

Philippine  
Cancer  
Society



# 2024 ANNUAL REPORT

---

**PHILIPPINE CANCER SOCIETY**

# CORPORATE PROFILE

## WHO WE ARE

The Philippine Cancer Society, Inc. (PCS) is a private, non-stock, non-profit corporation registered with the Securities and Exchange Commission on 22 December 1956. PCS has endeavored to serve Filipinos in the fight against cancer as embodied in its mission and vision statement. Since 1956, the society has focused on its efforts towards these advocacies - statistical research, education and information, prevention and early detection, and focused patient services.

## MISSION

To advance knowledge about cancer, combat the spread of the disease, and bring relief to those afflicted with cancer.

## VISION

A country well prepared to meet the cancer challenge and a citizenry made fully aware of the threats of the disease.

# TABLE OF CONTENTS

01	CORPORATE PROFILE
03	MESSAGE OF THE CHAIRMAN OF THE BOARD
04	MESSAGE OF THE PRESIDENT
05	BOARD OF TRUSTEES
08	COMMITTEES
09	COUNCIL OF ADVISERS
10	CANCER CONTROL ACTION NETWORK
11	PCS OPERATIONS TEAM
12	PATIENT NAVIGATION PROGRAM
15	CANCER REGISTRY
17	ADVOCACY
20	EDUCATION & INFORMATION
21	ACT NOW
22	RELAY FOR LIFE
23	BEST DRESSED WOMEN OF THE PHILIPPINES
24	PCS IN ACTION
28	AFFILIATIONS & PARTNERS



## MESSAGE FROM THE **CHAIRMAN**

On behalf of the Board of Trustees, I present the 2024 Annual Report of the Philippine Cancer Society, Inc. This report outlines our accomplishments throughout the year, driven by our commitment to reduce the burden of cancer through patient-centered care, advocacy, and community partnerships. We acknowledge the dedicated service of our staff, the support of our donors and partners, and the resilience of those we serve.

A handwritten signature in black ink, appearing to read "Antonio Ma. J. Guerrero". The signature is written in a cursive style with a long horizontal line extending to the right.

**ANTONIO MA. J. GUERRERO**  
CHAIRMAN OF THE BOARD



## MESSAGE FROM THE **PRESIDENT**

The year 2024 was a period of transition and progress for the Philippine Cancer Society. Our shared leadership model allowed us to continue delivering essential cancer services and scaling up strategic initiatives in partnership with national and local institutions. I commend our newly-formed Executive Action Team and the PCS staff for their dedication in reaching thousands of patients and advancing cancer control through data, education, and direct service delivery.



**CORAZON A. NGELANGEL, MD**  
**PRESIDENT**

# BOARD OF TRUSTEES



**Antonio Ma. Guerrero**  
Chairman



**Emily Altomonte-Abrera**  
Vice Chairwoman



**Corazon A. Ngelangel, MD**  
President



**Angela U. Crisostomo, MD**  
Vice President



**Francisco C. Eizmendi, Jr.**  
Treasurer



**Virgilio L. Peña**  
Assistant Treasurer

## **Antonio Ma. Guerrero - Chairman**

Emeritus of Energizer Philippines; Chairman and President of Everest Academy; Past Positions include board chairman of Philippine Aerosol Container Corp. and Energizer Philippines; managing director of Eveready Singapore; president of Union Carbide Indonesia; area manager of Union Carbide Eastern Hongkong, and; gen. manager of the consumer products division of Union Carbide Phils.

## **Emily Altomonte-Abrera – Vice Chairwoman**

Well-known Advertising and Communications Executive; Former Board chairperson of the Cultural Center of the Philippines and Children's Hour Phils. ; President of the Foundation for Communication Initiatives.

## **Corazon A. Ngelangel, MD, MS, PhD.- President**

Director-Asian Hospital and Medical Center's Asian Cancer Institute. Professor Emeritus – UP College of Medicine. Member- DOH NICC Council, Philippine representative to the Asia Breast Cancer Cooperative Group; Former Chief- Medical Oncology Sections of UP-Philippine General Hospital and DOH-Jose Reyes Memorial Medical Center ; Past President-Philippine Society of Medical Oncologists; Past Medical Director-Roche Philippines Inc.

## **Angela U. Crisostomo, MD– Vice President**

Chairperson of the Department of Radiology of the San Beda College of Medicine; Consultant on breast care clinics and mammography units of Makati Medical Center, National Kidney and Transplant Institute and Cardinal Santos Medical Center. President of the Diagnostic Breast Imaging Society of the Philippines, the Faculty Association of San Beda College; Former consultant on Breast Imaging in Malaysia.

## **Francisco C. Eizmendi, Jr., - Treasurer**

Former president of San Miguel Corporation; Chairman of Dearborn Motors Company; President of the Institute for Solidarity in Asia. Independent director of Rizal Commercial Banking Corp., Sun Life Grepa Financial and Makati Finance. Fellow and former president of the Institute of Corporate Directors.

## **Virgilio L. Peña - Assistant Treasurer**

President of Mano Amiga Academy ; Independent Director of Lorenzo Shipping Corporation ; Director of Everest Academy; Former President and General Manager of IBM Philippines. Former Undersecretary of the Department of Transportation and Communications; Chairman of the Commission on Information and Communications Technology (CICT).

# BOARD OF TRUSTEES



Alberto B. Roxas, MD.



Gloria Cristal-Luna, MD.



Cecilia Lladines-Llave, MD.



Jaime Galvez-Tan, MD.



Kelly S. Salvador, MD.

## Alberto B. Roxas, MD.

Former Surgery Department Chair -UP-PGH, Manila Doctors Hospital and the AFP Medical Center. Chairman, Technical panel on Health Profession of Commission on Higher Education (CHED) and Former Ethics Committee of the Philippine College of Surgeons. Former Dean of the UP College of Medicine.

