



## **Breast Cancer Foundation Reminds Women To Take Charge of Their Breast Health During This Health Crisis**

**Singapore, 1 October 2020 – Breast Cancer Foundation (BCF)** kicks off Breast Cancer Awareness Month (BCAM) with a nationwide campaign “The Health Crisis That Was Always Here”, to make breast health top of mind for women in Singapore. The campaign aims to reach 3 million women in Singapore to empower them to take charge of their health by doing their monthly breast self-examination (BSE) and prioritising regular mammogram screenings.

*“The top three reasons women give when asked why they don’t do regular BSE, would be that they forget, they’re unsure of the steps to do a proper BSE or simply that they are unaware that they should be doing monthly self-checks if they’re already doing mammograms. Statistics have shown that many women detect breast cancer early from their regular breast checks. Both BSE and mammograms are vital, and as women, we must be proactive and take charge when it comes to our breast health,”* says **Ms Staphnie Tang, BCF President.**

### **BREAST CANCER IS THE HEALTH CRISIS THAT WAS ALWAYS HERE**

It is critical that everyone’s attention is on Covid-19, but it is also important not to forget about the other health crisis that has been around for decades – Breast Cancer. Today, it is the number 1 killer cancer among women in Singapore. 1 in 13 women are diagnosed with breast cancer every year, 6 women are diagnosed with breast cancer every day and 1 death occurs from breast cancer daily.\*

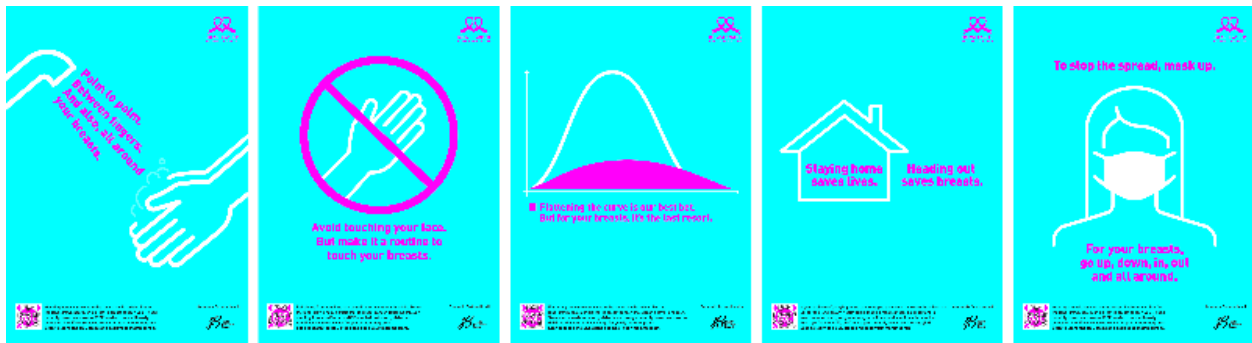
In a survey commissioned by BCF in 2017, it found that even though 9 out of 10 Singaporeans regard breast cancer to be dangerous and regular breast checks to be important, only 62 percent of women reported having ever done a BSE. Breast cancer does not discriminate and women as young as 20 years old and under have been diagnosed with



the disease. The BCF breast check schedule recommends for young women to start forming the monthly habit of doing the BSE from 20 years old.

## SENDING THE MESSAGE TO ALL WOMEN IN SINGAPORE

“The Health Crisis That Was Always Here” campaign lends an intriguing twist to what seem like routine Covid-19 messages, such as washing hands and flattening the curve – putting the spotlight on breast cancer and the importance of early detection.



**Above:** Posters for the campaign invite people to look closer at the messages and to do the BSE.

*“With Covid-19, people are paying more attention to their health. So we saw an opportunity to remind women about breast cancer – a deadly health crisis we need to fight together. We realised we could draw parallels between Covid-19 advice and breast cancer awareness, and thus found a way to present our message in a refreshing, surprising way,”* says **Mr Thomas Yang, Deputy Executive Creative Director/Head of Art and Design, DDB Singapore.**

*“All women are at risk of breast cancer. The best way to protect themselves from breast cancer is to go for regular mammograms. In 2019, about 11% more women returned for*



*their mammogram screening compared to 2018, heeding the call that one screen in a lifetime is not enough. The survival rate when breast cancer is detected in the early stages is very high. With about 30% of breast cancers still being diagnosed in the third and fourth stages, we encourage all women to make the first move and go for your mammogram, and do so regularly.”* says **Dr Shyamala Thilagaratnam, Group Director of Outreach, Health Promotion Board.**



The 2020 BCAM Campaign takes a multi-platform approach this October. At the center of this campaign, is a BSE (stands for “*Breast Self-Examination*”) QR Code where the public can access easy-to-follow steps on how to perform a breast self-examination in the privacy of their own home. The instructions are available in 4 languages – English, Mandarin, Tamil and Malay and there is a Form to request for an appointment for a mammogram.

