



## MEDIA RELEASE

(All figures stated in this media release are accurate as of 20 January 2022)

# The First Breast Cancer Centre in Singapore Officially Opens



The entrance of the Breast Cancer Centre. (Photo Credit: Mr Albert Lim KS)

Singapore, 20 January 2022 – Today, Singapore's **first Breast Cancer Centre was officially launched** by President Halimah Yacob at an official opening ceremony held this morning at the heartland precinct of Sin Ming Court.

In February 2021, World Health Organisation declared that breast cancer has overtaken lung cancer as the world's most diagnosed cancer and the most common cause of cancer death in women. \* In the past 50 years, it remains the most prevalent cancer among women in Singapore<sup>^</sup>. The incidence rate of the disease has tripled over the past four decades. 1 out of 13 women here will develop breast cancer in her lifetime\*\*. Breast Cancer Foundation (BCF), the only social service agency dedicated solely to breast cancer support in Singapore,

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champions early detection and provides subsidies for mammogram screenings to low-income women. The agency also supports those affected by breast cancer through befriending services, support groups, and other psycho-social programmes.

### **Providing a Safe and Uplifting Space for the Breast Cancer Community**

The Breast Cancer Centre will forward BCF's mission – **To be a leader in breast cancer support in Singapore** - through its communal space and curated activities for breast cancer patients and survivors. Breast Cancer Foundation's previous space which was an office with a multi-purpose hall. The Breast Cancer Centre is 42% larger than the previous location.

BCF collaborated with Kingsmen Creative to conceptualise the design for the Breast Cancer Centre around the central theme of a '*Journey of Hope and Joyful Living*'.

(Please see Annex A)

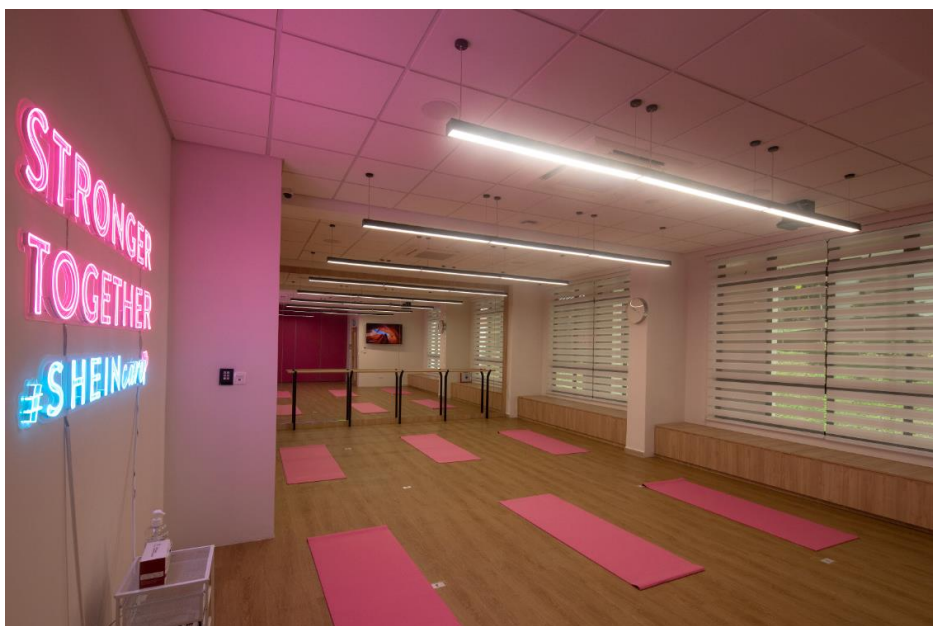
The Breast Cancer Centre has been specially designed to prioritize:

- (1) Social Space - a dedicated communal zone with positive vibes for the members to socialise, share their courage and overcome their difficulties together. The central theme has inspired each element in the design and setting up of the Breast Cancer Centre. Members can come together to socialise, share their experiences and give courage to one another. The vibrant colours and greenery in the multi-functional centre are imbued with positivity and represent the fighting spirit of our warriors.



The Social Space at the Breast Cancer Centre. (Photo Credit: Mr Albert Lim KS)

- (2) The skylight contributes to a positive environment by promoting the emotional well-being of members. Greenery has been used to create a soothing and vibrant ambience. The kitchenette within the social space will be used for cooking demo classes for members. Counselling rooms and a Positive Image Room are tucked away in a quiet corner to provide a sense of peace and privacy.



