



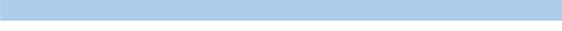
# ANNUAL REPORT 2007

## SINGAPORE CANCER SOCIETY



新加坡防癌协会  
SINGAPORE CANCER SOCIETY



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## ABOUT US

The Singapore Cancer Society (SCS) was founded in 1965 and registered as a society in 1984 (ROS 124/64 WEL). It has obtained IPC status as a charity since 1995. SCS which operates from its registered Headquarters at 15 Enggor Street, #04-01 to 04 Realty Centre, is endorsed by the Ministry Of Health. It is a member of the National Council of Social Services and Singapore Hospice Council. SCS does not receive funding from the Community Chest or the National Council of Social Service. The Society is dependent on public donations to provide quality services to cancer patients, their families and the public. It organises various fund-raising activities throughout the year.

SCS is governed by a Council comprising 12 members all of whom are volunteers without remuneration, and who hold office for a term of two years at a time. Both the Council members and senior staff have no business relations with the Society and none of them are related by blood.

## VISION

To be the leading cancer organisation in Singapore and the region, with a reputation for modern and effective programmes for the prevention and control of cancer.

## MISSION

SCS is a nationwide community-based voluntary health organisation dedicated to preventing cancer as a major health problem, diminishing suffering from cancer, and enhancing the quality of life of cancer patients and their families, through public education, financial assistance, screening, advocacy, research, and patient services.

## CORE PROGRAMMES

### Public Education

- Forums and talks to educate the public on cancer prevention and control
- Quit smoking counseling sessions to help smokers quit the habit

### Cancer Screening

- Free cancer screening services for members of the public
  - Pap Smear (for Cervical Cancer)
  - Clinical Breast Examination (for Breast Cancer)
  - Faecal Occult Blood Test (FOBT) (for Colorectal Cancer)

### Hospice Home Care

- Free hospice home care for terminally-ill cancer patients

### Cancer Treatment Subsidy

- Subsidising cancer treatment for needy cancer patients

### Welfare Aid

- Financial assistance to needy cancer patients and their families
- Free medical supplies and transport service to and from hospitals

### Rehabilitation Support

- Free rehabilitation support to cancer patients and survivors
- Support Group activities for :
  - Breast cancer patients (Reach to Recovery Group)
  - Colorectal cancer patients (Ostomy Club)
  - Nasopharynx cancer patients (New Voice Club)
  - Other cancer patients (Oncology Support Group)



“ I am pleased to say that the strong bond we built with the public had stood firm. SCS will strive to maintain their trust and confidence through best practices. ”



# CHAIRMAN'S REPORT

## Commissioner of Charities

Calls for greater transparency and accountability in various charities made headlines in 2007. There was greater involvement of the Commissioner of Charities and passage of the Bill in Parliament in November. That means that tighter checks will be placed on such charities.

I am pleased to say that the strong bond we built with the public had stood firm. SCS will strive to maintain their trust and confidence through best practices.

## Various Fundraising Activities

SCS adheres to the policy of maintaining sufficient funds to ensure that critical services are not disrupted. With regular and continued public support, there is no need to build a huge reserve. Hence SCS did not embark on large fundraising effort such as TV Charity Show in 2006.

We held our third TV Cancer Charity Show on 28 October 2007. We are grateful to the viewers and corporate sponsors for their support. Through the show, more than \$6 million was raised.

Encouraging results were also seen in other fundraising activities like the Fashion Show cum Charity Dinner on 13 October 2007. That was the first time we featured cancer survivors in the cat-walk. The audience was visibly moved by the courage and enthusiasm displayed by the patient models.

Our annual SCS-AIA Charity Golf tournament raised \$538,934. This includes the GM's Longest Drive Challenge which raised more than \$42,000.

We could also see an increase in participation in the SCS Run for Hope 2007, in support of cancer research. The Run 2007, graced by Minister for Health, Mr Khaw Boon Wan, pulled in S\$317,663 of Cancer Research Grant. \$255,448 was awarded to four researchers from National University of Singapore, National University Hospital and National Cancer Centre Singapore.



## Moving Forward

In 2008 and beyond, more funds will be needed. This anticipation comes as we seek to expand our services and foresee an increase in the number of patients together with rising health care costs.

SCS will continue to support research. We aim to employ state-of-the-art technology through collaborations with national centres and community hospitals. We will revamp our IT system and build up our databases. This will allow the SCS's focus to be cast further and to be known as a portal for excellent learning, service and research.

We will assure public and future donors that we embrace the philosophy of the Corporate Governance Code, to implement the necessary policies and procedures.

## Appreciation

As we look towards a new horizon, I would like to give my utmost thanks and appreciation to the many who have made SCS what it is today. The success of SCS would not have been possible without the support, commitment and dedication of the staff, management, corporate and individual donors and sponsors. I record my thanks to the Council members for their unwavering guidance and support. Never far from my mind as well is the time and effort put in by SCS's volunteers in our many events and office administrations. The goodwill and kindness of these individuals have proved to be a solid foundation in which the SCS is built upon, and I am honoured to be a part of this big family.

**Dr Koo Wen Hsin**  
Chairman

# THE COUNCIL & SUB-COMMITTEES

(AS AT 1ST APRIL 2008)

## THE 42ND COUNCIL



Chairman

**Dr Koo Wen Hsin**

Head, Medical Oncology Dept  
National Cancer Centre Singapore



Vice Chairman

**Dr Ang Peng Tiam**

Medical Director  
Parkway Cancer Centre



Honorary Secretary

**Ms Lim Soo Hoon**

Permanent Secretary  
(Public Service Division)  
Prime Minister's Office



Honorary Treasurer

**Mr Wee Sin Tho**

Chief Strategist,  
Endowment Programme  
National University of Singapore



Assistant Honorary Treasurer

**Dr Tan Kok Kheng**

Chief Executive Officer  
MycoBiotech Inc



Council Member

**Dr Lim Hong Liang**

Oncologist in Private Practice  
Mount Elizabeth Hospital



Council Member

**Mr Chew Mei Kwang, Kenneth**

Chairman  
Elite KSB Holdings Ltd



Council Member

**Mr Gerald Minjoot**

Managing Director  
Greendale Investments Pte Ltd



Council Member

**Mr Mark O'Dell**

Executive Vice President  
AIA Company Limited



Council Member

**Mrs Mildred Tan**

Managing Director  
Ernst & Young Associates Pte Ltd



Council Member

**Mr Chng Kee Cheong, Ben**

Principal Partner  
MRBC Partnership



Council Member

**Ms Daphne Hong**

Deputy Senior State Counsel  
International Affairs Division  
Attorney-General's Chambers, Singapore

