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As one of the leading anti-cancer institutions in the country, the Philippine Cancer Society (PCS) has endeavored to serve Filipinos in the fight against cancer – “to advance knowledge on cancer, control the spread of the disease and bring relief to those afflicted.”

Since 1956, the PCS focuses its efforts towards three primary advocacies – prevention and early detection, statistical research and focused patient services. Free film showings and lectures are provided to communities, workplaces, schools and companies to raise cancer awareness about cancer. Another integral part of its education and information work are mobile clinic sessions for prostate, breast and cervical (pap smear) examinations.

Relentless in its campaign on tobacco control, the Society has advocated for a 100% smoke-free environment nationwide. The public clamor for graphic-based warnings on tobacco packaging, the tobacco farmers shift to more productive crops and the inclusion of anti-tobacco materials in the primary education curriculum continue to be the main policies promoted by the Society.

Other advocacies towards cancer prevention which the PCS has strongly supported are Hepatitis-B infant vaccination for liver cancer control, expanded coverage in PhilHealth benefits packages for cancer diseases and non-communicable diseases prevention and control through healthy lifestyle.

The PCS Cancer Registry, and the Department of Health’s Rizal Cancer Registry (DOH-RCR), are the only sources of internationally-validated cancer incidence, mortality and survival statistics in the country. Among the oldest in Asia, these registries provide baseline data that help policy decision-makers strategize efforts against cancer. Statistics derived from the PCS registry and DOH-RCR are published in series by the Society, entitled “Cancer Facts and Estimates” and “Cancer in the Philippines” and by the International Association of Cancer Registries (IACR) for “Cancer Incidence in Five Continents.”

Volunteer doctors offer first line consultations and referrals for patients needing further medical attention like mammography. These referrals are PCS partners for diagnostic services, pain and symptom management and hospice services.

The Society opened up its Patient Navigation Program (PNaP) that directly assist cancer patients with their treatment procedures while trying to eliminate other psychosocial barriers in the country’s complicated healthcare system. With the Department of Health’s Breast Cancer Medicine Access Program, early-staged breast cancer Filipino women, particularly those that belong to the impoverished sector of society, are now given excellent opportunities for survival.

The Philippine Cancer Society is led by a 15-man Board of Trustees composed of dynamic and dedicated medical practitioners and civic-minded businessmen. Its projects and programs are run by competent and dedicated anti-cancer volunteers and professionals headed by an Executive Director. The main headquarters in San Miguel district in Manila houses the Managing Office, headed by an Executive Director, and the Society’s major divisions: Education and Information, Cancer Registry, Focused Patient Services and Resource Generation.
2013 was a promising year for the Philippine Cancer Society (PCS). During a review of our medium-term strategic plan for 2010-2014 specifically in the five identified Key Result Areas (KRAs), we have already completed more than 90% of our objectives. The KRAs are Information Effectiveness, Policy Advocacy, Focused Services, Financial Accountability and Community Support, and Organizational Effectiveness. We hope to gain full completion towards the end of 2014.

On information effectiveness, we see that the PCS continues to be one of the more relied-upon and credible sources of cancer information in the country particularly among media networks, student researchers, civil society organizations, local government units and, most importantly, the general public.

A very important policy advocacy helped achieve the passage of Republic Act No. 9334, or the Sin Tax Law, which basically increased the taxes for tobacco products. This would, hopefully, help reduce the prevalence of smoking among the poor and the young.

Significant also during this five-year period is the inclusion of breast and prostate cancers, and acute lymphocytic leukemia in PhilHealth’s “Z” benefits package; our active leadership in national and regional coalitions against non-communicable diseases; and our representation in the Technical Working Group for opioid accessibility and availability program for pain management.

On focused services, our Patient Navigation Program has expanded from two participating government medical centers to six, aside from our own PCS-PNaP, which validates the effectiveness of the program for indigent patients.

We have maintained and sustained the financial logistics for our program operations and established an efficient cost-accounting system for the responsible and prudent spending of PCS funds. This also indicated a continued community support of PCS as an institutional organization dedicated to cancer prevention and control.

With the expected accomplishment of our Strategic Goals, we continue to review the Philippine cancer situation in present times and plan for the future.

Concurrent with this, we extend our gratitude and appreciation to all those who have been helping us achieve our purpose.

ROBERTO M. PATERNO, Ph.D.
Chairman of the Board
The cancer battlefield has shifted. In earlier times, we looked primarily to science to come up with miracle drugs that would reduce cancer to a mere nuisance rather than a fatal disease. Many years have taught us temperance. Unlike many of the communicable diseases, cancer has proven to be a much more complicated and resilient enemy.

It is now recognized as a disease of personal lifestyle choices as much as one brought about by a singular carcinogen or an issue of genetics. The battlefront has shifted from a concern of the medical community to a broader societal effort.

