

## **Breast Cancer Foundation Unites Singapore in the Fight Against Breast Cancer During Breast Cancer Awareness Month**

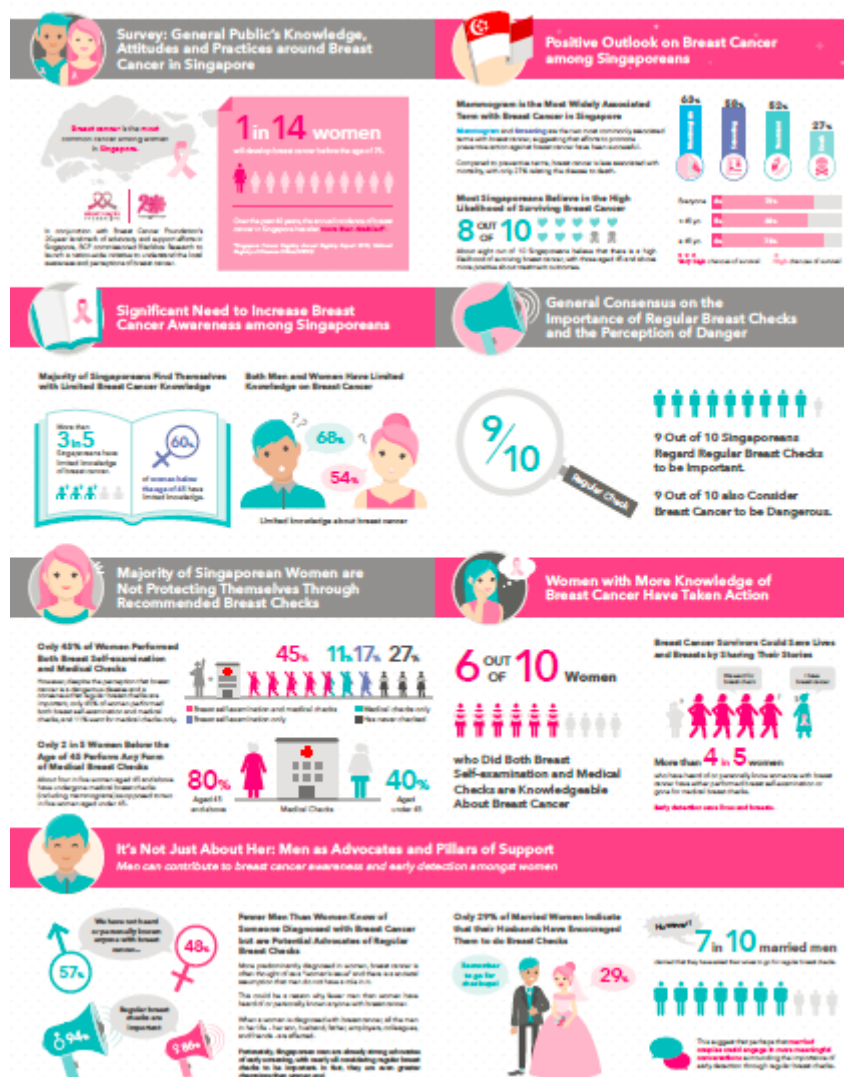


**Singapore, 3 October 2017** – This October, Breast Cancer Foundation (BCF) is kicking off Breast Cancer Awareness Month (BCAM) with a big bang to shed light on a condition that affects 1 in 14 women before the age of 75 in Singapore. This year's BCAM is also a special one, as it marks the 20<sup>th</sup> anniversary of BCF, a non-profit organisation with the mission to eradicate breast cancer as a life-threatening condition.

"BCF has come a long way the last 20 years in raising awareness about breast cancer, as well as in advocating early detection through regular screening and lending ongoing support to survivors, caregivers and their families," said Mrs. Noor Quek, President of BCF.

