



## TOWARDS THE ELIMINATION OF CERVICAL CANCER IN MALAYSIA PROGRAM ROSE SPONSORED BY ETIQA CARES IN COLLABORATION WITH YB YEO BEE YIN

**4 March 2023**, Kuala Lumpur. ROSE Foundation together with Etiqa Group collaborated with Puchong Member of Parliament, YB Yeo Bee Yin, to screen B40 women community in her constituency starting 4 March 2023. This is in addition to the 'Back-to-School' program for eligible primary and secondary school-going children.

The free screenings are sponsored under Etiqa Cares which is Etiqa's third iteration of the Free Cervical Screening Programme and the event is conducted under Program ROSE with the aim to make Malaysia one of the first nations in the region to be free of cervical cancer.

Cervical cancer is the third most common cancer in Malaysian women but what is less known is that cervical cancer is preventable and very treatable if detected early. It was during the WHO Global Strategy launch in November 2020 that the world, with the support of Malaysia and 193 other countries, made a commitment to eliminate a cancer for the first time – cervical cancer. More than just an announcement, the launch was accompanied by a worldwide day of action which culminated in successful testing and advocacy campaigns, the inauguration of new treatment facilities, and political commitments for the achievement of the strategy's goals.

Being one of the front-runners who responded to the call, Malaysia, represented by Program ROSE aims to elevate awareness of the importance of cervical screening amongst women in conjunction also with the International HPV Awareness Day on the 4<sup>th</sup> of March.

Program ROSE was designed especially for Malaysian women and employs a groundbreaking approach to cervical cancer screening. It integrates self-sampling, primary HPV testing and digital health platform using mobile technology, ensuring women who require follow-up are linked to care for treatment, if necessary. To date, ROSE Foundation has successfully screened over 22,000 women throughout Malaysia. Program ROSE is not just about the test – it is a full service that navigates women through the whole screening process, ensuring that women in whom HPV is detected are followed up and, appropriately linked to care for treatment.

In this collaboration, ROSE Foundation will work with the office of YB Yeo Bee Yin to cover Kg Kenangan, Kg Tengah A, Kg Tengah B, Kg Kuala Sungai Baru, Kg Batu 13 ½, Kg Sri Puchong, Kg Bersatu, Kg Sri Langkas, Kg Sri Andalas, Kg Sri Langkas Tambahan, Taman Puchong Utama, Kg Sri Aman, Puchong Permai, Taman Pinggiran Putra, Taman Puchong Prima, Serdang Jaya, Taman Bukit Serdang, Taman Universiti Indah, Taman Sg Besi Indah, Taman Muhibbah, Taman Sri Serdang, Kg Orang Asli Sungai Rasau Hilir, Kg Orang Asli Sungai Rasau Hulu, Bandar Bukit Puchong, Taman Saujana Puchong, Kg Batu 14, Kg Baru Batu 14, Puchong Permata and Bandar Putra Permai which falls under Puchong constituency, targeting 400 women. "It is our hope to reach as many under-screened women as possible during the campaign period. Women need to protect themselves against cervical cancer so that they can look after their families" quotes YB Yeo Bee Yin.



Women who have a positive screen and require follow-up will have their treatment done at Universiti Malaya Medical Centre. “This is to ensure that everyone with an abnormal screening test will have access to specialist care,” says Professor Dr Woo Yin Ling, Founder and Trustee for ROSE Foundation.

As we recover from the COVID-19 pandemic, it is critical that we pick up on neglected non-communicable disease (NCD) screenings and gear up toward reaching more women in the community. To get Malaysia on track again towards cervical cancer elimination, we need to start vaccinating our young girls with HPV vaccines and screen as many eligible women with HPV tests.

### **About ROSE Foundation**

The ROSE Foundation is a non-profit organisation established in 2019 with the vision of cervical cancer elimination in Malaysia. The foundation’s mission is to deliver cervical screening to women in Malaysia using the unique and innovative Program ROSE approach primarily focusing on the underserved and underprivileged population. More information about the ROSE Foundation is available at <https://www.programrose.org/>

### **About Etiqa**

Etiqa is a multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 46 branches and 17 offices, over 490 bancassurance network (via Maybank branches, third-party banks, as well as co-operatives and brokers) through its presence in Malaysia, Singapore, the Philippines, Indonesia and Cambodia.

In striving to make the world a better place, Etiqa’s Sustainability journey focuses on internal initiatives that reduces its carbon footprint and increases its social impact, as well as external solutions that allow its clients to do the same.