Campaign digital posters, in partnership with Target Media Culcreative Pte Ltd, will be displayed at more than 10,000 digital panels at HDB lift lobbies and condominiums reaching out to 2 million unique residents. In collaboration with Bridgestone Singapore, BCF will distribute 10,000 BSE shower hangers to Her World magazine subscribers and to the community-at-large through various outreach channels. Advertorial spreads in Her World Magazine Oct issue and Singapore Women’s Weekly online will further highlight a strong message to women in Singapore.



***Above:** Campaign decal placed at public ladies restrooms.*

With the support of Roche, BCF will outreach shopping malls, commercial buildings and community areas to place Campaign decals in their public female washrooms with the intention to connect with them and to remind them to take charge of their breast health.

## **LINE-UP OF ACTIVITIES FOR BCAM 2020**

### **-“Pink Light Up for Breast Cancer Awareness Month 2020” at The Fullerton Hotel Singapore**

To kick off the Breast Cancer Awareness Month 2020, The Fullerton Hotel Singapore will light up as a pink beacon for the month of October as part of the Hotel’s efforts to raise breast cancer awareness and support the cause. On 1 October after dusk, **Ms Indranee Rajah, Breast Cancer Foundation Patron and Minister in the Prime Minister’s Office, Second Minister for Finance and Second Minister for National Development**, will do the honours to switch on the “Pink Light” for the hotel façade. She will be joined by Ms Staphnie Tang, President for Breast Cancer Foundation, Mr Giovanni Viterale, General Manager of The Fullerton Hotel Singapore, Dr Shyamala Thilagaratnam, Group Director (Outreach) Health Promotion Board and Mrs Catherine Ng, breast cancer survivor and early founding member of BCF.



“We are privileged to be part of this meaningful initiative once again this year and we hope to share a message of hope and inspiration by lighting up the façade of the iconic Fullerton Hotel Singapore in pink. Our specially curated pink Afternoon Tea is designed for enjoyment and more importantly, to raise awareness for this important cause and to show our support for all those who have been affected by breast cancer,”

Mr Giovanni Viterale, General Manager, The Fullerton Hotels and Resorts commented.

Aligned with the Breast Cancer Foundation’s month-long campaign, The Fullerton Hotel Singapore and The Fullerton Bay Hotel Singapore will be offering a pink-themed Afternoon Tea throughout the month of October.

Comprising an assortment of sweet and savoury flavours, highlights of the Afternoon Tea set include the Dill Marinated Beetroot Confit & Cream Cheese in Mini Tartlet, Maple Glaze Tea Smoked Duck on Blueberry Bread, Coconut Pandan Lamington and Strawberry Macaron, as well as freshly-baked scones served with clotted cream and marmalade. For each Afternoon Tea set sold, S\$5 nett will be donated to Breast Cancer Foundation in support of its efforts to eradicate breast cancer as a life-threatening disease.



**Above:** For enquiries or reservations, please contact Dining Reservations at (65) 6877 8911 / 8912 or email [dining-rsvp@fullertonhotels.com](mailto:dining-rsvp@fullertonhotels.com).

\*Prices are subject to service charge and prevailing government taxes.

### **-Wear The Pink Ribbon 2020**

## **BREAST CANCER AFFECTS US ALL**

1 in 14 women are diagnosed with breast cancer every year and 1 die from breast cancer every day.

Adopt a Pink Ribbon Pin with a minimum donation of \$5. All proceeds will go to Breast Cancer Foundation to support our work towards the Breast Cancer Community.

**WEAR THE PINK RIBBON  
SHARED COURAGE.  
STRONGER TOGETHER, WE OVERCOME**

🌐 [www.bcf.org.sg](http://www.bcf.org.sg) 📞 6352 6560 ✉ [enquiries@bcf.org.sg](mailto:enquiries@bcf.org.sg)



Donate via  
Paynow/Paylah





The pink ribbon is an international symbol representing awareness and hope in the fight against breast cancer. This year, the much loved pink pins are placed at participating outlets across the island. For the full list of supporting participating outlets, go to <http://pinkribbonsingapore.org/>.

