

BREAST CANCER LITERACY

“To Increase the level of breast cancer literacy to be able perform regular breast self-examination, that will increase the chance of early breast cancer detection.”



VIS499 Capstone Final Report

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It
Starts
From
You

TABLE OF CONTENT

| | | | |
|-----------|---|-----------|---|
| 4 | STORY Intrinsic Motivation Extrinsic Motivation | 41 | EXPERIMENTAL TESTING AND REFINEMENT Finding for Design Moodboard Visual Reference Font Reference Lo-Fi Prototype Hi-Fi Prototype |
| 6 | PROJECT BACKGROUND Why we started Problem Opportunity Statement Hunt Statement Key Question Objective | 61 | REALIZATION AND DELIVERY OUTCOME Rock Climb Wall Design Water Bottle Design (Take Away) Pink Ribbon Singapore Website BSE Mobile Application |
| 9 | CONTEXTUAL UNDERSTANDING AND ANALYSIS Search Strategy Literature Case Study Review Primary Research Key Finding Summary | 82 | CRITICAL REFLECTION |
| 25 | SYNTHESIS AND IDEA GENERATION Design Direction Concept Development Ideas Generated Final Idea Selection | 86 | CITATIONS + APPENDICES |

01 STORY & PROJECT BACKGROUND



STORY

**Please note that the Story, Project Background, Contextual Understanding and Analysis chapter previously had appeared in my proposal report submission

At the age of 26, I would often discuss many things with my colleagues and social circles like housing, finances, life goals and more importantly, health. After researching common diseases and illnesses, I came across the topic of breast cancer where 1 out of every 16 women are diagnosed with breast cancer (Gleneagles Hospital, 2021; SingHealth, 2020). As of 24 February 2021, Singapore has a population of about 5.9 million people, where approximately 2,962,072 of them are female (Countrymeters, 2021). This means that an estimated number of up to 181,250 women in Singapore could be suffering from breast cancer right now.

Personally, I have had a similar experience regarding breast cancer; my mother's biannual mammogram once returned with a result that was neither positive nor negative, which scared me. She also showed other signs of breast cancer, like reaching menopause at an age much earlier than the average woman, which made me even more fearful. In conjunction to this, she was not open to share with me about her results initially as she did not know much about breast cancer and was feeling equally lost.

Having a close family member that is suspected to have breast cancer affected me, even though the person with the negative result was not me. The fears and anxiety that came from the thought of possibly losing a loved one caused me to act differently towards my family and strained my relationship with my mother. Knowing that there is nothing that we can do but wait for the next result at that time, my mother tried her best to stay calm. These experiences motivated me to choose this topic.

PROJECT BACKGROUND

With a population of 5.9 million people where 2,962,072 of them are women (Countrymeters, 2021), approximately 49.6% of Singapore's total population are women. 1 in 16 women are diagnosed with breast cancer, this means that an estimated 181,250 women in Singapore are diagnosed with breast cancer.

With such high numbers, early detection of breast cancer is unsurprisingly and critically important now. However, the education about breast cancer in Singapore are only given through Singaporean initiatives like Breast Screen Singapore (BSS) and The Pink Ribbon initiatives.

This proposal seeks to discuss whether these initiatives are sufficient to educate Singaporean women about breast cancer and how effective they are compared to initiatives from other countries.

PROBLEM OPPORTUNITY STATEMENT

“In Singapore, many women do care about their health. Breast cancer is the top disease (National Cancer Centre Singapore, 2020; National Registry of Diseases Office, 2019) that many Singaporean women suffer from. By performing regular breast self-examination, it will increase the chance of early breast cancer detection. The early detection will then lead to seeking early medical treatment and having an overall better chance to survive the cancer.”

HUNT STATEMENT

“I would like to conduct a study on breast cancer literacy in Singapore to find ways to improve the level of breast cancer literacy and to promote breast self-examination.”

KEY QUESTION

“How can Singapore women aged 20–35 be better educated on breast cancer, conduct breast self-examination to improve their early detection rate and to increase their survivability of breast cancer?”

OBJECTIVE

“To streamline the area of my study, I have identified three main objectives.”

01

To have more Singapore women aged 20–35 years old be more aware and be educated about breast cancer.

02

To have more Singapore women aged 20–35 capable of conducting a breast self-examination (BSE) regularly.

03

With the increase of the individuals' knowledge of breast cancer, they would be able to share with their friends and family (especially women) around them.

02 CONTEXTUAL UNDERSTANDING AND ANALYSIS



SEARCH STRATEGY

For a better understanding of this topic, secondary research methods, also known as desk research, was used to source for existing data that has already been collected, synthesised, and summarised to increase the overall effectiveness of the research (Stickdorn, Hormess, Lawrence and Schneider, 2018).

Secondary research avoids reinventing the wheel and helps me stand on the shoulders of giants when I start my primary research. This, allows me to quantify and qualify the sources, which included peer reviewed journals, credible government websites as well as published medical articles (Stickdorn, Hormess, Lawrence and Schneider, 2018).

Literature reviews were performed to identify some of the key factors and theories to support the hunt statement. Scholarly articles were sourced from databases such as Ebscohost, ProQuest Central and Science Direct journals through the SUSS Library catalogue. Other online sources, like up-to-date news on breast cancer awareness of Singaporean women, were also sourced credibly from news websites and commercial sources. Below is a detailed list of the breakdown of the search strategy.