"Our 20<sup>th</sup> year marks a timely milestone for BCF as we continue to build upon a strong foundation of our outreach efforts over the years. The findings from our first-ever nation-wide *Situation and Needs Assessment Survey* are crucial in informing how we can best serve the public, survivors and caregivers as we move ahead into the next 20 years and beyond. We have also planned a month-long campaign filled with activities to drive early detection and foster a loving support network for breast cancer survivors and caregivers. We are also thankful to our corporate partners for their unwavering support."

## BCF's First-ever Nation-wide Situation and Needs Assessment Survey



At a press conference today, BCF revealed the results of their **flagship** nation-wide *Situation and Needs Assessment Survey*, the first survey of its kind focusing on the psychosocial needs of women (and those of their caregivers) as well as general public's knowledge, attitudes and perceptions of breast cancer. The survey was carried out over two phases between May to July 2017:

1. The 1<sup>st</sup> phase of this survey garnered 1,985 responses from the public, as well as women diagnosed with breast cancer and their caregivers to help BCF gain a deeper understanding of local perceptions and awareness of breast cancer.
2. A 2<sup>nd</sup> phase of this survey was conducted to focus on face-to-face interviews with women diagnosed with breast cancer and their caregivers, to garner an in-depth understanding of the full journey they go through to combat breast cancer.

### (i) Key findings from this survey include –

#### 1. Situational awareness of breast cancer in Singapore

- Respondents have limited knowledge of breast cancer and are hesitant to act upon it:

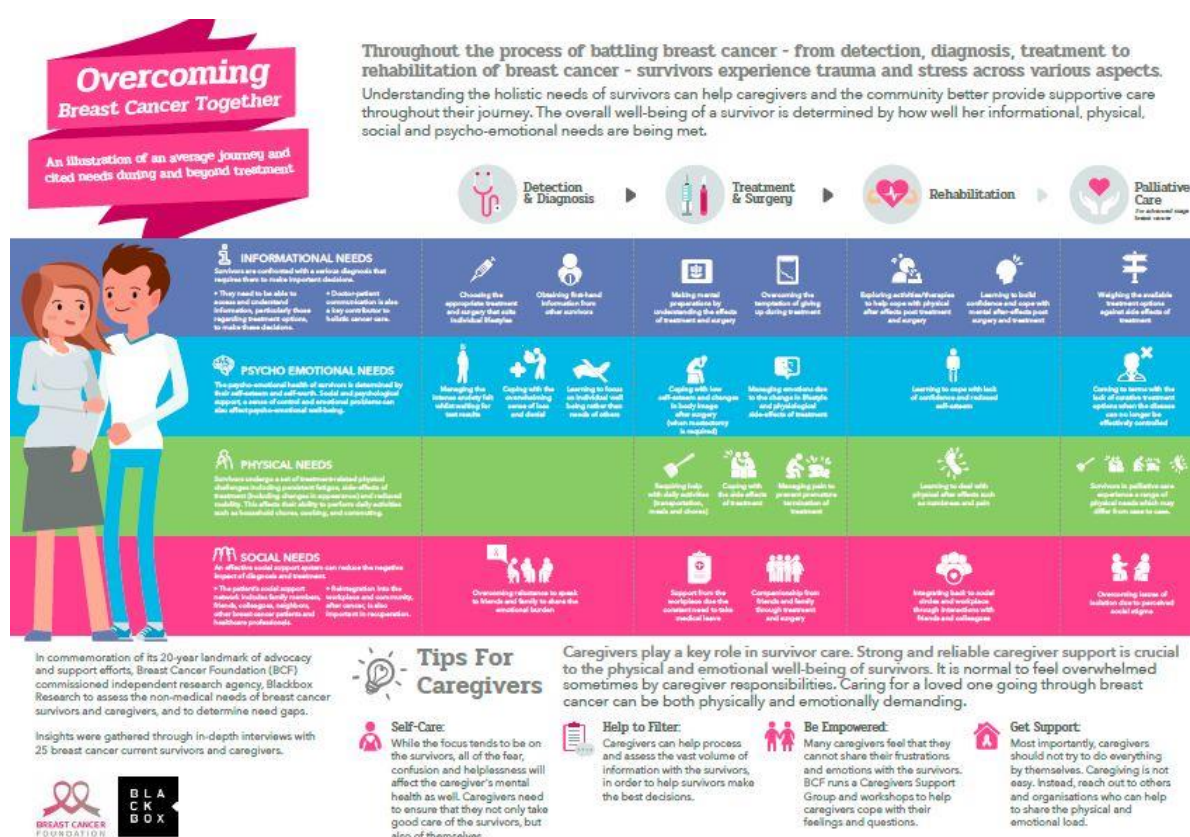
The survey identified that most respondents deemed breast cancer as dangerous and acknowledged the importance of regular breast checks. While this was assuring, the survey revealed that 27% of the respondents have never engaged in any breast checks,