The Philippine Cancer Society (PCS) now answers new challenges by remolding itself. From a cancer information and diagnostics center during its early days, the PCS has evolved into an institution that runs the whole spectrum of cancer phases - prevention, early detection, treatment to palliative and hospice care.

Policies and programs will have to be revisited, updated, retained or aborted, and designed within parameters that are bound by cost-effectiveness, efficiency, impact and public interest. A worthwhile example is our anti-smoking program. When we started this in the early 1970s, smoking was then known to be associated with lung cancer and the PCS promptly came up with education and information (E/I) campaigns to promote the popular saying, “Smoking causes lung cancer.”

Nowadays, after decades of relentless E/I campaigns, these would not be enough. Thus, the PCS opted to establish strategies and programs on legislation (Republic Act No. 9211 or the Tobacco Control Act and R.A. No. 9334 - Sin Tax Law), networking (DOH and FCAP) and capability-building (curricular support for DepEd).

The PCS will continue to evolve itself as we look forward to maximizing our institutional resources for the benefit of the majority of the Filipino people to make cancer not as alarming and fatal as it is today.

CORAZON A. NGELANGEL, M.D.
President
With the help of the Philippine Cancer Society’s Philippine Cancer Facts and Estimates, we are now able to focus plans and programs on, at least, the top eight cancers in the country. These are breast, lung, liver, colon-rectal, cervix, leukemia, stomach and prostate cancers - which accounts for 62% of all cancers (except skin) in the country.

In 2013 and beyond, the PCS will continue to concentrate on our prevention advocacies - cancers associated with smoking, newborn immunization of Hepatitis-B vaccine for liver cancer control and HPV vaccination for cervical cancer. We have service programs on early detection for breast cancer (Breast Self-Examination, Clinical Breast Examination, mammography and ultrasound), cervical cancer (pap smear and ascetic acid wash) and prostate cancer (digital rectal examination). The prevention aspect for colon-rectal and stomach cancers is hinged on good nutrition and exercise.

The PCS Patient Navigation Program handles the treatment of cancer patients including psychosocial issues. On occasion, we also support further their diagnostic and pharmaceutical needs. I am pleased to report that the PCS-PNaP is operational in UP-Philippine General Hospital, East Avenue Medical Center, Jose Reyes Memorial Medical Center and Rizal Medical Center since the program’s inception in 2010. As of date, we have added the Amang Rodriguez Memorial Medical Center and the Bicol Regional Teaching and Training Hospital.

In 2013, we are almost finished with our data collection on cancer cases prior to submission to the International Association for Research on Cancer (IARC). We hope to release the next edition of the Philippine Cancer Facts and Estimates by 2015. As the guidepost for the country’s cancer burden, the manual serves as basis for policy makers and planners to craft their cancer control programs.

On the pages of this Annual Report are the PCS’ activities in 2013 as we continue to exert our best efforts to sustain and improve our programs and innovate new ones to fulfill our mission objective.

RACHAEL MARIE B. ROSARIO, M.D.
Executive Director
ROBERTO M. PATERNO, Ph.D. (Chairman of the Board)
- Consultant, Manila Electric Company (Meralco).
- Treasurer, Manila Chamber Orchestra (MCO) Foundation, Inc.; Independent Director, Concrete Aggregates Corp.; Fellow, Institute of Corporate Directors.

ANTONIO MA. J. GUERRERO (Vice Chairman)
- Director Emeritus, Energizer Philippines, Inc. (2000 to Present); Chairman & President, Energizer Philippines, Inc. (1988-2000)
- Chairman, Philippine Aerosol Container Corp. (2005-2009)
- Managing Director, Eveready Singapore (1983-1988)
- General Manager, Consumer Products Division, Union Carbide Phils., Inc. (1975-1978)

CORAZON A. NGELANGEL, M.D. (President)
- Professor IV of the UP-College of Medicine and head of the Medical Oncology Sections of PHG and JRRMMC.
- Medical Oncologist with an MS in clinical epidemiology and PhD in organization development
- Prolific writer and researcher, most outstanding awardee as oncology researcher and as teacher by the Philippine Society of Oncology, most outstanding in research awardee by Philippine College of Physicians, consistent international publication awardee of UP.

Atty. ENRIQUE D. PEREZ (Vice President)
- Formerly General Counsel, Corporate Secretary, Senior Executive Vice President and Chief Operating Officer, Philippine Long Distance Telephone Co.
- DeWitt Fellow and Fulbright Grantee at the University of Michigan Law School, USA.
- Award of Distinction for Outstanding Leadership and Distinguished Achievement in the Field of Management from the Legal Management Council of the Philippines and the Life Achievement Award from his Alma Mater, San Beda College and the San Beda Law Alumni Association.