## Gloria Cristal-Luna, MD.

Medical Oncologist of the National Kidney & Transplant Institute ; Congress President of the Asian Oncology Society ; Council Member of the Asian Clinical Oncology Society ; Member of both American Society of Clinical Oncology and Society of Immunotherapy of Cancer ; Certified Member of the European Society of Medical Oncology ; Past President of Molecular Oncology Society of the Philippines/ Philippine Society of Oncologists/ President of the Philippine Society of Medical Oncology; Chief, Division of Molecular Oncology, Cancer Institute, St. Luke's Medical Center ; Co-Director, Cancer Institute.

## Cecilia Lladines-Llave, MD.

Director of the Cervical Cancer Prevention Network; President of the Philippine Society of Cervical Pathology and Colposcopy. Formerly Chairman of the UP-PGH Cancer Institute; Past President of Philippine Society of Oncology.

## Jaime Galvez-Tan, MD.

Former Secretary of the Department of Health; Professor at the UP College of Medicine; chairman of Health Futures Foundation, Inc. Anchorperson of DWWW radio program "Doctor's Orders."

## Kelly S. Salvador, MD.

General Manager of Springfield Breast Care Center; Trustee, Kythe and Hospice Phils.; President, Windsor International Maritime Clinic, CEO of Ace Asia Medical Gateway Corp.; Corporate Secretary of SHIP, Inc.

# BOARD OF TRUSTEES



**Vicente Tomas L. Fernandez**



**Conrado Gabriel C. Lorenzo, III, MD.**



**Bienvenido S. Bautista**



**Paolo Maximo F. Borromeo**

## **Vicente Tomas L. Fernandez**

President of Martinez Leyba, Inc., Karlourd Realty Inc., and Cervantes Realty Incorporated. Executive Vice President of Fernandez Hermanos, Incorporated. Board Trustee of Alay kay San Juan Bautista Foundation, Inc.

## **Conrado Gabriel C. Lorenzo, III, MD.**

Affiliated with Makati Medical Center and practice at the Asian Hospital & Medical Center and St. Luke's Medical Center, Global City. Chief of the Section of Medical Oncology of all three hospitals, and Director of the Makati Medical Cancer Center.

## **Bienvenido S. Bautista**

President and CEO, PITC Pharma, Executive Vice President and Managing Director, Universal Robina Corporation (Philippine and Indonesia), Vice President and Area Director, Kraft Foods Inc. South/Southeast Asia (16 countries), President, San Miguel Beer, President Kraft General Foods Philippines, President and General Manager, Warner Lambert Indonesia

## **Paolo Maximo F. Borromeo**

President and CEO of AC Health (Ayala Healthcare Holdings Inc.) and a Managing Director at Ayala Corporation. He is the Chairman of the Healthway Medical Network, Chairman of IE Medica, the Vice Chairman of the Generika Group of Companies, and Director at KonsultaMD. Chair of the Private Sector Advisory Council for Health under the current Marcos administration. He is also a Board Member of Operation Smile Philippines.

# COMMITTEES



## Finance Committee

### Francisco C. Eizmendi, Jr. - Chair

Virgilio L. Peña  
Kelly S. Salvador, MD  
Vicente T. Fernandez  
Bienvenido S. Bautista.

## Personnel Committee

### Corazon A. Ngelangel, MD - Chair

Francisco C. Eizmendi, Jr.  
Virgilio L. Peña  
Emily A. Abrera  
Bienvenido S. Bautist

## Procurement & Property Committee

### Kelly S. Salvador, MD - Chair

Francisco C. Eizmendi, Jr.  
Virgilio L. Peña  
Vicente T. Fernandez.

## Membership & Chapters Committee

### Cecilia L. Llave, MD - Chair

Antonio Ma. J Guerrero  
Jaime Galvez-Tan, MD  
Kelly S. Salvador, MD  
Gloria Cristal-Luna, MD.

## IT & Website Committee

### Virgilio L. Peña - Chair

Emily A. Abrera  
Gloria Cristal-Luna, MD  
Cecilia L. Llave, MD  
Kelly S. Salvador, MD.

## Education & Information Committee

### Emily A. Abrera - Chair

Corazon A. Ngelangel, MD  
Vicente T. Fernandez  
Gloria Cristal-Luna, MD  
Cecilia L. Llave, MD  
Bienvenido S. Bautista.

## Patient Services Committee

### Corazon A. Ngelangel, MD - Chair

Angela U. Crisostomo, MD  
Gloria Cristal-Luna, MD  
Cecilia L. Llave, MD  
Jaime Galvez-Tan, MD  
Conrado Gabriel C. Lorenzo III, MD  
Alberto B. Roxas, MD.

## Cancer Registry Committee

### Angela U. Crisostom, MD - Chair

Jaime Galvez-Tan, MD  
Conrado Gabriel C. Lorenzo III, MD  
Alberto B. Roxas, MD.

## Resource Generation Committee

### Jaime Galvez-Tan, MD - Chair

Kelly S. Salvador, MD  
Vicente T. Fernandez  
Bienvenido S. Bautista.

# COUNCIL OF ADVISERS



Tomas V. Apacible



Amb. Jose L. Cuisia, Jr.



Dr. Tomas M. Realiza



Roberto F. De Ocampo



Dr. Ernesto O. Domingo



Dr. Antonio H. Villalon



Consul Helen M. Ong



Dr. Joselito Sandejas

PCS Council of Elders - our group of older, respected individuals within the country – our advisors, sharing their wisdom, experience, and cultural knowledge, guiding the organization's affairs.

# CANCER CONTROL ACTION NETWORK



Mayor Joy Belmonte



Councilor Alfred Vargas



Dr. Edward Wang



Consul Helen Ong



Consul Marian Ong



Mrs. Carol Mercado



Dr. Herdee Luna



Dr. Maricar Sabeniano



Dr. Edmund Orlina



Dr. Concepcion Alfiler



Dr. Karen Gemma See



Dr. Czar Louie Gaston



Mr. Amiel Herrera



Ms. Deborah Dacanay



Mr. Antonio De Castro

We stand with our volunteers— working together in the fight against cancer in anyway we can. By engaging advocates across the country, PCS CCAN shares educational, health, research, and technical services, and influences legislative and regulatory solutions that will end cancer as we know it, for everyone.