suggesting that there is a lack of breast cancer knowledge or there is a resistance to translating their knowledge into action.

- A higher proportion of men as compared to women advocating for regular breast checks:

94% of male respondents indicated that it is 'important' or 'very important' for women to conduct regular breast checks on themselves. This clearly underscores the potential of men playing a significant role to encourage women to conduct their monthly self-examinations and/or medical checks. Although findings show that 7 in 10 married men have asked their wives to go for regular breast checks, only 29% of married women indicate that their husbands have encouraged them to do breast checks.

## 2. Needs of survivors and caregivers



To better understand the needs of breast cancer survivors, the findings of the survey detailed the journey of a survivor. At each stage, the survey findings addressed the main issues faced, the emotions involved, as well as any needs the survivors may have. Accompanying advice to breast survivors on how best to address their feelings at each stage was also provided.

The journey also highlights that holistic survivor care cannot be provided in isolation. Social and family support are just as important as medical treatments, and this network of support will be required for as long as it takes for the survivor to get back on her feet.

For caregivers that are fighting alongside survivors in their breast cancer recovery journey, understanding their needs is just as important. Advice to caregivers on how to deal with different scenarios that they might face during this journey was also shared with them.

### (ii) What's Next for BCF

The findings from the *Situation and Needs Assessment Survey* will guide BCF in the design of highly relevant awareness, advocacy and support programmes in the upcoming years.

The survey also highlighted opportunities in which BCF can improve outreach efforts. For example, BCF can also involve the younger generation, engage more survivors to share their stories and continue to encourage men to motivate the women in their lives to take charge of their health through regular breast checks. BCF also aims to further engage with corporate partners and healthcare organisations to build a more comprehensive and integrated programme for the community.

Moving forward, BCF would like to seek the public's opinion and garner suggestions on how they can improve their efforts. The public can send their feedback to [feedback@bcf.org.sg](mailto:feedback@bcf.org.sg).

Here are some other ways you can take action and make a difference for yourself and the women in your lives during BCAM:

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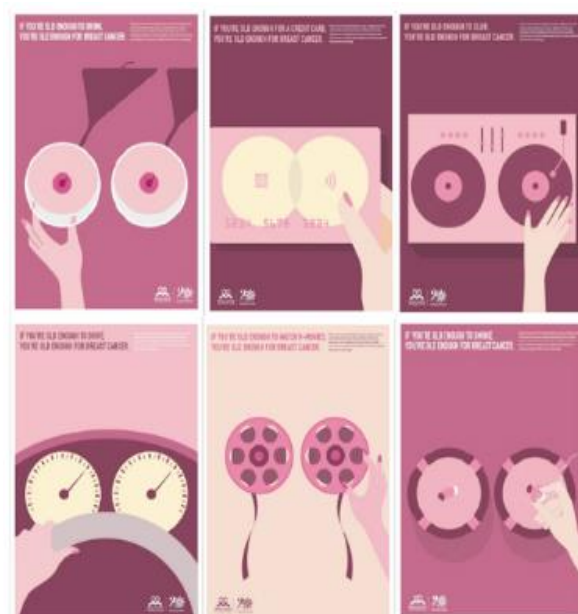
### Wear the Pink Ribbon – Celebrating Our Shared Courage