JOSE S. SANDEJAS, Ph.D. (Treasurer)
- Presidential Consultant on Family Matters of President Gloria Macapagal-Arroyo.
- Pilipinas Hino, Inc. (Chairman), Professional Managers, Inc. (Chairman and President), Biomedix Laboratories (Chairman), Diversified Holdings, Inc. (Chairman), Meralco Foundation, Inc. (Chairman), and Parents for Education Foundation (Chairman).

VIRGILIO L. PEÑA (Assistant Treasurer)
- Presently the Chairman of Altius Phils, Inc. and President of Everest Academy – a Catholic international school in the Bonifacio Global City owned by theLegionaries of Christ.
- Former President and General Manager of IBM Philippines
- Former Undersecretary for Information and Communications Technology of the Department of Transportation and Communications

EMILY ALTOMONTE-ABREIRA
- Chairman of the Board, Cultural Center of the Philippines
- Chairman of the Board, Children’s Hour Philippines
- President, Foundation for Communication Initiatives (FOCI)

ANGELA U. CRISOSTOMO, M.D.
- President, Diagnostic Breast Imaging Society of the Philippines
- Chairman, Department of Radiology, San Beda College of Medicine
- Head, Breast Diagnostic Clinic, Medical Center Manila
- Senior Consultant, Breast Clinic, Makati Medical Center
- Visiting Consultant for Breast Imaging, National Kidney and Transplant Institute
BOARD OF TRUSTEES

FRANCISCO C. EIZMENDE, JR.
- Director, Rizal Comm. Banking Corp., Grepalife Assurance Corp., Bankard and Makati Finance
- Chairman, Dearborn Motors Company
- Former President, San Miguel Corporation
- Fellow, Trustee and former President, Institute of Corporate Directors
- President, Institute for Solidarity in Asia

DON M. FERRY, Js.D.
- Senior Partner, Ferry, Toledo, Gonzaga, Tria and Associates Law Office.
- Former positions: Sr. Vice President and General Counsel, Philam Group
  President, Citizens’ Legal Aid Society of the Philippines; Vice Chairman, Development Bank of the Philippines;
  Deputy Minister, Ministry of Transportation and Communications; Chairman, Board of Transportation

JAIME GALVEZ-TAN, M.D.
- Professor of the UP-College of Medicine; and the President of Health Futures Foundation, Inc.
- Former Vice Chancellor for Research of UP-Manila and Exec. Dir. of the National Institute of Health
- Served as Regional Adviser in Health and Nutrition for East Asia and the Pacific Region of UNICEF
- Served the Dept. of Health as Secretary in 1995 and as USec and Chief of Staff from 1992-94

CECILIA LADINES-LLAVE, M.D., Ph.D.
- Director, Cervical Cancer Prevention Network (CECAP), Philippines
- President, AOGIN Asia Oceania Research Organization for Genital infections and Neoplasia Philippines;
- Vice-President, Society of Gynecologic Oncologists of the Philippines
- President of Phil. Society of Cervical Pathology and Colposcopy

CONRADO LLANES LORENZO, Jr., M.D.
- Consultant and Staff Member, Obstetrics and Gynecology, Makati Medical Center
- President, Board of Trustees, Philippine Center for Population and Development (Dec. 1977-1998).

GLORIA R. CRISTAL-LUNA, M.D.
- Chief, Section of Medical Oncology, National Kidney & Transplant Inst
- President, Molecular Oncology Society of the Phil
- Certified member, European Society of Medical Oncology
- Council Member, Asian Clinical Oncology Society
- Active Member, American Society of Clinical Oncology
- Editor, Philippine Handbook of Clinical Oncology

ALBERTO B. ROXAS, M.D.
- Surgeon, Philippine General Hospital, Manila Doctors Hospital, AFP Medical Center
- Chair, Technical Committee on Medical Education (CHED)
- Chair, Ethics Committee, Philippine College of Surgeons
- Vice-President, Association of Philippine Medical Colleges Foundation, Inc.

RACHAEL MARIE B. ROSARIO, M.D. (Corporate Secretary & Executive Director)
- Global Cancer Ambassador (conferred by the American Cancer Society, 2011)
- Associate Clinical Professor, University of the Philippines - College of Medicine
- Medical Consultant: Supportive, Hospice and Palliative Care Unit of the Dept. of Family and Community Medicine, UP-PGH
- Member, Technical Working Group, Availability and Accessibility of Opioids in the Phils. (PCS, DOH, PDEA, DDB)
- Corporate Secretary, National Hospice and Palliative Care Council of the Philippines
COUNCIL OF ADVISERS

EXECUTIVE COMMITTEE
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Mr. Antonio Ma. Guerrero
Dr. Corazon A. Ngelangel
Atty. Enrique D. Perez
Dr. Jose S. Sandejas

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Dr. Don M. Ferry
Mr. Antonio Ma. Guerrero
Mr. Virgilio L. Peña
Mr. Francisco C. Eizmendi, Jr.

