

Headline **Be a PAL for life**
Date **24 Jul 2011**
MediaTitle **Sunday Star**
Section **StarMag FitForLife**
Journalist **N/A**
Frequency **Weekly**
Circ / Read **320,964 / 1,072,000**

Language **English**
Page No **9**
Article Size **448 cm²**
Color **Full Color**
ADValue **16,765**
PRValue **50,295**



Be a PAL for life

Malaysian Aids Foundation unveils the PAL scheme to attract corporate funders and to generate public contributions.

THE Malaysian AIDS Foundation (MAF) unveiled its PAL Scheme recently, a medical assistance scheme aimed at providing access to second-line highly active anti-retroviral (HAART) medications for underprivileged Malaysians living with HIV.

The PAL Scheme launch ceremony, held at the Tesco Academy Kuala Lumpur in Bandar Manjalara, Kepong, was officiated by Professor Dr Adeeba Kamarulzaman, chairman of MAF, and Faizal Tahir, a Red Ribbon celebrity supporter and ambassador-spokesperson for the PAL Scheme, and witnessed by corporate associates from Maybank Berhad, Tesco Stores (M) Sdn Bhd, Abbott Laboratories (M) Sdn Bhd, officials from government ministries and agencies.

PAL, which stands for Positive Audacious Living, was conceived as a rebranding tool of the existing Medicine Assistance Scheme introduced by MAF in 1998.

Accessibility to HAART has helped Malaysians living with HIV prolong and improve their quality of life. To date, more than 50 underprivileged Malaysians have received aid from the existing Medicine Assistance Scheme, whose source of core funding has been solely from MAF.

According to a 2010 report by the Health Ministry, only 9,962 out of the estimated 26,722 or 37.3% Malaysians living with HIV who were eligible for HAART have sought treatment. In addition to stigma and discrimination towards Malaysians living with HIV being a poten-

tial barrier to greater access to treatment, the high cost of HAART has been acknowledged to also be a contributing factor.

"Through our long-term commitment and history of advocating for HIV and AIDS causes, we have pioneered initiatives aimed at improving the livelihoods of Malaysians living with HIV, particularly those who come from underprivileged backgrounds and members of marginalised communities.

"Due to the high costs in supporting second-line HAART, we believe that the only way forward for the PAL Scheme to achieve its goals is for its core funding to be self-sustained through strategic collaborations and partnerships with corporate organisations, with supplemental contributions from the general public.

"This move will, hopefully, enable more Malaysians living with HIV to benefit from this scheme and lead meaningful lives," said Prof Dr Adeeba in her speech.

Under the rebranded PAL Scheme, singer/songwriter and fervent Red Ribbon celebrity supporter, Faizal, will serve as the official ambassador spokesperson to create more synergy and publicity for the brand through his magnetic voice and charismatic presence in public service awareness campaigns through the mass media, social media platforms, corporate and public events, as well as via its dedicated website, www.saveyourpal.com.my.

Faizal is optimistic that it will generate greater interest in the HIV and AIDS cause among corporate organisations and the Malaysian public, which will aid in ensuring sustainability of its funding core.

In line with its corporate

social responsibilities to support the HIV and AIDS cause, Abbott Laboratories has provided the

initial financial assistance to facilitate the rebranding process of the PAL Scheme.

"There is a saying that if you are planning for a lifetime, educate people. Abbott is proud to be partnering with MAF to champion, in our mutual effort, educating people about HIV and the PAL Scheme.

"In Abbott, people are the centre of our universe, hence this is our chance to encourage people living with HIV to tell their stories through this campaign, and at the same time, appeal to the public to extend their hands and hearts for this noble cause," explained Muru Annmalai, general manager of Abbott Laboratories.

MAF will continue to intensify its fundraising activities to improve access to treatment, care and support services for underprivileged Malaysians living with HIV.

It is hoped that the rebranded PAL Scheme will revitalise the interest of the corporate sector to invest in the social responsibility of creating an enabling environment, free of the negative impact of HIV and AIDS for Malaysians living with HIV.

For more information, log on to the official PAL Scheme website, www.saveyourpal.com.my.

This move will, hopefully, enable more Malaysians living with HIV to benefit from this scheme and lead meaningful lives

— PROF DR ADEEBA KAMARULZAMAN


Headline **Be a PAL for life**
Date **24 Jul 2011**
MediaTitle **Sunday Star**
Section **StarMag FitForLife**
Journalist **N/A**
Frequency **Weekly**
Circ / Read **320,964 / 1,072,000**

Language **English**
Page No **9**
Article Size **448 cm²**
Color **Full Color**
ADValue **16,765**
PRValue **50,295**

Yayasan AIDS Malaysia



Bersamalah kita menyokong warga
Malaysia Yang Hidup Dengan **HIV**
untuk mendapatkan rawatan.

 Abbott
A Passion for Life

www.saveyourpal.com.my