



KEMENTERIAN PEMBANGUNAN WANITA,  
KELUARGA DAN MASYARAKAT

## **SPEECH TEXT**

**YB DATO' SRI HAJAH NANCY SHUKRI**

**MINISTER OF WOMEN, FAMILY AND COMMUNITY DEVELOPMENT**

**PINCTOBER CANCER AWARENESS PROGRAM**

**BODY PERFECT'S THE POWER OF PINK 2024**

**RENAISSANCE HOTEL KUALA LUMPUR**

**20 OCT 2024 (SUN) 3.00PM – 4.30 PM**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamualaikum Warahmatullahi Wabarakatuh, Salam Malaysia  
Madani and a very good afternoon,

## **SALUTATION**

(to be provided)

## **INTRODUCTION**

1. I am honoured to be here today, and I extend my heartfelt appreciation to the organisers, Body Perfect in collaboration with our agency the National Population and Family Development Board (LPPKN) for inviting me, as we reflect and garner awareness about Breast Cancer Awareness Month.
2. Creating health awareness is not often an easy feat, but with creativity and a sense of support and community strength, I believe all those attending today will benefit from today's "The Power of Pink 2024" program.

## **BREAST CANCER INCIDENCE IN MALAYSIA**

Ladies and Gentlemen,

3. Breast cancer is the most prevalent cancer among women in Malaysia. According to the National Cancer Registry Report of Malaysia (2017-2021), 1 in 23 women in the country faces the risk of developing breast cancer during their lifetime. Alarmingly, the same report found that 50.5% of breast cancer cases during this period were only diagnosed at advanced stages (stages 3 and 4), in comparison to the 48% late-stage detection rate recorded between 2012 and 2016.

4. On top of that, worryingly, the National Health and Morbidity Survey 2023 which was recently published, found that 46% of women aged 18 and above had not performed self-examinations of their breasts in the past 12 months, while 71% of women aged 40 and above had never undergone a mammogram. This indicates that the awareness among women in Malaysia regarding early cancer screening is still low.
  
5. As we all know, early detection significantly increases a woman's chances of survival. This is why awareness and early screenings are crucial. Early detection improves the chances of recovery, and that is why each and every one of us needs to ensure we go for our

regular early screenings, we can change these statistics.

## **MINISTRY'S COMMITMENT THROUGH LPPKN**

5. For this reason, the Ministry of Women, Family, and Community Development (KPWKM), through LPPKN, launched the Women's Reproductive Cancer Awareness Campaign (WCaRe). This initiative aims to raise awareness about early cancer detection by offering subsidized mammogram tests and free cervical cancer screenings (HPV DNA Test). The campaign is part of the government's broader efforts to support women in their fight against breast and cervical cancers.

6. Therefore, the free screening initiatives under the WCare campaign can help women, especially those from low-income backgrounds, undergo early cancer screening and raise awareness about breast and cervical health.
  
7. To date, the Mammogram Subsidy Program has benefited 525,096 women. Between January and September 2024, 26,849 women have undergone mammograms, with 54 of them being diagnosed with breast cancer.
  
8. The Ministry greatly welcomes the efforts of various parties, especially the private sector, in helping raise public awareness

about the importance of early breast cancer detection. In this regard, I would like to congratulate Body Perfect in supporting the Government's effort to raise awareness today. I have been informed that numerous exciting programs are being held today, with esteemed speakers from Prince Court Medical Center and LPPKN, along with other activities benefiting the attendees. Congratulations to everyone involved!

### **A MESSAGE OF HOPE**

10. As a woman, a wife, a mother, and a daughter, I believe that every woman has the right to live a healthy and confident life. Let us continue to inspire one another. Detecting cancer is a shared



responsibility. The facilities are available for you – take this opportunity to benefit from the free women’s reproductive cancer screening services. Remember, early detection saves lives! Do not miss out on the golden opportunity that has been provided. #CepatTahuCepatTindak (Know Early, Act Fast).

11. It is my heartfelt hope that today’s Breast Cancer Awareness Month celebration brings invaluable benefits to all women present. For those requiring further information regarding early reproductive cancer screening, please seek advice from the clinical staff at LPPKN’s Klinik Nur Sejahtera.

12. Finally, I would like to express my deepest gratitude to Body Perfect, which has been a driving force behind this meaningful event year after year. The Power of Pink initiative stands as a testament to their dedication to supporting women and the community, and I hope more organizations will follow in their footsteps in advocating for women's well-being in Malaysia.

With that, thank you.

Wabillahitaufig Walhidayah Wasalamualaikum Warahmatullahi  
Wabarakatuh.