



Global Summit on International Breast Health and Cancer Control:

Improving Breast Health Care through Resource-Stratified Phased Implementation

Advocate Presentation

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Breast Cancer Welfare Association (Malaysia)





RKAPS1

Models and approaches in Consumerism and Empowerment

(Barker, Bullen and de Ville, 1999)

‘There is no right way of involving the public. The choice of methods should be matched to circumstances in which it takes place.’

Different models can be used and these extend into the realm of empowerment:

Provider control ---> Partnership ---> User control

Role Driven:

**Victim -----> Patient -----> Consumer -----> Volunteer /
Survivor -----> Patient Advocate**

Slide 4

RKAPS1

Ranjit Kuar A/P Pritam Singh, 9/9/2007

Self-Advocacy

Regaining control was a process that took months for me. My involvement progressed as I experienced my breast cancer treatment:

- The energy to gain power to believe in "Yes I Can"
- Rising above each day's challenges
- Striving for better quality of life
- Striving to prevent premature mortality and have more survival years

The clinicians and I recognised my potential of being a Patient Advocate



Patients have the potential to be:

- Patient advocates – speak up for improved services
- Patient support volunteers, Patient group leaders
- Key stakeholders in support, research & advocacy

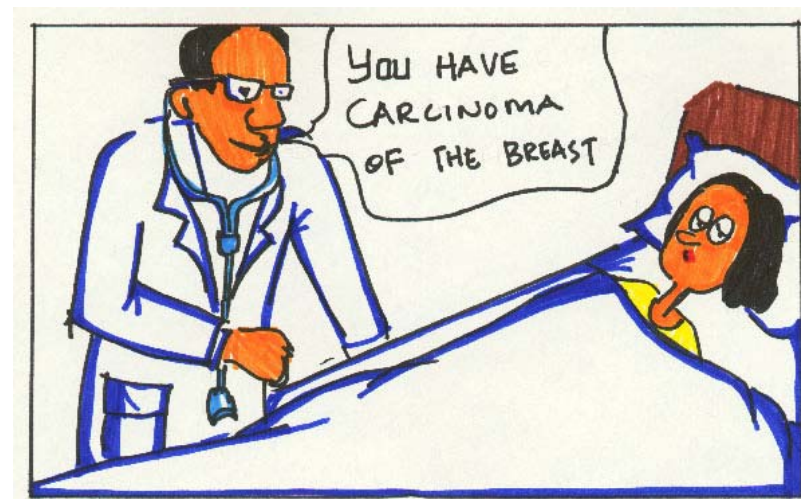
My journey

- Breast Cancer Welfare Association Malaysia – social stigma
 - Reach to Recovery Patient Support
 - Publicity regarding breast cancer
 - Prosthesis subsidy
 - Mammogram subsidy
- Reach to Recovery International
- UICC – Supportive Care Track, (QOL & Death, Empowering Patients & Care Givers), Patient Group Pavilion
- BRCA
- ABC Global Alliance
- Regional Coalition on Breast Cancer in Southeast Asia

Effective communication: Pt-healthcare staff

Beneficial for

- The patient and family
- Clinicians and other healthcare staff



Patient Centered Services

Include socio-economic and cultural issues

Patients need to be listened to regarding their beliefs, values and how they make decisions.

To help reduce late presentations and defaulting treatment in hospitals.

Need for more clinicians to give more time with each patient. A multidisciplinary care for patient:

- Greater probability of receiving care in accord with CPG, including psychosocial support
- Increased access to information
- Improved satisfaction with treatment and care.

Multidisciplinary Care

Benefit to Clinicians:

- Improved patient care & outcomes by developing an agreed treatment plan
- Streamlined treatment pathways and reduction in duplication of services
- Improved coordination of care
- Educational opportunities for health professionals
- Improved mental well-being of health professionals

Advocacy in access to cancer care		Government's response	
Zero-rated GST for cancer drugs	October 2015	23 Oct	2016 National Budget Announcement – all medicines under the poison's list A, B, C, D (prescriptive medicines) will be GST zero-rated. No. of drugs zero-rated will be increased from 4,215 to 8,630. Radiotherapy and oncology will be allocated RM172.8m for services & supplies in 2016

Advocacy in access to cancer care

Insurance coverage in cancer care

- Only about 15% Malaysians have personal medical insurance coverage
- Ongoing negotiations with SOCSO (workers' social security) - cancer treatment for workers and retirees
- Discussions with the National Bank – regulatory standards
- Discussions with Insurance Providers regarding better packages - designed outside Malaysia

Together Against Cancer Malaysia to PM: 'Please do not cut budget for cancer care'

Posted on 26 January 2016 - 06:16pm

newsdesk@thesundaily.com **Keshia Mahmood**

PETALING JAYA: Together Against Cancer Association Malaysia (TAC) is urging the Prime Minister to retain the budget for cancer care at the proposed RM172.8 million.

This is following a recent announcement from the Health Minister that the healthcare expenditure will be slashed by 10% in a bid to re-evaluate 2016 Budget.

Advocacy in access to cancer care for breast cancer support groups

Plans:

- Getting to know your MP – social
- Communicating with your MP
- Being represented in Parliament through MP
- Feedback from MP
- Feedback to the public and other stakeholders
- Retaining communication with MP



Thank You



Breast Health
Global Initiative

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 BHGIatFredHutch

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 **susan g. komen.**

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