## SUB-COMMITTEES

### Audit and Risk Committee

**Chairman**

Mr Gerald Minjoot

**Member**

Mr Chew Mei Kwang, Kenneth

### Community Partnerships

**Chairman**

Dr Ang Peng Tiam

**Members**

Mr Mark O'Dell

Dr Tan Kok Kheng

Dr Koo Wen Hsin (Ex-Officio)

### Finance Committee

**Chairman**

Mr Wee Sin Tho

**Vice Chairman**

Dr Tan Kok Kheng

**Members**

Mr Tan Cher Chong, Bobby

Mr Leong Sai Mooi, Raphael

### Human Resource Committee

**Chairman**

Mrs Mildred Tan

### Medical Committee

**Chairman**

Dr Lim Hong Liang

### Medical Sub-Committee – Cancer Treatment Fund

**Chairman**

Dr Wong Nan Soon

**Members**

Dr Low Seng Hooi, John

Dr Koh Liang Piu

Dr Wong Seng Cheong, Alvin

Dr Lim Wan Teck, Darren

Dr Lim Soon Thye

### Medical Sub-Committee – Public Education

**Chairman**

Dr Ang Peng Tiam

**Members**

Dr Tang Choong Leong

Dr Koong Heng Nung

A/Prof Tay Eng Hseon

Dr Koo Wen Hsin (Ex-Officio)

### Medical Sub-Committee – Research

**Chairman**

A/Prof Adeline Seow

**Members**

Dr Kong Hwai Loong

Dr Mow Ming Fook, Benjamin

Dr Lim Hong Liang

### Medical Sub-Committee – Welfare

Dr Koo Wen Hsin (Ex-Officio)

# MANAGEMENT STAFF

(AS AT 1ST APRIL 2008)

## MANAGEMENT STAFF

### Community Partnerships

#### **Community Partnerships Manager**

Tan Keng Ann, Jeffrey

### Finance

#### **Finance Manager**

Lim Hock Meng, James

### Human Resource & Administration

#### **HR & Admin Executive**

Lee Annie

### Marketing Communications

#### **Assistant Manager**

Ling Lee Hoon, Janet

### Medical Services

- Screening
- Hospice Homecare

#### **Medical Director (Honorary)**

Dr Poon Yew Hee, Donald

### Public Education

- Cancer Education Awareness Programmes
- Smoking Cessation Clinic

#### **Public Education Manager**

Lui Yuet Har, Susan

### Volunteer Management

#### **Senior Executive**

Wee Cheng Hoon, Cindy

### Welfare

- Cancer Treatment Fund
- Financial Assistance
- Rehabilitation Support Group
- Patients Transport Services

#### **Acting Welfare Manager**

Lim Li Yong, Susan



# PUBLIC EDUCATION

# PUBLIC EDUCATION

**Raising public awareness of cancer through emphasising the importance of early screening in saving lives, and the various Public Education campaigns, has always been a mission of SCS.**

In strategic partnerships with major healthcare groups and hospitals, SCS's public education campaigns have been successful in providing credible information and reaching out to the masses. Subsidised follow up investigations such as mammograms were also extended to those who needed follow up tests. These measures were greatly appreciated by the public. SCS has seen a heightened interest in cancer-related issues and cancer screenings as reflected by the enthusiastic participation at cancer forums, increased returns of test kits as well as more public inquiries on cancer.

The campaigns conducted were:

- Colorectal Cancer Awareness Campaign in March 2007
- Prostate Cancer Awareness Campaign in April 2007
- Cervical Cancer Awareness Campaign in May 2007
- Gastric Cancer Awareness Campaign in July 2007
- Breast Cancer Awareness Campaign in October 2007
- Lung Cancer Awareness Campaign in November 2007



## CANCER AWARENESS CAMPAIGNS

### Colorectal Cancer Awareness Month (March 2007) ▲

The 6th Colorectal Cancer Awareness Month was held in March 2007. The theme of this campaign was "Screen for Life".

The month-long event included a nationwide exercise to encourage Singaporeans and Permanent Residents aged 50 years and above to be screened for Colorectal Cancer. Faecal Occult Blood Test (FOBT) kits were also distributed at General Practitioners, polyclinics, hospitals and SCS clinics.

Two public forums in English and Mandarin attracted over 900 participants. They were organised as part of the on-going public education effort.





## ◀ Prostate Cancer Awareness Month (April 2007)

SCS jointly organised this campaign together with the Singapore Urological Association to create awareness of prostate cancer.

In advocating early detection of Prostate Cancer, SCS collaborated with Tan Tock Seng Hospital, Singapore General Hospital, National University Hospital, Changi General Hospital, and Raffles Hospital to conduct a nationwide subsidised Prostate Specific Antigen (PSA) screening.

About 500 participants turned up for the English and Mandarin forums held on 14 April 2007 at the HDB Hub in Toa Payoh to learn more from the medical professionals about prostate cancer detection and treatment.

## Cervical Cancer Awareness Month (May 2007) ▼

As in 2006, the Cervical Cancer Awareness Month saw a successful collaboration with doctors from various hospitals in an effort to educate and encourage the public to go for early screening and detection through Pap Smear screening.

The number of participating clinics increased from 65 in 2006 to 109 in 2007.

The campaign activities included public forums in English, Mandarin and Malay and attracted a total of 766 participants. The Guest of Honour for this event was MP for Jurong GRC, Madam Halimah Yacob.

