

## **Launch of Philippine ACT NOW: 30-Day Screening to Treatment Campaign on World Cancer Day**

The Philippine Cancer Society, Inc. (PCS), in collaboration with the Philippine Society of Oncologists (PSO) and the Quezon City Health Department (QCHD), is proud to announce the launch of the "ACT NOW: 30-Day Screening to Treatment" campaign. This groundbreaking initiative aims to accelerate the timeline from cancer screening to treatment, ensuring prompt and comprehensive care for patients. The launch event will take place on February 4, 2025, from 8:00 AM to 12:00 NN, in Quezon City, coinciding with World Cancer Day.

### **A Pioneering Partnership for Cancer Care**

This campaign is a testament to the powerful synergy between PCS, PSO, and QCHD, all committed to enhancing cancer control efforts in Quezon City. Together, these organizations aim to address critical delays in cancer treatment through a comprehensive approach involving public awareness, policy support, and community engagement.

### **Event Highlights**

Hon. Maria Josefina Belmonte-Alimurung, Mayor of Quezon City, will deliver the welcoming remarks, highlighting the city's steadfast commitment to cancer control.

Dr. Corazon A. Ngelangel, President of PCS will provide opening remarks, emphasizing the organization's dedication to transforming lives through cancer care and advocacy. Following this, Usec. Farwa Hombre from the Department of Health (DOH) will outline national initiatives supporting cancer prevention and control.

### **Main Sessions: Bridging the Gap Between Screening and Treatment**

Atty. Rene Grapilon will discuss the significance of Quezon City's pioneering city-led World Cancer Day celebration, underscoring the city's leadership in cancer control following the Quezon City Integrated Cancer Control Ordinance. Dr. Herdee Gloriane C. Luna will then officially launch the "ACT NOW: 30-Day Screening to Treatment" campaign, detailing the initiative's objectives and future programs. QR codes for breast and lung cancer screenings will also be introduced to facilitate immediate access to these vital services.

### **Strengthening Public-Private Partnerships**

Dr. Rubi K. Li of St. Luke's Medical Center (SLMC) Quezon City will highlight the importance of public-private partnerships in enhancing cancer care and community involvement. This partnership exemplifies how collaborative efforts can significantly bolster cancer care services.

### **Focused Campaigns and Initiatives**

The event will also feature discussions on the upscaled HPV vaccination program and the launch of lung cancer screening initiatives. Dr. Guia Elena Imelda Ladrera from the Lung Center of the Philippines will emphasize the critical role of early detection and tobacco control in combating lung cancer.

Atty. Allan Chester Nadate will present key policies supporting cancer prevention, while Dr. Karen Gemma See will invite the call for "Act Now Cancer Control (Barangay) Ambassadors" initiative, inviting community leaders to play an active role in cancer control.

### **Interactive and Educational Segments**

Dr. Mary Claire Soliman from East Avenue Medical Center will provide an overview of Quezon City's cancer-related resources and future training opportunities. The interactive sessions will offer valuable insights into breast, cervical, and lung cancer education and screening initiatives, with representatives from PSO and PCS leading the discussions. This special segment of cancer education will be headed by Dr. Arthur Jason Go, Chair of Social Responsibility Committee of the Philippine Society of Oncologists

The event will conclude with patient feedback and a Q&A session, followed by commitment and message on building a healthier future from Dr. Chita Matunog, President of the Philippine Society of Medical Oncology, Dr. Warren Bacorro, President of Philippine Society of Oncology and Miss Menchie Auste, from the Cancer Coalition Philippines and Cancer Warriors Foundation, reinforcing the call to "ACT NOW."

### **Impact and Significance**

The "ACT NOW: 30-Day Screening to Treatment" campaign is expected to make a profound impact on cancer care in Quezon City and beyond. By reducing the time between screening and treatment, this initiative aims to improve patient outcomes and save lives. The collaborative efforts of PCS, PSO, and QCHD, supported by public and private partners, underscore a shared commitment to a healthier future, fostering hope and action in the fight against cancer.

Join us in this transformative journey on February 4, 2025, as we take a significant step towards improving cancer care and patient support in the Philippines. Together, let's ACT NOW for a cancer-free future.

# WORLD CANCER DAY 2025

and launching of

**ACT NOW:**  
**30-Day**  
**Screening to**  
**Treatment**

SB PARK, IBP RD, BATASAN HILLS,  
QUEZON CITY  
FEBRUARY 4, 2025  
8:00 AM - 12:00 NN