Table 1: Consolidated Literature Search Strategy

| 01 | Search Key Words & Phrases |
|----|--|
| 1. | Breast Cancer Causes Symptoms Awareness Statistics of Breast Cancer Diagnosis (in Percentage) Screening Rate and Risk |
| 2. | Breast self-examination How Why What to do (Step by step guide) What should I do if I discover any listed symptoms |
| 3. | Young Women Define the age group Do they have common habits What are their usual lifestyle |

02 Online Information

This search was to find out existing research articles and information that were open source. It comprises of the following professional organisations such as:

- Local News Websites
- International News Websites
- Local Hospital Websites
- Local Cancer Organisation Websites
- Overseas Hospital
- Cancer Organisation Websites
- and relevant journal articles

03 Inclusion Criteria

1. Research articles must be published by credible and reliable sources such as:

- Local News websites
- International News websites
- Associate websites
- Professional websites

2. Research articles should be written by credible authors or corporate entities such as government organisations or educational institutions.

3. Research articles should contain relevant information such as breast cancer symptoms, causes, stages, effects, impacts, and preventions.

4. Google Scholar Databases for relevant resources and information.

5. SUSS Library for relevant resources and information.

6. Research articles should be written and published in the English Language.

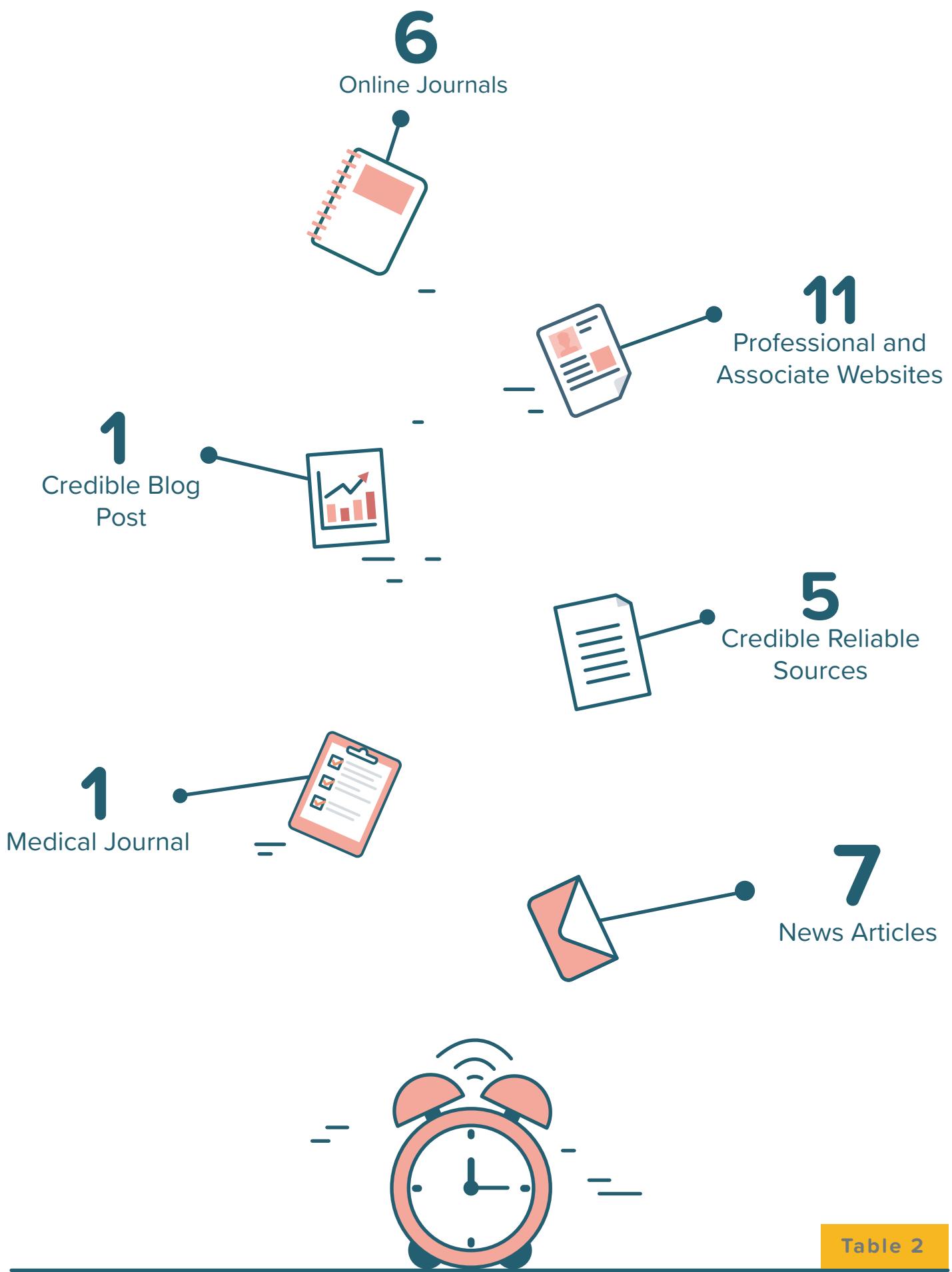
04 Exclusion Criteria

1. Articles that are published on personal blogs.

2. Articles that are based solely on personal opinion and not scientifically proven.

3. Articles that are published anonymously by unknown authors or writers.

Table 2: Types of sources used



LITERATURE REVIEW

Literature review was conducted to give an up-to-date overview of the state of breast cancer awareness. Newspaper articles were used as quantitative sources of statistics, while peer reviewed journals gave a broader qualitative discussion view on academic discussions and observations on Breast Cancer Awareness trends amongst Singapore Women.