The Malay forum, held at the Eunos Community Club on 14 May 2007, attracted 100 participants – an encouraging event which saw SCS making a first and direct pitch to the Malay community to encourage women to go for Pap Smear test.



## ▲ Gastric Cancer Awareness Month (July 2007)

The 2nd Gastric Cancer Awareness Month was launched in July 2007 with the theme "My Healthy Stomach". The campaign encouraged the public to adopt a healthy lifestyle and diet.

In a first time joint collaboration with the National University Hospital, the SCS kicked off the public forum on Gastric Cancer on 14 July 2007 at the Kallang Community Club.

Both the public forums conducted in English and Chinese received an overwhelming turnout over 1000 participants. This positive response led to a second Mandarin session on 11 August 2007. This forum saw many participants coming prepared for the question and answer session where questions were posed to the consultative panel of doctors.

The SCS also engaged in food-related activities to publicise the need for a healthy diet.

## Breast Cancer Awareness Month (October 2007) ▶

The Singapore Cancer Society, Breast Cancer Foundation, The Cancer Institute and the National Cancer Centre Singapore jointly organised another successful campaign this year. The focus of this campaign “Early Detection, Saves Lives!” strongly encouraged women to go for mammogram screening.

The two public forums organised by the SCS in October at Kallang Community Club drew a crowd of some 600 participants. The public was informed about Breast Cancer through medical information provided by doctors and survivors sharing their experiences.

The support from the media and the clinics which offered mammogram at discounted fees also contributed to the significant increase in the number of mammograms done during this campaign.



## ◀ Lung Cancer Awareness Month (November 2007)

Dr Koong Heng Nung, Chairman of the Organising Committee for the Lung Cancer Awareness Month, kicked off the campaign with a press conference on 1 November 2007 at the NCCS. The press conference saw the presentation of survey findings of 500 respondents commissioned by the SCS and the NCCS, and supported by AstraZeneca. The event was well attended by the various local media.

Corporate talks were held at the headquarters of the Singapore Civil Defence Force and the ITE. Public forums in English and Mandarin were held at Tampines East Community Club and the Kallang Community Centre respectively. The objective of these forums was to spread the preventive health message. Doctors and counselors were also present to advise on the prevention of lung cancer and offered tips to quit smoking. About 400 participants attended these forums.

SCS continued to conduct smoking cessation clinic programmes throughout the year for the youth in an effort to encourage them to quit smoking.

## Other Cancer Initiatives

- Launch of the First Head and Neck Cancer Awareness Week – 14 July 2007
- “My Happy Healthy Family”, sponsored by Novartis, jointly organised by SCS and the Singapore Heart Foundation

## Smoking Cessation Clinic

SCS conducted smoking cessation sessions to support and counsel smokers who wish to quit the habit. In 2007, SCS had two Health Promotion Board certified smoking consultants to provide support and counsel youth smokers (below 18 years old) to kick the habit. During this period, nine clients were counseled.

## SCS Run for Hope Cancer Research Grant 2007

SCS has been supporting cancer research through the grants under the annual SCS Run for Hope event (formerly Terry Fox Run). Together with its corporate partners: Four Seasons Hotel and The Regent Singapore, the Society raised more than \$317,000 in 2007 from the event.

In 2007, SCS awarded a total grant of \$255,448 to 4 recipients. A panel comprising renown doctors from various medical institutions was convened to review and select outstanding research proposals. The panel members comprise of A/Prof Adeline Seow, Dr Lim Hong Liang, Dr Benjamin Mow and Dr Kong Hwai Loong.

The four recipients of this year's grant were:

- Dr Aung Lele, Division of Haematology Oncology, Department of Paediatrics, The Cancer Institute@National University Hospital  
*Research Project : Childhood cancer: The Hidden Medical and non-medical costs and it's impact on the family*

- Dr Tang Bor Luen, Department of Biochemistry, National University of Singapore  
*Research Project : Investigations on the role of brain-enriched small GTPases in brain cancer*
- Dr Zhang Daohai, Department of Pathology, National University of Singapore  
*Research Project : Oncogenic role and molecular mechanisms of ERP29 in breast cancer*
- Dr Wong Nan Soon, Department of Medical Oncology, National Centre Cancer Singapore  
*Research Project : Randomised Phase II study of neoadjuvant weekly paclitaxel plus carboplatin (study arm) compared to weekly paclitaxel along (standard arm) followed in both arms by standard doxorubicin and cyclophosphamide for operable or locally advanced basal-like subtype breast cancer*

This year's research awards focus on basic, behavioral and clinical sciences which will give the medical community a better understanding on the prevention and treatment of childhood cancer, brain cancer and breast cancer.

The Society is endeavoring to encourage research across a wide spectrum of subjects relevant to the quality of life, quality of care and quality of treatment for cancer patients, including the psychosocial aspects which are critical yet hitherto not given emphasis.



# CALENDAR OF EVENTS 2007

Month	Event	Topic	Venue	
<b>January</b>	Cancer Educational Talk Cancer Screening (FOBT)	Women and Cancer Related Problems- Breast Cancer	Retired & Senior Volunteer Programme	
	Cancer Educational Talk	Colorectal Cancer	Shell Chemical Seraya Pte Ltd	
	Singapore Hospice Council Cancer Educational Talk Cancer Screening (FOBT) PE Exhibition Booth	Colorectal Cancer	St James Church No 1 Leedon Road (Holland Rd)	
	Seniors Fair , Active for Life 2007 By NVPC Cancer Educational Talk Cancer Screening (FOBT) PE Exhibition Booth	Colorectal Cancer	Toa Payoh HDB Hub Atrium	
	Cancer Screening (All 3 Screening)		Costa Rhu Condominium	
	Senior Citizen's Carnival & Launch of Barrier Free Access Projects and Logo Cancer Screening (FOBT) PE Exhibition Booth		Blk 113 Hougang Ave 1	
	Singapore Hospice Council Cancer Educational Talk Cancer Screening (FOBT)	Colorectal Cancer	St Francis Methodist School, Bukit Timah Rd	
	<b>February</b>	Cancer Screening (PAP & BSE)		"Thuja Home@ Pelangi Village Buangkok Green (Home for the Destitute)"
		Cancer Educational Talk	General Aspect of Cancer	Singapore Customs- Revenue House
		Cancer Educational Talk	Prostate Cancer	ST Microelectronics Pte Ltd
	<b>March</b>	COLORECTAL CANCER AWARENESS MONTH PUBLIC FORUM		Meritus Mandarin Hotel - Mandarin Ballroom I
		Cancer Educational Talk	Colorectal Cancer	Singapore Customs- Revenue House
		Cancer Screening (PAP & BSE)		Bt Batok Zone 3 RC
		Cancer Educational Talks	Smoking and Lung Cancer Breast Cancer Colorectal Cancer	HOYA Magnetics Singapore Pte Ltd