### **-#KnowYourBreasts Challenge**



Image References: Different people holding up different items.  
Items E.g.: Stationery, Soccer Tennis Balls, Mugs, Coins, Spoons, Toilet Rolls, Cupcakes etc.

BCF will launch a social media challenge - #KnowYourBreasts - to provide a fun online fund-raising platform for netizens to help us raise breast cancer awareness and money! The Challenge sends out the message that it's important to be familiar with your own breasts because early detection can save your life. Netizens are challenged to make a \$20 or more donation on giving.sg and post a photo with a pair of items in the form of oranges, seashells or even baubles - the more creative you get, the better! For details, please see Annex 2.

### **-Shop and Dine for the Cause**

As part of Breast Cancer Awareness Month, a list of organisations including The Fullerton Hotel Singapore, Shopee, Lady M, Yakult Singapore, Lazada and Shunji Matsuo have joined BCF in the race to bring attention and awareness to an issue that affects thousands of women, men and their families every year. Participating organisations will be launching a range of limited edition products or specially curated projects to support to raise public awareness for breast cancer and to raise funds for BCF. Shop and dine with these great brands with the knowledge that you are making a difference. For the full list



of supporters, please go to [www.pinkribbonsingapore.org](http://www.pinkribbonsingapore.org) (note: website to go live 29 September).

### **-ION Lights Up in Pink**

In a display of solidarity, shopping haven ION lights up its façade in pink on Orchard Road for the month of October to shine the light on breast cancer awareness.

*\* Source: 50 years of Cancer Registration, Singapore Cancer Registry 2019*

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### **About BCF**

Breast Cancer Foundation (BCF) is a social service agency with the mission to eradicate breast cancer as a life-threatening disease. Set up in 1997, BCF is committed to raising awareness about breast cancer through talks, events and publications that advocate early detection through regular screening, as well as supporting survivors and their families through various befriending, training and wellness activities. As one of the few advocacy groups in the world with a Men Support League that was integrated with Caregiver Support Group in year 2017, BCF aims to encourage greater male participation in society's fight against this affliction.

For more information, please visit [www.bcf.org.sg](http://www.bcf.org.sg). For updates on BCF's latest work and initiatives, follow BCF at @Breast Cancer Foundation (Facebook) and @bcfsg (Instagram).

**For media enquiries, please contact:**

#### **Breast Cancer Foundation**

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T: 6833 4736 / 9677 0259

## Annex 1:

### Quotes by BCAM 2020 partners:

Target Media's unique position across Singapore islandwide enables daily engagement with families in the HDBs and Condominiums and makes us the ideal choice to bring across timely and critical messages such as the importance of breast self-examination. We are proud to support BCF in their 2020 Breast Cancer Awareness Month campaign and we believe our positive influence can impact lives. – Sharmin Du, CEO of Target Media Culcreative Pte Ltd

"Bridgestone is pleased to continue supporting BCF in promoting breast cancer awareness for the 5<sup>th</sup> consecutive year, particularly during this challenging period when the world is focused on COVID-19. 'Molly Monkey Sings and Saves' continues to be more than a nursery rhyme and is an important reminder that could save women's lives.

In line with our global CSR commitment 'Our Way to Serve', the importance of supporting our local communities and contributing back to society is one of Bridgestone's priority areas. We are glad to be able to contribute towards this meaningful campaign." - Paul Choo, Vice-President HR & CSR, Bridgestone Asia Pacific Pte. Ltd.