Fact Probability of getting 01 Breast Cancer in Women

Based on the keywords that I used on a search engine, Singapore's cancer cases have been increasing over the years. From 2013 to 2017, 71,265 cancer cases were reported and of those reported cases, 51.6% are women. Amongst the 51.6%, the most common cancer affecting women was classified as "women breast", attributing a staggering 29.4% of the 37000 cases (National Cancer Centre Singapore, 2020; National Registry of Diseases Office, 2019).

In Singapore, breast cancer is the leading cancer among women; it attributes to a staggering 29.4% of the 37,000 total cancer cases in Singapore in 2019 (National Cancer Centre Singapore, 2020; National Registry of Diseases Office, 2019).

From 2011 to 2015, many young women below the age of 54 were diagnosed with breast cancer (The Straits Times, 2020; Kaur, 2020); There has been a twofold increase in breast cancer over those 4 years. From 2013 to 2017, 69.8% of women under the age of 54 are diagnosed with breast cancer (Gan, 2020; National Registry of Diseases Office, 2019).

Based on the previously mentioned statistics, most women in Singapore, regardless of age, were diagnosed with similar advanced breast cancer conditions (The Straits Times, 2020; Kaur, 2020). This shows that there is an average probability of 51.6% for women of all ages to be affected with breast cancer, proving that it is urgent for women to be educated about breast cancer, which can also lead to earlier diagnosis to improve their chances of survival.

Fact Poor Breast Cancer 02 Literacy

A qualitative study with thematic analysis was conducted with 36 patients, which showed that Singapore women, who were diagnosed with breast cancer, lack the knowledge of the causes and symptoms of breast cancer, and did not practise regular Breast Self-Examination (BSE). Their poor knowledge about breast cancer and their lack of regular BSE led them to only encounter late-stage diagnosis, leading to a higher chance of death from breast cancer (Ng, Lim, Liu, & Hartman, 2020).

Several sources of Singaporean healthcare providers state that “Early detection can increase chances of survival lifetime” (Gleneagles Hospital, 2021; Healthhub, 2021; SingHealth, 2020).

Fact Early discovery of 03 Breast Cancer

With the 51.6% probability of contracting breast cancer for Singaporean women, the decreasing age of Singaporean women contracting breast cancer, and their poor knowledge of breast cancer symptoms, the need to detect breast cancer earlier is much more important to increase the survival rate from breast cancer.

Singaporean women have been screening themselves for breast cancer more frequently in the past 5 years, and the rate of finding breast cancer at such screenings went up from 30.9% in 2017 to 38.7% in 2019 (Tan, 2020). However, the current screening rate is still not sufficient.

Literature Review Conclusion

Overall, people have little knowledge of what breast cancer is, the average Singaporean Woman is unaware of the various symptoms of breast cancer. This creates a problem as women with the lack of knowledge are unable to perform self-diagnosis, which prevents them from seeking help before it is too late.

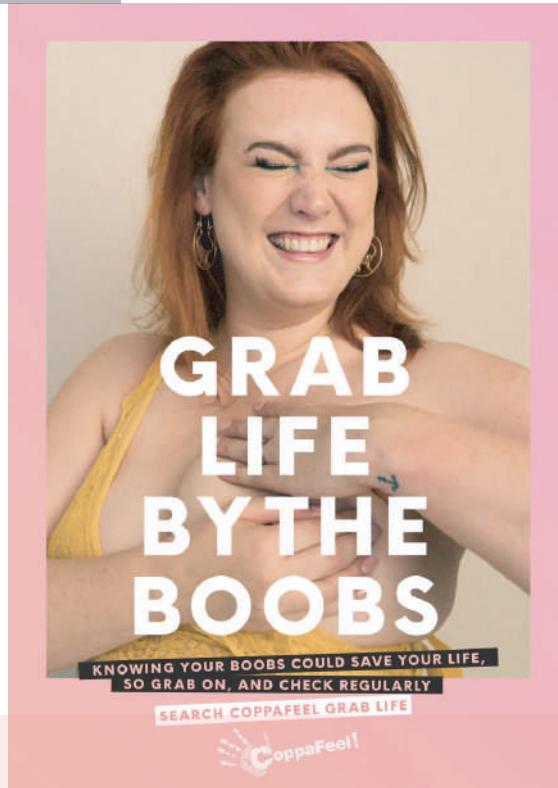
Hence, with these three main topics in mind, the next section will review several case studies about breast cancer outside of Singapore. Which will then be compared to the local initiatives carried out here in Singapore.

CASE STUDY REVIEW

Case studies from both Asian and Western influences were used to juxtapose the difference in creativity, innovation, their successes as compared to Singapore. These case studies helped set the tone for the literature review, which dove deeper into the context of Singapore's breast cancer awareness scene.

Online research of existing campaigns from other countries was done to know how the campaigns were executed. This knowledge was used to inspire many aspects of my idea generation.

