



MEDIA RELEASE

Singapore Cancer Society Rallies 21 Industries across Singapore to Celebrate World Cancer Day

- ***21 corporate/organisations take part in Cancer Fighting Challenges and pledge commitment to raise greater awareness and fight against cancer***
- ***Special video to be released on 4 February, 12pm showcasing 21 challenges and empowering actions to champion cancer awareness***
- ***The only city to have 15 buildings/landmarks light up in support of World Cancer Day 2021***

Singapore, 2 February 2020: Singapore Cancer Society (SCS) commemorates the 21st anniversary of World Cancer Day (WCD) this year with the support from 21 corporates/organisations from different sectors that came forward to take part in cancer challenges and pledge their commitment to raise greater awareness, support the community, and fight against cancer.

The Union for International Cancer Control (UICC) partners organisations from across the world and helm a concerted effort to light up buildings in Orange and Blue, symbolising hope in the ongoing fight against cancer. SCS, also a member of UICC, spearheads this annual global event in Singapore.

Together All Our Actions Matter

Aligned to the existing 3-year global theme by UICC of 'I Am and I Will' for World Cancer Day, SCS developed an over-arching theme of 'I Am and I Will Fight Cancer'. SCS rolled out an online campaign rallying support from 21 industries across Singapore, to participate in a series of 'Cancer Fighting Challenges', reinforcing this year's tagline of 'Together All Our Actions Matter'.

To raise greater awareness about cancer and to make a difference in the lives of their employees or customers, corporate and organisations took part in a myriad of cancer challenges fulfilling 5 key areas. The 5 key areas are as follows:



Aligning with SCS' four main thrusts to: Reduce the incidence of cancer; Increase survival rates; Improve the quality of life; and Rally the community to take proactive action in the collective fight against cancer, the challenges embarked by corporates and organisations from different industries showcase the enduring power and collective action for a cancer free community.

Mr Albert Ching, Chief Executive Officer, Singapore Cancer Society said, "Over the years, SCS has embarked on impactful intervention that minimises cancer and maximises lives to support the cancer community in various ways. While we do our utmost, community involvement is crucial in supporting the cancer community. SCS is heartened by the overwhelming support from corporates and organisations who have come forth to show support on World Cancer Day through their various initiatives. Through the various challenges. This signifies solidarity in the ongoing fight against cancer and is a strong testament to our message that no one needs to walk this journey alone. As Singapore's leading charity in the fight against cancer, we hope to impact more lives through such community engagements and partnerships."

I Will Focus On My Health

With the support from the various corporates/organisations, SCS work towards reducing cancer incidence by educating the public about the importance of managing one's health.

A GRAB food delivery driver, together with one of our beneficiaries, climbed 10 floors in a HDB flat pledging to lead a healthy lifestyle by incorporating simple exercise into daily activities.



I Will Speak Up About Cancer

At times, cancer is seen as a social stigma. SCS strives to eliminate these cancer-related stigma in the fight against cancer. To build confidence in talking about cancer, and advocating for support and change, National Volunteer & Philanthropy Centre (NVPC) rallied their staff to create a wall of 'Pledges and Awareness Poll'. The wall showcased insights and thoughts from the ground, inspiring conversations and awareness about cancer issues. Students from Hype, an entertainment and lifestyle magazine from Ngee Ann Polytechnic, participated in the challenge and created an avenue that enabled students to learn about screening, and the risk of Smoking/ Alcohol related cancers.



NVPC's wall of 'Pledges and Awareness Poll



Ngee Ann student answering a question on cancer screening

I Will Get Informed About Cancer

Intensifying our public education efforts about cancer, SCS aims to raise greater awareness about the cause by engaging corporates. The team from Vygon tuned into a Watch Party to

learn more about cancer and how it impacts everyone. The team also learned about SCS and its efforts to provide holistic support and care services to the cancer community.



I Will Support Someone I Know With Cancer

SCS' fight against cancer is also about helping cancer patients achieve a new state of normalcy and inclusivity, in spite of the disease. SCS strives to bridge gaps and smooth the path towards life after cancer. STILL Boxing provided a boxing session for a group of SCS' beneficiaries with Instructor and Influencer Victoria Cheng.



