



Different voices different channels

Integrating traditional and social media to reach out to a multi  
dimensional population

Sharon Lee, National Cancer Society of Malaysia

[www.cancer.org.my](http://www.cancer.org.my)

# Malaysia a diverse culture



67%

7%

26%

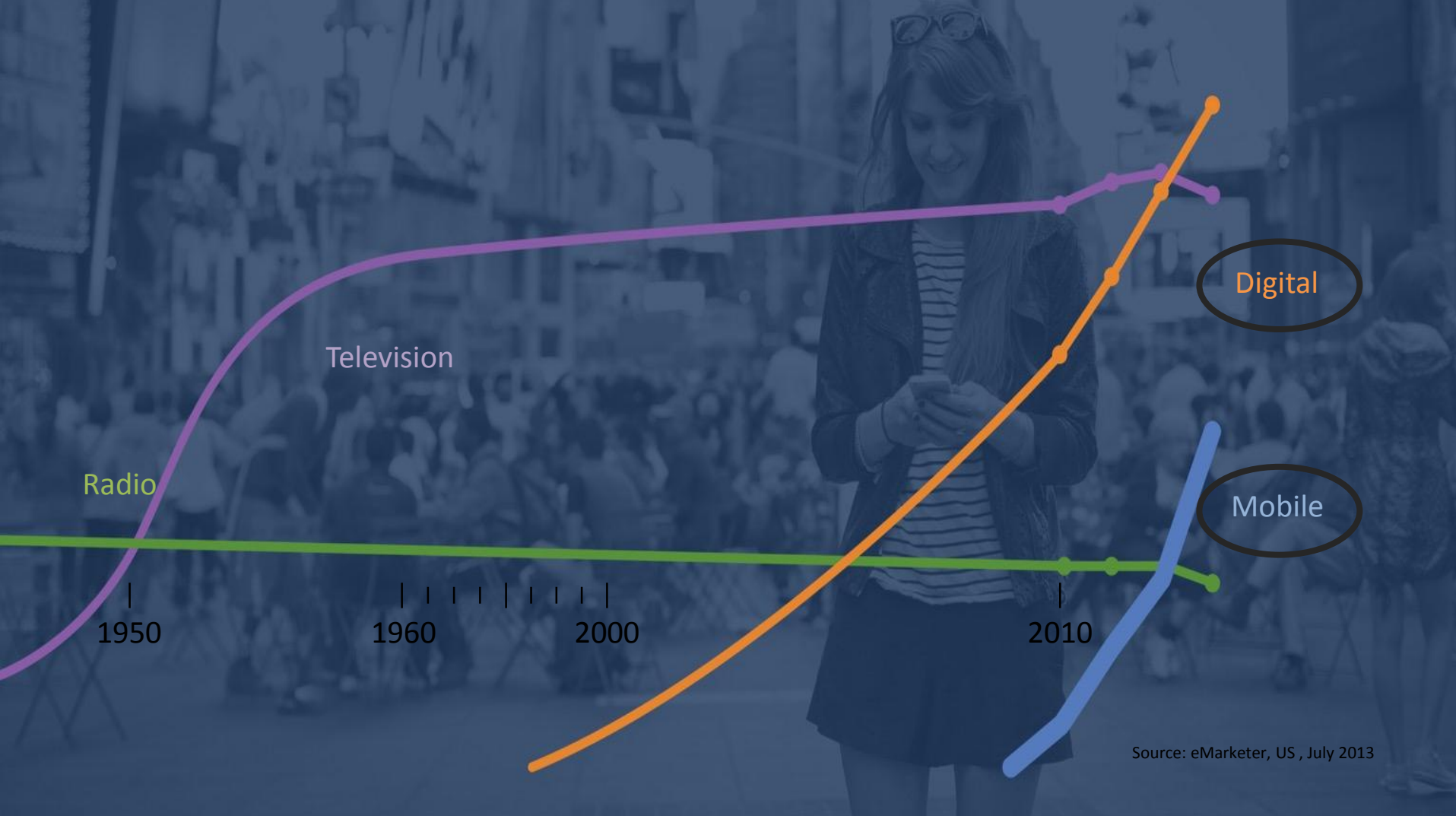
Young population with a median age  
of 24 years

- 19% of Malaysians are suffering from cancer
- It is estimated that one in four Malaysians (1:4) will develop cancer by 75 years old
- Majority of cases are presented at late stage, reducing the probability of successful treatment