Resource Generation:
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Dr. Don M. Ferry
Dr. Jose S. Sandejas
Atty. Enrique D. Perez
Dr. Jaime Galvez-Tan
Mr. Francisco C. Eizmendi, Jr.

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Dr. Don M. Ferry
Dr. Jaime Galvez-Tan
Atty. Enrique D. Perez

Personnel Committee:
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Mr. Francisco C. Eizmendi
Mr. Antonio Ma. Guerrero
Dr. Corazon A. Ngelangel
Dr. Roberto M. Paterno
Mr. Virgilio L. Peña

Procurement & Property Committee:
Atty. Enrique D. Perez – Chairman
Dr. Don M. Ferry
Mr. Virgilio L. Peña
Dr. Jose S. Sandejas

PCS representatives to the Andres Soriano Cancer Fund (ASCF)
Executive Committee
Dr. Corazon A. Ngelangel and
Dr. Jose S. Sandejas

Note: Corporate Secretary and Executive Director Dr. Rachael Marie B. Rosario sits as ex-officio member in all Committees

Education and Information:
Mr. Antonio Ma. Guerrero – Chairman
Dr. Corazon A. Ngelangel – Co-Chair
Mrs. Emily A. Abrera
Dr. Gloria Cristal-Luna
Mr. Virgilio L. Peña
Dr. Cecilia L. Llave
Mr. Francisco C. Eizmendi, Jr.

Patient Services:
Dr. Corazon A. Ngelangel – Chairman
Dr. Angela Umali-Crisostomo
Dr. Gloria Cristal-Luna
Dr. Conrado Ll. Lorenzo, Jr.
Dr. Alberto B. Roxas
Dr. Jaime Galvez-Tan
Dr. Alberto B. Roxas

IT & Website Committee:
Mr. Virgilio L. Peña – Chairman
Mrs. Emily A. Abrera
Dr. Don M. Ferry
Dr. Gloria Cristal-Luna
Dr. Cecilia L. Llave
Dr. Jose S. Sandejas

Cancer Registry:
Dr. Angela Umali-Crisostomo
- Chairman
Dr. Jaime Galvez-Tan
Dr. Alberto B. Roxas
FOCUSED SERVICES

The Philippine Cancer Society’s Patient Navigation Program (PNaP) is the flagship service program directly catering to cancer patients who require medical treatment and psycho-social counselling.

Patient navigators are specially trained to guide and journey with the patients and their families to recovery. There are two PNaP versions: One that caters directly to early stage breast cancer patients with the cooperation of the Department of Health’s National Center for Pharmaceutical Access Program (DOH-NCPAM) through six pilot hospitals, and; another that helps cancer patients not covered by the DOH-NCPAM.

The pilot hospitals include the UP-Philippine General Hospital and Jose Reyes Memorial Medical Center in Manila, the East Avenue Medical Center in Quezon City, Rizal Medical Center in Pasig City, Amang Rodriguez Memorial Medical Center in Marikina City and the Bicol Regional Teaching and Training Hospital in Legazpi City.

As of date, close to 3,000 cancer patients are enrolled under the PNaP (PCS and DOH-BCMAP) with about 60% completing their treatment protocols.

PCS patient navigators do voluminous paperwork when they are not assisting cancer patients.
The Philippine Cancer Society’s free Consultation and Referral Clinic is open every Mondays and Wednesdays, from 8:00 to 10:00 a.m. with volunteer medical specialists endorsing patients with suspicious findings to PCS partner diagnostic centers (digital mammography, biopsy, colonoscopy, etc.) for further evaluation.

The PCS mobile screening for breast, cervical and prostate cancers in low-resource settings also produced candidates for PNaP. Other enrollees come from referrals of partner hospitals, cancer centers, oncologists and local government units.

The PCS also holds specialized training seminars for health workers and medical professionals on hospice and palliative care.

The PCS also sits as member of the Technical Working Group (TWG) that recommends to appropriate government agencies (DOH, Dangerous Drugs Board, Philippine Drug Enforcement Agency, etc.) on the supply, distribution and disposition of pain medicine for hospice and palliative care.

A PCS hospice team visited a pancreatic cancer patient in San Pascual, Batangas. In photo, executive director Dr. Rachael Rosario counsels patient and caregiver on palliative care.
Since its inception, the Philippine Cancer Society has been involved in relentless rounds of information education campaigns - lectures, conferences, workshops, tri-media publicity and advertising - as it strives to instill cancer consciousness in the general public.

With these efforts, the PCS shifts its education and information efforts to a bigger arena - the fields of health promotion and advocacy - which will seek not only to inform and educate but, more importantly, to change behavior and spur to action.

