

CANCER SCREENING CAMPAIGN

Ain Society cancer screening campaign runs from 2023-2025, for three years. It was an initiative led by our CEO Dr Haji Md Yusof Ismail, and officiated by our patron Mdm Halimah Yacob, in 2023. The campaign is geared towards increasing the rate of screening for the Malays in Singapore.

2023

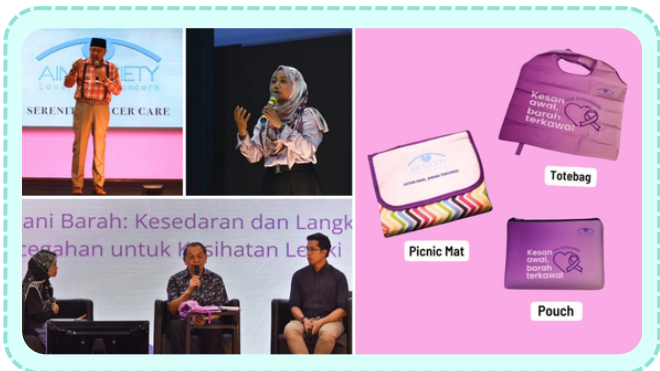


Where?

The initiative was first launched at Wisma Geylang Serai in 2023. Geylang Serai is the heart of the Malay community in Singapore. It has a long history as a cultural hub where Malays gather for shopping, dining, and community events, therefore attracts a high footfall of Malays to the area.

In 2023 and 2025, the events were held at Singapore Expo in conjunction with halal and wedding expos, events where there are high traffic of Malays. Throughout the three months, outreaches continue through booths, mosques, and community centres.

2024



2025



Key Highlights during the campaign:

- 01 Conduct health talks and share information on cancer screening.
- 02 Encourage on-the-spot sign-ups for screenings.
- 03 Engage Peer Educators to speak about their experiences.
- 04 Station nurses at booths to offer guidance and support.



How It All Began:



Cancer Screening Participation Rates (YEAR)



(HPB, 2022)