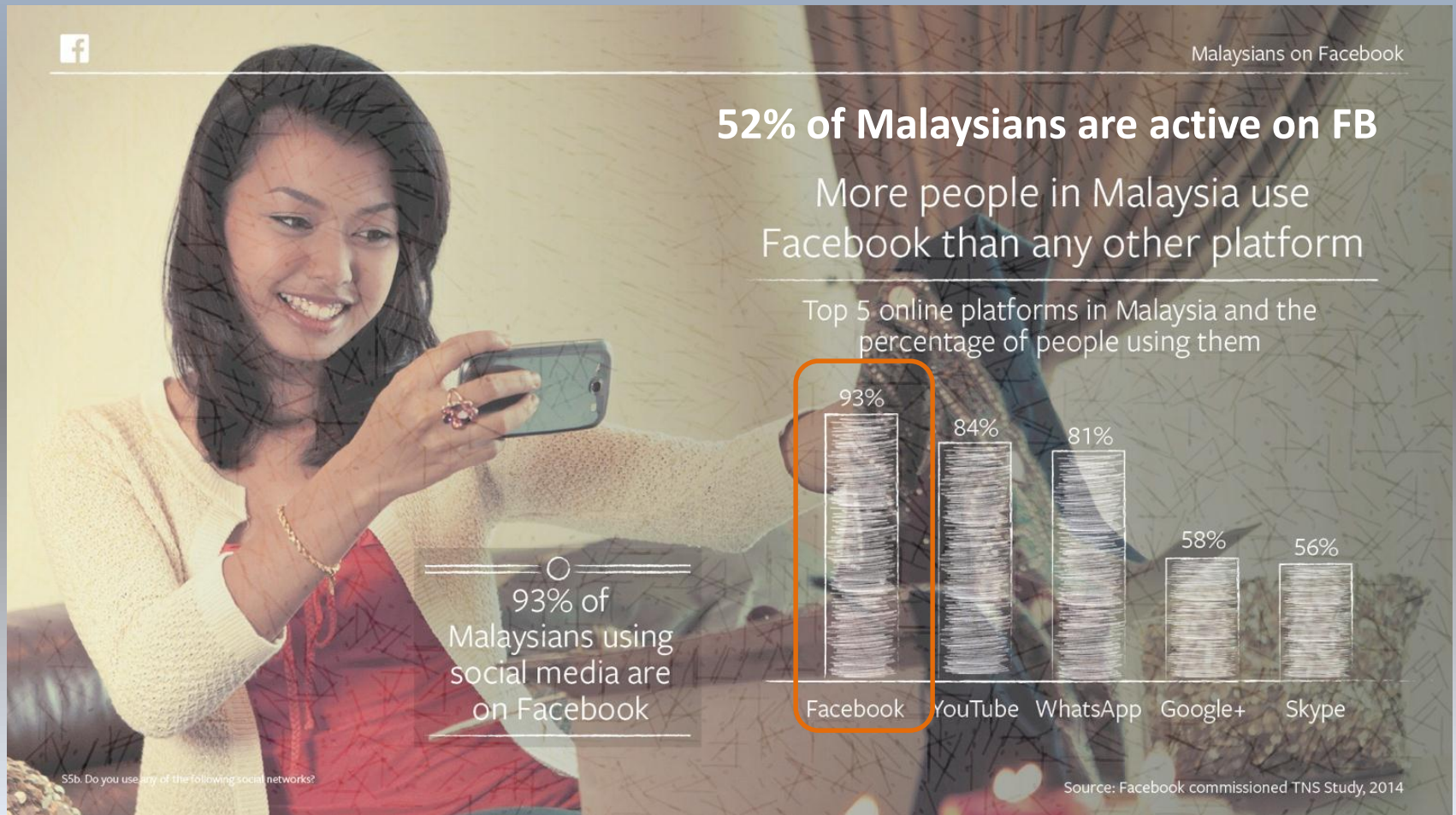
## Communication goal:

Reach a diverse target audience with impact and cost efficiency

# Evolution of the media scene



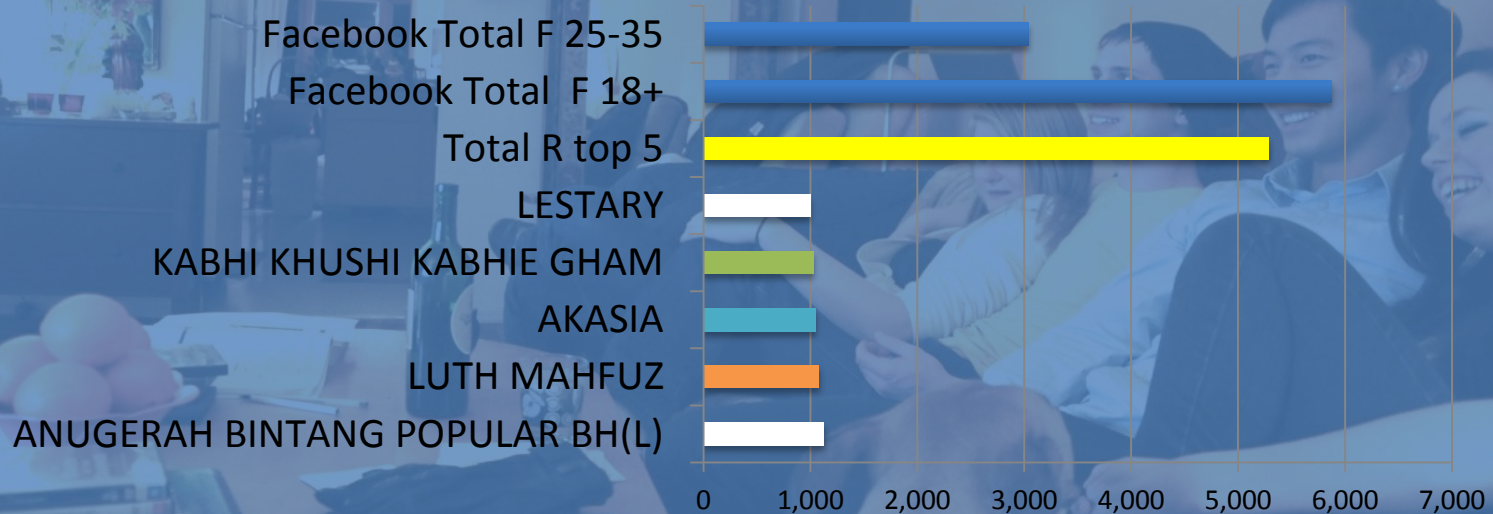
# Digital media in Malaysia





# Digital media in Malaysia

## Reach - Facebook and TV3



MALAYSIA

# Communication planning process

- Communication channels
- Content
- Scheduling
- Relationship with the media
- Collaborations

- Commit team members to take initiatives on conversations
- Encourage the target to share & discuss with others

Business objective

- Start with business goals
- Whom are we targeting
- Define KPIs

Strategy

Tools & tactics

- How they will work together
- Resourcing them
- Measurement process

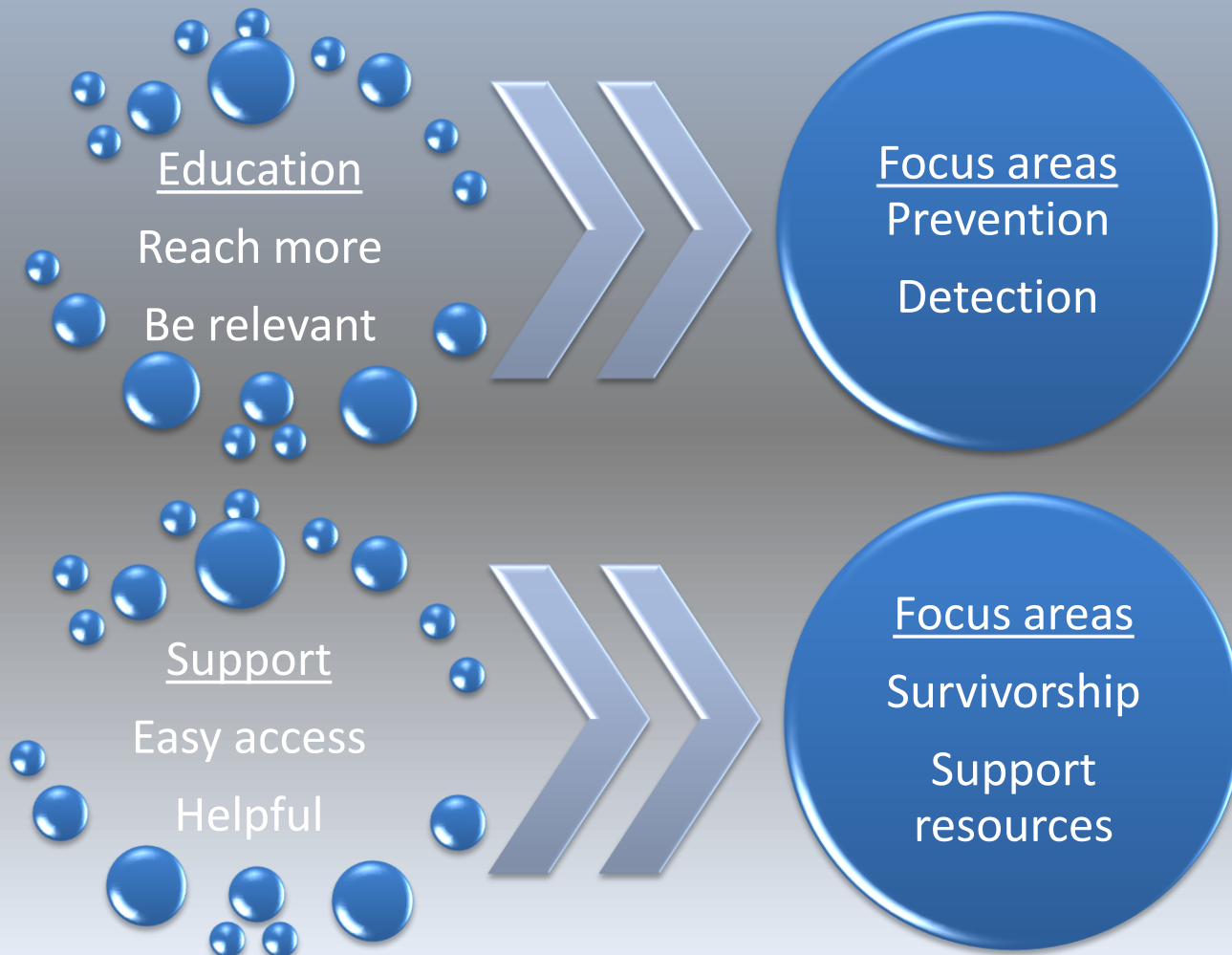
Execute for engagement

Track the results

- Reporting schedule
- Review for improvements

# Business objective & communication strategy

Primary target audience : 35 to 55 years old



# Go digital

## Reach more, be relevant, be cost effective

Education posts in Facebook

Pink October

**FEMALE SCREENING AND PREVENTION TIMELINE**

Early detection saves lives. Screening tests help individuals detect cancer before any symptoms develop.