# PCS OPERATIONS TEAM



## Executive Action Team



**ATTY. CARLA PATRICE S. CUCUECO**  
Corporate Secretary/ Legal Council

**HERDEE GLORIANE C. LUNA, M.D.**  
Oncology Manager for Research, ACT NOW, Oncology Societies



**MARICAR R. SABENIANO, M.D.**  
Oncology Manager for Registry, PNAP, IEC, Patient Groups, Hospice



**ROMEO V. MARCAIDA, RN**  
Operation Manager (External affairs)

**JENNIFER C. GUINTO, MPMG**  
Operation Manager (Internal Affairs)



**RACQUEL ANN B. CASTROVERDE**  
XTRAMIND F&A OUTSOURCING INC.

## Accounting

### PATIENT NAVIGATION    RESOURCE GENERATION

NEL MARIE TIU

RACHEL MARIE RUSTIA (Volunteer)

CHERILYN BERMUDO (Volunteer)

### MANILA CANCER REGISTRY

VANESSA ALLADA, SIONY ALCOS, DENCY ORENGO

### MOBILE CLINIC

MARY GRACE ALICAN

NAE ANN OCHOA

JOHNNY BALTAZAR

ALEX GARCIA

### UTILITY / TRANSPORT

ARNOLD DIMAPLAS

ARNOLD DOCTOLERO

SHANE LLAMIDO

EDGARDO MAGNATE

## Executive Director

**RACHEL ROSARIO, M.D.**

# PATIENT NAVIGATION



## PATIENT ASSISTANCE PROGRAM

The Philippine Cancer Society pioneered the country's patient navigation initiatives in 2010 (Patient Navigation Training and Patient Assistance Program). The PCS Patient Navigation Program (PNAP) is now on its 15th year. It has been adopted by many organizations and hospitals in the country and institutionalized in Republic Act No. 11215 or the National Integrated Cancer Control Act of 2019 (NICCA law)

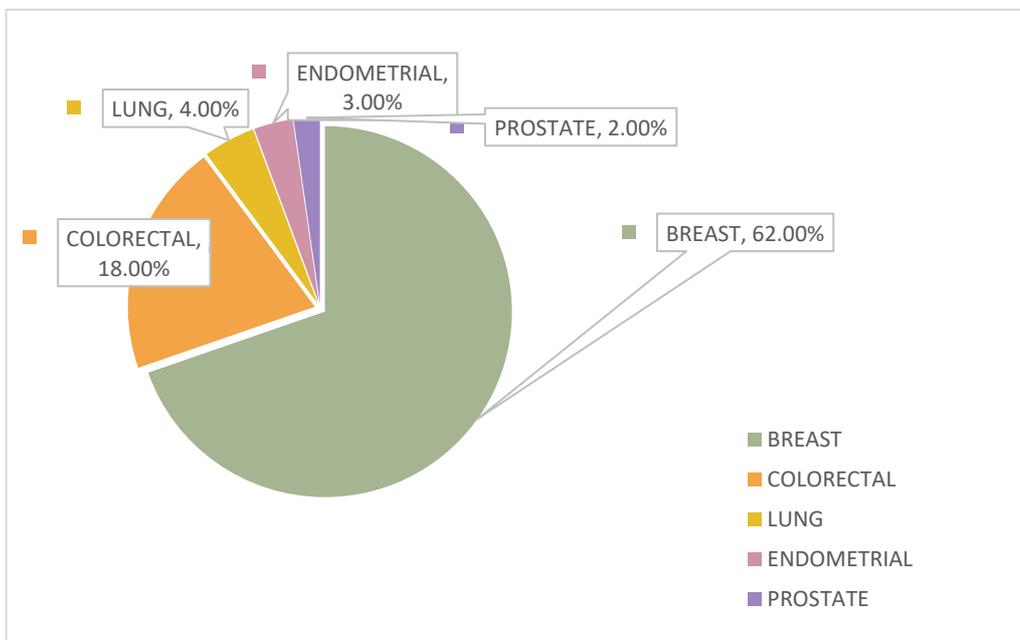
### Year 2024

Total patients assisted: **6972**

Services provided: psychosocial support, counseling, diagnostic assistance, medication assistance and transportation assistance.

Total amount utilized for patient care: **5.4 million**

### Top Five Cancer Cases



1. Breast (62%)
2. Colorectal (18%)
3. Lung (4%)
4. Endometrial (3%)
5. Prostate (2%)

# PATIENT NAVIGATION



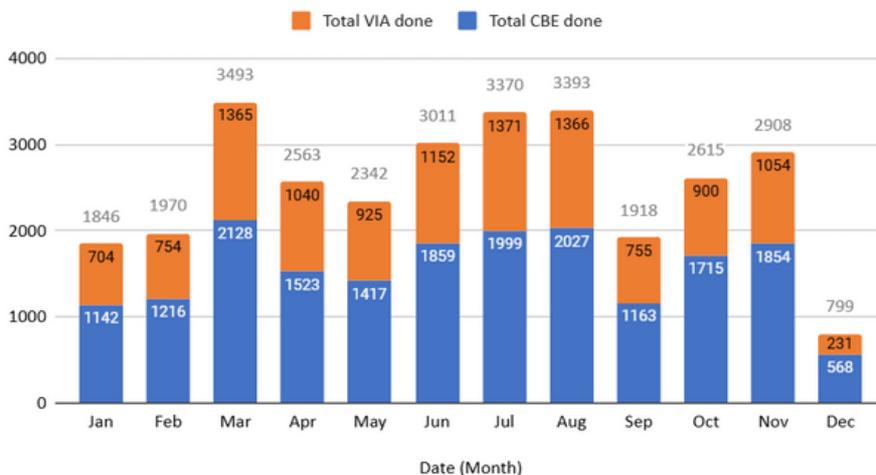
## MOBILE CLINIC

The Philippine Cancer Society's two mobile screening clinics continued operations throughout 2024. A total of **381** barangays / cities / municipalities were served. **18,611** individuals underwent clinical breast examination with **1670** or **9%** detected to have breast mass. Additionally, **11,617** women underwent cervical cancer screening through visual inspection with acetic acid (VIA). Of these, **54** or **0.46%** had positive VIA results.

