



CARING COMMUNITY ... (From left) SCCS publicity officer Alison Si, Wong and Flinsia at the press conference yesterday. PHOTOGRAPH: JOHN CHAN

Unimas students organising cancer awareness campaign

KUCHING – A group of third year Communication Studies students of UNIMAS (University Malaysia Sarawak), in collaboration the Sarawak Children's Cancer Society (SCCS), is organising a campaign to educate the public and create awareness on children's cancer.

In announcing this at a press conference held at the D'Alif restaurant yesterday, the campaign secretary Flinsia Bekuh said their selection of the subject to fulfil a final requirement in their core course, was prompted by the lack of media coverage on children with cancer, and this had caused the public to overlook the matter.

She said the main goal of this 'Giving Hope, Touching Lives' cancer awareness campaign was to project a sense of hope to the parents and cancer children as well as to give the public an opportunity to understand the hardship and heartache the families had to endure.

The campaign, officially named 'Caring for Children with Cancer', is supported by SCCS, a non-profit organisation formed in 1999 to provide relief and care to the cancer children and their families.

The campaign will be launched by Padungan State assemblywoman Lily Yong at the Unimas' Tun Abdul Razak Hall on September 25.

The campaign will be divided into three parts with three main target groups. The first target group will be the children diagnosed with cancer, while the second part specifically caters for parents and families, and the third, the general public.

SCCS president Peter Wong said the move by the students was encouraging, but the focus must always be on the children.

He said public neglect on the subject would ultimately doom the cancer children and potential ones in the future.

According to the statistics from the Ministry of Health, on the average, a child is diagnosed with cancer every five days in Sarawak and the number of cases is increasing annually.

The majority of the cancer children are suffering from leukaemia, a kind of cancer that begins in the blood-forming tissues of the bone marrow.



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