

# MAT FOR ILLICIT DRUGS ADDICTION

THE National Institute on Drug Abuse defines drug addiction as a chronic, relapsing medical condition. Persistent use of illicit drugs will cause long-term (neuro-adaptive/neuro-modulative) changes to brain structure and function, subsequently triggering powerful drug cravings. As such, medication is required to control cravings, and for successful recovery and reintegration.

"There are effective medication-assisted treatments to help drug-dependent patients to counter the powerful disruptive effects of addiction. Research shows that early initiation of Medication-Assisted Treatment (MAT) and behavioural therapy provides the best opportunity for patients to recover and eventually work towards being drug-free," said Dr Steven Chow, president of Addiction Medicine Association Malaysia.

Experts now consider drug addiction like any chronic disease condition, such as diabetes mellitus or hypertension, where long-term treatment is required to maintain disease-free status and to prevent complications. The same also applies to treating opioid dependence," said Dr Chow.

He cited an example of Jiwa Baru, a campaign launched in 2008 to facilitate better understanding about drug dependence and therapy, which offers a hotline (1300-80-7777) where individuals can obtain information of the nearest clinics for drug addiction treatment. As part of its ongoing



efforts, Jiwa Baru has been advocating MAT as a way forward in drug-dependency therapy.

The introduction of MAT has shown positive results in the management of drug users, especially those with opioid dependence. There were 52,080 patients reported to be receiving MAT at either government or private facilities as of December 2012.

## BLOOD DONATION CAMPAIGN

UNITAB Medic (Fomema) recently organised a blood donation drive for the National Blood Bank. A hundred pints of blood were collected from its employees, building tenants and customers.

"We aim to collect more for next year's campaign," said its president/CEO, Mohd Hatar Ismail.



## SHINGLES AWARENESS CAMPAIGN

MSD recently launched its inaugural "It's Not Worth The Pain" campaign to raise awareness of shingles among Malaysians particularly for those over 50.

The campaign is supported by the Malaysian Society of Geriatric Medicine, Dermatological Society of Malaysia, the Malaysian Association for the Study of Pain and the Malaysian Healthy Ageing Society.

"Shingles impacts millions of elderly and their families globally. MSD is committed to helping Malaysians learn more about shingles and avoiding the painful burden of this disease," said Annie Chin, managing director of MSD in Malaysia.

The campaign includes a series of talks, patient-sharing experience, mini exhibitions, roadshow, free medical check-ups and more.

## CLEAN WATER FOR COMMUNITY

AVEDA recently worked hand in hand with EcoKnights to raise funds to provide safe drinking water to about 1,200 villagers on the island of Mantanani in Sabah. The main highlight was the "Walk for Water" campaign to raise awareness on issues related to water accessibility, pollution and water availability.

Some 800 participants supported the event held at Pavilion Shopping Mall, where RM15,000 was raised for the project.

## FEED THE CHILDREN

IN 2011, Clarins joined forces with Feed to provide meals to children in need around the world. Through this collaboration, Clarins customers take care of their skin and simultaneously help children through their purchases.

For this year, Clarins and Feed are unveiling another initiative that will take their fundraising activities to the next level in June. The two will deliver a Feed 10 bag with Clarins skin-pampering products for beauty-conscious women. Each Feed 10 bag provides 10 school meals for children suffering from malnutrition.

The signature stenciled number on the purse indicates the nutritious meals provided.

The Feed 10 Bag won't just be your fashion accessory. Each bag, available at specially designated Clarins outlets, helps invest in a child's wellbeing. By purchasing the bag, you will help children grow, learn and thrive



by investing in their future.

Each bag is priced at RM158 and available from next month while stocks last at Clarins outlets in Parkson Pavilion, 1 Utama, Suria KLCC, Bangsar Shopping Centre and The Curve.

## WORKSHOP ON SURVIVING CANCER

IN conjunction with the National Cancer Survivors Day 2014, the National Cancer Society will hold a workshop titled Thumbs Up for Cancer Survivorship on June 8, from 8.30am to 3.30pm at the Auditorium, Level 1, Prince Court Medical Centre, Kuala Lumpur.

Registration fee is RM30 per person (inclusive of refreshments). There will be talks on eating well, prevention of lifetime injuries and life after cancer. Call Adeline/Mila at 03-2698 7300 or email adeline@cancer.org.my or mila@cancer.org.my by May 30.

## ECO-CYCLING FOR EARTH DAY

FRENCH organic beauty brand Melvita celebrated Earth Day by hosting an eco-bike cycling event at Taman Wetlands, Putrajaya. Participants include members of the Press, bloggers, celebrities as well as children and teachers from Persatuan Dyslexia Malaysia.

The event was aimed to build awareness on the importance of reducing carbon footprints and pollution towards a sustainable

future by instilling eco-friendly practices, particularly in children.

"To try and sustain our rapidly changing environment, it is essential that we all attempt to reduce our carbon emissions as far as is possible. For example, try using public transport or carpooling. Or take to walking or cycling as an alternative means of getting around," said Coco Lee, its retail operations and training manager.



## ANTENATAL CLASS

PANTAI Hospital Cheras will be organising an antenatal class on June 14 from 1pm to 5.30pm at the Function Room, 4th Floor, PHC. There will be talks and demonstrations by the obstetrics and gynaecology specialist, paediatric specialist, maternity nurses, nutritionist and instructor for pre- and post-natal exercise. Admission is free. Call 03-9145 2808.