In 2013, the PCS engaged in several health promotion and advocacy efforts to strengthen its education and information campaigns. These were:

- Lecture-Skills Training workshop for Dios Mabalos Foundation to build capacity for the Foundation to conduct medical missions in Bicol;
- Strategic Planning Workshop on Budget allocation from proceeds of Tobacco Sin Tax;
- Health Risk Assessment Survey for Metro Manila piloted in Quezon City and Marikina;
- WHO-DOH Workshop on Strengthening Intersectoral Collaboration in Addressing NCDS through Health Promotion;
- Services Counselling lecture for the Ostomates Association of Philippines (OAP) held at the PCS Board Room.
- PCS' position paper calling for the ban on e-cigarettes based on FDA Advisory;
- Forum on Health Executive Agenda for Legislation (HEAL) of the DOH Planning and Policy Bureau that discussed draft bills involving cancer control;
- Strategic Communications Planning of the Nutritional Guidelines for Filipinos;
- Program Implementation Review of the National Tobacco Control Strategy (NTCS) to amend R.A. 9211 and advocate for the Graphic Health Warning Bill.

Advocacy for Cancer Prevention

The PCS leads two major coalitions in the fight against non-communicable diseases - the Philippine Coalition for the Prevention and Control of Non-Communicable Diseases (PCPCNCD) and the Metro Manila Integrated Non-Communicable Diseases Program Coalition (MIND-PC).

These aggregations count close to 100 stakeholders in the government and private sector which are committed in policy making, program implementation, monitoring and surveillance and disease control of the four major NCDs in the country, namely CANCER, diabetes, cardiovascular diseases and COPD (chronic obstructive pulmonary disease).
Establishing the PCS as the information hub on Philippine cancer, media networks recognize the Society as the “reliable and newsworthy” source of current data, expert technical advise and relevant commentaries particularly of the leading cancer diseases. The Society expanded its media coverage with more TV and radio networks using key anti-cancer messages in their broadcasts.

Part of its Media Relations efforts is subscription to popular social media websites like Facebook and Twitter to capture a considerable share of the World Wide Web (www) market. Studies show that about 40 million Filipinos have access to both of these websites.

To better disseminate information on cancer and provide materials support to other activities of the PCS, the E/I Unit has integrated its program for marketing collaterals with the concept, design, production and distribution of flyers, posters, tarpaulins and other similar items.

These include the Annual Report, the information flyers on Cancer, Smoker’s Body, Relay for Life materials, video and powerpoint presentations for major events. The program also includes photography and video editing.
The Philippine Cancer Society-Manila Cancer Registry (PCS-MCR) is a population-based cancer registry that covers the cities of Manila, Quezon, Pasay and Caloocan. It works closely with the Department of Health’s Rizal Cancer Registry (DOH-RCR) in providing cancer baseline cancer data for Metro Manila and the Philippines.

The areas covered by these two registries are amongst the most populous and medically-adept in the country; data is collected from 172 hospitals and local civil registrars of Metro Manila and the Rizal province.

The PCS-MCR and DOH-RCR data is used for the publication of the Philippine Cancer Facts and Estimates every five years. This manual is the country’s basis for the Philippine burden on cancer. The next edition is expected to be released in 2015.

The information derived from the PCS-MCR and DOH-RCR registries provide hard baseline data for guidance on public health policy and program planning and which serve as benchmarks for monitoring and evaluation of programs on cancer prevention and control.

These registries also submit data to the World Health Organization’s International Agency for Research on Cancer (IARC) for inclusion in the publication, “Cancer Incidence in Five Continents,” after passing stringent standards on quality and validity.

This international effort, in collaboration with the International Association of Cancer Registries (IACR) presents its information based on 12 million cancer cases from 300 populations in 60 countries around the world which represents a about 11% of the total global population.

Prof. Satoshi Kaneko, M.D. of the Nagasaki University of Japan, discusses with PCS-MCR project director Dr. Adriano V. Laudico the details of Ms. Mariko Niino’s five-month internship with the PCS on cancer registry operations. Ms. Niino is a student of the Nagasaki University Graduate School of International Health Development.

Globocan 2012
Estimated Cancer Incidence, Mortality and Prevalence in the Philippines

GLOBOCAN is a project of the World Health Organization’s (WHO) International Agency for Research on Cancer (IARC). The aim of the project is to provide contemporary estimates of the incidence of, mortality and prevalence from major types of cancer, at national level, for 184 countries of the world. The GLOBOCAN estimates are presented for 2012, separately for each sex. 1-, 3- and 5-year prevalence data are available for the adult population only (ages 15 and over). Please note that:

These estimates are based on the most recent data available at IARC and on information publicly available on the Internet, but more recent figures may be available directly from local sources.

Source: www.globocan.iarc.fr
The Best Dressed Women of the Philippines (BDWP) is a yearly charitable event that generates funds to support cancer awareness, patient services and other significant programs of the Philippine Cancer Society (PCS).

