

EMBARGOED TILL 23 JANUARY 2010, 15 00hrs

MEDIA RELEASE

47,000 women among the first to benefit from discounted mammogram

**Celebrate Wellness – A Women’s Health Initiative –
to kick start in North East District**

SINGAPORE, 23 JANUARY 2010 – 57-year-old Irene Chiang was fortunate to discover breast cancer early with regular breast self-examination and mammograms. She was diagnosed with Stage 1 Breast Cancer in September 2008 which did not require her to undergo chemotherapy or radiotherapy. This is not so for more than 300 women who die from advanced stages of the disease each year. Early detection of breast cancer saves lives as treatment is almost 100% effective for early stages of breast cancer.

Yet, only 41% of women in the high risk group (those aged 50-69 years) have gone for mammogram screening in the past two years. The “Celebrate Wellness” programme hopes to encourage some 250,000 women in this age group who have not gone for a mammogram before, or who have not been screened for the past three years to go for a mammogram screening by providing a one-time discounted rate of \$25 per screening at the participating polyclinics (Actual cost: \$100 excluding GST, Usual rate paid at polyclinics: \$50).

Celebrate Wellness to kick-start in North East District...

More than 47,000 women in the North East District have a cause to celebrate. They will be amongst the first to enjoy the discounted mammogram under the “Celebrate Wellness” programme. Mrs Lim Hwee Hua, Minister in Prime Minister’s Office, Second Minister for Finance and Transport, and MP for Aljunied GRC – Serangoon Division, kick started the first “Celebrate Wellness” roadshow held at The Serangoon Community Club today.

In her opening address, Minister Lim urged women to get started on their resolution to live healthily in this New Year by taking the first step to go for mammogram screening.

Educating and screening is the key to early detection and improved survival rates...

The “Celebrate Wellness” road show aims to educate women on health-related issues such as mental well-being, physical activity, healthy eating and the importance of early detection of breast cancer through regular mammograms. 10 road shows will be held over two years at a community centre located in each of the five CDC districts in a year. There will be four more road shows this year in the remaining districts – North West, South East, South West and Central Singapore. It is anticipated that some 98,000 to 148,000 women will take advantage of the discounted mammograms and attend breast screening under the “Celebrate Wellness” programme over the two year period from January 2010 to December 2011.

About Celebrate Wellness...

Breast cancer is the most common cause of death amongst Singaporean women in their fifties. Singaporean women have a 1 in 17 chance of developing breast cancer in their lifetime. To date, regular mammogram screening remains the most effective way of detecting breast cancer early and saving lives of women.

Currently, a mammogram costs \$100, but a 50% subsidy is provided jointly by the Health Promotion Board (HPB) and Singapore Totalisator Board (Tote Board). Under the “Celebrate Wellness”, through further generous funding from the Singapore Turf Club women can now enjoy a further \$25 subsidy over the already subsidised rate of \$50 at the participating polyclinics.

Besides offering a substantially subsidised screening to eligible women, project “Celebrate Wellness” is also about celebrating and promoting the well-being of women by encouraging a healthy lifestyle (physical well-being) and financial well-being. It aims to rally all women belonging to different age groups, ethnic groups and backgrounds to make well-being the top priority in their lives.

Project “Celebrate Wellness” is initiated by Women Inspiring, Nurturing, Grooming Singaporeans (WINGS), the community arm of the women Members of Parliament and organised by the Singapore Cancer Society and supported by Health Promotion Board, People’s Association Women’s Integration Network (WIN) Council, Great Eastern Life Assurance Co Ltd, KK Women’s and Children’s Hospital, Tsao Foundation and Singapore Totalisator Board (Tote Board) and Singapore Turf Club (Annex 3).

Khoo Teck Puat Foundation to provide subsidy for repeat mammogram screening

To encourage women to go for their repeat mammogram screening, Minister Lim announced that women who attended the first mammogram screening under the Celebrate Wellness initiative will be able to go for their second mammogram, also at a reduced \$25 when their mammogram is due in two years' time. This subsidy is made possible through the generosity of the Khoo Teck Puat Foundation.

Enclosed: Annex 1 – Road Show Details, Annex 2 – Breast Cancer Survivor Sharing

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About Singapore Cancer Society (www.singaporecancersociety.org.sg)

Established in 1964, Singapore Cancer Society is a self-funded voluntary welfare organisation which provides patient care services to needy cancer patients through its welfare, hospice home care, cancer treatment subsidy and rehabilitation support programmes. In addition, the Society also provides free cancer screening services and promotes cancer awareness and prevention through its public education and community outreach programmes.

Media Contact:

For interview opportunity with breast cancer survivor (Annex 2), please contact the Singapore Cancer Society.

