first top male supermodel Wilson Tan also appeared on the Catwalk, wearing smart attires sponsored by Bespoked by Ian Chang.



The event saw Adibah Noor performing and funds contributed through auction items sponsored by Tropical Charters, Faiq Jewels, Keith Kee, Grafiti Angel and Claudia Patrick.



October: Wonderful Wednesdays

Wonderful Wednesday Shopping organised a Morning Coffee day exclusively for Pink October Month. We had people donating and joining in to purchase chic Italian caftans and unique jewellery. Proceeds were then channelled to our PRIDE Patient Fund.



October : National Sports Day & Breast Cancer Awareness, Talk-by UPSI

Coinciding with UPSI's National Sports Day, PRIDE was invited to set up a booth, conduct a Clinical Breast Examination and to teach young girls on how to self-examine their breasts. A total of 33 participants underwent the examination, two young women were send for further check-ups due to irregularities.





October : Manulife Breast Awareness Talk

We conducted a special talk on breast cancer by roping in Professor Norlia Abdullah, a breast surgeon from UKM Medical Centre. We also collaborated with Bizzy Body who pitched into raising funds for us. Topics discussed during the talk was on detection methods, treatments and myths about breast cancer. A demo on Breast Self-Exam was conducted in PRIDE booth. The event was a successful one with overwhelming response from the staff.



October : Pink Ribbon Breakfast

We set up a booth at British International School in conjunction of Breast Cancer Awareness Month to expose the students on early detection. The response was tremendous as the students were eager and enthusiastic to learn about Breast Self-Exam (BSE) and on other detection methods. They also organised a bake sale, set up an auction booth and other stalls. All proceeds were channelled to PRIDE Patient Fund.



October: CIMB Breast Cancer Awareness Talk

We organised a talk, and collaborated with Bizzy Body to enhance breast cancer awareness amongst CIMB staff, especially the women. The campaign kicked off with 1st level detection (CBE) and Dr Azlina taught everyone about the importance of early detection and mammogram. We also took the opportunity to highlight that the big C effects men as well, and the statistic for breast cancer in men is raising. After the sharing session conducted by breast cancer survivors, Thulasi and Zainah, we raised funds by selling merchandising items such as our pink brooches, pink bangles and button badges. The event was fruitful as participants arrived early and many waited for their Clinical Breast Exam (CBE) even after the programme ended.



October: BPWIN Malaysia Breast Cancer Awareness Talk



Pink October gave way to BPWIN Malaysia to collaborate with PRIDE in pursuance of breast cancer awareness. Approximately 150 staff attended the panel discussion titled "The Best Way Out Is Through It". The highlight of the event was listening to panel speakers narrating about their personal journey and real life experiences.



October: The Star Breast Cancer Awareness Talk



PRIDE joined hands with Star Group to promote breast cancer awareness at Menara Star in the month of October. Breast cancer survivors, Tulasi Govindasamy and Zainah Ismail spoke about their journey and how they made the best of their lives after being diagnosed. Dr Patricia Alison Gomez gave a talk on early detection and advised all women to go for health screenings and mammogram.



December: Peer To Peer



As the year trickled to its end, Puan Kamarul Bahriah's journey as a survivor just begun. She was diagnosed with breast cancer at the end of October and underwent a mastectomy on the 3rd December 2015. The picture depicts her heart to heart session with fellow survivors of more than 10 years, Puan Umi Purwati Sunato and Puan Zainah Ismail. PRIDE CEO, Aeron Munajat was also present to boost her morale and offer support. Inspiring stories were exchanged, and at the end of the day, she left the session comforted and empowered with PRIDE.



Fight To Win

Aisyah Asmadi, 32 years old, breast cancer survivor



Aisyah Asmadi was only 21 years old, all alone, still dabbling in medical school when her doctor broke the news about her big C. Aisyah was totally blindsided because not only was she young at that time, there wasn't a hint of family history of breast cancer. As she broke down in tears for a good five minutes, she knew she had to pick herself up because she had a battle to solve.

Now, at the age of 32, Aisyah Asmadi is a perfect example of how breast cancer does not single out the young and the old. Through regular breast self-exam and screenings, not only did she detect the cancerous lump once, but on two separate occasions in the span of six years. She was able to discuss her diagnosis and plan of management thoroughly with her doctors because of her medical background.

The medical jargons were not foreign to her and it helped a lot in terms of accepting the diagnosis and also in getting through surgery, chemotherapy and radiotherapy. Her journey towards recovery was rough, challenging and almost took away her identity, to a point where she couldn't recognise herself in the mirror. She often experienced shortness of breath and insomnia due to extreme fatigue, attributed to the side effects of chemotherapy.

What kept her mind focused was credible information from the internet, she made it a point to read up on reliable cancer survivor blogs, visited patient education site, and met many cancer survivors from various parts of the world. It was not only a great place for her to vent her frustration but many of the survivors gave Aisyah great tips on how to cope with on a daily basis.