The event is to honor the beautiful Filipina who is not only glamorous and charming but also expresses herself through charitable deeds and acts of kindness.

The BDWP has been the signature resource generation activity of the PCS since the very first batch of BDWP awardees modeled their fabulous gowns on the catwalk in 2004.

Since then, high society’s creme dela creme made it a point to attend the BDWP Gala Night at the prestigious and posh ballrooms of Mandarin Oriental Hotel in 2004 and 2005 and the Makati Shangri-La Hotel from 2006 to 2013 in the premier financial hub of their country.

Past winners became Ambassadors for Life to continue their wholehearted support and contribution to the PCS-BDWP.

In 2012-2013, the BDWP Committee decided to name “Men of Extraordinary Influence” to showcase Filipinos who also made extraordinary contributions to Philippine society.

The BDWP Organizing Committee is composed of: Ms. Imelda Cojuangco, Consul Helen Ong, Mabel Abaño, Betty Chua, Sandie Poblador, Roselle Rebaño, Roy Gonzales, Agnes Huibonho and BDWP emcee par excellence Johnny Litton.

Left photos show BDWP awardees from 2004 to 2013. Bottom photos show “Men of Extraordinary Influence” introduced during the Gala Night.
In 2013, the American Cancer Society’s franchised fund-raising event, “Relay for Life,” was held in the country through the Philippine Cancer Society, on March 8-9 at the Amoranto Sports Complex in Quezon City. The event started at four in the afternoon and ended early morning the next day.

PCS President Dr. Corazon Ngelangel gave the welcome remarks, while Ramon Ferrer, Jr of the Department of Health-NCR’s Non-communicable Diseases Office gave an inspirational talk.

The RFL started with its signature “Survivor’s Walk” as participants lined-up with the Quezon City Band heading the parade.

Cancer patients from the Philippine General Hospital Pediatric Ward and ChildHaus followed right behind, along with the teams from the different departments of the Quezon City hall and other civic organizations. Other volunteers from all walks of life joined in to march as well as they followed the teams along the time tracks.

The representatives from barangays in Quezon City manifested their enthusiasm for Relay For Life 2013 by inviting more volunteers, thus, the number of people who registered in the event have surpassed the ones from the previous years.

At 11 in the evening, right after the Holy Mass, the Luminaria or the lighting of the candles began. Seeing the whole oval outlined with the candles’ glow while everyone prayed silently for their loved ones was an overwhelming sight.
Dr. Luz Kwong, a long time volunteer of the PCS, and staff Romi Marcaida, emceed the whole program. Volunteers may have been tired or sleepy but that didn’t stop them from walking around the track until the conclusion of the event.

Parade of different teams followed. Most of the teams had colorful banners as the “Relayers” showed excitement and happiness while walking.

Tarpaulins about cancer were displayed around the venue. Brochure and posters were also distributed among the participants. Fundraising of teams during the events were as follows: haircutting, food sales, card reading and tattooing. These were done prior to and during relay.

Closing ceremonies began at 8 in the morning. Awards were given to the Best Decorated Campsite and best Presentation by cancer support groups, and the individual who walked the most laps.

After the awarding of prizes. A group of elderly from Quezon City led the aerobics exercises together with the remaining participants.
PCS IN ACTION

Dr. Ernesto O. Domingo
2013 Ramon Magsaysay Awardee

“... for his exemplary embrace of the social mission of medical science and his profession, his steadfast leadership in pursuing ‘health for all’ as a shared moral responsibility of all sectors and his groundbreaking and successful advocacy for neonatal hepatitis vaccination, thereby saving millions of lives in the Philippines.”

PCS Council of Adviser member and former vice president Dr. Ernesto O. Domingo (right) pose with fellow recipients of the prestigious 2013 Ramon Magsaysay Awards. A liver cancer specialist, Dr. Domingo is credited to be one of the architects of the “Universal Health Care” program and chief advocate for the Hepatitis-B mass immunization of newly-born babies for liver cancer control.

Hospice & Palliative Care Seminar

PCS volunteer medical specialist Dr. Karin Estepa lectures during the three-day Seminar on “Achieving Universal Coverage on Palliative Care: Dispelling the Myths” in celebration of World Hospice and Palliative Care Day” at the UP-PGH. The seminar was a joint event of the PCS and the UP-PGH Department of Family Medicine’s Section of Supportive, Hospice and Palliative Medicine.
PCS Board Chairman Dr. Roberto M. Paterno with Avon Foundation officials during the press launch of the “Walk and Run Against Breast Cancer,” an annual advocacy event to raise breast cancer awareness held in October spearheaded by Avon Cosmetics Philippines. The event was held at the SM Mall of Asia Open Grounds.