**9 years old onwards**  
HPV vaccination: cervical, vulvar, vaginal and anal cancer prevention.

**40 years old onwards**  
Breast cancer screening: mammogram every 1-2 years.

**50 years old onwards**  
Colorectal cancer screening. Talk to your doctor about which test is most suitable for you.

**18 years old onwards**  
Breast self-examination every month.

**21 years old onwards**  
Cervical cancer screening: Pap smear and HPV test every 2-3 years even if you have had your HPV vaccination.

**If you have a high risk of developing cancer due to family history or other factors, please consult your doctor for a screening plan that is tailored to you.**

For more information, call our toll free helpline **1800-08-1000**

**EARLY DETECTION SAVES LIVES**

**NATIONAL CANCER SOCIETY MALAYSIA (NCSM)**  
Bangunan Persatuan Kebangsaan Kanser Malaysia,  
66, Jalan Raja Muda Abdul Aziz, 50300 Kuala Lumpur, Malaysia  
T: +603-2698 7300 F: +603-2698 4300 E: [contact@ncsm.org.my](mailto:contact@ncsm.org.my)


[www.cancer.org.my](http://www.cancer.org.my)

**National Cancer Society Malaysia**  
Giving Hope Celebrating Life

Our dietician speaks in Facebook

**NCSM**

**FUEL GOOD: LIVE STRONG**



Some children on cancer treatment are at risk of food poisoning due to a weakened immune system. Here is how to avoid it:

- Wash your hands with soap and water before cooking to avoid spreading germs to the food.
- Serve only fully cooked to the child (hard boiled eggs, well done meat, and pasteurised milk).
- Cooked food should be eaten within two hours.

Reference: U.S Food & Drug Administration (FDA).  
Food Safety for People with Cancer  
<http://bit.ly/1C9D0UB>

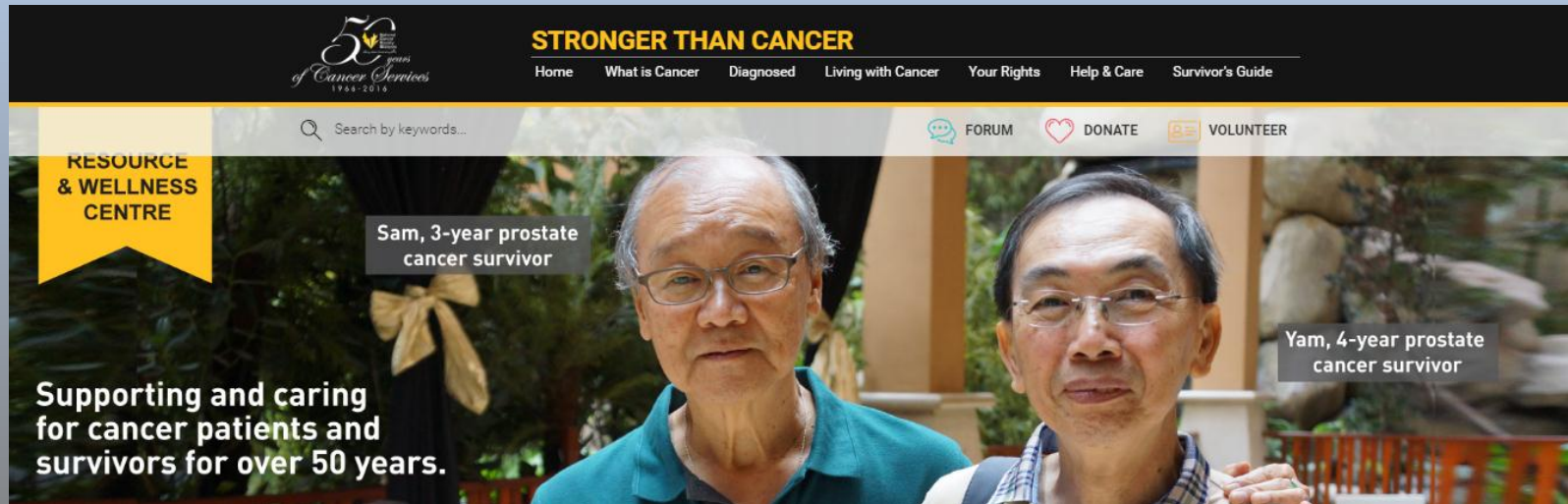
*Wanby*  
**Wan Thung, Dietitian at NCSM**