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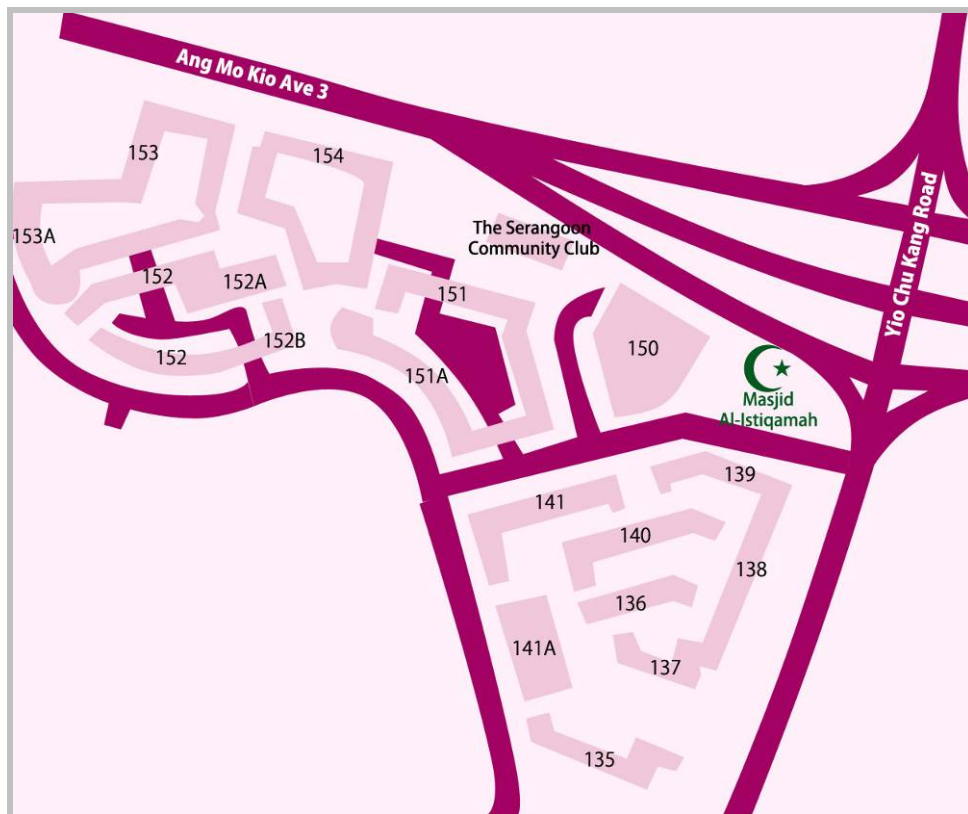
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Road Show Details

Date : 23 January 2010 (Saturday)
Time : 1.30 pm – 5.30 pm
Venue : The Serangoon Community Club
Address : 10 Serangoon North Ave 2 Singapore 555877



Event Highlights

- Mass workout
- Skit
- Health quizzes
- Cooking demonstrations
- Free health workshops and talks (limited seats)
- Attractive goodie bag for participants



Celebrate Wellness
23 January 2010
The Serangoon Community Club

Time	Activity
1.30pm	Start of Roadshow - Talks, workshops, cooking demonstration, booth activities, screening at Mammobus
2.50 pm	Health Quiz
3.00 pm	Arrival of GOH and guests
3.05 pm	Opening Speech
3.15 pm	Mass Workout
3.25 pm	Mental Health Skit
3.45 pm	Testimonial by Celebrity, Koh Chieng Mun and Breast Cancer Survivor
3.55pm	Health Quiz
4.00 pm	Breakout Session - Talks, workshops, cooking demonstration, booth activities, screening at Mammobus
5.30pm	End of Event

*Refreshment for GOH & guests at 4.30 pm

Fringe Activities

Activity	Organisation	Time	Capacity	Venue
Healthy cooking demonstration (English)	HPB	1.30 – 2.30 pm 4.30 – 5.30 pm	25 pax	Kitchen (Level 3)
Mental Wellness Workshop: Beauty (inside-out) & self-esteem	HPB	English: 1.30 – 2.00 pm Mandarin: 4.30 – 5.00 pm	25 pax	Lecture Room (#02-04)
Mental Wellness Workshop: Getting good sleep & stress management	HPB	Mandarin: 2.00 – 2.30 pm English: 4.00 – 4.30 pm	25 pax	Lecture Room (#02-03)
Talk on Breast Cancer (Mandarin)	KKH	2.00 – 2.30 pm	25 pax	Lecture Room (#04-03)
Talk on colorectal cancer (English) <ul style="list-style-type: none"> • Risk factors, prevention and treatments • By Dr Quah Hiak Mien, Consultant Surgeon, Department of Colorectal Surgery, Singapore General Hospital 	SCS	4.00 – 4.30 pm	100 pax	Theatre (Level 2)
Talk on breast cancer & tour of mammobus (English) <ul style="list-style-type: none"> • Risk factors and treatments • By Dr Lim Siew Eng, Senior Consultant, National University Cancer Institute, Singapore, National University Health System 	SCS	4.30 – 5.00 pm	100 pax	Theatre (Level 2)
Financial Management – “Money Enough?” (English)	Tsao Foundation	4.00 – 5.00 pm	50 pax	Lecture Room (#05-05)
Financial Management – “Awareness for a Greater Life” (English)	Great Eastern	2.00 – 2.30 pm	40 pax	Lecture Room (#04-04)

ANNEX 2

Irene Chiang, aged 57 years

Mother of two children

Bible teacher

(Mandarin and English-speaking)

Irene examines her breasts after every shower and this habit has helped her to save her life. In July 2008, she discovered a lump on her left breast. During a routine health check-up by her family doctor in September, the doctor also felt something was amiss. She was then referred to National Cancer Centre Singapore for a mammogram. A biopsy confirmed her suspicions – she was diagnosed with breast cancer. Irene had a mastectomy of her left breast on 13 October last year. Owing to her continuous effort to practice regular Breast Self Examination and screening, the cancer was detected at stage one which did not require her to undergo chemotherapy and/or radiotherapy treatment.

Irene lived an active life before cancer, and she sees this journey with cancer as an opportunity to share her experience and encourage cancer-afflicted women to maintain a positive outlook and to open up to support each other. She believes that with an optimistic mindset, one can put up a better fight against breast cancer. In addition, Irene urges women to protect themselves by having a good habit to go for regular mammogram screening.

She has since gone back to jogging and socialising, and has even picked up mountain trekking.