PCS held a joint Seminar-Workshop for Facilitators on “Grief and Bereavement” with EPCALM at the St. Luke’s Medical Center (Taguig City) on May 10, 2013. In photo is PCS executive director Dr. Rachael Rosario with participants. EPCALM (Erwin P. Cabanag Adult Leukemia Memorial) is an NGO which assists adult leukemia victims and their families.
PCS IN ACTION

PCS IN ACTION

R. A. C. E.

Multi-awarded actor Cesar Montano addresses runners in the R.A.C.E. (Run Against Cancer Event) during the Opening Ceremonies held at the Rajah Sulayman Park, City of Manila on July 8, 2013. Also in photo are former Manila Mayor Alfredo Lim and PCS executive director Dr. Rachael Rosario. R.A.C.E., presented by Panaghoy Foundation, named PCS as a recipient of the event’s proceeds.

OHLAA Night

The Philippine Cancer Society chairs the Philippine Coalition for the Prevention and Control of Non-Communicable Diseases (PCPCNCD) which runs the Outstanding Healthy Lifestyle Advocacy Awards for institutions that promote tobacco control, good nutrition, increased physical activity and controlled alcohol intake.

Dr. George Lives On

PCS top officials, staff, former executive directors (Dr. Kelly Salvador, Luzvimindo Fajardo and Quintin Tan) and sons of the late Dr. George G. Eufemio, long-time PCS president, trustee and volunteer, attend the necrological mass held at the PCS Patients Lounge on January 10, 2013. Dr. Eufemio is a noted breast cancer specialist who authored the very first Philippine textbook on surgery.
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<td>Rachael Marie B. Rosario, M.D.</td>
<td>Managing Office</td>
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<td>Sheila Dy</td>
<td>Education and Information</td>
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<td>Riza Caringal</td>
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<td>Alex Asuncion</td>
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<td>Romi Marcaida</td>
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<td>Dory Arelito</td>
<td>Resource Generation</td>
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<td>Melai Belencion</td>
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<td>Arnold Dimaplas</td>
<td>Manila Cancer Registry</td>
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<td>Romi Marcaida</td>
<td>Manila Cancer Registry</td>
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<td>Zeny Avila</td>
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<td>Tess Umali</td>
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<td>Ellen Santos</td>
<td>Manila Cancer Registry</td>
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<td>Dheny Orengo</td>
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<td>Soi Mirasol</td>
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<td>Lynda Navarro</td>
<td>Manila Cancer Registry</td>
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<td>Linda Abris</td>
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<td>Jona Isla</td>
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<td>Larry Sison</td>
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<td>Roy Hernando</td>
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<td>Arnold Docotero</td>
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**Philippine Cancer Society**
International Partners

American Cancer Society
Asia Pacific Hospice Network
Framework Convention on Tobacco Control Alliance
International Agency for Research on Cancer
International Association of Cancer Registries
International Union Against Cancer (UICC)
World Health Organization

Government Institutions / Agencies

Amang Rodriguez Memorial Medical Center
Bangko Sentral ng Pilipinas
Department of Health
Dangerous Drugs Board
Department of Environment and Natural Resources
Development Bank of the Philippines
East Avenue Medical Center
Jose Reyes Memorial Medical Center
Land Bank of the Philippines
Liga ng mga Barangay
Makati Health Department
Manila Health Department
Metro Manila Mayors’ League
Office of the Vice Mayor - Quezon City
PhilHealth Corporation
Phil. Amusement and Gaming Corporation
Philippine Drug Enforcement Agency
Philippine General Hospital – Department of Family and Community Medicine
Philippine General Hospital – Cancer Institute
Presidential Communications Operations Office
Philippine International Trading Corporation (PITC)
Quezon City Local Government
Rizal Medical Center
Social Security System
Taguig City Local Government

Perpetual Endowments

American Women’s Club
Carmen Calvo Arando
Vivente Arando
Helen H. Bato
Betty Go Belmonte
Lilia Lopez Borja
Manuel Borja, M.D.
Jane Butt
Albert Camus
Gloria Cardenas
Atty. Gregorio Castillo
Bonifacia Catan
Celia Cruz
Cesar Cruz, Jr.
R.R. Dela Cruz
Cita Delgado
Jose Ocampo Desiderio
Gillian Ann Dodkin
Leopoldo David Francisco
Ong Guat
Edna S. Legaspi
Ray Lifskitz
Casiano Almazan Lim
Francisca Castillo Marquez
Socorro Matias
Rose Mamit
Domingo Mendoza, Sr.
Janet Montgomery
Evelina C. Tiongson-Muyot
Jose V. De Ocampo
Gloria Olivares
Leticia Pe-Ongshu
Jaime G. Paterno
Carmilla W. Reyes
Beth Romualdez
Gregorio Santiago
Kishu Sehwani
Fermin J. Serafico
Henares Family
Rita Carmen Syquia
Romeo Ticzon
MEMBERS & INSTITUTIONAL PARTNERS

