



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF MEDICINE UiTM

MED BULL

NO.4/2023



eISSN 2805-4628



9 7 7 2 8 0 5 4 6 2 0 0 0

Menyerlahkan Potensi
Membentuk Masa Hadapan





EMPOWERING PINK OCTOBER:

A TRIUMPH IN BREAST CANCER AWARENESS AT AEON RAWANG

Assoc. Prof. Dr. Marlina Tanty Ramli Hamid, Dr. Shamsiah Abdul Hamid, Assoc. Prof. Dr. Nazimah Ab Mumin, Dr. Nor Faezan Abdul Rashid, Dr. Harissa Hussainy Hasbullah & Nurzatul Azmira Arbain
 Department of Radiology, Surgery and Oncology



In a dedicated effort to enhance breast cancer awareness and early detection, our recent Breast Cancer Awareness Campaign: Community Engagement Programme at AEON Mall, Rawang, emerged as a resounding success. Held on the 9th and 10th of October 2023, the event played a crucial role in our ongoing commitment to proactive healthcare, specifically focusing on women aged 40 and above in Rawang and its surrounding areas.

The primary objective of this community engagement programme was to instill awareness and encourage early detection through mammography screening at Hospital Al-Sultan Abdullah UiTM (HASA) during the pivotal month of October. Our overarching aim was to ensure breast cancer is detected early to receive the optimal treatment, thereby enhancing survivorship rates.

The event featured engaging activities at AEON Rawang, including insightful sessions with expert surgeons including Miss Faezan, Miss Suraya, Miss Nora, Mr. Izzat, and Mr. Safwan, radiologists including Assoc. Prof. Dr. Marlina, Dr. Shamsiah, and Assoc. Prof. Dr. Nazimah and oncologist Dr. Harissa, as well as invaluable support from Year-3 medical students, staff nurses, and radiographers from HASA. Educational booths offered

hands-on demonstrations of self-breast examinations, along with impactful videos covering information on breast cancer, mammograms, and survivor stories. Attendees had the opportunity to participate in breast cancer screening questionnaires, receive informative pamphlets, and register for mammograms at the HASA booth, complete with tempting lucky draws.

Post-event, we are thrilled to announce that 247 women registered for screenings at our hospital throughout October. This overwhelming response exemplifies the enduring impact of community engagement initiatives in promoting health awareness.

Initiatives like these are essential in our mission to disseminate awareness and encourage proactive healthcare in our community. The synergy with AEON Rawang and the unwavering dedication of our team, including Year-3 medical students, staff nurses, and radiographers from HASA, were instrumental in the success of this event. As we express gratitude to all contributors, we envision this programme as a stepping stone for future community engagement efforts, catalyzing a healthier, more informed society.

