



Singapore Healthcare
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KK Women's and
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SingHealth

First Large-Scale Haemophilia Awareness Day Event

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Background

Haemophilia is a rare blood disorder and stigma often arises due to poor awareness of the condition. As Haemophilia is a life-long illness, it is important for patients to be able to lead a normal life and be accepted by the society.

Aim

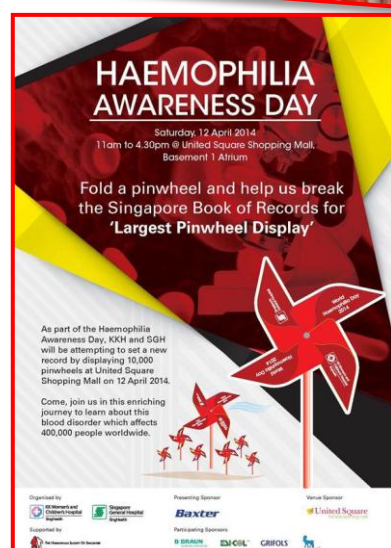
In previous years, activities for Haemophilia Awareness Day were only targeted at patients and their families. This year, the organising committee led by KKH aimed to increase the outreach and heighten awareness about this rare blood disorder.

Methodology

1) High-Traffic Venue: United Square was chosen as the event venue as it is well known for being an educational mall and attracts huge crowds especially during the weekends.

2) Record Breaking : The team then created a fringe activity – to break the Singapore Book of Records for Largest Pinwheel Display so as to hype up and draw attention to this event.

There were two roadshows held at KKH for staff and visitors to fold the pinwheels and be part of this record breaking moment. The mass “fold-the-pinwheels” activities helped to engage the public and promote interest in learning more about Haemophilia. Almost 10,000 pinwheels were displayed at United Square and both KKH and SGH now hold the record for ‘Largest Pinwheel Display’.



3) Public Engagement & Education: Interactive game booths were set-up at United Square to educate the public on this condition. Upon completion of all the games, participants are entitled to free gifts sponsored by our partners. An award winning Handbell Ensemble performed for the crowd.

4) Event Endorsement: To elevate the event, we invited Dr Lam Pin Min, MP for Sengkang West as GOH.

5) Media Engagement: Patient stories were also pitched to the media to help raise awareness about this condition and to inform the public about the event.

Result

With an interactive set-up and fun-filled programme held at a busy mall, we were able to draw in the crowd and in turn educate them on Haemophilia while they engage in the various activities.



Conclusion

A creative concept coupled with an integrated communications plan that involves event management and publicity is key to ensuring the success of raising awareness for any condition, even if it's a rare one.