# CALENDAR OF EVENTS 2007

Month	Event	Topic	Venue
<b>March</b>	Building a Home for Hope by ComCare & CDC Cancer Screening (FOBT) PE Exhibition Booth		Ang Mo Kio Central Stage
	Cancer Educational Talk Cancer Screening (FOBT) PE Exhibition Booth	Colorectal Cancer	Pasir Panjang Hill Community Services - Campus Crusade 4 Christ
	Cancer Educational Talk Cancer Screening (FOBT)	Colorectal Cancer	My Centre @Moulmein (Viriya Community Services)
	NUH Community Health Fair Cancer Educational Talk Cancer Screening (FOBT) PE Exhibition Booth	Cervical Cancer	Suntec Entertainment Centre Atrium
	PROSTATE CANCER AWARENESS MONTH PUBLIC FORUM		Toa Payoh HDB Hub Auditorium
	NUH Community Health Fair Cancer Educational Talk Cancer Screening (FOBT) PE Exhibition Booth	Colorectal Cancer Cancer Prevention	Suntec Entertainment Centre Atrium
	Cancer Educational Talk Cancer Educational Talk	Smoking & Lung Cancer General Aspect of Cancer	Singapore Custom & Exercise Allianz Insurance Company of Singapore Pte Ltd
<b>May</b>	CERVICAL CANCER AWARENESS MONTH PUBLIC FORUM		Toa Payoh HDB Hub Auditorium
	Cancer Educational Talk Cancer Educational Talk	Prostate Cancer General Aspect of Cancer	ST Microelectronics Pte Ltd Singapore Petroleum Company Limited
	Cancer Educational Talk Cancer Educational Talk Cancer Educational Talk	Cervical Cancer General Aspect of Cancer Cervical Cancer	Bt Batok Zone 3 RC Paya Lebar Kovan Community Club Chartered Semiconductor Mfg Ltd
	Cancer Educational Talk	General Aspect of Cancer	Siltronic Singapore Pte Ltd
	GASTRIC CANCER AWARENESS MONTH PUBLIC FORUM		Kallang Community Club

# CALENDAR OF EVENTS 2007

Month	Event	Topic	Venue
<b>July</b>	Cancer Educational Talk	Smoking & Lung Cancer	The Helping Hand
	Cancer Educational Talk	General Aspect of Cancer	AFPD Pte Ltd
	Cancer Educational Talk	Stomach Ca	Chartered Semiconductor Mfg Ltd
	Cancer Educational Talk	General Aspect of Cancer	ITE Dover
	Celebrate the PRIME of your Life		Millenia Walk
	Cancer Screening (FOBT)		
	PE Exhibition Booth		
	Cancer Educational Talk	Colorectal Cancer	Seagate Technology Intl
	Cancer Screening (All 3 Screening)		
	Cancer Educational Talk	Colorectal Cancer	Seagate Technology Intl
	Cancer Screening (All 3 Screening)		
	Cancer Educational Talk	General Aspect of Cancer	Tanjong Katong Sec School
Cancer Educational Talk	Breast Cancer	Easecox International (Sg) Pte Ltd	
<b>August</b>	Cancer Screening (All 3 Screening)		Seagate Technology Intl
	Cancer Screening (All 3 Screening)		Seagate Technology Intl
	Cancer Screening (All 3 Screening)		Seagate Technology Intl
<b>September</b>	Living Lives, Bonding Ties-Active Aging@North East By NVPC	Colorectal Cancer: Genetics to Prevention	Open field next to Hougang and Aljunied Town Council Badminton Court
	Cancer Educational Talk		
	Cancer Screening (FOBT)		
	PE Exhibition Booth		
	Woodlands Community Club- Woodlands Citizens' Consultative Committee		Blk 891A Hardcourt Woodlands Ring Road
	Cancer Screening (All 3 Screening)		
	Cancer Educational Talk	Digestive Ca liver Stomach & Colon	ST Microelectronics Pte Ltd
	Cancer Screening (All 3 Screening)		Natsteel Asia Pte Ltd
Cancer Educational Talk	General Aspect of Cancer	Invista Singapore Pte Ltd	
<b>October</b>	BREAST CANCER AWARENESS MONTH PUBLIC FORUM		Kallang Community Club
	NUS Medical Society		Toa Payoh HDB Hub Atrium
	Cancer Screening (FOBT)		

# CALENDAR OF EVENTS 2007

Month	Event	Topic	Venue
<b>October</b>	Cancer Educational Talk Cancer Screening (FOBT & BSE)	Breast Cancer	Charis Christian Church
	Cancer Educational Talk Cancer Screening (FOBT & BSE)	Breast Cancer	Ballota Park Condominium
	Cancer Screening (FOBT)		South West CDC
<b>November</b>	LUNG CANCER AWARENESS MONTH PUBLIC FORUM		Kallang Community Club Tampines East Community Club SCDF- Jalan Bahar ITE Dover
	Cancer Screening		Lakeside Family Service Center
	Cancer Screening		Kampong Glam Community Club
	Cancer Screening		MacPherson Moral Family Service Center
	North West CDC- Active Aging Cancer Educational Talk Cancer Screening (FOBT)	Colorectal Cancer	Republic Polytechnic
<b>December</b>	Cancer Screening (FOBT)		Kwong Wai Shiu Hospital
	Cancer Educational Talk		Keppel Shipyard Ltd (Benoi)
	Cancer Screening (All 3 Screening)		Chinese Development Assistance Council
	Cancer Screening		Sembawang Zone E Residence Committee
	Cancer Screening		Pasir Ris Zone 7 Residence Committee



# CANCER SCREENING SERVICES

Screening helps to detect cancer even before symptoms appear. Treatment at an early stage offers a much better chance of cure.