**I provide complimentary diet consultations for patients and survivors. Call: 03-2698 7300.**

**National Cancer Society Malaysia**



# Go digital for easy access



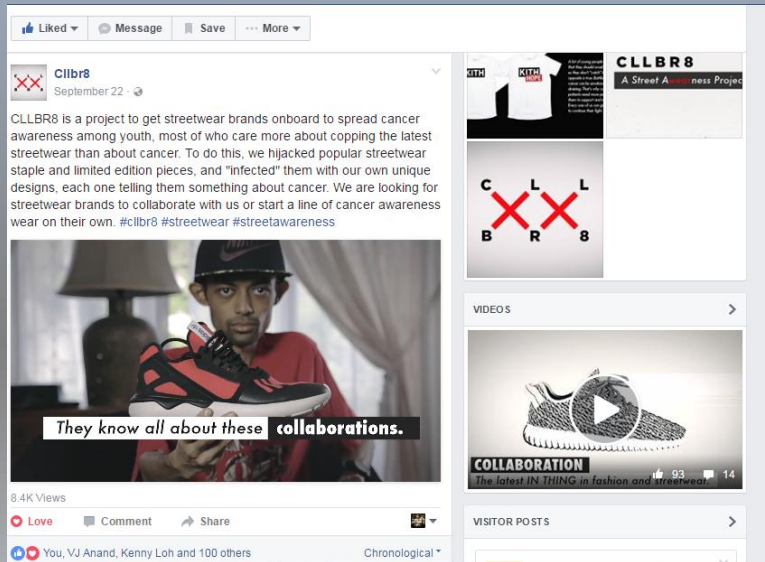
ABC microsite



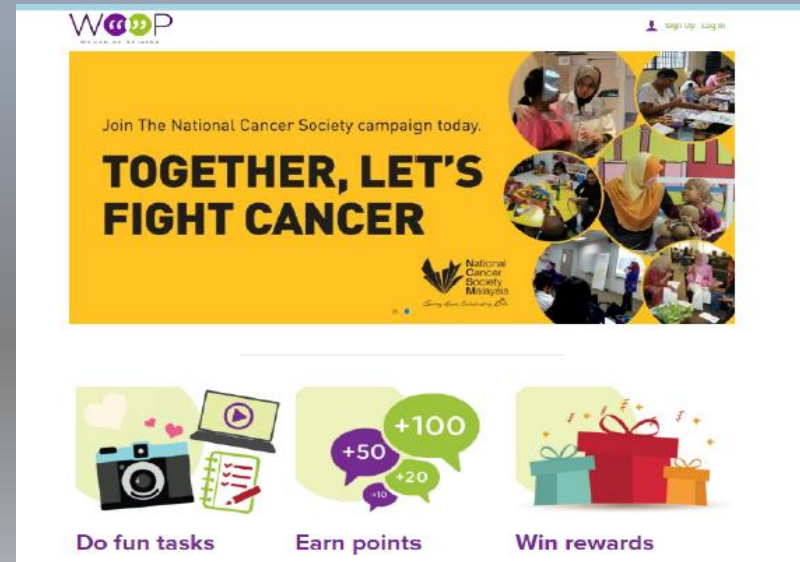
Mobile app

# Go digital on CSR programmes Collaborations

## CLlbr8 with BBDO



## Advocacy Asia; www.woop.my



- 89% of the women to learn new information
- 1,000 unique pieces of consumer generated content , reaching out to 39,000 of their peers.

# Reaching out immediately

Chat forums featured in the ABC  
microsite and mobile app



Helpline for CA information, resources  
and counselling.

Nurses are multilingual



"I have **CANCER**.  
Who can I talk to?"  
“我患上了癌症。  
我可以向谁倾诉?”

"I **DON'T KNOW**  
what to do."  
“我不知道  
我该怎么办。”

"**WE CAN HELP.**"  
“我们可以帮助您。”

**50 years**  
of Cancer Services  
1966 - 2016

CALL our **TOLL-FREE** helpline  
您只需拨打我们的免費電話熱線  
**1-800-08-1000**  
电邮至 **help@cancer.org.my**  
Mon to Fri, 8.30am to 4.30pm 星期一至五, 早上8时30分至4时30分

# Reaching out through traditional media

**Survivors and doctors interviewed to  
appeal to a diverse community @  
various radio stations**



**... and on national television to reach  
the Malay viewers**





# Reaching out through traditional media

Newspaper is a medium to reach the urban Chinese population



# Business objective & communication strategy

## The messenger needs to carry weight



# Raise the brand profile

## Leader in education

Align with global campaigns

Advocacy focused

New angles on familiar topics

**PLAIN PACKAGING #2: THE CASE FOR IT - PUBLIC HEALTH**

Dr. Saunthari Somasundaram, President, National Cancer Society Malaysia  
30-Jun-16 17:05



00:00 / 29:34

Plain packaging is the practice of restricting information placed on cigarette packets to health warnings and brand names with standardized fonts. Yesterday, Wan Saiful Wan Jan from the Institute of Democracy and Economic Affairs, better known as IDEAS, explained why it is a bad policy move as it infringes on intellectual property rights. Today we continue our discussion on plain packaging by looking at the public health argument with National Cancer Society of Malaysia's President Dr. Saunthari Somasundaram.