CASE Grab Life 01 By The Boobs United Kingdom (UK)



"Grab life by the Boobs" is a campaign launched in UK in 2019, it is an ongoing effort to encourage young people to check their breasts regularly as symptoms can appear at any age. Coppafeel! believes that "Grabbing Life by the Boobs is not just an attitude but the best way to know [their] body and putting the future in [their] own hands". The poster above shows that a woman positively and confidently grabbing her boob. This directly tells the audience that it is very simple and there is nothing to be ashamed of. Besides this campaign poster, they released an impactful video and poster on their website which helped the charity raise a total of 29 million people across numerous social platforms contributing to a 28% increase in traffic to their website (Coppafeel!, 2020).

CASE 02 Know Your Lemons

United Kingdom (UK)



"Know your lemon" is an ongoing campaign that aims to educate as many people as possible about breast cancer through online mediums using their powerful educational materials in numerous languages, sizes, and formats. Their goal is to educate people of all ages and genders about breast cancer with no restrictions of schools and public media. Their design materials (shown above) assisted in educating people about early detection of breast cancer.

Other than this campaign poster, they released an educational video and mobile app to assist women in conducting BSE independently at their own pace and time.

This campaign has now been known around the world for its success as 96% of their audience are more confident in recognizing signs of breast cancer while 98% of them said that they would see a doctor when encountering possible symptoms. 92% of them would share with their family and friends about breast cancer and 93.8% of them had discovered their cancer at Stage III or earlier compared to those who had not seen the intervention (Beaumont, 2020).

CASE Pink Ribbon 03 Initiative

Singapore



In October 2020, the Breast Cancer Foundation was using the theme called "Shared Courage". By wearing a pink ribbon pin, people had a greater awareness of breast cancer which helped spread the importance of breast screening and early detection. The pink ribbon could be collected in multiple locations by their participating partners and hosts (Breast Cancer Foundation, 2021).

CASE LUX Soap 04 with a Lump

India



LUX Soap with a Lump was launched together in a collaboration with the Indian Cancer Society (ICS) and was aimed towards women during a screening camp in Maharashtra, India. Research had revealed that 75% of Indian women did not perform BSE as they were not comfortable doing the examination, this resulted in the early detection rate of breast cancer in India to be low.

Hence, LUX created a soap bar with a lump on it to constantly remind women to perform BSE when they are alone; they could perform it when they were in the shower. This product design successfully earned over 86,000 impressions and reached out to 9.4 million people on social media. Their helpline traffic significantly increased by almost 30% during a campaign regarding breast care for women (Wunderman Thompson, 2020).

CASE Your Man 05 Reminder United State (US)



Rethink Breast Cancer launched a self-examination application called “Your Man Reminder” to promote BSE. To promote the application’s launch, they released a cheeky and humorous video advertisement that showed a waiting room of a clinic featuring an attractive man demonstrating how to perform BSE. Dr Rothaford, who was a part of the campaign, explained that studies had shown women are more likely to watch a video if it features an attractive man.

The successful campaign video had been viewed 7.5 million times on YouTube, which proves that humour is an excellent tool to use to create an effective campaign despite the seriousness of the subject (Blankenship, 2011).

CASE Pink Plank 06 Challenge

Singapore



Also, in October 2020, to raise awareness of breast health in Singapore, the Singapore Cancer Society released a series of infographic posters and vouchers to encourage and educate women aged 50 and above about breast cancer (Breast Cancer Foundation, 2021). They arranged a month's worth of aerobic exercises for interested participants to sign up and participate in. Each participant could also challenge themselves to perform the Pink Plank Challenge.

The Pink Plank Challenge required the participant to video themselves attempting a 1-minute plank while wearing pink clothing and upload their video submission onto their social media platforms. Participants were also required to tag three other friends on social media, and the post with the greatest number of “likes” would win that challenge.

Case Study Review & Overall Analysis

Comparing the six cases of breast cancer initiatives, in the campaigns of Case Study 1 and 2, several attention grabbing posters were used to shout the idea that Breast Cancer is something that is important and that it is easy to check for it. These posters, were simple yet effective. With a success rate of having millions of women learning and being aware of Breast Self Examination and the symptoms of Breast Cancer,

For Case Study 3 and 4 , being in more conservative societies like Singapore and India, other methods were used to spread awareness. Through using more simple items like a pin to show representation for Breast Cancer awareness to a soap with a lump, these methods exhibit the use of products with a purpose. Enabling women to go for Breast Cancer Examinations and calling into helplines seeking for help.

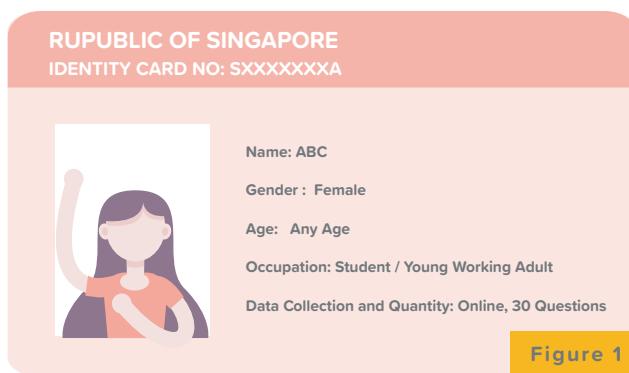
Lastly, for Case Study 5 and 6, using viral social media methods, Rethink Breast Cancer and the Singapore Cancer Society had found success in appealing to the masses. Your Man Reminder though an innovative and humorous advertisement had used attractive men to demonstrate BSE, to educate and entice women. Singapore Cancer Society on the other hand, chose to appeal through a challenge instead. In organising a plank challenge with several other aerobic excercises, woman aged 50 and above were engaged to share this initiative and spread awareness.