The Society provides free cancer services for:

- Clinical Breast Examination for Breast Cancer
- Pap Smear for Cervical Cancer
- Stool Examination through the FOBT for Colorectal Cancer

SCS offers these services at its Headquarter at Realty Centre (Enggor Street), and the branch clinic at Boon Keng Road. We also extend these services to the public at community centres, corporations, institutions and public places during our Community Outreach programmes.

## BREAST CANCER SCREENING

The Society conducts Clinical Breast Examination (CBE) and also explains to participants how to carry out a personal Breast Self Examination (BSE). Our activities were widely publicised by the print and broadcast media.

In addition, we participated in extensive screening campaigns during the Breast Cancer Awareness Month in October 2007

## CERVICAL CANCER SCREENING

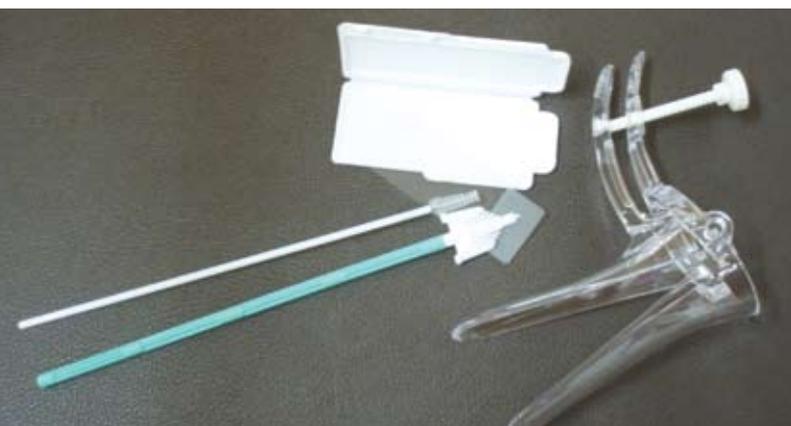
Pap smear is able to detect pre-cancerous changes or early cancer in the cervix. In its early stages, cervical cancer can be completely cured by simple treatments. All abnormal pap smear results were referred to gynecologists for further investigations and treatments, if required.

## COLORECTAL CANCER SCREENING

This preliminary screening test for presence of blood in the stools is one effective weapon to fight colorectal cancer. Men and women, aged 50 years and above or those with a family history of colon cancer should take the Faecal Occult Blood Test (FOBT) annually.

During March 2007, participating polyclinics under the National Healthcare Group and SingHealth Group distributed free FOBT test kits sponsored by SCS to the public to support the Society's 6th Colorectal Cancer Awareness Month. We also distributed FOBT kits at our two clinics. The extensive media coverage helped to generate greater awareness amongst the public on the need for screening.

Outdoor events such as public forums, community health fairs and cancer education talks were also held to create awareness.





# HOSPICE HOMECARE

SCS's homecare team has been providing palliative care to advanced and terminally-ill patients at home since 1987.

The team, consisting of doctors and nurses, provides a holistic approach of care through pain and symptomatic management, counseling and psychological support to patients, caregivers and family members. The team also provides caregivers' training and coordinates the loan of equipments such as wheelchairs, commodes and walking aids to assist patients at home. During the year, the team made over 2,600 home visits.

A breakdown of the number of hospice homecare cases handled in 2007 is as follow :

Patients at start of year 2007	93
New Referrals	178
<b>Total number of cases</b>	<b>271</b>
Percentage of patients who passed away peacefully at home with SCS Home Care Service care	60 (55%)
<b>Patients at end of year 2007</b>	<b>66</b>

## ATTACHMENT PROGRAMMES

For year 2007, the Homecare Department had welcomed several guests from various institutions for attachments with the team.

### • Hwa Chong Institution

Students from Hwa Chong Institution participating in the Talent Attachment and Grooming Programme visited the Society during June and November for a one-week attachment. The students were introduced to the different departments, and gained deeper insight into the programmes and activities offered by SCS. They were also given the opportunity to follow our homecare nurses for their home visits, where they were able to have direct interaction with the hospice patients. We receive positive feedback from the students and the teachers-in-charge of the attachment programme.

### • National Cancer Centre Singapore Medical Officers

Two medical officers from the National Cancer Centre Singapore had their one-week attachment during March and April. Through the home visits with our homecare nurses, the MOs expressed that they had learnt more about palliative care, and the importance of homecare service for cancer patients.

### • Overseas Visitors

The department received foreign visitors from South Korea and Nepal. Three nursing students from Kangnam St Mary's Hospital, in Seoul, Korea visited the Society during June, and went on home visits together with the hospice team. Under the Asia-Pacific Cancer Society Training (APCASOT) Fellowship 2007, Ms Sitra Pariyar from Nepal had a one-week attachment with SCS in October.



## HOSPICE AWARENESS WEEK 2007

The Hospice Awareness Week (HAW) is an annual event chaired by Singapore Hospice Council (SHC). Its aim is to raise awareness and generate a greater understanding of hospice services in Singapore. The Society was this year HAW's main coordinator for the various activities conducted by the participating hospices, namely Assisi Hospice, Bright Vision Hospital, Dover Park Hospice, HCA Hospice Care, Methodist Hospice Fellowship, Metta Hospice Care, and St. Joseph's Home and Hospice.