I Will Get Screened

Singapore Cancer Registry 50th Anniversary Monograph (1968 – 2017), 15 people die of cancer every day, and 1 in 4 people may develop cancer in their lifetime. Regular screening, early detection, and diagnosis significantly increases cancer survivorship. However, due to different individual barriers, many avoid getting screened for cancer. Home Clean Home Services Pte Ltd encouraged their staff (those 50 and above) to sign up for the Faecal

Immunochemical Test (FIT). The FIT kit is a preliminary test that detects the presence of small amounts of blood in faeces which could be a sign of colorectal cancer.



Reaching out to the Minority Groups in Singapore

Based on the National Population Health Survey 2019, Chinese (43.6%) reported to have higher screening rates than Malays (31.9%) and Indians (37.5%) for pap smear tests and mammogram. To reach out to the ladies in this group, SCS engaged Teater Ekamatra, a Malay theatre group, and Jothi's Traditional Charm, an Indian beauty & wellness spa.

Influencer and SCS Goodwill Ambassador Munah Bagharib, together with 2 ladies from Teater Ekamatra, recorded a conversation session with Dr Rauzanah, from SCS Clinic@Bishan. They discussed about some negative perceptions of cancer, and the fear and anxiety that some women have towards cancer screening that outweighs health concerns. With the aim to debunk some cancer myths among the Malay community and to increase public awareness, Teater Ekamatra will be releasing this video on their social media pages on 4 February.



SCS also engaged, Jothi's Traditional Charm to reach out to their customers and equip them with the knowledge of women's' cancer and importance of early screening. SCS brochures, delivered by SCS Goodwill Ambassador, Vikneswary Se, were placed at their venue and distributed to customers.



Singapore Buildings/Landmarks to be Lighted Up

Singapore will be the only city with multiple buildings/landmarks lighting up to join the global movement to raise awareness about the cause.

In 2020, Singapore had 10 buildings lighted up on WCD. In 2021, Singapore 15 buildings/landmarks will be decked in either orange, blue or a mixture of both in the evening on 4 February. The 15 buildings/landmarks are Supertrees at Gardens by the Bay, Jewel Changi Airport, Orchard Gateway, ION Orchard, Khoo Teck Puat Hospital, Yishun Community Hospital, Marina Square, National Gallery Singapore, Ocean Financial Centre, Our Tampines Hub, Suntec City (mall), Suntec Singapore Convention & Exhibition Centre, The Fullerton Hotel, Victoria Theatre and Concert Hall and South Beach.

In line with SCS' mission of Minimising Cancer and Maximising Lives, the Society has been spearheading the fight against cancer and is progressing to build a stronger network across the island to serve the community at large.

21 Corporates and Organisations:

			
			
			
			
			
			

Landmarks Light Up:

				
				
				

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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.

About World Cancer Day (www.worldcancerday.org)

World Cancer Day takes place every year on 4th February and is the uniting global initiative under which the world comes together to raise the profile of cancer in a positive and inspiring way. Spearheaded by the Union for International Cancer Control (UICC), the day aims to save millions of preventable deaths each year by raising awareness and improving education about the disease while calling for action from governments and individuals across the world. World Cancer Day 2021 is led by the theme “I Am and I Will”, an empowering call for personal commitment that represents the power of our actions taken now to reduce the growing impact of cancer. This year follows on from the success of last year’s campaign, which saw nearly 1,000 activities taking place in 113 countries, including 85 monuments in 52 cities lit in the colours of World Cancer Day, some 15,000 press articles published in 150 countries, over 720,000 social media mentions, more than 500,000 visitors to the website downloading over 120,000 materials, and 65 governments participating in 2020. #WorldCancerDay #IAmAndIWill

About the Union for International Cancer Control (UICC) (www.uicc.org)

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in Geneva in 1933, UICC has over 1,200 member organisations in 172 countries. It enjoys consultative status with the United Nations Economic and Social Council (ECOSOC) and has official relations with the World Health Organization (WHO), the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA) and the United Nations Office on Drugs and Crime (UNODC). UICC has over 50 partners, including associations, companies and foundations committed to the fight against cancer. UICC is a founding member of the NCD Alliance, the McCabe Centre for Law & Cancer and the International Cancer

Control Partnership (ICCP) and established the City Cancer Challenge Foundation in January 2019. UICC's mission is to both unite and support the cancer community in its efforts to reduce the global cancer burden, promote greater equity and ensure that cancer control remains a priority on the global health and development agenda. It pursues these goals by bringing together global leaders through innovative and far-reaching cancer-control events and initiatives, building capacities to meet regional needs and developing awareness campaigns.