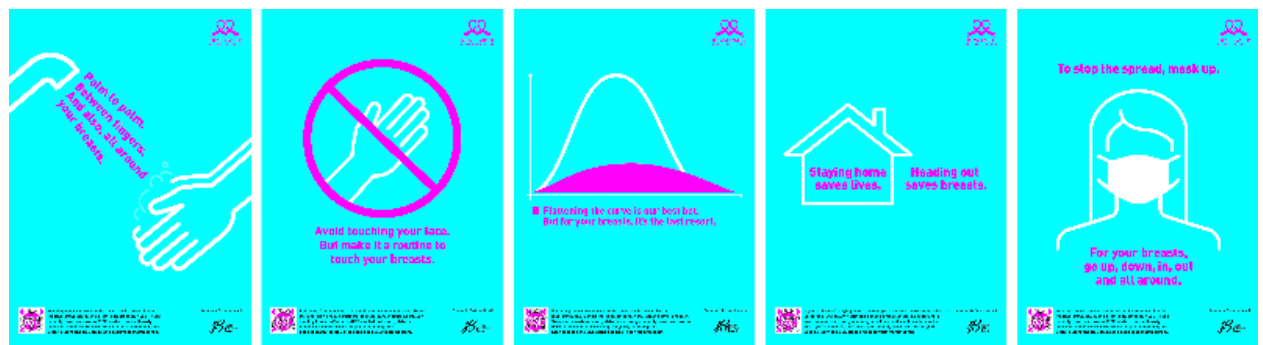


**Annex 2:**

**Breast Cancer Foundation – BCAM 2020 Programme Line-up \***

**Breast Cancer Foundation BCAM 2020 Campaign - “The Health Crisis That Was Always Here”**

The Campaign lends an intriguing twist to what seem like routine Covid-19 messages, such as washing hands and flattening the curve – putting the spotlight on breast cancer and the importance of early detection. Go to [www.bcf.org.sg](http://www.bcf.org.sg) to find out more.



- Nationwide Campaign includes Posters, Female Restroom Decals, Digital Marketing Campaign



**Wear the Pink Ribbon Campaign 2020**



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**INSIDE-OUT TEES: Save lives, in style.**

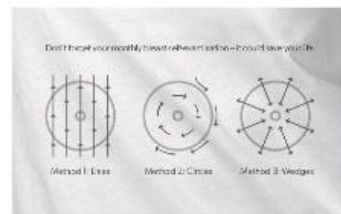


Outside of T-shirt

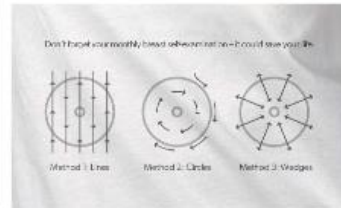


Inside of T-shirt

Design 1



Design 2



Design 3



Here's a wardrobe essential that could make a lifesaving difference for women. Introducing 3 limited-edition Inside Out Tees from Breast Cancer Foundation.

On the outside, you'll find a quotable quote to inspire your day. On the inside, instructions on how to do your monthly breast self-examination (BSE).

Available at Lazada and [www.thelabelsg.com](http://www.thelabelsg.com) from 1<sup>st</sup> October.

Fundraising initiative by Breast Cancer Foundation.

### Know Your Breasts Challenge

Breasts come in all shapes and sizes. And it's important to be familiar with our own. Social media campaign wants to make breast self-exams part of our daily routine and vocabulary as early detection saves lives!

A fund-raising challenge to raise breast cancer awareness and a friendly reminder to check our breasts!

The more creative you get, the better!

- 1) Grab 2 circular items, hold them over your body - a pair of oranges, cups or even baubles – make it fun!
- 2) Take a picture and post it on social media then tag us @bcfsg (IG) and Breast Cancer Foundation (FB) and hashtag #KnowYourBreastsChallenge.



3) Nominate 3 friends to take up the challenge within 24 hours.

4) Pledge a \$20 donation to BCF on giving.sg ([link to be updated](#)).



Image References: Different people holding up different items.  
Items E.g.: Stationery, Soccer/Tennis Balls, Mugs, Coins, Spoons, Toilet Rolls, Cupcakes etc.

Fundraising initiative by Breast Cancer Foundation.

### WEBINARS IN OCTOBER

#### **Diet and Breast Cancer - 3rd Oct, 10:30am - 11:30am**

This webinar is open to the public; to register, go to [www.tinyurl.com/dietandbreastcancer](http://www.tinyurl.com/dietandbreastcancer).

Jointly organised by Breast Cancer Foundation and Seriously Keto.

#### **Understanding Breast Cancer - 10 Oct 2020, 2pm - 5pm**

For medical professionals only, for more information, contact 6223 1264.

Jointly organised by Breast Cancer Foundation and Singapore Medical Association.

#### **Breast Cancer & Your Skin – 24 Oct 2020, 10.30-11.30am**

This webinar is open to the public; to register, go to [www.tinyurl.com/breastcancerandyourskin](http://www.tinyurl.com/breastcancerandyourskin).

Jointly organised by Breast Cancer Foundation and ReXults Medspa.

For the full list of BCAM 2020 partners, visit [www.pinkribbonsingapore.org.sg](http://www.pinkribbonsingapore.org.sg) (note: website to go to live on 29 September)

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