The major event for HAW was the public forum organised by SCS on 20 October 2007 at The Auditorium, Tan Tock Seng Hospital (TTSH). The title of the forum was "Planning Ahead ...final decisions", where issues regarding advanced care planning were discussed. Speakers from the medical and legal professions and one of SCS homecare patients were invited to share their views. The event was well-received, with a turnout of more than 200 people for both the English and Mandarin forums.

SCS Homecare also participated in two other events during the HAW, one of which was the exhibition day at TTSH Foyer on 17 October 2007. The event showcased the services and activities provided by all eight hospices under SHC. Another event was the Voices for Hospice Concert that took place on 6 October 2007 at the Victoria Theatre. SCS deployed 20 staff and volunteers to assist in the backstage coordination of the concert.

## EVENTS FOR HOMECARE PATIENTS

### Festivity Events

The homecare team encouraged our patients to be involved in activities, especially events conducted during the festive periods. For this year's Chinese New Year, the Homecare together with the Welfare Department organised a Hong Bao distribution event for the less privileged hospice patients. A hamper distribution event was also organised during the Christmas season.

### Charity Fiesta

Our homecare patients were invited to take part in the Charity Fiesta 2007. It is an annual event organised by the NUS Student Union Volunteer Action Committee (NVAC) in an effort to promote volunteerism. The patients and their families were involved in a one-day outing on 1 September at the Esplanade – Theatres on the Bay. A guided tour was arranged for the patients to introduce and familiarize them with the Esplanade building. The event received good feedback from both the patients and the NVAC volunteers.

Besides this outing, there was also an exhibition-cum-mini carnival held at Bishan Junction 8 Open Plaza on 1 and 2 September. SCS set up a booth to showcase our services to the public and also to encourage volunteers to join our Society.





# WELFARE SERVICES

# WELFARE SERVICES

## FINANCIAL ASSISTANCE – WELFARE AID SCHEME

SCS has been helping needy cancer patients since 1964 under our Welfare Aid Scheme. Our patients are usually referred by medical social workers and health care workers from various hospitals, hospices and other voluntary welfare organisations involved in cancer patients care services.

During the year under review, \$1,195,372 was disbursed under the scheme to over 300 welfare patients, under SCS assistance scheme: monthly cash aid, medical supplements such as milk feeds, stoma appliances, diapers and other miscellaneous needs. Other cash aid included a one-time compassionate payout for funeral expenses and the rental of oxygen concentrators for needy patients. There were about 50 welfare cases who applied for our one-time compassionate aid to defray funeral expenses.

Social activities were also organised for our welfare patients and their families to enhance their quality of life. These activities are:

- Chinese New Year “Hong Bao” Distribution
- The Singapore Petroleum Company Recreational Committee organised an excursion to Sentosa on 4 August for 60 cancer patients and their families
- 22 cancer survivors were treated to an eye-opening guided tour of the new Changi Airport Terminal 3 on 6 November by the CAAS
- Gift distributions from Winston Engineering and other generous donors
- Christmas Gifts Distribution by Johnson and Johnson and the CAAS

## SCS CANCER TREATMENT FUND

In its third year of operation, the SCS Cancer Fund continues to provide essential financial aid to eligible cancer patients who need funding for treatment. All cancer patients who apply to the Fund will be means tested under a set criteria and a set of medical indication. This will serve as a guide in funding, where it will be reviewed periodically and deemed appropriate by the Medical Committee. The funding is extended to patients treated under the care of their respective doctors in public hospitals.

A disbursement of \$2.74 million was provided to over 400 applicants for the year 2007. Since the scheme was first started in April 2005, a total of \$4.55 million had been disbursed.

Overall, the Fund brings hope to cancer patients, places less financial stress on treatment costs and help to bring normalcy to a family's lifestyle traumatised by cancer. Most importantly, the Fund allows these individuals to know that their hospitals bills will be subsidised, helping to balance the family's household budget.

## OTHER FUNDS

The Society continues to administer the Jonathan Tan Fund under the Welfare Cash Aid Scheme, where financial assistance is offered to children and youth aged 18 years and below and are diagnosed with leukaemia.

The Tan Geok Tian Bursary was launched in October 2005, for students who suffer from cancer; and whose parents are cancer patients themselves.

The Joan Chan Shu Fang Fund was also set up in memory of the ex-Raffles Girls student who succumbed to tongue cancer. The initial sum of \$157,746, which was raised by her classmates at Raffles Girls School for Joan's treatment, has since been transferred to SCS after her demise.



## SCS Satellite Station at the National Cancer Centre, Singapore (NCCS) ▲

The SCS Satellite station was inaugurated in 2005 at the NCCS to better serve the public. At the station, cancer patients can apply for cancer treatment assistance under the SCS Cancer Treatment Fund.

Services available at the station include:

- Seeking information on cancer support groups
- Getting educational pamphlets about specific cancer types
- Getting information about the services provided by SCS
- Seeking any other assistance from volunteer cancer survivors
- Screening of patients for and under the Cancer Treatment Fund
- Ad hoc cancer counselling



## Free Hospital Transportation ▲

Since 1971, the Society has been providing free transportation services for needy cancer patients undergoing radiotherapy. Currently, the Society has two passenger vans providing free hospital transport for cancer patients receiving treatment from the NCCS and NUH. This simple programme helps the cancer patients and their care givers to lighten one of their loads in the management of cancer treatment.



## The Singapore Petroleum Company (SPC) Outreach Programme ▲

Through health seminars conducted at the SPC's Health and Safety month, and the free Colorectal Cancer screening (FOBT kits from SCS), the group of SPC staff were inspired to assist SCS through a series of events, to raise greater awareness among SPC staff and the general public. The SPC Recreational Committee organised an excursion to Sentosa on 4 August 2007 for 60 cancer patients and their families. These patients were specially selected to allow the SPC staff an opportunity to mingle and help them at the personal level. The group was treated to a 4-D Magix show, the ride up the Carlsberg's Sky Tower and Images of Singapore. At the end of the excursion, the cancer patients were treated to a lunch at the Taste of Singapore. This event brought sunshine and laughter to the patients, organisers and volunteers. Each participant was also given a big goody bag sponsored by SPC and Hup Hin Ho.



