

SERENITY CARE CENTRE



WHO?

Serenity Cancer Care (SCC) was founded by Dr. Haji Md Yusof Ismail, CEO of Ain Society, who brought his expertise as a group work counsellor to create a safe, supportive space for cancer patients.

The journey began with a group of women, led by the late Ms Norkamar Abd Aziz, a healthcare professional, who were themselves navigating the challenges of breast cancer and hoping to address a gap they had personally experienced, which are the lack of emotional and spiritual support for Malay cancer patients in Singapore.

To better understand the needs on the ground, the team at Ain Society visited the Singapore Breast Cancer Foundation and National Cancer Centres, learning firsthand the areas where support was most needed.

While SCC does not offer medical treatment, it focuses on a vital but often overlooked part of healing: providing emotional and spiritual care. Through listening, sharing, and simply being present, SCC helps patients feel seen, heard, and supported during one of life's most difficult journeys.

OUR JOURNEY

2010



Ain Society @ Joo Chiat

Started cancer work after the Serenity pioneers shared their need for suitable spiritual and emotional support.

2013



Serenity Social Service Centre @ Eunos

The growing numbers of clients saw the need to diversify and accommodate for the differentiated needs of children and adults.

2019



Serenity Care Centre @ Haig Road

At Haig Road, our services are designed for adult cancer patients, aged 25 and above, focusing on providing psychosocial support that is specifically catered to this demographic.

HOW ARE THEY SUPPORTED?



Psychosocial support

Support groups provide a safe space for those who are in a similar journey to share their struggles.



Emotional support

Services such as counselling and art therapy available to develop coping strategies for cancer patients and their caregivers.



Psychoeducation

Expert resource persons and partner organisations are invited to provide knowledge about various facets of cancer.



Caregiver Respite Care

Activities and outings are organised for caregivers to prevent burnout, while patients are cared for by trained volunteers.



Practical Support

Includes financial assistance, transport services and consumables.

INFRASTRUCTURE WITHIN THE CENTER

Incorporating positive environmental factors in the design of care facilities can significantly improve organizational outcomes. This includes providing pleasant views and soothing sounds, which proves beneficial for both patients and staff (Iyendo et al., 2016).

Waterfall feature

The gentle flow of the soothing water feature creates a harmonious auditory backdrop from the moment you step inside.

Tranquil pond

This contemplative space encourages moments of pause and reflection, offering a peaceful interlude along the healing journey.

Resource area

Offers a collection of books and pamphlets on topics such as cancer, caregiving, and end-of-life planning. The space also includes board games and a display of artwork created by our members, fostering an environment that supports both education and creative expression.

Serenity Garden @ Eunos

The garden features a diverse selection of herbs and vegetables, grown specifically to harvest and use at home. Benches and integrated lighting are installed throughout the garden, offering an accessible space for relaxation and social interaction.

Long, open corridor

The corridor offers a sense of spaciousness and an unobstructed view throughout the center, promoting a feeling of openness and connection.

Kitchen Table

This space serves as a vibrant hub for clients to engage in games, creative activities, and the sharing of meals and heartfelt conversations.

The Rainbow Symbolism

The concept of the rainbow is used to reinforce the idea that temporary sadness and pain (the rain) are necessary precursors to experiencing joy and relief, encouraging clients to maintain a perspective of resilience throughout their journey.

Colour Scheme

Yellow is the predominant colour, chosen to brighten the space and generate a sense of warmth, allowing clients to feel its positive, welcoming impact on their emotional state.

Wood Elements

Wood is a frequent element used throughout the centre to connect clients with nature, which studies suggest helps decrease stress levels and fosters a calming and grounded environment.

STAGES OF SUPPORT GROUP



Tea Session

A small gathering for new clients. Clients are introduced to the support group system while they enjoy an early opportunity to connect with peers in a non-threatening environment.



Induction

Transitional group which focuses on Client's coping skills as they begin their journey as a newly diagnosed cancer patient.



Open Support Group

Designed with a positive and lighthearted theme, these larger gatherings accommodate over 20 clients, fostering a broader sense of community and support.



Closed Support Group

These sessions focus on specific themes, delving deeper into the nuances of the cancer journey. Various closed groups include: gender-based groups, bereavement and cancer recurrence.