



EMBARGOED TILL 16 MAY 2010, 11 00 HRS

MEDIA RELEASE

3rd Celebrate Wellness Roadshow Targets Younger Women and Other Women Health Issues

Championing a holistic well-being for women

SINGAPORE, 16 MAY 2010 – Since the launch of Project Celebrate Wellness in January 2010, close to 2,000 women have gone for their mammogram screening. Of these, about 280 were found to have abnormal mammograms requiring further follow-up. In the third roadshow, not only will the project continue to encourage women in the age group of 50 – 69 years, to go for mammogram screening, it also hopes to target younger women to take charge of their health. Mrs Lim Hwee Hua, Minister in Prime Minister’s Office and Second Minister for Finance and Transport, graced the third “Celebrate Wellness” roadshow held at Bishan Community Club today.

Results of Celebrate Wellness efforts...

The primary focus of Project “Celebrate Wellness” is breast cancer screening as breast cancer accounts for close to 30% of cancers diagnosed among Singaporean women. 1 in 17 women here has a chance of developing breast cancer in their lifetime. Women, who have not been for mammograms in the last three years or have not had a mammogram before can enjoy screening at a heavily subsidised rate. A mammogram currently costs \$100 but a 50% subsidy is provided jointly by the Health Promotion Board (HPB) and Singapore Totalisator Board (Tote Board). Under “Celebrate Wellness”, these women can now enjoy \$25 for mammogram with generous funding from the Tote Board.

Expanding the reach of the project...

Celebrating and promoting the overall well-being of women is the objective of the Celebrate Wellness project. May, being the Cervical Cancer Awareness Month, Minister Lim urged female Singaporeans and Permanent Residents aged 25 to 69 years to have their free Pap smear done. Cervical cancer affects 1,009 women in the years 2003–2007 and on average, about 85 women die from this disease each year. Cervical cancer is highly preventable and treatable when detected at an early stage through regular Pap smear screening.

Rise in young Singaporean women lighting up...

Another area of concern pointed out by Minister Lim is the prevalence of daily smoking by women. Those in the age group of 18 to 29 years old accounts for the highest number of smokers, registering an increase from 6.6% in 2004 to 9.1% in 2007. Smoking increases the risk of a number of serious health problems, including heart disease and lung cancer. It is costly in terms of health and finances to begin smoking. Women who need help to quit smoking can find out more about the harmful effects of smoking from the Health Promotion Board booth or participate in smoking cessation workshops. Studies have shown that success rate of quitting is between 20 and 30 per cent when a combination of counselling and quit-smoking medication is used, than if a smoker depends on his/her willpower alone.¹

Minister Lim urged women to not only take care of their own health but also to promote and improve their family's health. Women play a critical role especially in their children's and grandchildren's healthy development and growth. Their children and grandchildren look up to them as an example.

Enclosed: Annex 1 – Programme

#END#

¹ The Straits Times, Mind Your Body, SGH doctor on smoking addiction, 19 November, 2009



About Project “Celebrate Wellness”

Project “Celebrate Wellness” aims to rally all women belonging to different age groups, ethnic groups and background to make well-being the top priority in their lives. It is initiated by Women Inspiring, Nurturing and 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, Singapore Totalisator Board (Tote Board) and Singapore Turf Club and Khoo Teck Puat Foundation.

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:

Singapore Cancer Society

Ms Janet Ling
Assistant Manager
Marketing Communications /
Public Education
DID: 6421 5819
E-mail:
janet_ling@singaporecancersociety.org.sg

Ms Sharon Lee
Executive
Marketing Communications
DID: 6421 5827
E-mail:
sharon_lee@singaporecancersociety.org.sg

Celebrate Wellness Roadshow
16 May 2010, Sunday
Bishan Community Club, Multi-Purpose Hall, Level 1

TIME	PROGRAMME
11.00 am	Start of Roadshow
11.20 am	Health Quiz
11.30 am	Arrival of Guest-of-Honour. Mrs Lim Hwee Hua, Minister in Prime Minister's Office and Second Minister for Finance and Transport Opening Address by Guest-of-Honour
11.40 am	Mass Workout
11.50 am	Line Dance by Alpine Blossoms Breast Cancer Support Group
11.55 am	Sharing by Cancer Survivor
12.05 pm	Tour of Booths by Guest-of-Honour
12.20 pm	Lunch Reception

FRINGE ACTIVITIES

Time	Multi-Purpose Hall (English talks/ workshops)	Room (Mandarin talks/ workshops)	Kitchen
12.20 pm	Cervical Cancer	Fertility and TCM	
12.55 pm	Smoking Cessation – For you and your loved ones	Beauty and Self-esteem	
1.30 pm	Health in Older Women – Menopause and osteoporosis	Breast Cancer	Healthy Cooking demonstration 1.30pm – 2.15pm

Time	Multi-Purpose Hall (English talks/ workshops)	Room (Mandarin talks/ workshops)	Kitchen
2.05 pm	Beauty & Self-esteem	Good sleep and stress management	
2.40 pm	Awareness for greater life	Health in Older Women – Menopause and osteoporosis	Healthy Cooking demonstration 2.40pm – 3.25pm
3.15 pm	Good sleep and stress management		
3.45 pm	End of Programme		