## Visit to Changi Airport Terminal 3 ▲

As the adopted charity of the Civil Aviation Authority of Singapore (CAAS), the Singapore Cancer Society worked with CAAS to invite some cancer survivors for a tour of the Changi Airport Terminal 3 on 6 November 2007. The tour began in the departure lounge through to the transit area with a full load of information for them to digest. The welfare patients were amazed at the sight and were grateful to CAAS for giving them the opportunity to have an enjoyable time at the new terminal.



# REHABILITATION AND SUPPORT GROUPS

# REHABILITATION AND SUPPORT GROUPS



## New Voice Club ▲

Since its formation in 1985, the New Voice Club has become a special group for head and neck cancer patients to receive rehabilitative support during their journey towards recovery.

Their support comes from peers in the regular social and family activities organised by the members, facilitators, and volunteers and staff of the SCS. Together, they provided the emotional support for patients whose cancer-stricken voice boxes had been operated on. Their encouragement and emotional support were vital tools in helping the patients cope with difficulties in their daily life.

Members meet weekly on Tuesdays for voice training and social activities. A team of professionals, comprising Ear, Nose and Throat Specialists, therapists, nurses and nutritionists occasionally joined the group to share information and offer advice.



## Visits between Hong Kong New Voice Club and Singapore Cancer Society New Voice Club ▲

Twenty-six members from the New Voice Club of Hong Kong Ltd visited the SCS New Voice Club (NVC) on 5 January 2007. The group comprising of Ex-Co Members, volunteers, staff and family members were given a familiarisation tour and a briefing on the SCS NVC club's set up and an overview of SCS.

The occasion accorded many informal exchanges and discussions pertaining to both clubs were held. It was discovered that the New Voice Club of Hong Kong Ltd came to Singapore for a Retreat and Training Workshop at Downtown East, Pasir Ris from 3 - 6 January 2007.

In September 2007, a group of 40 SCS NVC members, together with their families and staff of the SCS ventured on a four-day trip to Hong Kong from 7 - 10 September 2007.

The objectives of this trip were to:

- Learn from their Hong Kong counterpart how the club is run vis-à-vis their hospital and health systems, patient care facilities, training and rehabilitation programmes.
- Learn about the specialised care for cancer patients from the club, hospital and family view points so that members can expand their views on the post treatment and lifestyle issues of laryngectomees.
- Provide an opportunity for members to travel on a regional and global scale and learn on both a group and personal level from their Hong Kong counterparts. The learning curve also included the societal view of elderly cancer patients in the Hong Kong, which will be useful in future treatments and programme developments.

The trip to Hong Kong was sponsored by Mr Seah Hock Thiam, Chairman of Tsing Yi Enterprises Pte Ltd.



## The Ostomy Club ▲

Since its inception in 1981, the Club has garnered a membership of more than 80 members, a pool of five volunteers and a few ET Nurses. However, with most hospitals having their own support groups for their patients, the membership in the past year has remained constant.

Besides the Club members, the hospitals' nursing and patient care services were also active in supporting the system with emotional, nursing, counseling and social care for new members of the Ostomy Club. The programmes and activities provided avenues of support for newly operated colorectal cancer patients.

To help patients overcome the adjustments to their new lifestyle, members conducted telephone calls or visits either to hospitals or homes to provide assistance.

Members continued to meet every third Saturday of the month to share their experiences and learn from each other on how to cope with new changes.

Nurses and dieticians, who are volunteers, were usually invited to share their expertise, while doctors were invited to give talks on the latest medical developments, alongside other professionals on Colorectal Cancer.

Having celebrated World Ostomy Day in October 2006, the club continued with several social gatherings, social outings twice a year and provided vendors' special rate sales for Ostomy products on each meeting. Members were also active participants, several of whom joined the Singapore Petroleum Company - SCS outing to Sentosa on 4 August 2007, and to the CAAS Terminal 3 Opening on 9 November 2007.

## Reach To Recovery (RTR) Programme and Support Group ▼

Reach To Recovery (RTR) is a support group for women who are battling breast cancer. They meet socially as well as provide emotional and other support to breast cancer patients. This programme, which was started in 1973, was adapted from the American Cancer Society.

Members meet to share their experiences, updates on strategies to cope with breast cancer and rehabilitation issues. Professionals from the medical fraternity are invited to provide updates and knowledge on breast cancer.

The RTR Patient Support Volunteer Movement has also established itself in two major hospitals, namely KKH and Mount Alvernia Hospital. RTR member/volunteers reach out to the referred breast cancer patients, either at the hospital, home or via phone support. Through sharing of experience and training, they offer hope, encouragement, emotional support and information for all newly diagnosed patients.

To bring hope to those fighting cancer, these cancer warriors took to the runway during the SCS Charity Dinner on 13 October to communicate to women cancer survivors that there is hope and life after cancer, and that one should always look ahead to a better tomorrow!



# REHABILITATION AND SUPPORT GROUPS



## ◀ Look Good Feel Better Programme

The Look Good Feel Better Programme helps women with various types of cancer to cope with the temporary side effects of chemotherapy and/or radiation therapy; such as hair loss and skin damages. This programme was originally developed in the United States by the Cosmetic, Toiletry, and Fragrance Association, the National Cosmetology Association, and the American Cancer Society for female cancer patients undergoing chemotherapy or radiation treatments. The Singapore Cancer Society became involved in this programme in 2002. Workshops are conducted by trained cosmetologists to teach make-up techniques and give skin care advice on a voluntary basis. Other trained professionals offer tips on hair care, the use of wigs and various hat gears to achieve comfort in style

A total of 13 workshops were conducted in 2007 and 99 participants attended the programme, which was adopted by Singapore General Hospital, National University Hospital, Tan Tock Seng Hospital and Kangar Kerbau Woman's and Children's Hospital. In 2007, this was expanded to two more hospitals, Changi General Hospital and Gleneagles Hospital. Moving forward, the programme looks to include more private hospitals and recruit more volunteer trainers.