The Fitness Studio at the Breast Cancer Centre. (Photo Credit: Mr Albert Lim KS)

(3) Activity Space – this space comprises a fitness studio (with a capacity of 12 to 20 persons) for physical exercise classes, a multi-purpose hall for public and educational talks, and a crafters’ corner for art and craft-based activities. Flexibility has been provided by including a collapsible wall to accommodate different activities and group sizes. These activities are tailored to keep members as active as possible and contribute to their overall well-being.

The materials used for the centre have been being carefully selected to create a positive user experience. Throughout the interior, neutral tones have been widely used, with the occasional inclusion of a splash of vibrant colours, to cheer up the space. The integration of a mural wall into the space is an important component to enhance the healing process through art therapy. The overall design aims to lift members’ spirits and the centre will be a welcoming space for the public to visit and learn about breast cancer awareness and early detection. The multi-functional space will **cater to the needs of women with breast cancer** and their caregivers. Additionally, members of the public who are interested in learning more about breast cancer and the centre’s support services are encouraged to visit the BCC.

Technology and digitisation are key features of the centre. Sound proofing, barrier free access, wireless networking and live-streaming facilities have been incorporated with the smart use of technology to overcome any space limitations.

The Breast Cancer Centre logo is designed by the creative team at Doyle Dane Bernbach (DDB) Singapore, who have been working on a pro-bono arrangement with BCF for the past 18 years.

The logo conveys the love and compassion within the centre with love evolving from the double pink ribbon and beyond.

## Official Opening of the Breast Cancer Centre



*Mdm President unveils the Breast Cancer Centre (BCC) plaque to commemorate the official opening of the BCC. (From left: Grassroots Advisor, Bishan East-Sin Ming, Mr Chong Kee Hiong; President Halimah Yacob; Minister Indraneel Rajah; Parliamentary Secretary, Ministry of Communications and Ministry of Health, Mdm Rahayu Mahzam)*

**Minister in the Prime Minister's Office and Second Minister for Finance and National Development, Ms Indraneel Rajah** said, "The Breast Cancer Foundation (BCF) has been advocating early detection of breast cancer and supporting the breast cancer community in Singapore. As Patron of BCF, I have witnessed first-hand the positive impact of its initiatives to improve awareness, and to provide an effective social support system to help breast cancer patients reintegrate back into the workplace and community. The new Breast Cancer Centre will reinforce their efforts and provide a safe space for breast cancer patients and survivors seeking psycho-social, emotional, and rehabilitative support, where they can care for and encourage one another."

## Support from Partners and the Community

Funding from NCCS Care & Share and donations from the community have helped make the Breast Cancer Centre a reality. “This milestone would not have been possible without the generous contributions of our corporate partners, donors, volunteers and well-wishers. Their support over the years has allowed us to be a pillar of support for breast cancer patients, caregivers, employers and healthcare professionals,” **shared Ms Staphnie Tang, President, Breast Cancer Foundation.**

Our Breast Cancer Centre has been a vision that come to fruition, with gratitude to generous sponsors. We give thanks to the Estate of Khoo Teck Puat for their generous donation towards the Breast Cancer Centre, Estée Lauder Companies for the sponsorship of our Positive Image Room, SHEIN for funding the Fitness Studio and the Lawadinata Family for the sponsorship of our Social Kitchenette. We would like to thank Kingsmen Limited for their pro-bono design for the Breast Cancer Centre as part of their 45<sup>th</sup> year anniversary CSR contribution, as well as many other sponsors who have enabled us to support the breast cancer community.

## About BCF

**Breast Cancer Foundation (BCF)** is a social service agency which advocates for the early detection of breast cancer and supports the breast cancer community in Singapore. Established since 1997 in Singapore, BCF actively raises breast cancer awareness through talks, events and publications that advocate for early detection through regular screening. BCF supports those affected by breast cancer through psycho-social programmes, support groups and befriending activities. BCF offers subsidy assistance to support low-income women for their first-time mammogram screenings and runs a complimentary wig loan programme. As a registered charity in Singapore, BCF is self-funded and is dependent on public donations to provide quality services and programmes for more women and their families. BCF runs Singapore’s very first Breast Cancer Centre at Sin Ming Court. The Centre also welcomes members of the public who wish to find out more about breast cancer.

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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 @BreastCancerFoundationSg (Facebook), @bcfsg (Instagram), and Breast Cancer Foundation (LinkedIn).

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<sup>^</sup>National Registry of Disease Office, 2018

<sup>\*</sup>World Health Organization, 3 February 2021

<sup>\*\*</sup>50 Years of Cancer Registration, Singapore Cancer Registry, published in 2019

**ANNEX A**

**Design Concept Inspiration for the Breast Cancer Centre**

Inspired by the idea of healing through architecture, the design for Breast Cancer Centre was conceived around the thought of 'Journey of Hope and Joyful Living', which is derived from the core values and its support activities. The centre comprises three zones - a social space, an activity centre and the office.

