

SOCIETY NEWS VOL 4.02 February 2016

In celebration of World Cancer Day 2016, we are organising an event of talks, games and screening to raise cancer awareness and the importance of regular health screenings. Armed with industry

Dear Friends,

knowledge and heaps of imagination, students from Ngee Ann Polytechnic collaborated with SCS on "Drop it for Life", Singapore's first student-led anti-smoking initiative to get people to drop the smoking habit, and pick up healthy and more meaningful activities. Festive Lunar New Year Greetings from all of us at Singapore Cancer Society!

may you and your loved ones be blessed with good health, happiness, and prosperity!

During this Lunar New Year,





EXHIBITION TIME

VENUE

SUPPORT OUR WORLD CANCER DAY AWARENESS EVENT!

TOA PAYOH HDB HUB

final year Advertising & Public Relations students from Ngee Ann Polytechnic

Life' is Singapore's first student-led anti-

smoking campaign.

collaborated with Singapore Cancer Society to come up with a new anti-smoking campaign targeted at youths, 'Drop It For Life'. 'Drop It For

Hootlet

At the showcase, participants highlighted that they had a fulfilling experience sharing their testimonials of challenges and triumphs in their fight against cancer. "The willingness to embrace and appreciate the beauty of life, the resolute decision to live their lives out loud and full despite their battle scars with cancer encounter - all were reflected and expressed

10AM - 4PM

20TH FEBRUARY, 2016 (SATURDAY)



First student-led anti-smoking campaign in collaboration with Singapore Cancer Society To fight the rising problem of social smoking,

IN AND AROUND SCS

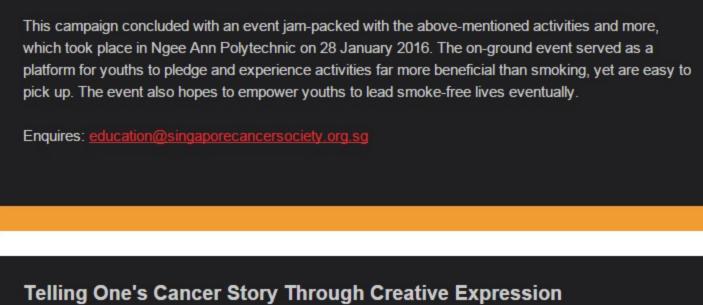
alternative and unique approach, 'Drop It For Life' highlights to youths the many meaningful alternative activities that provide the same social benefits that smoking is perceived to give. The alternative activities recommended are currently in trend amongst youths and what different youth personalities seek after: skateboarding, music-making, art- making, food and fitness related activities, to list a few.

This helps to engage the youths while educating them about social smoking.

more encouraged to drop their cigarettes and pick up on what truly matters Life."

Falling in line with SCS efforts towards a tobacco-free society, 'Drop It For Life' was created with an understanding that today's youths are not receptive to current anti-smoking messages. Using an

SCS Chief Operating Officer, Mr David Fong highlighted, "Singapore Cancer Society has always been inclined to encourage youths to work towards a smoke free future. Hence we thought, what better way to address the issue of social smoking than collaborating with a team of youths themselves to spread the word to their fellow peers?" He added, "'Drop It For Life' is an engaging campaign to motivate youths to pick up social activities instead of smoking. We really hope that through this campaign, youths will be



SCS Cancer Support Services had organised the second Lilly Oncology on Canvas SM workshop at the

SCS Rehabilitation Centre for those impacted by cancer to express oneself through painting. SCS support group members came together on 23 January 2016 to showcase their art masterpieces.



outreach efforts. The 'International Neighbor of Choice Program' aims to strengthen the relationship organisations that strive to improve the quality of life of people in communities in which MSD resides and To commemorate 'Giving Tuesday' in December 2015, a global day of giving, Coty Singapore organised a fundraising event to

Enquires: fund_raising

SCS through the sales of their merchandise.

Hootlet



Battling cancer is expensive. But digital tools and innovative pricing models may help significantly lower costs and broaden access to care, offering hope to governments struggling to manage costs, according to a recent white paper "Financing the future: Choices and challenges in global health" by the Economist Intelligence Unit. Download the report here. Will technology reshape the economics of cancer care?

