



MEDIA RELEASE

FOR IMMEDIATE RELEASE

BREAST MATTERS!

Breast Cancer Awareness Month (BCAM) October 2009

Campaign highlights the importance of breast screening and early detection

SINGAPORE, 29 SEPTEMBER 2009 – Breast cancer is the top cancer among Singapore women since 1968. Yearly, about 1,354 women are diagnosed with breast cancer. This is twice the number compared to 15 years ago.¹ Although the knowledge of mammography among women aged 50 to 69 years has increased greatly from 46.7 per cent in 2001 to 83.2 per cent in 2007, only 4 in 10 women aged 50 to 69 years had a mammogram in the past two years (which is the recommended screening interval).² And only 48.1 per cent of women aged 50 to 69 years go for their re-screen after two years.

Themed “Breast Matters!”, the national Breast Cancer Awareness Month (BCAM) 2009 committee looks to urge women to take a more proactive role in going for mammography screening. The BCAM committee comprises representatives from the Singapore Cancer Society (SCS), Breast Cancer Foundation (BCF), National Cancer Centre Singapore (NCCS) and National University Cancer Institute, Singapore (NCIS).

NCCS Mammothon provides the choice to do mammogram on weekend...

For the first time in Singapore, a mammogram marathon will be organised. Aiming to encourage women aged 50 years and above who do not have breast symptoms and have not had a mammogram in the last one year, this event will be held over the weekend on 24 and 25 October from 8.30 am to 8.30 pm. 150 registered participants will get to enjoy a special rate of \$25 for mammogram screening (Usual: \$116). Participants and their accompanying relatives and friends will also be able to learn more about breast health and breast cancer through an on-site educational poster exhibition and take part in a quiz where

¹ Singapore Cancer Registry 1968-2002 Report & 2003-2007 Interim Report

² National Health Surveillance Survey 2007



prizes can be won. There will be video screening of Breast Self-Examination (BSE), an interactive booth to teach women how to do their self-check every month and a Question & Answer booth at which Breast Care Nurses will answer queries.

In addition, women aged 40 and above can enjoy special rates for mammogram screening at 37 participating screening centres during the month of October, made possible by SCS. The list of screening centres can be obtained from www.singaporecancersociety.org.sg (See Annex 1).

Cancer is a leading cause of death in Singapore. "With continuous education efforts, we hope that more women will be more proactive in taking charge of their own health by making a point to go for breast screening. Prevention is still the key, as early detection will increase the chance of cure," said Ms Cheng Lay Tin, chairperson for 2009's BCAM committee and Chief Executive Officer of SCS.

Other BCAM activities...

Mrs Lim Hwee Hua, Minister in Prime Minister's Office and Second Minister for Finance and Transport, will launch the 12th BCAM 2009 on 3 October. She will flag off the Reebok Pink Ribbon Walk at The Playground @ Big Splash, East Coast Park, at 8 am.

During the month, cancer survivors and their caregivers can also look forward to activities aimed at enhancing their well-being and psycho-social health. These include a Forum on Breast Cancer Survivorship: Facing Forward, Come Fly with Me, and Pink Ribbon Cruise, organised by the BCAM committee. The public can show their support by purchasing a generic pink ribbon pin and/or a limited edition crystal pin for a minimum donation of \$2.00 and/or \$5.00 respectively. Be spotted wearing it and stand a chance to win attractive prizes in a Grand Lucky Draw after the event (See Annex 2).

Enclosed: Annex 1 – Listing for Discounted Mammogram Screening, Annex 2 – Calendar of Activities, Annex 3 – Survivors' Stories, Annex 4 – BCAM 2009 Sponsors List

The BCAM Committee:

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.

About Breast Cancer Foundation (www.bcf.org.sg)

Breast Cancer Foundation (BCF) is a non-profit charity organisation, established in October 1997. Under the leadership of its Patron, Mayor (Mrs) Yu-Foo Yee Shoon and her dedicated, enthusiastic executive committee comprising mostly lay people and some medical professionals, BCF's mission is to: Eradicate breast cancer as a life-threatening disease. Breast cancer, if detected early, can save lives and breast. BCF hopes that by raising awareness of breast cancer and encouraging women to screen regularly, breast cancer will be detected earlier and the chances of surviving the disease will be greatly enhanced.

About The National Cancer Centre Singapore (www.nccs.com.sg)

The National Cancer Centre Singapore (NCCS) is the premier cancer research and treatment facility in Singapore and in the region. It was established in 1997 and sees about 68 per cent of the public sector medical oncology cases and about 65 per cent of radiation oncology cases. NCCS not only houses the most number of oncologists in Singapore but is also equipped with the largest number of equipment to provide the latest radiation oncology care in Singapore.

About The National University Cancer Institute, Singapore (www.ncis.com.sg)

The National University Cancer Institute, Singapore (NCIS) offers a broad spectrum of cancer care and management covering both paediatric and adult cancers, with expertise in prevention, screening, diagnosis, treatment, rehabilitation, and palliative care.

NCIS' strength lies in the multidisciplinary approach taken to develop a comprehensive and personalized plan for each cancer patient and his or her family. We draw on the expertise of our specialists in the fields of Surgical Oncology, Medical Oncology, Haematology, Radiation Oncology, Paediatric Oncology, Gynaecologic Oncology, Nursing Oncology, Palliative Care, Radiology, Laboratory Medicine, Pathology, Gastroenterology, Hepatology, Infectious



Disease, Pulmonary and Critical care, Psychiatry, Epidemiology, Public Health, Pharmacy, and other Allied Health Sciences.

NCIS' outreach programs include a Cancer Genetic Clinic as well as prevention and screening services to reduce cancer mortality and to diagnose the disease at its most treatable stage. With several award-winning clinician-scientists and clinician investigators, NCIS has an international reputation in translational research and clinical trials, providing patients with access to promising breakthroughs in cancer diagnostics, technology, and therapies. NCIS is closely affiliated with the Cancer Science Institute, Singapore, of the National University of Singapore.

Media Contact:

For interview opportunity with breast cancer survivors (See Annex 3), please contact the Singapore Cancer Society.

Singapore Cancer Society

Ms Sharon Lee

Tel : 6421 5821

Email : sharon_lee@singaporecancersociety.org.sg

Breast Cancer Foundation

Ms Christine Ang

Tel : 6352 6560

Email : christine@bcf.org.sg

National Cancer Centre Singapore

Ms Veronica Lee

Tel : 6236 9429

Email : veronica.lee.h.e@nccs.com.sg

National University Cancer Institute, Singapore

Ms Seetoh Yit Fong

Tel : 6722 2613

Email : yit_fong_seetoh@nuhs.edu.sg