



Singapore Healthcare Management 2018

In the Pink of Health

Breast Cancer Awareness Month Campaign 2017



Loo Miaw Shin Ingah, Marketing Communications
Meghan Tan Sock Peng,, Marketing Communications
Dr Yan Zhiyan, KKH Breast Department



KK Women's and Children's Hospital
SingHealth

Introduction

Early prevention saves life - Breast cancer is the most common cancer among Singaporean women. In KKH, Breast Cancer Awareness Month (BCAM) is commemorated annually during the month of October. The month-long campaign takes place to raise public awareness of breast health and the importance of early screening for this disease.

Methodology

1 Use of breast health related visual cues to inculcate the importance of breast check and symptoms of breast cancer. The eye-catching visuals were installed on all the female washroom cubicle doors in KKH. The platform was effective in getting undivided attention for the key messages.



Restroom door stickers

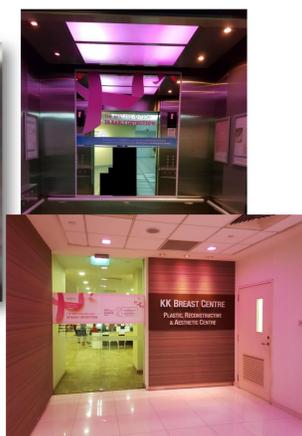


The thematic poster "Know Your Lemons" used lemons to illustrate the different stages of breast cancer.

2 Infographics were ingeniously used to illustrate breast cancer related statistics, making the information more compelling to the target audience. The educational materials enjoyed good visibility as they were installed in high footfall areas. The unique pink-lit lifts and breast clinic also managed to gain traction for the campaign.



Lift door Stickers



Results

The campaign effectively garnered attention and interest among the public. The window display visual was completed with 700 pink ribbons within a week of its implementation. There were positive comments from the public, staff, support group members and their families on the marketing visuals and public educational forum.

"Very informative session, especially the skit, which is lively and educational"
- Forum participant

"Posters displayed on the back on female cubicle doors, very captive, very informative and useful. Good to share with staff located at other offices"
- Ms Celine Chow, Assistant Director, Division of Speciality & Ambulatory Services

Objectives

- To raise breast cancer awareness and communicate the importance of early breast screening through relatable and impactful key messages / visuals.
- To depict breast health information in an interesting and captivating manner that the audience can comprehend.
- To incorporate interactive marketing communication tools that promote audience involvement and create awareness.

3 Members of the public were invited to paste miniature laced ribbons on the gigantic pink ribbon sticker on the window display. This symbolic gesture helped to heighten awareness and promote retention of the campaign's key messages.



Interactive Window Display

4 A forum was organised and delivered as a skit to highlight the myths and risk factors of breast cancer. The key message on early detection can save life was brought forth through the heartfelt sharing by the breast cancer warriors. The personal encounters on their battles against breast cancer gave hope and inspired other women to take charge of their health. The forum ended on a fun note with a Zumba dance choreographed with steps on breast self-examination.



Skit



Zumba Session

Conclusion

Publicity on breast cancer awareness is often overlooked as the public is generally familiar with the condition. To re-captivate interest and attention, it's important to invigorate longstanding messages by adding a refreshing twist to the creative visuals. The battle against breast cancer continues, so is the search for effective and impactful communication tools.