In celebration of BCF's 20 years of shared courage, this year's Pink Ribbon Pin design is inspired by the loving support network that breast cancer survivors need in the fight against breast cancer. By combining 20 ribbons side by side, it symbolises a united front for one and all to stand together against the condition. Members of the public may get BCF's the 20<sup>th</sup> anniversary Pink Ribbon for a minimum donation of \$2 and above. Find out more at [pinkribbonsingapore.org](http://pinkribbonsingapore.org).

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### Spread the Word (Throughout October 2017)





BCF will also launch a new outreach campaign during BCAM in partnership with advertising agency DDB Group Singapore. The campaign will target Singaporeans of all ages to raise awareness about breast cancer and the importance of early detection to save lives and breasts. The emphasis is on encouraging women of all ages to form the habit of conducting monthly breast self-examinations as early as possible. Find out more on BCF's Facebook page at [www.facebook.com/bcf.pink](http://www.facebook.com/bcf.pink) and help spread the message.

### 3 Pink Ribbon Walk – 20<sup>th</sup> Anniversary Special (7 October 2017)



Glow in the annual Pink Ribbon Walk this October and show your support for those whose lives are affected by breast cancer and affirm your support to encourage all women to go for regular screenings. In commemoration of BCF's 20<sup>th</sup> Anniversary, participants can look forward to the following new components:

1. A new **5km Run category**
2. **BCF's Pink Ribbon Parade of Shared Courage: 20 contingents of Community Groups Celebrating 20 Years of Breast Cancer Advocacy and Support.** A spectacular display of Pink Stilt Walkers, Pink Ribbon Dogs, Pink Ribbon Hunks representing men's support, showcase of Pink Thread & Needles and live performances by BCF survivors, volunteers and corporate partners
3. The display of the **BCF 20<sup>th</sup> Anniversary Commemorative Exhibition** where visitors can be inspired by survivors' stories of their breast cancer journey, learn more about BCF's 20-year history, and see up-close memorabilia collected over the past 20 years

Minister for Defence Dr. Ng Eng Hen, one of BCF's founding members, will grace the event as Guest-of-Honour. The event is proudly supported by main sponsor ICAP, co-sponsors Icon SOC and UPS, and supporters Chobani and Pfizer.

Pink Ribbon Walk this year is set to be a grand, vibrant affair in celebration of BCF's 20<sup>th</sup> year in the pink of health! For more information about the Pink Ribbon Walk, please visit <http://www.pinkribbonwalk.sg/>

As part of the 20<sup>th</sup> Anniversary, BCF will also be raising awareness and funds through a **Charity Draw** that will be held during the Pink Ribbon Walk between 7pm and 7.30pm. Members of the public can purchase charity draw tickets to contribute to BCF's fund-raising efforts and stand a chance to win a grand prize worth \$10,888. For more information on purchase of charity draw tickets and claim locations, please visit this [website](#).

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#### Other quotes:

- **Tan Bee Bee (Ms), 73, Breast Cancer Survivor and BCF Volunteer**  
“Breast cancer survivors need to build their confidence and a support network to go through the breast cancer journey. Participating in the Breast Cancer Foundation support groups and activities, for instance the weekly art classes that I conduct personally, go a long way in empowering the survivors individually, and at the same time, builds a sense of camaraderie that accompanies the survivors throughout their journey.”
- **Low Sie Chong (Mr), 54, Caregiver and BCF Volunteer**  
“After my wife was diagnosed, I was angry and I blamed everyone. At the Men’s Support League organised by BCF, I was asked if I wanted to move on or to continue being in denial. It was then I realised that I had to be there for my wife; it is not just about giving care, it is also about giving love. It is important that caregivers take care of themselves and remain positive in order to support their loved one through their breast cancer journey. Today, I continue to volunteer at Breast Cancer Foundation, supporting other caregivers and continuing to spread the message that breast cancer is not just a women-only issue.”