# MAJOREVENTS IN2007

# MAJOREVENTS IN2007

## COMMUNITY PARTNERSHIPS

**“We engage the community in our efforts to assist our patients and their families in their daily triumphs over cancer.”**

Community Partnerships is the department in-charge of raising funds for Singapore Cancer Society's various assistance and public information programmes. Through our many activities and events, we enlist the community's help so that cancer patients and their families can continue to lead active and productive lives.

Our fund raising programmes for the year included:

- SCS-AIA Charity Golf Event
- SCS-Run for Hope
- Singapore Cancer Society Flag Day
- Donation boxes at shopping complexes, companies and Changi Airport
- Direct mail campaigns
- Charity Dinner

## DAFFODIL DAY (MAY 2007)

SCS conducted a street sales campaign on 20 May 2007, and sold daffodil pins at a minimum of \$2 each.

More than 700 volunteers turned up at Newton MRT station, where SCS staff set up tables and organized a registration-cum-collection centre for the day. From there, the volunteers spread out across Orchard Road to sell pins and collected donations for our various programmes.

\$43,000 was collected from street sales of the pins and donations.



# MAJOREVENTS IN2007

## SCS-AIA CHARITY GOLF (JULY 2007)

The SCS-AIA Charity Golf tournament was held on 11 July 2007 at the Tanah Merah Country Club's Tampines Course.

The Guest-of-Honour was Dr Teo Ho Pin, Mayor of North West CDC and MP for Bukit Panjang. Dr Teo also graced the dinner after the tournament, where an auction of various items was held.

A total of \$538,934 was raised during the AIA-SCS Charity Golf 2007 tournament. The proceeds will be used to fund SCS' various programmes in the fight against cancer such as welfare assistance, hospice home care, rehabilitation support, free cancer screenings and public education programmes.



## SCS-RUN FOR HOPE (SEPTEMBER 2007)

Formerly known as the Terry Fox Run, the Run for Hope 2007 took place at Siloso Beach, Sentosa on 17 September 2007. This annual event was jointly organised by The Regent Singapore, Four Seasons Hotel and SCS, in collaboration with the Canadian High Commission, to raise funds for cancer research. It was our pleasure to have the Guest-of-Honour, Mr Khaw Boon Wan, Minister for Health, to grace the event.

This year, more than 7,000 participants ranging from serious runners to cancer survivors supported the event. After the run, participants were entertained by live band performances. A public education booth was also set up to promote cancer awareness to the participants.

Going at \$30 per registration, together with the sale of raffle draw tickets, this year's Run raised \$317,663. SCS would like to thank all who have made this possible and look forward to a bigger and better run next year.



# MAJOREVENTS IN2007



## SCS CHARITY DINNER (OCTOBER 2007)

SCS jointly organised a Charity Dinner with Can-Care Pte Ltd to raise money and awareness of cancer. The dinner-cum-fashion show featured cancer survivors ranging from ages 20 to 80 years modeling clothes sponsored by FJ Benjamin and Tyan Boutique.

With the sub-theme of “Why should life be any different?” the Dinner was held at the Ritz Carlton Hotel on 13 October 2007, and was graced by the Guest of Honour, Minister of State (Finance and Transport) Mrs Lim Hwee Hua. An auction of several items was also held during the dinner, including a painting by a cancer patient presented to the Minister.

More than \$370,000 was raised at the Charity Dinner.

## THE CANCER CHARITY SHOW 2007 (OCTOBER 2007)

Together with MediaCorp Studios, Singapore Cancer Society organised a Cancer Charity TV Show on MediaCorp TV Channel 8 on 28 October 2007. The theme was “Hope for Tomorrow – a little compassion goes a long way”, to remind the public that cancer patients are able to carry on normal lives after treatment – with a little help.

The TV Show was organised in 2007 to raise funds in support of SCS’ programmes, including the Cancer Treatment Fund, which supports needy patients who require expensive but effective cancer drugs.

The TV Show featured well-known artistes from MediaCorp as well as local stars from the movie “881” and international stars such as Sky Wu, Angela Chang and Chen Lei.

More than \$6 million was raised from this event. Included in this amount is the funds raised from the SCS Charity Dinner.



## SINGAPORE HOKKIEN HUAY KUAN FAMILY DAY (NOVEMBER 2007)

SCS participated in Singapore Hokkien Huay Kuan's Family Day event on 11 November 2007 at the Singapore Expo.

It was a day of fun and laughter as families weaved their way through the many game and food stalls. Amidst all the entertainment, about 80 sets of FOBT kits were given out and donations amounting to \$110 were collected.

The event acted as a platform to reach out to people of all ages and SCS would like to thank all who have supported this event.

## BUDDHIST LIBRARY FAIR (NOVEMBER 2007)

Conveniently located next to Aljunied MRT, prominent white gazebos welcomed Buddhists and the general public to the Buddhist Fair on 18 November 2007.

The Singapore Cancer Society is proud to be involved, by setting up a booth at the fair. Items such as the "Hope 2008" scheduler and Four-Leaf Clover products kindly sponsored by Julie Roberts were sold to raise funds for SCS. To promote cancer awareness, brochures were also distributed.

Thanks to their support, the Society raised donations amounting to \$808 during the event.

## CHANGI AIRPORT TERMINAL 3 OPEN HOUSE (NOVEMBER 2007)

In conjunction with Changi Airport Terminal 3's Open House which started on 12 November 2007, Civil Aviation Authority of Singapore (CAAS) kindly invited the SCS to be part of this meaningful event.

Visitors had the option of choosing between the self-guided tour at \$1 each and the guided tour at \$3 each, with all proceeds going to SCS. Donation boxes were also placed at several counters at T3 for a period of four weeks, to garner more funds for the society's welfare programmes. Welfare patients were also given a free first-hand experience to tour the newly-built T3.

In total, CAAS raised \$296,152 to fund SCS various programmes.



# NOTES

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SINGAPORE CANCER SOCIETY