

DOH partners with ICanServe, PHA, Novartis to promote breast cancer awareness through patient education videos

Oct 01, 2021

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October 1, 2021 – In line with the country's observance of Breast Cancer Awareness Month this October, the Department of Health (DOH), cancer patient support group ICanServe Foundation, Philippine Hospital Association, and Novartis have joined forces to promote awareness on breast cancer through the dissemination of a series of patient education videos.

"*Kamay Gabay, Sariling Salat sa Suso*" is a series of 4-minute animated Breast Self-Examination (BSE) tutorial videos in Cebuano and Tagalog. It aims to teach Filipino women how and when to do BSE in relation to age-associated early detection guidelines for breast cancer; and raise awareness on the importance of regular BSE to facilitate early detection and prompt treatment of breast cancer.

"Advanced Breast Cancer (ABC) Videos" is a series of 3-minute videos in English, Cebuano, and Tagalog that provide patient education on HR-positive and HER2-negative advanced breast cancer. It aims to raise awareness on the different types of metastatic breast cancers with key message that not all breast cancers are the same; and highlight the importance of determining the specific type of metastatic breast cancer in targeted treatment planning.

The videos are available on the DOH Healthy Pilipinas Facebook page (<https://www.facebook.com/DOHhealthypilipinas>), ICanServe Foundation Facebook page (<https://www.facebook.com/icanserve>), PHA Facebook page (<https://www.facebook.com/PHA1949/>), and Novartis Healthcare Philippines website (<https://www.novartis.com.ph/>).

"Breast cancer is the most common cancer among Filipino women, and the third leading cause of cancer-related deaths in the country, next to lung and liver cancer.¹ Breast self-examination or BSE is a simple but effective way for women to detect any noticeable changes in their breast. Early detection of changes in the breast and prompt medical consultation will increase the likelihood of successful treatment," said Dr. Beverly Lorraine Ho, Director, DOH Health Promotion Bureau.

"Women age 20 years and above should perform BSE once a month. Regular BSE in combination with an annual clinical breast examination and mammography are proven effective in detecting breast cancer in its early stages when the chance for successful treatment is higher," said Ms. Kara Magsanoc-Alikpala, Founding President, ICanServe Foundation.

"The Philippine Hospital Association is pleased to support this important and timely awareness campaign on breast cancer. Empowering people with accurate health information is vital in promoting disease awareness and encouraging positive health-seeking behavior," said PHA president Dr. Jaime A. Almora.

“Novartis is committed to making a difference in patients’ lives, and to collaborating and innovating (OR to collaborate and innovate) in order to reimagine treating cancer. We are privileged to work with the DOH, PHA, ICANSERVE Foundation and the rest of the patient community in promoting awareness on the early detection and optimal management of breast cancer,” said Joel Chong, General Manager, Novartis Oncology Philippines.

Breast Self-Examination (BSE) tutorial

Advanced Breast Cancer (ABC) Video

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Reference:

1. 2015 Philippine Cancer Facts and Estimates

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