With such a variety of initiatives, it is clear that perhaps Singapore could adapt a more attention grabbing campaign like that of case study 1, 2 and 5 but coupled with a simple product like that of 4 to increase awareness and to educate younger women on BSE.

PRIMARY RESEARCH (ONLINE QUESTIONNAIRE)

Based on the Key Question and supporting questions listed above, a questionnaire was created. The Selection Criteria for the questionnaire are listed in the image below (ID card) while open-ended questions that could not be asked in the questionnaire had been further questioned in a face-to-face interview with 3 individuals.

Figure 1: Selection criteria for sample group (Questionnaire)



Ethical Considerations

**Please note that the ethical considerations applies to Face to Face Interview

For ethical considerations, all personal or non-personal data and voice recordings of other people (Participants) will be collected with acknowledgements and consents. The Participants' data will only be used within this project and are compliant with the Personal Data Protection Act. The data collected and used includes, but are not limited to:

- Participants' Name
- Participants' Gender
- Participants' Age
- Interview Recordings
- Participants' other necessary data collected

Whenever a survey, questionnaire or interview was conducted, the Participants were informed, and acknowledgements were collected based on the agreement written below:

“All personal data and voice recordings collected will only be used within this project and are complying to the Personal Data Protection Act (PDPA). By reading this paragraph, you have acknowledged and given consent to Wong Shu Ting to collect any personal or non-personal data that is required for this project, should you not choose to opt out at this point.”

Finding / Insight from Online Questionnaire

**Please note that the online questionnaire question + results is attached in appendices

60 % of my 30 participants
are at least a degree holder.

Finding

** Finding 1

36% of the participants' favourite drinks are plain water & tea.

** Finding 2

10 out of the 30 participants spend their free time sleeping.



** Finding 3

Surprisingly, 8 of the participants (the highest number) like Korean, Japanese and Asian Cuisines.

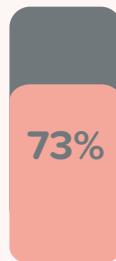
** Finding 4

9 out of the 30 participants' hobbies involves exercising, namely: Rock Climb, Swimming, Badminton, Gym, Hiking, Working Out.

Highlight



of participants believe Breast Self Examination (BSE) is important



of them do not perform BSE



of them do not know how to perform BSE

Overall



Overall, many of them are aware of breast cancer and BSE, but similarly, many of them are not literate on breast cancer and they do not know how to check or deal with it if it happens to them. Surprisingly, many of them have relatively healthy routines; they have the habits of keeping fit and having enough time to rest and sleep, and their favourite drink is plain water. Based on these results, I would like to explore deeper to draw more insight in generating possible ideas to increase breast cancer literacy.

PRIMARY RESEARCH (FACE TO FACE INTERVIEW)

For the purpose of having a deeper understanding and insight of Singaporean women's views on breast cancer, I shortlisted and invited 3 individuals who participated in the questionnaire for an interview session. The interviews were done through a Zoom meeting which were recorded and transcribed. The three participants are shown below:

Figure 2: 3 ID profile of my three participants

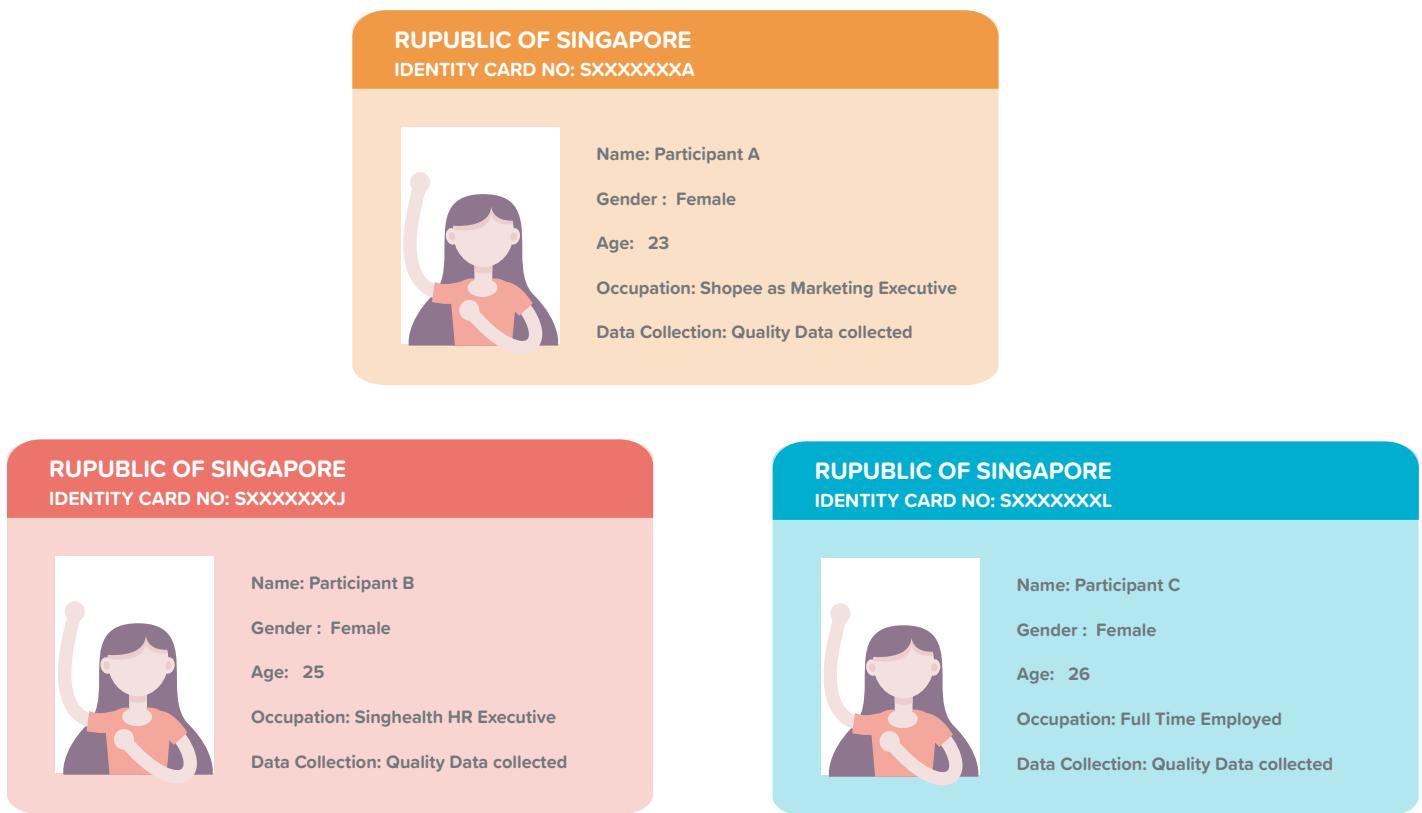


Figure 2

Table 3: Finding / Insight from three face to face interview

**Please note that the interview transcript is attached in appendices

Table 3

| | | |
|--|--|---|
| habit to carry water | believes it is very important to start breast cancer education / talk at a young age | suggested using the latest social media platform to send across information about breast cancer |
| (A) (B) (C) | (A) (B) (C) | (A) (B) |
| spent most of the time with family and friends | believe they are still young and it is not their time to care about breast cancer | believe BSE is important however, do not know how to perform |
| (A) (B) (C) | (A) (C) | (A) |
| Remember the colour of the ribbon | mention that the current campaign / awareness is not effective at all | Legend (G) Participant A (B) Participant B (C) Participant C |
| (B) | (A) (B) (C) | |

All three participants have the habit to carry a water bottle with them wherever they go as they enjoy drinking water. Participants A and C believe that one of the main reasons why they were not aware of breast cancer was because they believed that they were still young, and it was too early for them to care. However, they also believe that it is very important to have breast cancer education at a younger age, such as giving talks, brochures, and video education in secondary schools, which the current education system lacks.

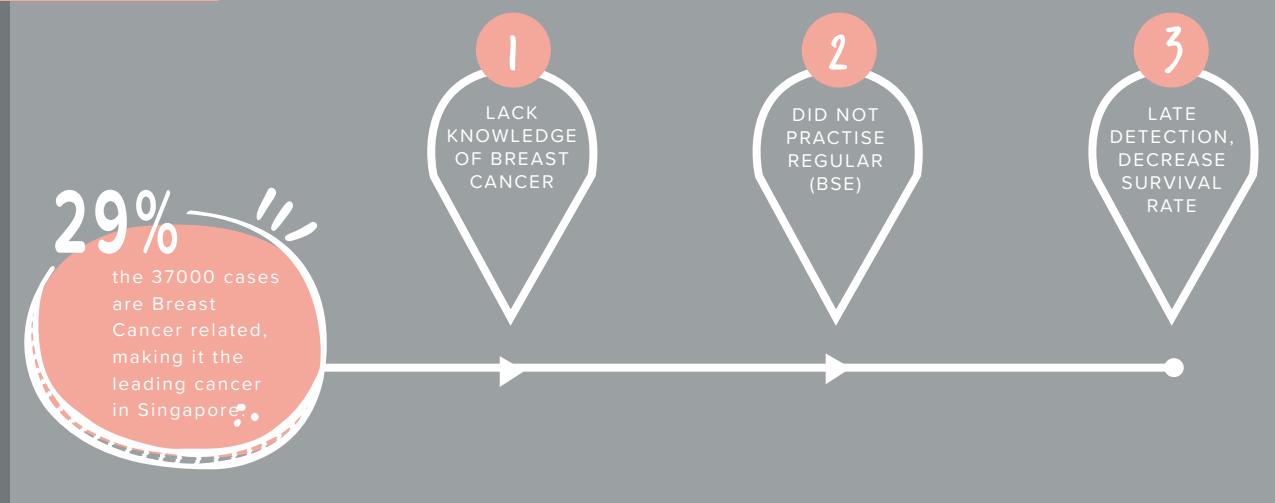
One of them had suggested to use the latest social media platforms, such as Tik Tok, Douyin, and Instagram, to share information about breast cancer that might increase the awareness and literacy of breast cancer. The participants would spend most of their time with family and friends, however they would not mention such a sensitive topic as it would be too weird and random to talk about it.