- END -

#### Press Images

Pink Ribbon Walk 2017 key visual and logo here: [LINK](#)

Information and images of Cedele Group and Pink Ribbon Cake: [LINK](#)

Survey Infographics: [LINK](#)

#### About Breast Cancer Foundation

Breast Cancer Foundation (BCF) is a non-profit organisation 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. BCF also supports survivors, caregivers and their families through various counselling, education, empowerment and ‘Healing Through The Arts’ activities. One of the first advocacy groups in the world with a Men’s Support League, BCF aims to encourage greater male participation in society’s fight against this affliction. For more information, visit [www.bcf.org.sg](http://www.bcf.org.sg) or follow us on [Facebook](#) and [Instagram](#).

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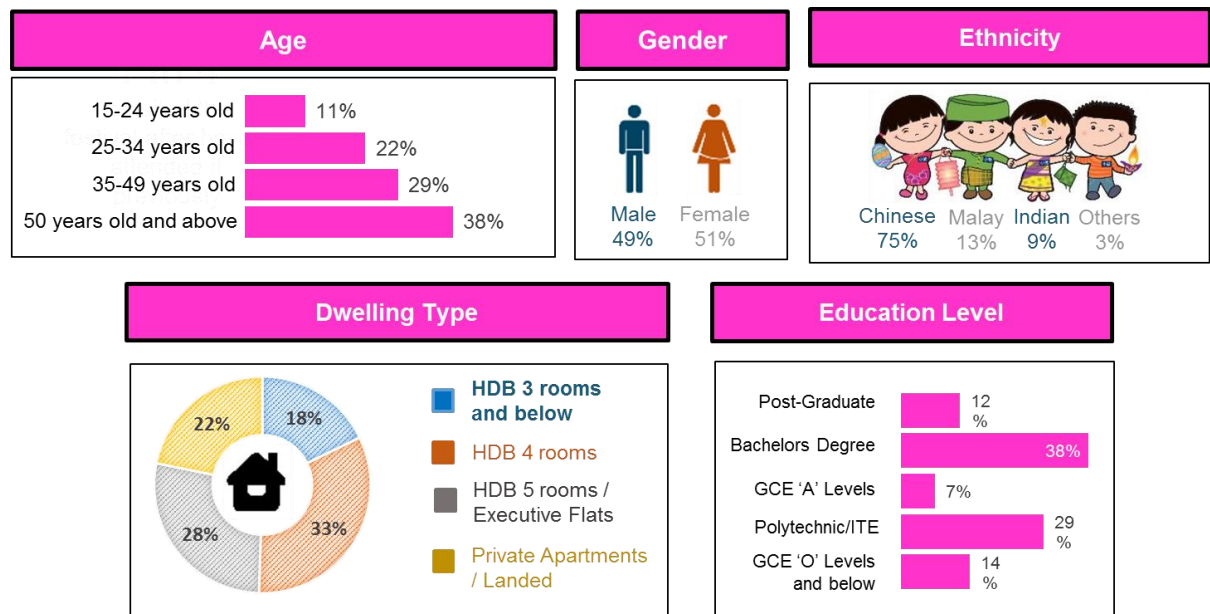
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## Appendix 1

### Research Methodology for Quantitative Study:

The survey was carried out via an online quantitative survey with the aim of understanding knowledge, attitudes and behaviour around breast cancer. The sample size was made up of a total of 1,985 Singaporeans, with 1,005 women and 980 men in total. Data was collected from May- July 2017.

