

# Outreach

Cancer awareness through booth participations

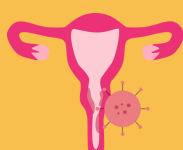
## Purpose

To raise awareness about cancer screening, provide educational materials about cancer and encourage early detection and healthy lifestyle choices.



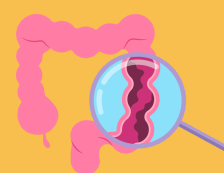
## National Population Health Survey (10-year range)

Source: National Population Health Survey 2023 (Updated as of August 2025)

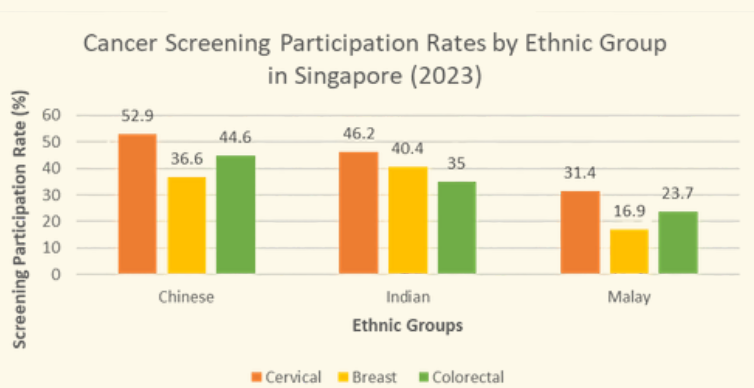


Screening participation for cervical cancer decreased significantly from 2013 (47.6%) to 2023 (44.9%) among Singapore residents

Colorectal cancer screening rate rose significantly from 2013 (22.1%) to 2023 (41.7%) among Singapore residents



Breast cancer screening rate rose significantly from 2013 (41.3%) to 2023 (34.7%) among Singapore residents



## Outreach Objective

Cancer screening participation among the Malay community is the lowest for all the cancer screening

## At Our Booth



### Sharing of Our Services

Ain Society provides comprehensive support services for individuals and families affected by cancer.

- Emotional Support
- Social Support
- Community Outreach

Ain Society serve a diverse range of target audiences from children, youth to adults. Operating from three offices to better cater to their needs. Provide on-site referral services for individuals diagnosed with cancer or those who know someone affected, to apply as a member Ain Society.

Assist individuals who need help with making online bookings for cancer screening.

## CODs Volunteering

Our Coordinators (CODs) are clients who have been selected by the management team for their role-model qualities. They volunteer to share their experiences as cancer patients or caregivers, emphasizing the importance of cancer screening and early recognition of symptoms.



## Educational Materials

For ease of reference to the various cancer screenings available and where to book a screening, we have developed a concise pamphlet.



To spread more awareness to other people, we have designed various collaterals over the three years:

- 2023: magnet
- 2024: picnic mat, totebag and pouch
- 2025: totebag, pouch and sling bag

Each collateral have been thoughtfully designed to help carry the message across. By printing messages on the collaterals, we aim to spread awareness in a simple and practical way, allowing the message to be seen and remembered in daily use.



## Collaterals