A month after she completed her first treatment, Aisyah climbed Broga Hill. Although she had doubts on her ability to hike, her pace was remarkably steady and in less than average time, she managed to reach the top without any major difficulties. It was a defining moment for her and she knew she had the inner strength to overcome anything.

Today, fighting to survive means a lot more than ever to Aisyah. She defines life as too short for her to go through mediocre experiences, risks and milestones. She loves taking calculated risks, pushing herself to test limits and just enjoy every great experience life has to offer.

But Not Too Much

**Find out why you need fat, sugar, and sodium;
and why over consumption is bad for health.**

**By Ms Indra Balaratnam,
President of Malaysian**

The tip of the Malaysian Food Pyramid comprises of salt, sugar, oils, and fat. They are not considered as a main food group and are usually added during food or beverage preparation. According to the Food Pyramid, these are the items we should be eating less amounts of. Not because our body does not need them, but because we only require them in small amounts.



Can't live without them

Inevitably, our body needs fat, **salt** (which contains sodium), and sugar. They are important to our body as:

1. Sodium regulates some of our body's functions, such as maintaining normal blood pressure and the regular function of muscles and nerves.
2. Sugar is converted to glucose in our body and that provides us with energy for our daily activities.
3. Fat helps absorb fat-soluble vitamins (A, D, E, K), which we need for important processes in our body.

We do not need to add extra salt to our food. This is because sodium (the main component in salt) is naturally present in many foods, thus easily obtainable from our daily diet. However, as salt is the most commonly used seasoning or flavour enhancer, we have a tendency to use excessive amounts in food preparation. Ironically, it makes food taste better; this contributes to the excessive sodium intake amongst Malaysians.

According to our Malaysian Dietary Guidelines 2010, sodium intake should be limited to less than 2000mg per day (equivalent to 1 teaspoon (5g) of table salt). Looks like that is impossible to exceed right? Yet according to the Malaysian Adult Nutrition Survey (MANS, 2003), it was reported that the average sodium intake of Malaysian adults was about 30% above the recommended intake. If you think there is nothing wrong with eating lots of salt/sodium, think again. Too much sodium in your diet can be dangerous! Numerous studies have shown that eating too much salt can lead to high blood pressure (hypertension) and/or heart disease.

So watch out for food that is high in salt and sodium. Sauces, condiments, and processed or preserved foods are high in sodium. When buying foods, check the food label for words containing 'sodium' (E.g. sodium chloride, monosodium glutamate, sodium nitrate, etc.).



Sugar is present in many forms. This includes simple sugars (like fructose and glucose), sucrose (also known as common table sugar), molasses, honey, and high fructose corn syrup. It is used as a sweetener, a preservative, and a flavour enhancer. It can also alter the texture or colour of foods. However, if looking at the nutritional aspects of sugar in our diet, it can actually be excluded. This is because we get enough from the digestion of foods that contain carbohydrate such as rice, breads, cereals, tubers, milk, legumes, and fruits.

Sugar is energy-dense, so eating too much of it can cause an excessive energy intake. This will contribute to obesity, if you do not balance that calorie intake with adequate physical activity. Obesity is a proven risk factor for developing NCDs. As a general guide, no more than 6-10% of your daily total energy intake should come from sugar (which is approximately 8 teaspoons).

Therefore, you should gradually reduce your intake of sugary foods and sweetened beverages.

Fat or oils are often used in our food as they provide better taste, consistency, and texture.

There are three types of fat which we consume:

- **Saturated fat** is predominantly found in the fatty part of meat and poultry (e.g. skin), ghee, butter, and coconut oil or coconut milk. Saturated fat is recommended to be taken in small amounts because excessive intake can clog arteries over time. It can raise cholesterol and triglyceride levels too. All these are risk factors for heart diseases.
- **Unsaturated fats** (polyunsaturated or monounsaturated) can be found in nuts, seeds, fish, and vegetable oils such as soy bean oil, sunflower oil, and palm oil. These types of fat are better fat choices as they provide vitamins, antioxidants, and essential fatty acids which our body can't produce. We must get these essential fatty acids from our diet.
- **Trans-fat** is made when liquid vegetable oils are made into solid through the process of hydrogenation. Trans-fat is commonly found in shortening, margarines, high-fat baked goods, crisps, and commercialized deep-fried products. To see if a food product contains trans-fat, read the food label. If a food contains 'partially hydrogenated oils', it may contain trans-fat. Similar to sugar, fat is energy-dense, thus excessive consumption can lead to obesity. Did you know 1g of fat gives you double the energy of 1 g of carbohydrate? In addition to that, studies have shown that food containing high saturated fat and trans-fat can cause high blood cholesterol levels, which can clog our arteries. This may lead to heart disease and stroke. It's recommended to limit fat intake to around 20% - 30% of the total energy requirement per day (equivalent to 44-67g of fat or about 3 — 5 tbsps. of oil for a normal adult eating 2,000 calories a day).