All individuals with breast mass findings underwent breast ultrasound. Patients suspected of possible malignancy were referred to partner and nearby hospitals for further evaluation and management. Individuals with positive VIA results underwent cryotherapy at the Mobile Clinic and enrolled to the PCS PNAP for assistance and monitoring.

## Year 2024

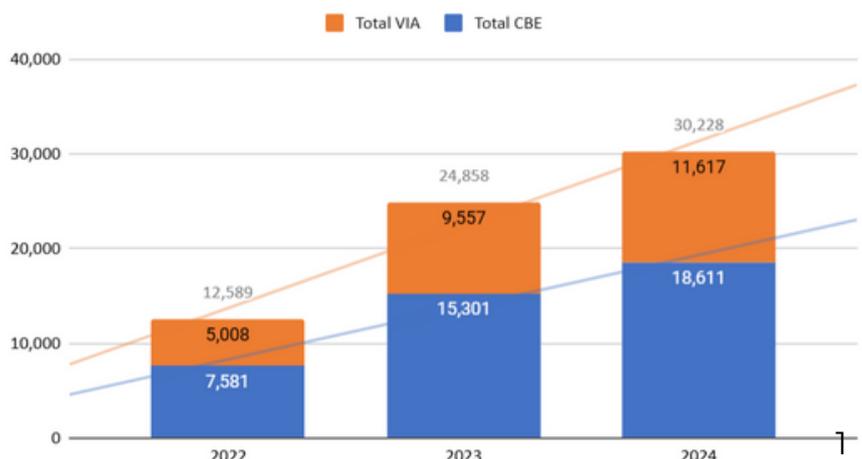
2024 Mobile Clinic Census



The top 3 months for mobile clinic missions and screenings were March, August, and July.

Since its implementation in 2022, there has been a steady increase in the mobile clinic's annual total number of individuals screened for both breast and cervical cancer.

2022 to 2024 Mobile Clinic Census



# PATIENT NAVIGATION

## TRAINING

PCS entered into a tripartite agreement with the Department of Health and Amang Rodriguez Memorial Medical Center for the project entitled **“The Development of Patient Navigation Capacity-Building Design Modules for the Cancer and Supportive-Palliative Medicine Access Program (CSPMAP)”**. The project was 1st led by PCS Executive Director Rachel Rosario and implemented by the PCS PNAP training team. with Dr. Maricar Sabeniano, Mr. Romeo Marcaida, and Ms. Jennifer Guinto.

A **two-day training and workshop** was held on **March 16-17, 2024** at Sequoia Hotel, Quezon City with subsequent monthly monitoring and mentoring sessions. Participants were from CSPMAP sites within Metro Manila. The output of the project included patient navigation training manuals (one for trainers and one for trainees), a terminal report, and **54** participants who received certificates for completion of training on **June 15, 2024**.

At the end of 2024, two new PCS proposals for patient navigation projects were accepted by the DOH for implementation in 2025.



# CANCER REGISTRY



The Philippine Cancer Society pioneered in cancer registration in the Philippines. In 1968, PCS launched the Central Tumor Registry of the Philippines, which was reoriented in 1983 and thereafter named the Manila Cancer Registry (MCR). Cancer registries, both population-based (PBCRs) and hospital-based (HBCRs), are institutionalized in Republic Act No. 11215 or the National Integrated Cancer Control Act of 2019 (NICCA Law).

In 2024, MCR continued the 2023 project of expansion of PBCRs in partnership with the Department of Health and Rizal Medical Center. The **2nd National PBCR Seminar and Workshop** was successfully conducted on **March 6-7, 2024** with attendees from DOH, SPMC, VSMC, DOH CHD CAR, Baguio General Hospital, Cagayan Valley Medical Center, and Angel Salazar Memorial Medical Center. The Terminal Report for the project was successfully submitted with continued commitment for PBCR update meetings every 2 months. Through shared advocacy, **Department of Health Department Circular No. 2024-0306 was issued on July 8, 2024**, which mandated all hospitals to give cancer registrars timely access to the requested cancer data. 2024 also marked the year of transition from paper to digital data collection forms.

## Year 2024

LCR	2013-2017 Total MCR	2018	2019	2020	2021	2022	TOTAL	REMARKS
1. Quezon City	encoded in CanReg	2204	2011	1297	1498	1212	8222	casefinding/collection done
2. Manila City	encoded in CanReg	1013	1664	1607	1500	1527	7311	casefinding/collection done
3. Pasay City	encoded in CanReg	219	178	170	197	234	998	casefinding/collection done
4. Caloocan City	encoded in CanReg	593	184	519	577	536	2409	casefinding/collection done
<b>OVERALL TOTAL</b>	<b>2151</b>	<b>4,029</b>	<b>4,037</b>	<b>3,593</b>	<b>3,772</b>	<b>3,509</b>	<b>18,940</b>	