Private Groups

7th Power 2013, Inc.
AAI Charity Foundation
A Soriano Corporation
ABS-CBN Broadcasting Corp.
American Wire & Cable Co., Inc.
Andres Soriano Foundation
Asian Chemical Corporation
Atty. Eugenia Marfori-Celi Foundation
Avon Philippines
Ayala Corporation
Ayala Land, Inc.
Balikbayan Handicrafts
Bank of Commerce
Belco Marketing
Brother International
Cats Motors, Inc.
China Banking Corp.
Citadel Corporation
Citadel Holdings Inc.
Columbian Auto Car Corp.
Concepcion Paterno Memorial Foundation
Czarina
East West Bank
Euromode
First Philippine Holdings Corp.
Fookien Times Yearbook Publishing Co., Inc.
Furnitalia
GMA Network, Inc.
Gardenia Bakeries (Phils.), Inc.
Gateway Property Holdings, Inc.
Go Soc & Sons Siy Gui Huat, Inc.
Guerrero Publishing
Health Justice, Inc.
Honorable Sonny R. Belmonte
Iglesia Ni Kristo
Imelda O. Cojuangco
Insular Life Assurance Co., Ltd.
Investment Capital Corporation of the Philippines
Jaka Investment
JD Sehwani Foundation
JEFCON for Social Progress Foundation, Inc.
Jollibee Foundation
KPMG Manabat and San Agustin and Co., CPAs
Kraft Foods Philippines, Inc.

Land Bank of the Phils.
Landmark Commercial Center
Magsaysay Lines, Inc.
Manila Bulletin Corp.
Manila Electric Company
Megaworld Foundation
Megaworld Properties & Holdings, Inc.
Metrobank Foundation
Meralco Employees Fund for Charity, Inc.
Mercury Drug Corporation
Mr. Joe Ledesma
Nestle Phils., Inc.
Pacific Paint (Phils.) Inc.
Philamlife Foundation
Philippine American Life Assurance Company
Philippine Long Distance Telephone Co.
Philippine National Oil Company
Philippine Nurses Assn., Inc.
Philippine Star
Pilipino Star Printing
Planters Bank
Ponciano Marquez Foundation, Inc.
Procter & Gamble, Inc.
Prudential Guarantee Assurance Inc.
Quezon City Government
Reyes Hair Company International, Inc.
Robinson’s Land
San Miguel Corporation
Shaw Foundation
SM Foundation
SM Mart, Inc.
SM Prime Holdings, Inc.
Smart Communications
Social Security System
Sterling Gifts, Inc.
St. Luke’s Medical Center
Store Specialists, Inc.
Sytengco Foundation
The Carewell Community
Towns Inc.
Unilever Phils., Inc.
Unipipe Philippines
United Daily News
United Laboratories, Inc. (Unilab, Phils.)
Whealth, Inc.
Wilcon Builders Supply
Zuellig Pharma Corp.
MEMBERS & INSTITUTIONAL PARTNERS

Cancer Support/Palliative Care Groups

Aruga
Ayala Alabang Hospice Care Foundation, Inc.
Bosom Buddies
Philippine Foundation for Breast Cancer
Breast Friends of PGH
Can Survive
Cancer Fighters
Cancer Resource and Wellness (Carewell) Center
Child Haus
I Can Serve Foundation
Kasuso Support Group
Madre de Amor Hospice Foundation, Inc.
Manila Doctors Cancer Crusaders Club
Munting Paraíso Support Group
National Hospice and Palliative Care Council of the Philippines
PGH Hema Onco Support Group
Ostomy Association of the Philippines
Palcare Volunteer Group
Petals of Hope
PGH Lymphoma Support Group
PGH Hema Onco Group
Philippine Foundation for Breast Cancer
Salvation Army
St. Luke’s Medical Center Patients’ Forum
Tropang Tropho Support Group

Medical Societies

Pain Society of the Philippines
Philippine College of Chest Physicians
Philippine College of Physicians
Philippine College of Surgeons
Philippine Diabetes Association
Philippine Heart Association
Philippine Hospital Association
Philippine Medical Association
Philippine Nurses Association
Philippine Obstetrical and Gynecological Society
Philippine Oncology Nurses Association
Philippine Pharmaceutical Association
Philippine Radiologic Oncology Society
Philippine Society of Colon and Rectal Surgeons
Philippine Society of Gastroenterology
Philippine Society of Hospital Pharmacists
Philippine Society of Medical Oncology
Philippine Society of Oncologists
Philippine Society of Pathologists
Philippine Society of Pediatric Oncology
Philippine Society of Urologic Oncology
Philippine Urological Association
Society of Gynecological Oncology of the Phils.