

## **Project Prevent and Detect 7-33**

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Project Type: Single-Year

## **Section 1: Defining the problem**

### **1. Area of Concern**

Cancer remains Singapore's largest killer (Khalik, 2016) and cancer rates have increased by approximately 17% since 2010. (Tai, 2015) Via addressing risk factors including an unhealthy lifestyle, one-third of frequent cancers can be prevented. (NCCS, 2018) However, 39% of Singaporean residents are not active at recommended levels. (HPB, 2011)

Therefore, it is integral to address risk factors, including leading an unhealthy lifestyle. Additionally, approximately one-third of all cancers can be cured provided they are detected and treated early (SCS, 2016), however, it is dispiriting to see current screening options having extremely low take-up rates. (Tai, 2015)

### **2. Challenges Identified**

Through a review with the Singapore Cancer Society, we have identified the challenges in raising awareness about cancer. There is limited control over action taken by participants after awareness has been raised with SCS telling us their follow through too is poor after events. Lifestyle changes are especially difficult to undergo and track. According to Harvard Health Publishing, "adopting a new, healthy habit ... can be terribly difficult." Limited resources are always a significant issue to any beneficiary. We also gleaned that rigid mindsets about cancer were a common hindrance to raising more effective awareness.

### **3. Underlying Problem**

Given that there is a proliferation of cancer in Singapore coupled with a lack of awareness about cancer prevention and detection, how might we raise awareness about the prevention and early detection of the top 3 cancers in Singapore so that Singaporeans will adopt a more preventive lifestyle and opt for early detection screening in the year 2018 and beyond?

### **4. Plan of Action**

We aim to raise awareness about the top 3 cancers in Singapore, namely, Lung, Breast, and Colorectal cancer. The "prevention" aspect of our project is targeted at raising awareness about leading a healthy lifestyle in order to reduce cancer risk. The "detection" portion encompasses encouraging people to opt for regular cancer screenings as well as educating people about the symptoms of cancer. Refer to the table in section 2 for the completed initiatives. Our target audience includes youths (13-16), the middle-aged (40-55) and the elderly (55 and above).

## Section 2: Implementation of Action Plan

### 1. Actions and outcomes to date

Date	Target Audience	Action	Objectives
January-March	-	Meeting up with the National Cancer Centre Singapore	Lay the foundations of our project
22 March	Youths	<u>Service learning summit booth</u> <ol style="list-style-type: none"> <li>1. Posters, slogans</li> <li>2. Pledging</li> <li>3. Surveys</li> </ol> <p>Impact:</p> <ol style="list-style-type: none"> <li>1. Outreach of 150</li> <li>2. 25 pledges</li> </ol>	Raise awareness about... <ol style="list-style-type: none"> <li>1. Methods to reduce cancer risk</li> <li>2. Cancer screening</li> </ol>
April	-	Received funding from PAYM Youthcare Festival	Seed funding
21 April	Middle-aged	<u>Speech and awareness booth at ProEd PSG outreach event</u> <ol style="list-style-type: none"> <li>1. Posters, slogans</li> <li>2. Pledging</li> <li>3. Surveys</li> <li>4. Summary sheets given out</li> </ol> <p>Impact:</p> <ol style="list-style-type: none"> <li>1. Outreach of 50</li> </ol>	Raise awareness about... <ol style="list-style-type: none"> <li>1. Methods to reduce risk, recommended screenings, signs and symptoms for 3 target cancers</li> </ol>
May	-	<u>Transition between beneficiaries</u> <ol style="list-style-type: none"> <li>1. Unable to continue working with the National Cancer Centre Singapore due to a number of issues</li> <li>2. Established a partnership with the</li> </ol>	-

		Singapore Cancer Society (SCS)	
30 June	Middle-aged and elderly	<u>Collaboration event with SCS</u> <ol style="list-style-type: none"> <li>1. Awareness materials</li> <li>2. Surveys</li> <li>3. Basketball and step up exercises</li> <li>4. Pledging</li> </ol> <p>Impact:</p> <ol style="list-style-type: none"> <li>1. Outreach of 300 together with SCS</li> <li>2. 71 pledges taken up against cancer</li> <li>3. Over 130 participants engaged in exercises</li> </ol>	<ol style="list-style-type: none"> <li>1. Raise awareness about 3 target cancers</li> <li>2. Exercises provided a platform for participants to start leading an active lifestyle</li> </ol>
2 August	Youths	<u>Anti-smoking campaign in school</u> <ol style="list-style-type: none"> <li>1. Hwa Chong</li> <li>2. Sale of cookies with cancer related messages</li> <li>3. Anti-smoking and colorectal cancer posters</li> <li>4. Pledging</li> </ol> <p>Impact:</p> <ol style="list-style-type: none"> <li>1. Outreach of 100 over</li> <li>2. 240 cancer related stickers given out</li> <li>3. 27 pledges taken up</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote anti smoking and the adoption of a healthy lifestyle</li> </ol>
2-3, 14-17 August	Youths	Display of anti-smoking and colorectal cancer posters	-
4 August	Middle-aged and elderly	<u>Stomach/Colorectal Cancer Awareness Event with SCS</u> <ol style="list-style-type: none"> <li>1. At JEM office tower</li> <li>2. Exercise by Active SG instructor</li> <li>3. Colorectal cancer posters</li> </ol>	<ol style="list-style-type: none"> <li>1. Reducing risk of colorectal cancer through exercise</li> <li>2. Equip participants with essential</li> </ol>