**HEALTH**



Sometimes life-and-death decisions can only be made by the patient. Photo: Filipic

Home / Health

### Half of breast cancer patients in Malaysia are in the advanced stages

OCTOBER 21, 2014 HEALTH, PEOPLE, WELLNESS  
BY S. MURUGAN

[f](#) [t](#) [g+](#) [p](#) [in](#) [d](#)

**RELATED ARTICLES**

It's time to talk about the "hard stuff" this Breast Cancer Awareness month.

National Cancer Society Malaysia (NCS) president Dr Saunthari Somasundaram wants health professionals, non-government organisations and communities to embrace and address women with breast cancer whose disease is at the advanced stage.

Advanced breast cancer or metastatic breast cancer is cancer that has spread locally to other areas of the breast or beyond the breast to the lymph nodes or other organs of the body such as the lungs, liver or bones. Almost 50% of breast cancer patients in Malaysia are in the advanced stages. For them, the issue is living with cancer, not surviving it.

In Malaysia, it is estimated that more than 30% of women with cancer are diagnosed at the advanced stage (Stage 3) when the chances for successful treatment is relatively low when compared to early stages of the disease. Women with Stage 4 breast cancer make up about 70% of breast cancer patients.

# Raise the brand profile

## Increasing presence in the media

### Collaboration with KOLs

**RESOURCE & WELLNESS CENTRE**

### Fuel Good: Live Strong

Featuring **Indra Balaratnam**  
Nutrition Center  
Member of the ACS, Singapore

**A nutrition cooking workshop on eating to reduce your risk of cancer**

Arrive with decades of experience, nutrition and a whole, complete diet, Indra Balaratnam, a columnist, shares her tips on how you can eat right, live - and taste - good.

**Learn to:**

- get the most nutrients out of your meals
- eat healthy consistently despite your busy schedule

**Date : 18 June 2016, Saturday**  
**Time : 10:00am - 1:00pm**  
**Venue : Level 1, Resource & Wellness Centre, NCSM**

**INTERESTED IN JOINING THIS EVENT?**  
Call: Adeline / Milla at 03 - 2991 7924  
Email: [adeline@cancer.org.my](mailto:adeline@cancer.org.my) / [milla@cancer.org.my](mailto:milla@cancer.org.my)  
ENTRY FEE BY DONATION. REFRESHMENTS WILL BE PROVIDED.  
REGISTER BY 12 JUNE 2016. LIMITED SEATS AVAILABLE.

Follow our Facebook page for more healthy living tips  
Like us on Facebook

National Cancer Society Malaysia  
50 years of Cancer Services 1966-2016

### ... and multinationals

### Ditch the cigarettes



(From left) Pfizer Inc Global Innovative Pharma business unit lead Jeff R. Bote, Dr Saunthari, Pfizer Inc vice-president Clare Ratnasingham and Noor Yang launching the 'Quit Like A Champ' smoking cessation campaign.

RECOUNTING his days as a smoker, Shubly Zainal Abidin, 62, remembers how he was beset with challenges to ditch the cigarettes when he tried to quit smoking.

"Trying to stop smoking was a long and difficult journey.

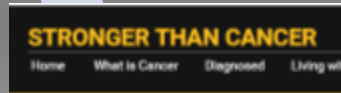


# Tools & tactics

Reaches the older set of the audience  
Radio and TV a popular medium among  
the Malay community.