Cervical & Ovarian

Cancers

ticket). View and register from here: http://econ.st/1QeuCop

GERARDO V. BAYUGO

Assistant secretary of

department of health, Republic of the

health, office for

technical services,

Economist

WAR O

Events

■ #EconomistEvents #EconWaronCancer

#Eco f in The Economist Health Care Thinking

> Vol. 15 No 1 (Feature: Gynaecological Cancers) CANCERF(

PUBLICATION: CANCER FOCUS

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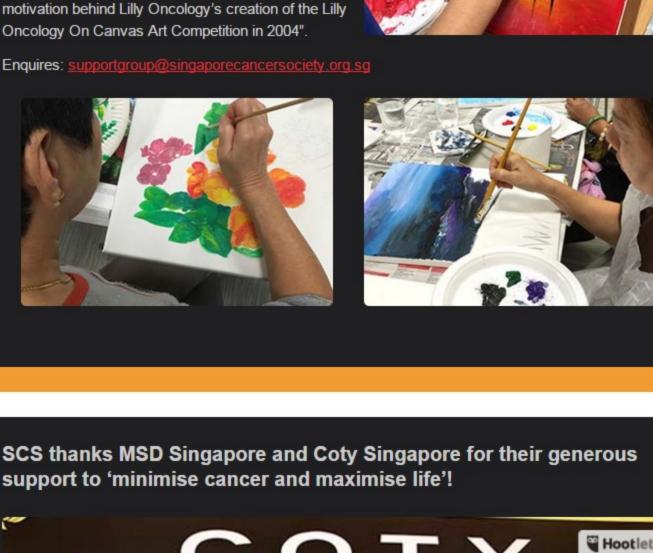
ministry of health,

of Myanmar

waroncancer_asia.economist.com

Permanent secretary,

Republic of the Union



Hootlet

support to 'minimise cancer and maximise life'! SCS was awarded the 'International Neighbor of Choice Grant' by MSD Singapore under MSD's 'International Neighbor of Choice Program'. The grant will be used to drive SCS Public Education between MSD sites and their local communities by supporting outstanding work by non-profit operates. benefit Singapore Cancer Society. Coty HSBC (D) Singapore raised a grand total of \$22,300 for

2016 Venue: Toa Payoh HDB Hub Enquiries: education@singaporecancersociety.org.sq Caregivers Training 20 Feb Time: 11am-1pm Venue: Singapore Cancer Society Rehabilitation Centre 2016 52 Jurong Gateway Road, JEM Office Tower, #08-04 Singapore 608550. RSVP required: Telephone 6661 0590 SCS Volunteer Orientation 25 Feb Time: 7pm-9.30pm Venue: Singapore Cancer Society Rehabilitation Centre 2016 52 Jurong Gateway Road, JEM Office Tower, #08-04 Singapore 608550. Enquiries: volunteers@singaporecancersociety.org.sq 3 July 2016 Singtel - Singapore Cancer Society Race Against Cancer 2016 Time: 7am-10am Venue: East Coast Park, Angsana Green Enquiries: rac@singaporecancersociety.org.sg 2016 RACE AGAINST CANCER See full event listing

CHIOU SHU-TI

Director-general,

health promotion

Singapore Cancer Society is the supporting organisation for The Economist Events' Health Care Forum: War on Cancer. Members are invited to enjoy a 20% discount off the standard rate by quoting 3531SCS at the check-out (please select "Standard rate" in the pricing section, click "Next" and enter the code at check-out). Group ticket discounts are also available for three or more tickets (a savings of USD570 per

PANNET

administration, ministry general, department of health and welfare, of medical services,

PANGPUTHIPONG

Deputy director-

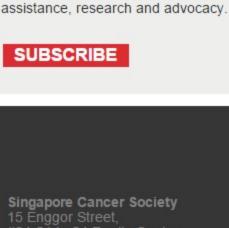
ministry of public health, Thailand

■ WHO WE ARE

Singapore Cancer Society is a community-based

voluntary welfare organisation dedicated to minimising the impact of cancer through public education, screening, patient services, financial 新加坡的癌协会 Singapore Cancer Society Multi-Service Centre

9 Bishan Place Junction 8



Singapore 079716 Tel: 6221 9578 Fax: 6221 9575