



Make Blood Cancer Visible: Janssen launches first-of-its-kind report to combat blood cancer myths in Asia Pacific

- 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
- For the first time, patients across Asia share their stories and why blood cancer needs to be more visible in the region
- The report was developed by the Janssen Pharmaceutical Companies of Johnson & Johnson and supported by The Max Foundation

SINGAPORE, September 14, 2018 – The Janssen Pharmaceutical Companies of Johnson & Johnson are launching today 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.^{2,3}
- In Japan, only 1% of people surveyed recall **hearing or reading anything about blood cancer** in the last year.⁴

- In China, 4 in 10 people surveyed **believed blood cancer is contagious** or don't know if it's contagious.⁶

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.^{5,6}

Mei Ching Ong, Regional Head for Asia Pacific at The Max Foundation, expressed the urgency of blood cancer awareness efforts. "Upon reading through the perceptions around blood cancer in China and Japan, I am reminded of how much work there is to do, not just in these countries but across the region," said Ms. Ong.

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.

Mei Ching Ong added, "The Max Foundation is proud to have participated in this report which aims to raise awareness of people living with blood cancers across Asia Pacific through facts and storytelling. As a global organization, we can also see that the information in the report has even broader applications to the international community, which shares many of the same experiences in facing blood cancer worldwide. Making blood cancer more visible is critical in our goal for better access to treatment"

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.

"We hope that this report will raise the public profile of blood cancer, so those living with it no longer feel 'invisible' but empowered. We are committed to making blood cancer visible within all communities in Asia Pacific by working with stakeholders and patient advocacy groups, so that one day it can become a disease of the past," said Dr. Chow.

The Make Blood Cancer Visible Asia Pacific Report can be accessed [here](#)

About Make Blood Cancer Visible (MBCV)

- MBCV focuses on highlighting the voice and aspirations of blood cancer patients to educate and mobilize support around the disease.
- MBCV is part of Janssen's global commitment to transform blood cancers into preventable, chronic or even curable diseases.
- The MBCV Asia Pacific campaign follows a broader effort that Janssen launched in 2015 with MBCV in Europe, Middle East and Africa (EMEA).

- Now in its 3rd year, MBCV in EMEA is held annually during Blood Cancer Awareness Month and aims to use first-hand accounts from patients, families, caregivers and healthcare professionals to tell the true emotional and physical story behind these serious, often incurable diseases.
- The MBCV Asia Pacific report, a collaborative effort with key partners and patient advocacy groups like The Max Foundation, reflects Janssen’s commitment to make blood cancer visible within all communities in Asia Pacific.
- The report aims to address existing gaps in understanding and low awareness among the region’s population about blood cancers.

About the MBCV Perceptions Survey

The MBCV Asia Pacific survey asked 1,000 representatives of the general population in Japan and 2,000 representatives of the general population in China 15 questions about their general awareness and perceptions of blood cancer. All questions had fixed answer categories and were online, self-administered surveys. To ensure anonymity, all respondents were assigned an anonymous alphanumeric identification to protect their identity. The study was conducted from 1 February 2018 to 8 February 2018 in both countries. The questionnaire was commissioned by Janssen Asia Pacific, a division of Johnson & Johnson Pte. Ltd. and prepared by Nielsen and YouGov. Questions focused specifically on public understanding of blood cancer symptoms, causes, available treatments and perception of impact to daily life.

About Blood Cancer in Asia Pacific

Blood cancers make up seven percent of all cancers worldwide and its prevalence in Asia Pacific is growing,⁷ but data on incidence and survival rates remain limited. Over 900,000 people worldwide are diagnosed with blood cancer every year,⁸ yet many people remain unaware of these serious, often incurable diseases. Blood cancer is an umbrella term for 140 different cancers that can affect the blood, bone marrow and lymphatic system,⁹ and the main types of blood cancer are lymphoma, myeloma and leukemia. Despite the growing incidence of blood cancer in Asia Pacific,¹⁰ there is still much work that needs to be done in education around symptoms, support and survival for blood cancer in Asia Pacific. For example, commonly-held misconceptions in the region include the belief that blood cancer is contagious¹¹ or caused by anemia.¹²

About the Janssen Pharmaceutical Companies of Johnson & Johnson

At the Janssen Pharmaceutical Companies of Johnson & Johnson, we are working to create a world without disease. Transforming lives by finding new and better ways to prevent, intercept, treat and cure disease inspires us. We bring together the best minds and pursue the most promising science. We are Janssen. We collaborate with the world for the health of everyone in it. Learn more at www.janssen.com. Follow us at www.twitter.com/JanssenAP. Janssen Asia Pacific, a division of Johnson & Johnson Pte. Ltd. (“Janssen Asia Pacific”) is part of the Janssen Pharmaceutical Companies of Johnson & Johnson.

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