All three of the participants believe that BSE is important, however, Participants A and C do not know how to perform BSE at all. This show that the current public knowledge and campaigns are not effective at all as only one of them remember what the colour of the ribbon in Singapore's Pink Ribbon project is.

EXPLORATORY STUDY

KEY FINDING SUMMARY

LIT REVIEW



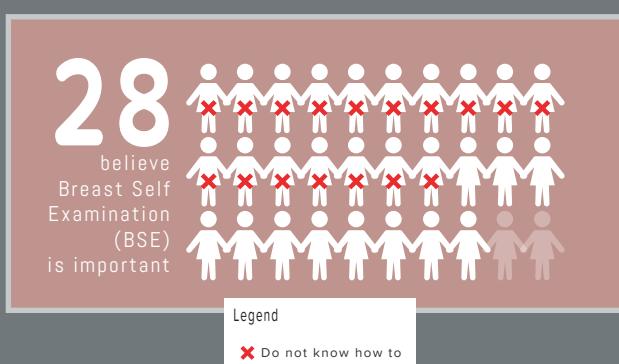
6 Case studies

of breast cancer initiatives showed results in many ways. The United Kingdom's blatant and direct advertising showed good results in raising awareness for breast cancer while LUX India's conservative initiative had also found a way to provide positive reminders to perform BSE in a conservative demographic.

Singapore's Pink Ribbon initiatives had successfully spread the connotation of pink ribbons or pink coloured activities being breast cancer related but was short lived. Hence, by using India's LUX Soap campaign as a blueprint, Singapore could create an attention grabbing, yet conservative, solution to help increase breast cancer education and increase comfortability with performing BSE.



30 Participated online survey



3 Interviews

**Please note that the numberings are indicators of individual findings
** Repeat numberings refer to the same/similar findings

A

All
participants
agreed that

- 1_breast cancer knowledge is lacking
- 1_breast cancer knowledge should be taught as early as at the secondary school age
- 2_BSE is a crucial checkpoint for early detection
- 2_many do not know how to conduct a BSE

B

All 3
participants
like to

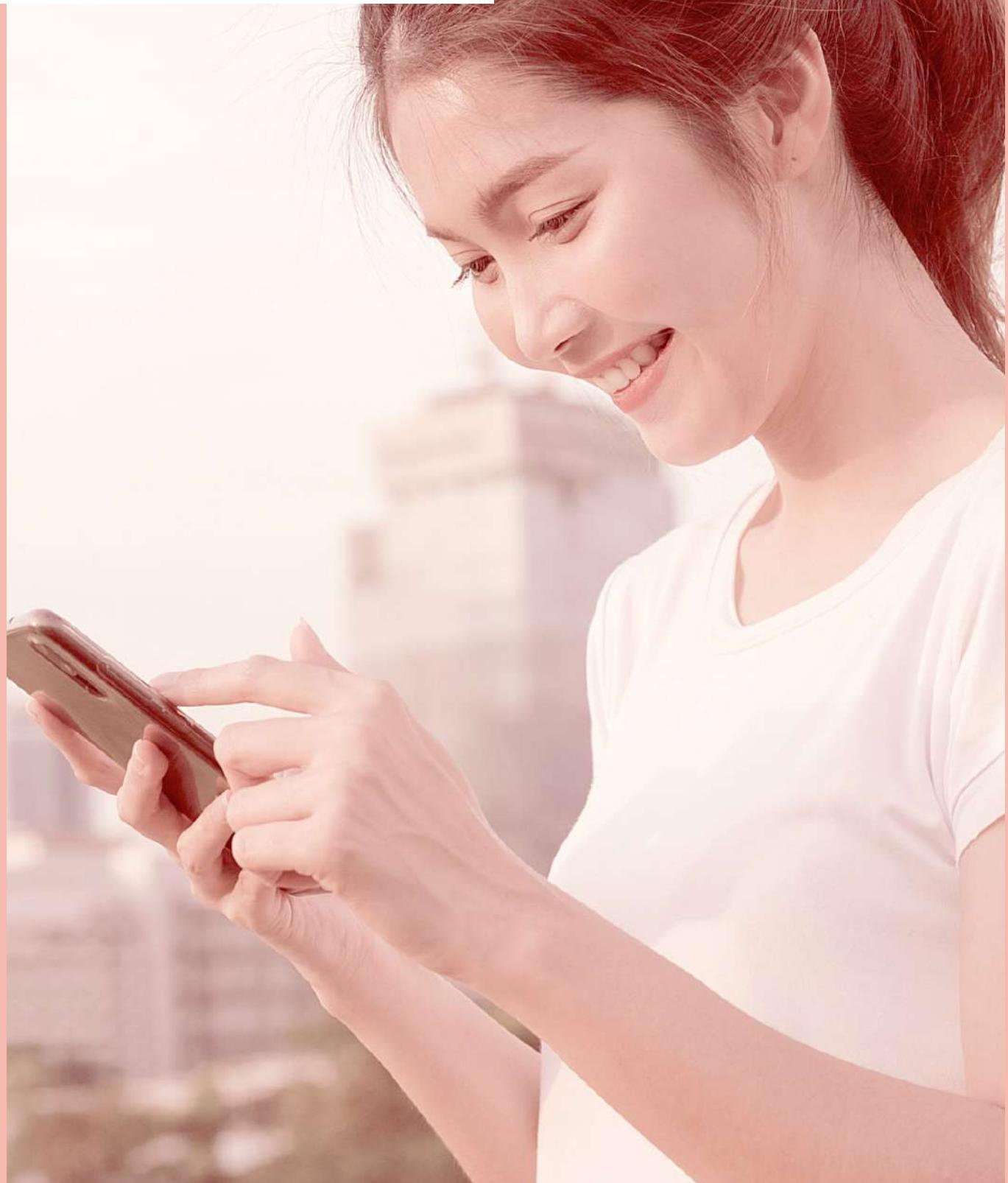
- 1_exercise by running, swimming, dance, pole dance, gym, or hiking
- 2_eat healthy with home-cooked food or spicy food
- 3_drink lots of plain water
- 3_carry a water bottle with them everywhere
- 4_do leisure activities like shopping, eating, movie, or cooking
- 4_spend most of their time with family members and friends on weekends