Hospital	2013-2017 Total	2018	2019	2020	2021	2022	CASEFINDING TOTAL (RAW DATA)	REMARKS
1. Philippine General Hospital	5715	12017	12703	5799	6956	12029	49504	casefinding/unclean/raw data
2. St. Lukes Medical Center - QC	3141	3099	2705	3074	3728	998	13604	casefinding/unclean/raw data
3. University Of Santo Tomas Hospital	2713	3187	3029	938	1636	1561	10261	casefinding/unclean/raw data
4. Jose Reyes Memorial Medical Center	2207	4946	4970	2123	3304	3909	19252	casefinding/unclean/raw data
5. Lung Center of the Philippines	1930	3300	2450	1568	1718	2591	11627	casefinding/unclean/raw data
6. Manila Doctors Hospital	1283	2116	2699	1606	1664	1740	9825	casefinding/unclean/raw data
7. Medical Center Manila	641	450	604	652	746	729	3181	casefinding/unclean/raw data
8. Chinese General Hospital	2229	1158	1053	1214	1289	1693	6407	ongoing casefinding/collection
9. National Kidney and Transplant Institute	1775			still for counting			-	ongoing casefinding/collection
10. University of the East Ramon Magsaysay Memorial Medical Center Inc.	598			still for counting			-	ongoing casefinding/collection
11. Delos Santos Medical Center	575			still for counting			-	ongoing casefinding/collection
12. East Avenue Medical Center	1342			still for counting			-	ongoing casefinding/collection
<b>OVERALL TOTAL</b>	<b>24149</b>	<b>30273</b>	<b>30213</b>	<b>16974</b>	<b>20941</b>	<b>25250</b>	<b>123651</b>	

MCR started cancer data collection for the years 2018-2022. Case finding was completed in all 4 local civil registries and 7 major hospitals. Case finding is ongoing in 61 more hospitals with target completion by 3rd quarter of 2025.

# CANCER REGISTRY



## Research, Publications, and Collaborations

**Cancer Incidence in the Philippines** year 2018-2022 was marked for possible publication in 2025 with continued data collection throughout 2024.

MCR data was successfully accepted for the World Health Organization International Agency for Research on Cancer (**WHO IARC**) for the following studies:

- **Breast Cancer survival study 2017-2019**
- **WHO IARC 6 cancer sites study 2018-2022, and**
- **WHO IARC all cancer site study 2017-2019**

MCR also collaborated with the following projects:

- **National Telehealth Center UP Manila – NIH – DOST – PCHRD** project “Design, Development, Implementation, and Assessment of a Comprehensive Electronic Disease Registry with a Health Data Dashboard for Liver Diseases in the Philippines”
- **Philippine Cancer Center** on hospital-based cancer registry variables, guidelines, and manual. **2024 revision of the HBCR Manual done by PCS and released.**
- **Citizen Watch’s FULL SPEED AHEAD:** an action planning workshop for cancer registries conducted on July 31, 2024.



# ADVOCACY

## Awards / Recognition

Throughout the year, PCS continued to be recognized for its outstanding societal contributions for the field of cancer control. On October 31, 2024, Quezon City held its 22nd **Manuel L. Quezon Gawad Parangal** and awarded Dr. Herdee Luna as one of the **Outstanding Quezon City resident**. This was in recognition of the significance of the PCS programs in the city.

**UNTV** also conferred PCS with a **Public Service Award** for its engagement with the network on mobile screening, cancer awareness talks, resource for cancer information, and referral services.



## Cancer Control Legislation

Recognizing the significance of legal frameworks in establishing effective cancer control initiatives, the Philippine Cancer Society (PCS) continues to support local governments in the creation of relevant ordinances. On May 6, 2024, the Quezon City government enacted **Ordinance SP-3285, S-2024, known as the Quezon City Integrated Cancer Control Ordinance**. In addition, Quezon City also passed **Ordinance No. SP-3361, S-2024**, which establishes a comprehensive **cervical cancer elimination program** for the city.

PCS played a pivotal role as a stakeholder in the development of both ordinances and is dedicated to assisting Quezon City in their implementation. Moreover, several other cities have approached PCS for help in formulating their own local cancer control ordinances.

# ADVOCACY

## Collaboration with International Organizations

**Philippine Cancer Society nominated Quezon City for the City Cancer Challenge (C/Can)**, which is a city-based partnership initiative that supports cities around the world as they work to improve access to quality, equitable cancer care. With a robust healthcare infrastructure, a progressive Quezon City Integrated Cancer Control Ordinance (QCICCO), and innovative initiatives like ACT NOW Plus, the city exemplifies a multidisciplinary, community-driven approach to cancer care. **The three-day C/Can due diligence visit was held from December 9-11, 2024.** Stakeholders engaged with the DOH, WHO, local government leaders, hospitals, and health workers to assess Quezon City's readiness to lead urban cancer solutions. Quezon City is well-positioned to win the City Cancer Challenge and serve as a model for global urban cancer control.



## Collaboration with National Agencies and Organizations

### TESDA

In addition to collaborations mentioned in the other sections of this report, on December 6, 2024, PCS led by BOT Dr. Kelly Salvador had an **exploratory meeting with the Secretary General of the Philippines' Technical Education and Skills Development Authority (TESDA)**. The PCS team presented the organization's history, organizational framework, programs, and current partnerships for training in patient navigation, cancer registration, and basic palliative care. TESDA Secretary Francisco "Kiko" Benitez and his team were very positive and agreed that a partnership would be beneficial to both parties with co-development of all three modules. Signing of an official Memorandum of Agreement was scheduled for 2025.



### Yosi Kadiri Campaign

In 2024, The Department of Health donated the Yosi Kadiri mascot to the Philippine Cancer Society, recognizing PCS' long-standing commitment to the anti-smoking advocacy. Several education & information activities were conducted throughout the year for the campaign. On

### Cancer Patient Support Groups

PCS breast cancer support group, KABOOBs, held its 6th year anniversary and election of officers for the year 2024 at CHILD HAUS.

# EDUCATION & INFORMATION



PCS engaged in various educational and informational initiatives in 2024, focusing on improving cancer awareness, prevention, screening, early detection, treatment, and survivorship or hospice care. Individual and group education sessions were held during all mobile clinic screening events. Additionally, PCS staff and volunteers delivered talks on cancer control and the various programs offered by PCS. Below is a list of some 2024 activities, excluding the meetings held to ensure their successful implementation.