		<ol style="list-style-type: none"> <li>4. Pledging</li> <li>5. Basketball and step up exercises</li> </ol> <p>Impact:</p> <ol style="list-style-type: none"> <li>1. Outreach of over 100 people</li> <li>2. 90 people engaged in Active SG workout</li> <li>3. 35 pledges taken up</li> </ol>	information about colorectal cancer
11 August	Youths and middle-aged	<p><u>Lung Cancer Awareness Campaign</u></p> <ol style="list-style-type: none"> <li>1. Speech at Project Guardian's movie gala event</li> </ol> <p>Impact:</p> <ol style="list-style-type: none"> <li>1. Outreach of 110</li> <li>2. Gave out 60 anti-smoking /lung cancer flyers</li> </ol>	Advocate anti-smoking
August		Following up after online pledges taken up with surveys	Continuity and reinforcement

## Section 3: Project Outcomes

### 1. Accomplishments

We reached out to 832 people through our initiatives and social media. 127 pledges were taken up to combat cancer, 240 stickers were handed out to students with cancer-related messages, with 212 people engaged in our exercises. 90 people took part in the Active SG workout. 60 anti-smoking flyers were given out.

### 2. Reflections

Nicholas	I realised the essence of communication as it holds much weight to rally a team. At the same time, learning how to get the key messages across to participants during events was challenging. I also gained greater empathy for those touched by cancer. Overall, I am heartened by the overwhelming response from the public for our initiatives.
Bryan	I was appreciative of the enthusiasm demonstrated by public despite my forethoughts that cancer was considered to be sacrilege. Some may even be ascribed as hypochondriacs, as they were keen to learn. We may be small but through our outreach, building upon a cancer-literate society is just one step closer.
Jayden	The social stigma surrounding cancer exists but it could be erased slowly, thus the key was to get our message across. Synthesizing refreshing methods to raise awareness that catered to respective groups were part and parcel of this journey to overcome this and they proved to be fruitful. All in all, seeing society's capacity to combat cancer was reassuring.
Yi Cheng	I realised the level of depth of preparation needed to make awareness campaigns successful, catering to every minute detail.
Thaddeus	I gleaned the difficulties of working with different stakeholders in society facing rejection from NLB when hoping to hold an awareness booth there.

Link to reflection log:

<https://drive.google.com/open?id=1aV8vqOk36SE-lnecnswsSvQ-YFjxd7K>

### 3. Scope of impact

Transformation of the community:

Reviews of our events by SCS revealed that the participants clearly had a deeper understanding of the content having gone through our awareness booths.

Service learning summit booth:



ProEd PSG outreach event:



Collaboration event with SCS 30 June:



Review by SCS

<b>1) Review of effort</b>	The booth games were engaging and well thought to cater to target audience.
<b>2) Success of outreach activities</b>	It was great as many gained useful information through much engagement at our booths.
<b>3) Areas that were the best</b>	Great follow up after engagement ( follow up after pledges)

School Outreach:



Review by SCS

The team empowered other students with vital cancer knowledge and reinforced the message that no one is left alone in their fight against cancer

Stomach/Colorectal Cancer Awareness Event:





Review by SCS

<p><b>1) Success of outreach activities</b></p>	<p>Successful engagement and the seniors in attendance had multiple takeaways from our events</p>
<p><b>2) Areas that were the best</b></p>	<p>Sit-down exercise activity was well received by the seniors in attendance.</p>

Lung cancer awareness campaign:



Resource Utilisation:

<b>Resource/Partnerships</b>	<b>Usage</b>
PAYM Youthcare Festival Grant	<ul style="list-style-type: none"><li>● Awareness materials</li><li>● Prizes</li><li>● Hiring exercise instructor</li></ul>
SCS platforms	<ul style="list-style-type: none"><li>● Outreach at SCS event</li><li>● Stomach/Colorectal Cancer Awareness Event</li></ul>

SCS materials	<ul style="list-style-type: none"> <li>• Props</li> <li>• Anti-smoking posters</li> </ul>
Active SG	<ul style="list-style-type: none"> <li>• Professional exercise</li> </ul>
Existing SL projects	<ul style="list-style-type: none"> <li>• Project Guardian movie gala as platform for speech</li> </ul>

Sustainability of Project:

<p><i>“Your team has been one of the best teams that we have worked with”</i> -Grace Tan, Assistant Manager, SCS</p> <p><i>“We look forward to their continued support to partner SCS in future events”</i> -Hua Jun, SCS</p>	<p>Willingness of SCS to continue the partnership allows for the continuity of the project</p>
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Youths

For youths, it was imperative to intervene early with our main message of anti-smoking as part of a preventive paradigm to reduce lung cancer risk in the future. Our message to youths was also to cultivate a healthy lifestyle from young.

Middle-aged

For the middle-aged, a key aspect of our campaign was encouraging an active lifestyle. This is especially crucial with the hectic lifestyles that many Singaporeans lead with long and strenuous working hours. Another critical factor was raising awareness about cancer screenings especially for breast and colorectal cancer. This would allow adults to go for early screenings, hence treating cancer early.

Elderly

We encouraged the elderly population to stay active through simple exercises. The elderly population is the age group most acutely affected by cancer. Hence, we also equipped them with the necessary information about the signs and symptoms of cancer as well as when to go for recommended cancer screenings. Possible cancers can be prevented through early intervention and treatment.

Resolution of UP:

Given that there is a proliferation of cancer in Singapore coupled with a lack of awareness about cancer prevention and detection, we have reached out to over **832 people** with all aspects of our project serving to directly solve this problem. The **127** pledges taken up drive the public to concrete action in their everyday lives and allow for a powerful continuity beyond the initial awareness raised.

References:

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