Newspapers are effective on reaching  
out to the Chinese group

Regarded as credible source of  
information

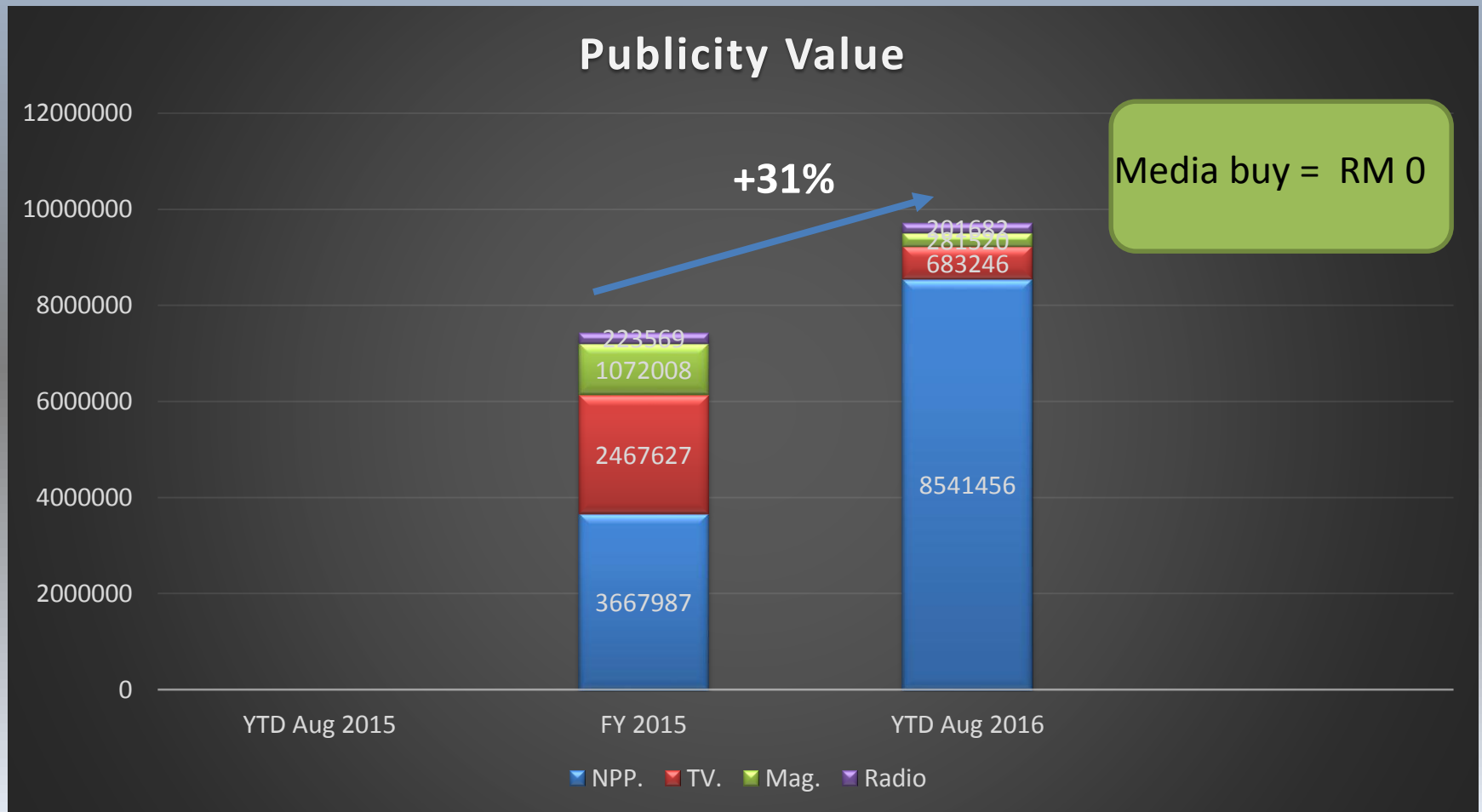


Professional support services  
Easy access to information

Reaches the younger set of the  
audience

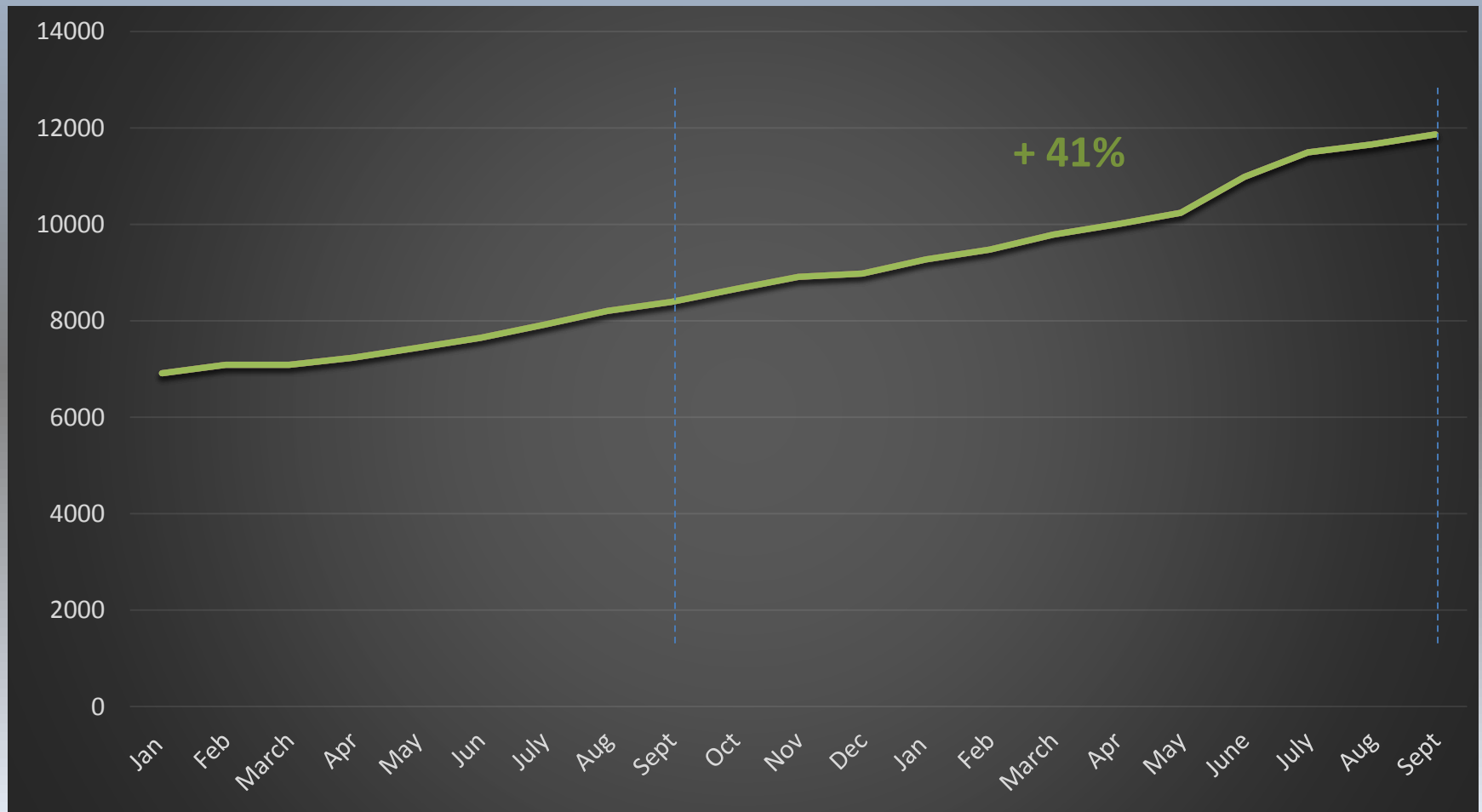
# Track the results

## Traditional media



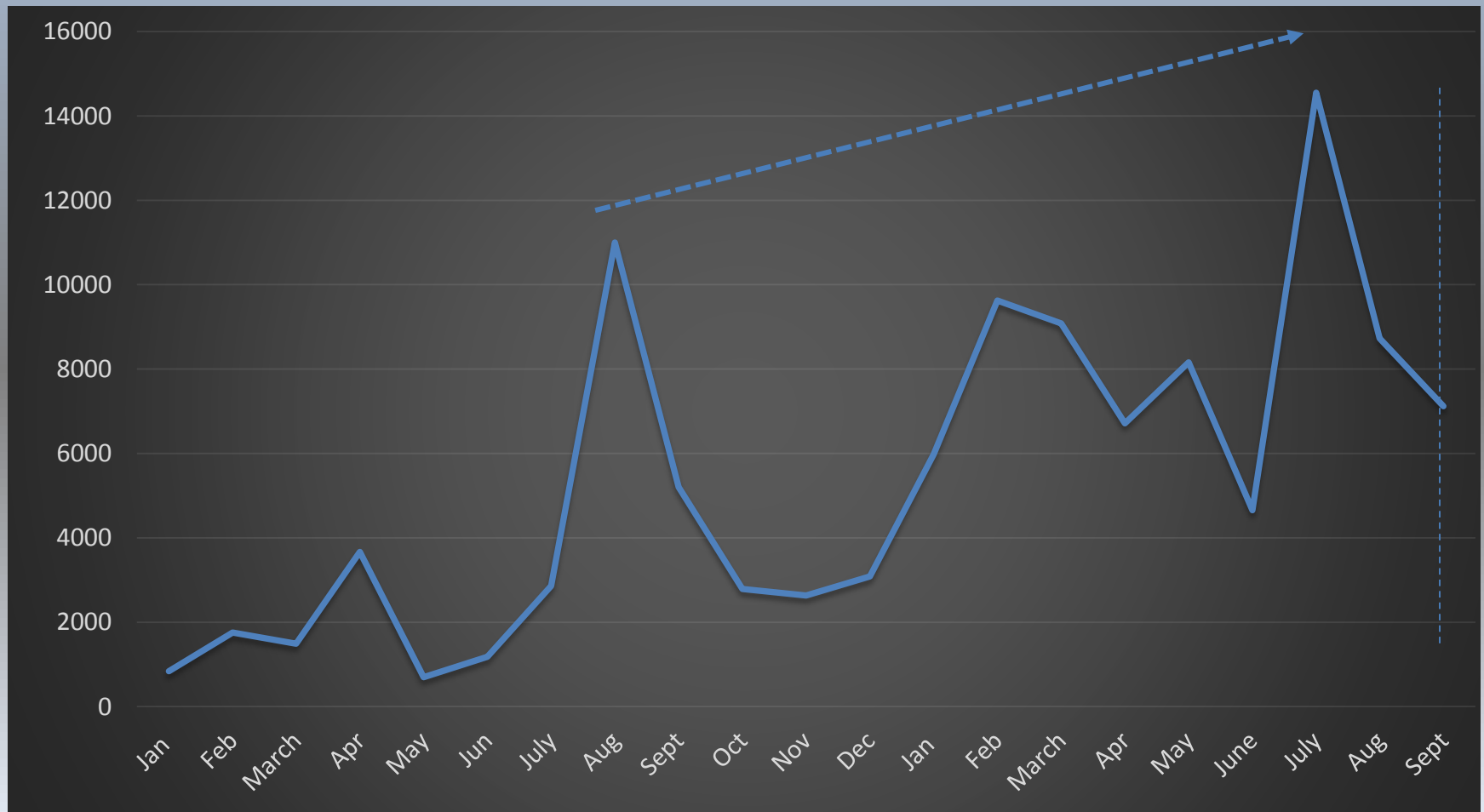
# Tracking the results

## Facebook Likes



# Tracking the results

## Facebook Reach





# In summary

## One size does not fit all

- Keen understanding of media consumption habits within segments of the target audience is imperative to reach out effectively
- Traditional and digital media has its own unique role and set of audiences

## Accessibility

- Speed, easy access and free information is valued by our audience

## Have a strategy

- Use a communication planning model to guide your effort



**THANK YOU**

[www.cancer.org.my](http://www.cancer.org.my)