### Quantitative Respondent Profile:



The sample size,  $n=1,985$

### Research Methodology for Qualitative Study:

The qualitative study approach was carried out with the purpose of understanding the journey and psychosocial needs of survivors and caregivers. 25 in-depth interviews each lasting 1 hour with breast cancer survivors and caregivers were carried out, generating over 20 hours of experiences from survivors and caregivers. The interviewees were of different ethnicities, received diagnosis at different stages of breast cancer (Stage 1-4) and were made up of survivors below and above 45 years old

## Appendix 2: Third-Party Initiatives in Support of BCF

### 1 Treat yourself to a Pink Ribbon Cake



BCF has partnered with Cedele group to create the Pink Ribbon Cake to mark BCF's anniversary of 20 years. Personally designed by Ms Yeap Cheng Guat, founder of Cedele Group, the Pink Ribbon Cake composes of a light vanilla sponge with chia seeds and pistachio, finished with raspberry frosting, and marked by BCF's signature double Pink Ribbon logo. Cedele Group (The Bakery Depot Pte Ltd) is also sponsoring the Pink Ribbon Walk cake-cutting ceremony with a customised two-layer cake that stands at approximately 20" x 20".

Each Cedele Pink Ribbon Cake will be sold at \$56 and \$8/slice. Available for sale at all Cedele bakery outlets throughout October 2017, 20% from the sales of this cake will go towards supporting BCF in their cause and efforts.

### 2 Banyan Tree Hotels & Resorts



Throughout October 2017, Banyan Tree Hotels & Resorts will partner with BCF to raise funds for the cause. For every night's stay, guests will receive a turn-down gift should they wish to participate in the cause by donating USD\$2 (Banyan Tree) and USD\$1 (Angsana & Cassia). In return, guests will be able to keep a sand-filled turtle or starfish respectively. The hotels will match the amount donated by guests, dollar for dollar.

In collaboration with Banyan Tree Hotels & Resorts, its retail arm - Banyan Tree Essentials - known for most-loved aromatherapy and home spa collections, will join BCF to spread the awareness of breast cancer and prevention measures. Members of the public who sign up with Banyan Tree Essentials through BCF's newsletter will receive an exclusive pink gift. 80 gifts (20 for each item) will be given away in the month of October.

Gifts include:

1. Rejuvenating Lotus Shower Gel



2. Pink Sandfilled Turtle
3. BCF Bag Hooks
4. Pink Sandfilled Starfish

For more information, visit [www.banyantreeglobalfoundation.com](http://www.banyantreeglobalfoundation.com).

### 3 Bridgestone's Pink Valve Cap Donation Drive Campaign



For the second consecutive year, Bridgestone Tyre Sales Singapore Pte Ltd (BSTSG) is teaming up with BCF in the fight against breast cancer with the Pink Valve Cap Donation Drive Campaign running from 1 August to 31 October. During the campaign period, 10,000 packs of four pink tyre valve caps will be made available at \$4 each alongside donation boxes at 35 participating Bridgestone dealers' and business partners' stores.

All sales proceeds and donations collected throughout the campaign will go towards supporting BCF's various outreach and support programmes and services, and strengthen awareness among the community.

### 4 Join in the Pink Feasts at Goodwood Park Hotel



Three renowned dining establishments in Goodwood Park Hotel – Gordon Grill, L'Espresso and Min Jiang are serving up curated menus or dishes in beautiful hues of pink to celebrate BCF's 20<sup>th</sup> Anniversary. Every guest who orders from these selected menus or dishes will receive a BCF Pink Ribbon Pin – 20<sup>th</sup> Anniversary edition. The hotel will donate to BCF the value of the total number of pins given out. In the same month, guests who wish to make a minimum \$2 donation or more for the pins

may do so at the participating dining outlets via a BCF donation box. All donations received will go to BCF. For more information online visit: [www.goodwoodparkhotel.com](http://www.goodwoodparkhotel.com).