Date	Activity
February 26, 2024	Non-Communicable Disease Alliance workshop on Front of Pack Labeling
February 29 - March 1, 2024	Philippine College of Surgeons Cancer Commission and Philippine Cancer Society National Cancer Summit
March 9-10, 2024	DOH Central Office Health Fair Breast Cancer Lecture
March 15, 2024	Department of Interior and Local Government Breast and Cervical Cancer Lecture
March 20, 2024	Department of Agriculture Breast and Cervical Cancer Lecture
May 14, 2024	Regional Tobacco Control Network at the St Giles Hotel in Makati City last May 14, 2024, with MMDA, DOH and other Anti-Tobacco network group to plan for immediate action on rapid growth of vaping in Metro Manila
June 20, 2024	Clark Development Council Anti-smoking lecture and campaign for World No Tobacco Day
July 19, 2024	Alcohol and Tobacco Control in the Philippines: Examining the Power of the Alcohol and Tobacco Industry, Presenter by: Gianna Gayle H. Amul, PhD, Non-Resident Research Fellow, Tobacco Control and Governance, Ateneo Policy Center at Pacifico Hall in Ateneo De Manila.
August 8, 2024	Heal Venture Lab, Fullerton Health PH, and Radlink PH's Panel Discussion on "Promoting Women's Health and Medical Tourism in the Philippines"
August 9, 2024	Food and Drug Administration hosted a session for the status of the policy on regulating e-cigarettes. PCS read its statement and participated in the discussion of policy development.
August 15, 2024	Regional Tobacco Control Network special meeting spearheaded by MMDA at Pasig City.
August 22, 2024	DOH National Cancer Technical Working Group 2 <sup>nd</sup> Sub-TWG Meeting on Childhood Cancers
September 19, 2024	Healthy Philippines Alliance Front-of-Pack Labelling Philippines Partner Workshop (Global Health Advocacy Incubator Workshop on Nutrient Profile Models and Industry)
October 2, 2024	PCS-AVON Breast Awareness Lecture at De La Salle University
October 4, 2024	ICanServe Summit panel discussion on "Navigating Resources for Cancer Patients"
October 8, 2024	PCS-AVON Breast Awareness Lecture at Ateneo de Manila University
October 9-10, 2024	Joint PCC-PhilHealth Review and Improvement of Hospital-Based Cancer Registry Systems in Alignment with the National Health Data Repository
October 11, 2024	PCS-AVON Breast Awareness Lecture at University of the Philippines - Diliman
October 15-16, 2024	Philippine Cancer Center Cancer Summit
October 17, 2024	PCS-AVON Breast Awareness Lecture at Polytechnic University of the Philippines
October 18, 2024	DOH October Breast Cancer Awareness Month Lecture
October 18, 2024	DOH Media Solusyon: Kapihan with Media regarding Breast Cancer Awareness Month
October 26, 2024	Better Days Wellbeing Community Cancer Thrivers Summit lecture on "Sexual Health and Intimacy in the Cancer Journey"
October 30, 2024	Inner Wheel Pink Oktubre: Pag-asa at Laban sa Breast at Cervical Cancer
November 7, 2024	The Life Doula Podcast on "Sexual Health and Intimacy in the Cancer Journey"
November 8, 2024	Healthy Philippines Alliance Media Round-Table Discussion for Front-of-Pack Label for Food
November 13, 2024	DZRH interview for Food Warning Labels
November 14, 2024	ANC Top Story interview for Food Warning Labels
November 19, 2024	Bombo Radyo Baguio interview for Food Warning Labels
November 26, 2024	National Biotechnology Week 2024 Department of Health Panel Discussion
December 7, 2024	University of the Philippines Manila National Telehealth Center Liver Disease Project: Round Table Discussion on Registry Governance, Data Management, and Registry Implementation lecture on Cancer Registry
December 11, 2024	DOH Cancer Control Division: NICCC Annual Report and CHD Cancer Coordinator Orientation lecture on Cancer Registry

# ACT NOW



Act Now was launched in 2023 with the goal of organized community-hospital-community-based digital patient education and navigation program for early detection and prompt treatment of breast & cervical cancer. In 2024, Act Now continued to operate in Quezon City. Several other cities, Baguio City in particular, were eager to implement their own city-led Act Now programs.

## ACT NOW IN QUEZON CITY

In 2024, PCS continued the ACT NOW program in Quezon City with the following outcomes:



## ACT NOW IN BAGUIO CITY

The PCS team led by President Ngelangel and Dr Herdee Luna went to Baguio last June 13, 2024 for the NICCA Localization as well as meeting with the City Mayor Benjamin Magalong to present the PCS expansion of the ACT Now Prime care for Breast Cancer and Patient Navigation Training for the City Health Office of Baguio.



# RELAY FOR LIFE

## Quezon City

The **Quezon City (QC) Relay for Life 2024** with the theme, **“Every Step Brings Hope”** was held at the Quezon City Circle last **November 29, 2024**. This year’s relay theme was in partnership with QC City Health Office and the Relay For Life committee formed by the city mayor. Approximately 2000 Relayers participated in the event led by Mayor Joy Belmonte who welcomed all the participants. PCS Trustee Dr. Gloria Cristal-Luna gave the opening remarks while Trustee Dr. Kelly Salvador delivered a welcome message prior signaling the start of the relay. Cancer support groups, survivors, patients, caregivers, city hall employees and constituents, private companies, and medical societies walked/ran from 5pm until 12 midnight. In the Luminaria Candle light ceremony, PCS former Executive Director Dr. Rachael Rosario was given tribute and honored along with the other cancer patients from support groups who passed away in 2024. Philippine Cancer Society received P466,000.00 in donations.



## Batangas City

The first **Relay for Life in Batangas City** was held last **December 13, 2024**. About 400 Relayers led by co-organizers, Triskelion Alumni Group, participated in the event. The overnight event was also participated by cancer patients, survivors and caregivers.