The social space is a communal area to foster engagement and encourage interactions among the members. This is a zone filled with positive vibes for the breast cancer community and BCF members to socialise, find comfort and overcome their difficulties together. Skylights bring in natural light and warmth, resembling a ray of hope filling the area with positive energy which helps to improve the emotional well-being of the members. Greenery adds a soothing effect and brings liveliness to the space. The integration of a mural wall into the

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space is an important component to introduce cancer healing through art therapy. The design not only aims to lift one's spirits but also to promote awareness for early detection.

The kitchenette in the social space holds demonstration classes to help members embrace a positive mind-set in their dietary shift. The counselling rooms and positive image room tucked away in a private corner increases the feeling of comfort and serenity.

Within the activity area, is a fitness studio for physical exercise classes, a multi-purpose hall for community awareness talks and a crafters' corner for art-based and craft sessions. The collapsible wall in between gives flexibility to the space to accommodate different group sizes. These activities help to keep members as active as possible which contributes to a better overall well-being.

All the materials used in the centre's interior are carefully selected for a purpose, that is the well-being of the people who use them. Throughout the interior, neutral tones such as wood are widely used with a splash of vibrant colours to cheer up the space.

To overcome space limitations, technology was effectively implemented throughout the centre from soundproofing, barrier free access to wireless networking.

As part of Kingsmen's ongoing corporate social initiative and to commemorate their 45<sup>th</sup> year anniversary, the team from Kingsmen Design supported the Breast Cancer Foundation (BCF) on a pro-bono arrangement in designing the first Breast Cancer Centre in Singapore.



## **ANNEX B**

### **Initiatives Launched at the Official Opening of the Breast Cancer Centre**

#### **BCF First Screen Fund**

Over the past 9 years, BCF has supported women from low household income families for their mammogram screenings. According to the National Population Health Survey, only 37.9% of Singapore women, aged 50 to 69 years have gone for mammography in the last 2 years.<sup>#</sup> This year, BCF has set up a designated fund called the BCF First Screen Fund to support this group of women to give them free access for the 1<sup>st</sup> mammogram screening at the government polyclinics. BCF will collaborate with the Health Promotion Board as the administrator to manage and disburse the screening subsidies. This scheme is offered to women aged 50 years and above, who hold a blue or orange Community Health Assist Scheme (CHAS) Card.

#### **Monthly Mammograms on the Mammobus**

Fewer than 1 in 4 women took a mammogram in the past 2 years.<sup>#</sup> In conjunction with our 25<sup>th</sup> Anniversary in 2022, BCF will activate a monthly Community Mammobus within the vicinity of the Breast Cancer Centre in the Bishan-Toa Payoh-Sin Ming precinct for one day of each month in 2022, to make mammogram screening more accessible and convenient. Eligible residents can register their interest for their mammogram screening on the community mammobus, on a first come, first serve basis within the available slots each day. BCF co-funds the screening fee under the Mammobus Programme. First-time screeners who are Singapore Citizens will get a full waiver of the \$107 mammogram fee, while repeat screeners and Permanent Residents will receive subsidies depending on their residency status.

#### **25 Years, 25 SHEROes**

Our 25<sup>th</sup> anniversary will also kick off another meaningful fundraising project initiated by 25 strong and inspiring women. The 25 BCF SHEROes project features 25 women who has stepped forward to raise \$5000 each for BCF in the 1<sup>st</sup> quarter of 2022. Funds raised will go towards BCF's support programmes. Our 25 SHEROes are from all walks of life and each

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individual has her own unique story to tell. They have accepted to come forward not for their own glory or for gain, but to support a cause that affects womankind.

A fitting ceremony will take place in March 2022 as part of the International Women's Celebration to pay tribute to their achievements.

### **8<sup>th</sup> Tee for Pink Charity Golf**

As a signature fund-raising event, the BCF Tee for Pink Charity Golf will take place on 6 May 2022 at Tanah Merah Country Club Tampines Course.

### **BCF 25<sup>th</sup> Anniversary Charity Draw**

BCF inaugurated its 1<sup>st</sup> charity draw in 1999 to raise funds. BCF will bring this back to celebrate our 25<sup>th</sup> Anniversary. Each Charity Draw booklet will be sold at \$20 with each ticket at \$2. This is targeted to launch in the 2<sup>nd</sup> quarter of 2022.

# National Population Health Survey 2020