On the lookout

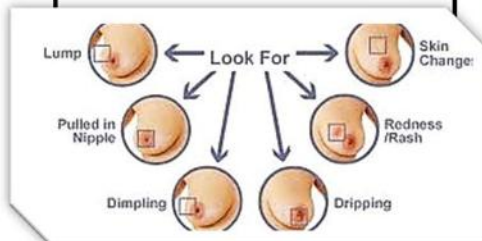
Now that you know the dangers of eating too much fat, sugar, and sodium, strive to control your intake of them. The more you are aware of the consequences, the more you'll be able to practice moderation. Remember that you need to eat to live; don't let your appetite overwhelm you by living to eat!



SOME BREAST CANCER MYTHS!

(By Dr Naveen Nair)

A lump in your breast means you have cancer?



A wrong perception by many. A lump could be either benign or malignant. Some warning signs include thickening or swelling that persist, nipple pain / retraction, breast skin irritation/ dimpling, spontaneous discharge from nipple. A thorough examination would be required. Thus Breast self examination along is not enough. It would be a stepping stone for Clinical breast examination by a doctor.

Breast cancer doesn't affect MEN?



Each year it is estimated that approximately 2,190 men will be diagnosed with breast cancer and 410 will die. Men should also carry out routine breast self-examination. Men could carry a higher mortality rate than women do, mainly due to lack of awareness among men and thus cause a delay in seeking treatment

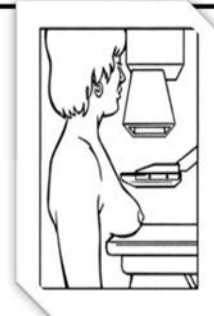
Cancer cells are uncontrolled cell growth of mutated cells that begin to spread into other tissues within the breast. It's a non-communicable disease. It is not transmitted from one person to the other via skin contact and etc. This is important to remove the cancer stigmata towards patients/survivors.

Breast cancer is contagious?



There would be a certain degree of discomfort while undergoing the mammography, however many whom have undergone certainly don't perceive it as an unbearable pain. Many at times, the lump is not visible and not palpable, however if any suspicious signs does exist (asymmetrical breast, nipple discharge/retraction), mammography and possibility for ultrasound guided localization of the lump would be necessary. This emphasizes on the importance of REGULAR BSE, which would yield high suspicion on an abnormality.

Mammography is painful. If there is no lump, there is no need for mammography?



Dr Naveen Nair works as a medical officer at Tuanku Jaafar Hospital, Seremban. He has been supporting PRIDE and BCSS NS for many years through various talks on breast cancer awareness.

Did You Know?



Studies show that *Malay* women tend to present themselves for medical attention at later stages, meaning a *poorer survival rate*.

On average women wait **3 months** before seeking medical attention.



2016

Jan: Cook With PRIDE #1

We organised Cook With PRIDE# 1 2016, our first hands-on culinary event with guest chefs, Dayang Rozielah Binti Abdul Halil and Juliana Binti Mohd Daud. Themed as "Let's Learn to Savour Life", Cook With PRIDE was attended by 30 breast cancer survivors who were taught on how to prepare delectable recipes such as Roast Chicken with Potatoes and Garlic, Creamy Butter Prawns and Stir Fry Four-Angled Beans. The cooks had comprehensive knowledge of the cuisines, along with the experience to make cooking fun and entertaining for the survivors. Everyone had a great time, met many wonderful people and had a top quality meal to boot.



Jan: Brand Heroes Seminar

Together with Little Trees Malaysia and other booths, PRIDE was at Cyberjaya, MAGIC Auditorium educating the mass on early detection and on how to do breast self-exam. Breast cancer survivors, Norizan Hashim and Jessica Lau were also there to share their journey and explained to PRIDE booth visitors on the importance of screening.



2016

February : World Cancer Day

The state of Negeri Sembilan commemorated #WorldCancerDay 2016 by conducting a cancer awareness seminar at LPPKN, Seremban 2. PRIDE CEO Aeron Munajat gave an overview on the importance of early detection and on breast self-examination to some 500 audience. Partners of PRIDE, Dr Naveen Nair and Kalavathy Sriraman were also present to show solidarity towards cancer awareness.



March: Breast Cancer Awareness Talk UM

The talk held was successfully conducted at University of Malaya, Auditorium Dewan Perdanasiswa. About 70 students attended the talk on breast cancer by Dr Harjit Perdamen, and about 40 students went for their free clinical breast examination. A number of students also visited PRIDE booth to learn how to do breast self-exam and learn the importance of early detection. The dialogue gave the students the opportunity to listen to Dachaini and Hibatullah on their journey to recovery from the time they were diagnosed. The session was an eye opener for many young women because cancer





Do you need or know of anyone who requires financial assistance for breast cancer treatment?

The cost of breast cancer treatment can quickly become a financial burden.

You may get many bills for just one procedure and struggle with your post treatment expenses.

At PRIDE Foundation, we are committed to helping as many people as possible through those financial struggles with our PRIDE Patient Fund (PPF).

PPF provides financial aid to deserving breast cancer patients with a monthly household income of RM3,000 and below.

Help Us Spread The Word.

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Application form can be downloaded at: <http://bit.ly/PRIDEPatientFund>

* Terms and condition apply