# BEST DRESSED WOMEN OF THE PHILIPPINES



The Best Dressed Women of the Philippines (BDWP) is an annual fund-raising charity event of the Philippine Cancer Society founded by Angola Honorary Consul Helen Ong in 2004 through the initiative of the late chairman of PCS, Dr. Roberto Montilla Paterno. It has expanded in later years to include Men of Exemplary Influence.

2024 marked the 21st year of BDWP, one of the longest and most prestigious fundraiser in the Philippines. This year's prestigious event , **Best Dressed Women of the Philippines & Men of Exemplary Influence 2024** was held on **September 20, 2024 at Shangri-la Hotel, Bonifacio Global City.**

The 2024 fundraiser was resounding success with 57 elegant ladies and men of influence honored throughout the evening. An estimated 24 million pesos was donated throughout the evening. 100% of the proceeds of the annual affair goes to the Philippine Cancer Society's programs and services catering to cancer patients and indigent Filipinos. The success of this endeavor is wholly due to the generosity of the awardees and the supporters of the Best Dressed Women of the Philippines though the leadership of its board led by Consul Helen Ong.



# PCS IN ACTION



February 4, 2024: World Cancer Day celebration at Bahay Toro, Quezon City. PCS Mobile Clinic served patients from QC District I. The event was led by City Councilor/Cancer Advocate and survivor Ms. Charm Ferrer in cooperation with QC Persons with Disability Office (PDAO).

February 14-15: 5th Anniversary of NICCA held in SMX Davao



February 26, 2024 The National Council on Disability Affairs invited the PCS to Talk on Cervical Cancer and represented by Dr. Gloria Cristal-Luna.



February 29 to March 1, 2024: National Cancer Summit organized by the Philippine College of Surgeons - Cancer Commission. PCS led by President Dr. Corazon Ngelangel who was speaker and panelist for several themes in the summit. The Mobile Clinic provided breast and cervix cancer screening and PCS staff were the secretariat.



March 9 to 10, 2024: DOH Central Office Health Fair at QC Circle. PCS Mobile Clinic provided cancer screening services. PCS staff gave lecture on breast cancer and promoted Act Now project.



# PCS IN ACTION



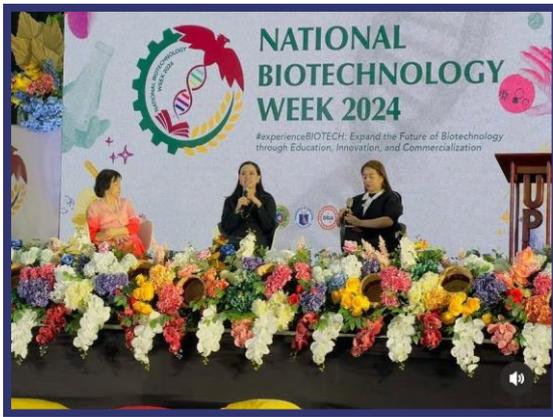
April 17, 2024: Saddle Up event with Zonta Club at Rancho Leonor, Silang, Cavite.

DOH Breast Cancer Early Detection Service Launch- Western Visayas Medical Center

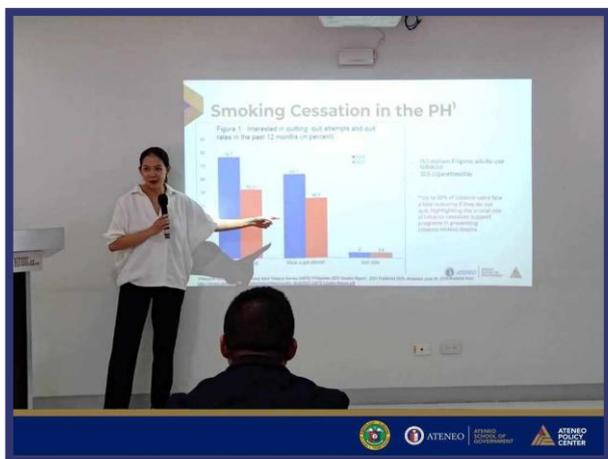


May 3, 2024: Non-Communicable Disease Alliance media training and workshop at Luxent Hotel.

2024 National Biotechnology Week- UP Los Banos



# PCS IN ACTION



July 19, 2024: Alcohol and Tobacco Control in the Philippines: Examining the Power of the Alcohol and Tobacco Industry, Presenter by: Gianna Gayle H. Amul, PhD, Non-Resident Research Fellow, Tobacco Control and Governance, Ateneo Policy Center at Pacifico Hall in Ateneo De Manila.

September 1, 2024: 20th Anniversary of CHILD Haus



September 25-28, 2024: Co-organized with Hospice Philippines and Philippine Society of Hospice and Palliative Medicine the 2024 National Hospice and Palliative Care Summit. PCS hosted the National Stakeholders Dinner.



October 16, 2024, MOU signing between the partners from Non- Communicable Disease CSO's.



# PCS IN ACTION



BPI Services and PUP Professor gift giving to the kids and donates to PCS.



October 20, 2024: Avon Pink Parade: "Walk for a Cause" at Ortigas Center. PCS staff led by BOT Dr. Kelly Salvador received donation of Php 1 million during the event.



November 27 2024: Philippine Cancer Center Launch of the National Cancer Research Agenda



# PARTNERS & AFFILIATIONS



## International Partners / Affiliates

- 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 Society of Geriatric Oncology
- Non-Communicable Disease Alliance
- Southeast Asia Tobacco Control Alliance (SEATCA)
- Union of International Cancer Control (UICC)
- World Health Organization

## Government Institutions / Agencies

- Amang Rodriguez Memorial Medical Center
- Bicol Regional Teaching and Training Hospital
- East Avenue Medical Center
- Jose Reyes Memorial Medical Center
- Lung Center of the Philippines
- National Kidney and Transplant Institute
- National Home Mortgage Finance Corp.
- Rizal Medical Center
- St. Luke's Medical Center
- UP-Philippine General Hospital
- UP-PGH Department of Family and Community Medicine
- UP-PGH Cancer Institute
- Dangerous Drugs Board
- Department of Budget and Management
- Department of Education
- Department of Environment and Natural Resources
- Department of Health
- Department of Labor and Employment - Occupational Safety and Health Center
- Department of Science and Technology
- DOST-Philippine Council for Health Research and Development
- Malacanang News and Information Bureau
- Metro Manila Development Authority
- Philippines Amusement and Gaming Corporation
- Philippine Drug Enforcement Agency
- Philippine Health Insurance Corporation
- Philippine International Trading Corp.
- Presidential Communications Operations Office
- Social Security System
- TESDA
  