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### Happy Diapers



Happy Diapers will be releasing a Tula Exclusive: Hope.Faith.Love Baby carrier as part of the Breast Cancer Awareness Month Promotions for October. The first 60 customers will receive a complimentary pink ribbon pin. This collaboration has been ongoing since 1<sup>st</sup> August 2017 and will end on 31<sup>st</sup> December 2017. For each Hope.Faith.Love Baby carrier sold, \$10 will be pledged to BCF.

The Hope.Faith.Love Baby carrier can be purchased at their physical retail shop at Havelock II Retail Mall, 2 Havelock Road #B1-01 Singapore 059763 or from their online website: <http://www.happiediapers.com>

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### Stand #StrongerTogether with PAZZION Group



PAZZION will be releasing limited-edition pump heels in pink suede together with a series of personal stories by four breast cancer survivors who have courageously shared about their journey, in hopes that it would be a source of comfort, support and inspiration for women.

The heels sport a classic ribbon design, resembling the loop of pink ribbon, raising awareness about breast cancer. The heels will be available at all PAZZION stores, as well as the [e-store](#) from 1 to 31 October 2017. It will retail for \$76 and 30% of the net proceeds will go to BCF to fund their members' activities.

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## Shangri-La Hotel, Singapore



Area Executive Pastry Chef Hervé Potus extends his support of Breast Cancer Awareness by crafting a new limited-edition Blossom Thought Cake. Charmingly heart-shaped and decorated with a pink chocolate Breast Cancer Awareness ribbon, the Thought Cake is an elegant creation of Japanese Sakura bavaois, white peach stew and almond dacquoise. The Blossom Thought Cakes are priced at \$38nett each and \$20 for every cake sold will be donated to Breast Cancer Foundation. Available for purchase and collection from Shophouse in the Shangri-La Hotel, Singapore lobby daily from 1 to 31 October 2017.

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## Wacoal Singapore Pte Ltd



Wacoal Singapore has been a proud supporter of breast cancer awareness since 1997, and continues to support BCF's Wear The Pink Ribbon Campaign.

From 1 to 31 October 2017, Wacoal will hold its Pink Ribbon Campaign. Customers and members of the public who make a donation at BCF donation boxes placed at Wacoal outlets will receive a BCF pin and 6 Wacoal membership Points (equivalent to \$6). Join us for Wacoal measurement fitting campaign for a free measurement fitting and receive a limited-edition car decal.

Wacoal will donate \$0.50 to Breast Cancer Foundation with every measurement fitting done.

Wacoal Singapore Website: <http://www.wacoal.com.sg/>

Wacoal Pink Ribbon Global Website: [http://www.wacoal.jp/pink\\_ribbon/global/](http://www.wacoal.jp/pink_ribbon/global/)



This October, Crabtree and Evelyn goes pink in support of breast cancer awareness. They are joining Breast Cancer Foundation (BCF) in their mission to eradicate the condition through Wear the Pink Ribbon Campaign. According to BCF, breast cancer remains Singapore's most common cancer among women, with 1,850 cases being diagnosed each year. Crabtree and Evelyn invites you to Wear the Pink Ribbon this month to raise awareness of the need to fight breast cancer and promote early detection. With every purchase at any of our retail stores, you can buy a pink tote bag and pink ribbon pin for just \$2. All proceeds from the sale of the pink tote bag and pin set will be donated to BCF in support of their cause.

Ready, set, GO PINK.



Centenary Cares presents their 5<sup>th</sup> Annual Pink Bow Tie Ball with the theme of the fashion and glamour of 1930s Shanghai in support of BCF. At the 2017 Pink Bow Tie Dinner, guests will wine and dine in style with special guest star performances and appearances by Nat Ho and others together with many distinguished guests who support the important work of promoting awareness and early detection of breast cancer.

Pink bow ties, neck ties, and other themed accessories can be purchased at the reception with proceeds donated to Breast Cancer Foundation.