

TAKING HEART

Fighting cancer through awareness and screening

National University Cancer Institute, Singapore marks 10 years of public education and treatment

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A RECORD 10,125 cancer awareness ribbons were collected and pinned on Saturday, as part of the National University Cancer Institute, Singapore (NCIS) 10th anniversary event on Saturday.

Professor Chng Wee Joo, director of NCIS, said: "The pledge of 10,000 ribbons is a way for us to show our support to everyone in the fight against cancer, be it the patients, their friends or their families."

He added that the organisation wanted to have a large-scale event that could commemorate the 10th anniversary milestone, but yet be meaningful at the same time.

NCIS now holds the record for the largest collection of ribbons in Singapore as certified by the Singapore Book of Records.

Over the course of the past few months, NCIS has been encouraging members of the public to pin ribbons at hospitals, roadshows, polyclinics and other public areas.

The event was held at Canopy@Jlink in Jurong East, a public area located next to JCube and Jurong Regional Library. This was to allow members of the public to join the ribbon pinning, while learning about cancer screening and prevention.

Prof Chng said: "It is to remind us that cancer patients are around us. It (cancer) is very common, but we can do a lot more to help prevent it and to detect it early."

The ribbons came in 10 different col-

ours, with each colour representing a different type of cancer. For instance, the colour pink was used to symbolise breast cancer, while white was used for lung cancer.

At the event, NCIS encouraged members of the public to pledge their commitment to go for a cancer screening within a year.

To aid the pledges, the Singapore Cancer Society distributed Faecal Immunochemical Test Kits—used for colorectal cancer screening—at no cost for adults aged 50 years old and above.

The National Healthcare Group Diagnostics parked a mammogram bus to provide breast cancer screening at a subsidised rate for Singaporeans and PRs.

Doctors sportingly volunteered themselves at a "Dunk the Doctor" booth, to raise money for the NCIS Cancer Fund, which supports needy cancer patients, cancer research, education and training.

Medical and pharmaceutical companies like AstraZenca, Elekta, Inova Pharmaceuticals, Pfizer, Amgen and Eisai were sponsors for the event, contributing cash, goodie bags and prizes.

In all, about 530 members of the public attended the event.

Prof Chng said: "Cancer continues to be the leading cause of death in Singapore. Therefore, it is important to not only educate the public on cancer, but to also pledge ourselves and our loved ones to go for early cancer screening."

Taking Heart is a weekly series highlighting meaningful CSR initiatives



A record 10,125 ribbons were collected and pinned, with the different colours representing the various types of cancer. PHOTO: NCIS

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