

Janssen's first-of-its-kind report combats blood cancer myths in APAC

14 September 2018 | News | By Priyanka Bajpai

The report was developed by the Janssen Pharmaceutical Companies of Johnson & Johnson and supported by The Max Foundation. New report highlights major gaps in understanding and significant misperceptions about blood cancer in the region, with one in two Japanese and one in four Chinese unable to name a single symptom of the disease



Singapore – The Janssen Pharmaceutical Companies of Johnson & Johnson are launching the Make Blood Cancer Visible (MBCV) Asia Pacific report, the beginning of an effort across the region to build greater awareness and support for those living with blood cancers such as lymphoma, leukemia and myeloma.

Coinciding with World Lymphoma Day and Blood Cancer Awareness Month, the report is first-of-its-kind in Asia-Pacific and was developed with the support of [The Max Foundation](#) (Max) to make the disease more visible to the public and healthcare stakeholders.

Dr. Weng Ho Chow, Vice President, Asia Pacific Medical Affairs at Janssen Asia Pacific emphasized the need for education on the disease to better support patients and their families.

“Blood cancers make up seven percent of all cancers worldwide, and their prevalence in Asia Pacific is growing. However, multiple misperceptions, as well as the absence of external signs of the disease during its early stages contribute to a lack of awareness.¹ We launched the Make Blood Cancer Visible initiative in this region and around the world to educate and empower patients and stakeholders, so they can drive the necessary change to make this disease more visible,” said Dr. Chow.

The MBCV report, featuring an independent survey of 3,000 individuals in China and Japan, reveals significant gaps in understanding, major misperceptions, and the need for action to secure broader awareness about blood cancer in the region. Commissioned by Janssen Asia Pacific and conducted by YouGov and Nielsen, the survey provides a number of insights, including:

- In both China and Japan, roughly half the people surveyed could not name a single symptom of blood cancer.
- In Japan, only 1% of people surveyed recall hearing or reading anything about blood cancer in the last year.
- In China, 4 in 10 people surveyed believed blood cancer is contagious or don't know if it's contagious.

Low awareness could pose a significant obstacle to national efforts in prevention and early diagnosis, but the survey also highlights that a large proportion of respondents want more information about prevention, treatment options and, most notably, patient experiences.

To shed light on the patient experience in Asia Pacific, the report also showcases a collection of thirteen blood cancer patient stories from across the region. They reveal that even at the time of diagnosis, many survivors were unable to identify a single symptom until their disease had progressed significantly. Together with detailed facts and figures about the disease in each country, the stories aim to educate the public and counteract widespread misperceptions about blood cancer.

The Asia Pacific report kicks off a regional campaign that builds upon the MBCV initiative which Janssen launched in 2015 as part of its global commitment to transform blood cancers into preventable, chronic or even curable diseases.