

MEDIA RELEASE

Immediate Release

YOUTHS JOIN IN THE FIGHT AGAINST CANCER

- 110 students from tertiary institutions participated in the third annual Singapore Cancer Society Interschool Competition to develop anti-tobacco campaigns to weed out smoking and reduce cancer incidence
- 2019 competition saw almost 50% increase in participation which included new entrants from vocational institutions and local private art schools
- More 'Smoke-free Ambassadors' groomed to champion smoke-free society

Singapore, 26 January 2019: The third annual Singapore Cancer Society (SCS) Interschool Competition finals was held today and the results of the top three finalists were unveiled by Guest-of-Honour, Mr Amrin Amin, Senior Parliamentary Secretary, Ministry of Home Affairs & Ministry of Health.

The competition organised by SCS, was held to provide opportunity for youths to be empowered with the knowledge to take charge and be a positive influence to their peers as 'Smoke-free Ambassadors'; encouraging them to quit or not pick up smoking. Through this competition, students have the opportunity to work on a pitch for an anti-tobacco campaign which will be presented to a panel of judges. Should their team be selected as the winning team, they will have an opportunity to execute their project with SCS.

Started in 2016, the competition was initially only opened to polytechnic students. This year, SCS has opened up the competition to more schools such as the private art institutions and vocational institutions to encourage more student participation and to have a diversity of ideas by the various groups of students. The competition saw some 110 students from 5 educational institutions participate.

For the finals, students from ITE College West, Nanyang Academy of Fine Arts, Ngee Ann Polytechnic, Nanyang Polytechnic, and Republic Polytechnic presented to a panel of judges on their anti-smoking campaign proposal.

Based on the fact that the top risk factor for lung cancer is the use of tobacco products such as smoking cigarettes which kills nearly 6 million people globally each year, (of which 600,000 are non-smokers who die from the effects of second-hand smoke), and that Singaporeans are starting to smoke at a younger age – according to the National Health Surveillance Survey, the campaign will bring greater awareness about the ill effects of smoking.

“As part of our public education and outreach efforts to try and bring down the rate of youth smoking in Singapore, we have created programmes and campaigns to engage youths by putting across smoke-free and cancer related messages to them. As such, SCS works closely with tertiary institutions and secondary schools. SCS aims to instil knowledge about

the harmful effects of smoking and further spread the message to their families and friends,” said Albert Ching, CEO, Singapore Cancer Society.

The winners of the competition are:

- 2nd Runner up: NP
- 1st Runner Up: NAFA
- Winner : RP

The winning teams were chosen by the judges, Mr Rodney Tay (AVP Digital and Marketing, Moove Media), Assistant Professor Kim Hye Kyung (Wee Kim Wee School of Communication and Information, Nanyang Technological University) and Mr Jackie Chia (Marketing Director, 83 Design and Print).

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.

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