- Balayan Batangas Municipal Government
- Bustos Bulacan Municipal Government
- City of Manila Local Government
- League of Cities of the Philippines
- League of Municipalities of the Philippines
- League of Provinces of the Philippines
- Liga ng mga Barangay
- Quezon City Local Government
- QC Mayor Herbert Bautista
- QC Vice Mayor Joy Belmonte
- Taguig City Local Government
- Union of Local Authorities of the Philippines

## Private Groups

- 7th Power 213, Inc.
- ABS-CBN Broadcasting Corporation
- Adventure Import and Export
- Andres Soriano Foundation
- Atty. Eugenia Marfori-Celi Foundation
- Aspen Philippines Inc.
- Avon Philippines
- AXA Philippines
- Ayala Corporation
- Ayala Land, Inc.
- BA Securities
- Beebly
- Brother International Philippines Inc.
- Brother Industries
- Cats Motors, Inc.
- China Banking Corporation
- Chubbs
- Concepcion Paterno Memorial Foundation
- Czarina
- Doni Cruz
- East West Bank
- Euromode
- Eurolux International Lightings Incorporated
- EW Villa Medica
- First Philippine Holdings Corp.
- Fookien Times Yearbok Publishing Co., Inc.
- Furnitalia
- GMA Network, Inc.
- Gardenia Bakeries (Phils.), Inc.
- Great & Bountiful Blessings, Inc.
- Gruppo Mobili Phils, Inc.
- Guerrero Publishing
- Health Justice Phils.
- Healthy Philippine Alliance
- Hermes
- Hon. Feliciano R. Belmonte
- Iglesia ni Kristo
- IPM Holdings Inc.
- Insular Life Assurance Co., Ltd.
- Investment Capital Corporation of the Philippines
- ISOC Holdings
- Jaka Investment
- JD Sehwan Foundation
- J. Amado Araneta Foundation
- JEFCON for Social Progress Foundation
- Jollibee Foundation
- KPMG Manabat and San Agustin and Co., CPAs
- Land Bank of the Philippines
- Landmark Commercial Center (The Landmark Corp.)
- Love K-Derma
- Magsaysay Lines, Inc.
- Manila Hearing Aid
- Museo Orlina Foundation Inc.
- Opuluxe Philippines
- Progressive Laboratories
- St. Peter Life Plan and Chapels

# PARTNERS & AFFILIATIONS



Philippine Nurses Association  
Philippine Star  
Philippine Red Cross  
Ponciano Marquez Foundation  
Prudential Guarantee Assurance, Inc.  
Reyes Haircutters  
Robinson's Land  
Rotary Club Makati Premier  
Rotary Club  
Rotary Club West Manila  
San Miguel Corporation  
Shaw Foundation  
SM Foundation  
SBS Phils. Corp.  
Trilogy Holdings Corp  
Wilcon Depot, Inc.  
Zuellig Pharma Corporation

Cancer Support /  
Hospice and Palliative Care Groups  
EPCALM

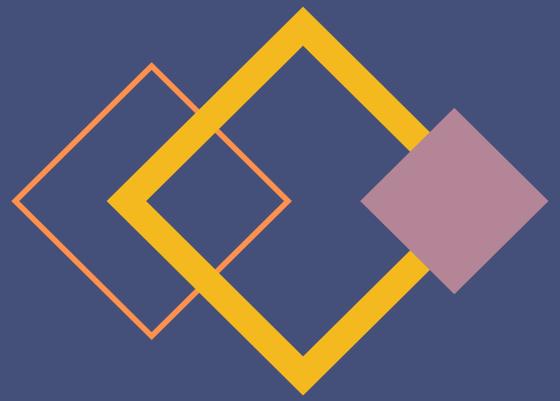
Aruga (JRMMC)  
Ayala Alabang Hospice Care Foundation  
Bosom Buddies  
Philippine Foundation for Breast Cancer  
Best Friends of PGH  
Can Survive  
Cancer Coalition Phils.

Cancer Fighters  
Cancer Awareness Ministry  
Child Haus  
Framework Convention on Tobacco Control Alliance  
I Can Share  
I Can Serve Foundation  
KABOOBS  
Kasuso Support Group  
Madre de Amor Hospice Foundation  
Manila Doctors Cancer Crusaders Club  
Munting Paraiso Support Group  
National Hospice and Palliative Care Council of the  
Philippines  
PCS Baguio-Benguet Cancer Society  
PCS Davao Cancer Society  
PGH Hema Onco Support Group  
PGH Lymphoma Support Group  
PGH Hema Onco Support Group'  
PGH Cancer Survivor Group  
Salvation Army  
St. Luke's Medical Center Patients' Forum  
Tropang Tropo Support Group  
Ostomy Association of the Philippines  
Palcare Volunteer Group  
Petals of Hope  
Pink Crusadeers  
Philippine Society of Hospice and Family Medicine  
The Carewell Community

## Medical Associations / 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 Hospitals Association  
Philippine Medical Association  
Philippine Nurses Association'  
Philippine Obstetrical and Gynecologic 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 Geriatric Medicine  
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 Gynecologic Oncology of the Philippines

Philippine  
Cancer  
Society



## Contact Us

(632) 734.2126

[www.philcancer.org.ph](http://www.philcancer.org.ph)

[pcsi@philcancer.org.ph](mailto:pcsi@philcancer.org.ph)

310 San Rafael Street, San Miguel, Manila, Philippines 1005