C

They
suggested
some solutions
like to

- 1_Bigger Pink Ribbon roadshows
- 2_Free or subsidised breast screening
- 3_BSE instruction materials including video demo
- 4_Using social media platforms like TikTok, Instagram, and Douyin
- 5_Using influencers to educate their followers about breast cancer
- 6_Have an application that contains accessible information about breast cancer

03 SYNTHESIS AND IDEA GENERATION

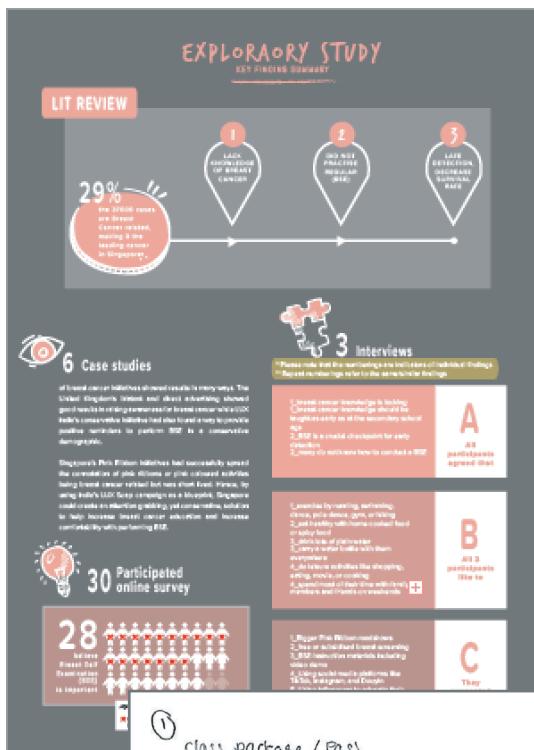


DESIGN DIRECTION

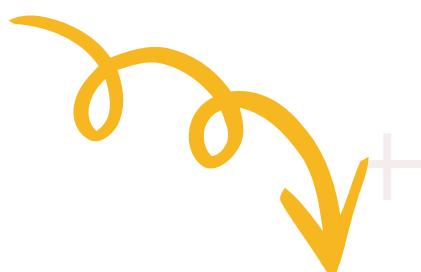
A visual key summary of my exploratory study, as shown in page 24, helps to summarize my insights from the literature review, online questionnaires, interviews, and case study references. Hence, the brainstormed responses to the criteria are listed below.

| Criteria | Response |
|-----------------|---|
| Client | Pink Ribbon, Singapore |
| Target Audience | 20 - 35 years old |
| Hunt Statement | <ul style="list-style-type: none">- Study breast cancer literacy in Singapore- Improve early detector for women in Singapore- Using BSE (breast self examination method) |
| Objective | Increase breast cancer literacy + Educate target audience to perform BSE + Process should be simple, easy and fun |
| Insights | <ol style="list-style-type: none">1. Do not know how to perform BSE2. Current ongoing conventional Pink Ribbon campaign is not effective (such as distribute brochures, self-collection of pink ribbon to put on) |
| Recommendation | <ol style="list-style-type: none">1. Bigger pink ribbon road show2. Free or subsidised breast screening3. BSE instruction material including video demo4. Platform: Social media (tik Tok, Instagram, Douyin)5. Influencer: To educate their followers6. Application: Information of breast cancer to be found easily all in one place |

CONCEPT DEVELOPMENT

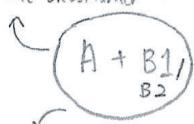


Based on the exploratory study key finding summary, an out of the box idea was explored. To kickstart the brainstorming process, ideas were drafted out on a sheet of paper, the details are on the next page.



① class package / Pass

Create an application that allows ppl to sign up for any kind of class such as: sym, pole dance, running, swimming etc +
complimentary class of wellness that educate Breast cancer



② wellness program

Create an application that allows ppl to seek professional help to learn how to get neck done properly

① water cooler installation

Install normal water cooler installation that have stickers / information of Breast cancer around the water cooler.
QR code could be implemented to allow people to scan for more information

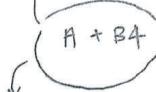


② special water bottle design

Inspired from lux soap case study, create water bottle that are obviously odd shape with lumps serve as constantly reminder to user to conduct BSE regimen
In addition, below the bottle cap, there will be QR code to allow user to find out more of the water bottle design meaning & Breast cancer information

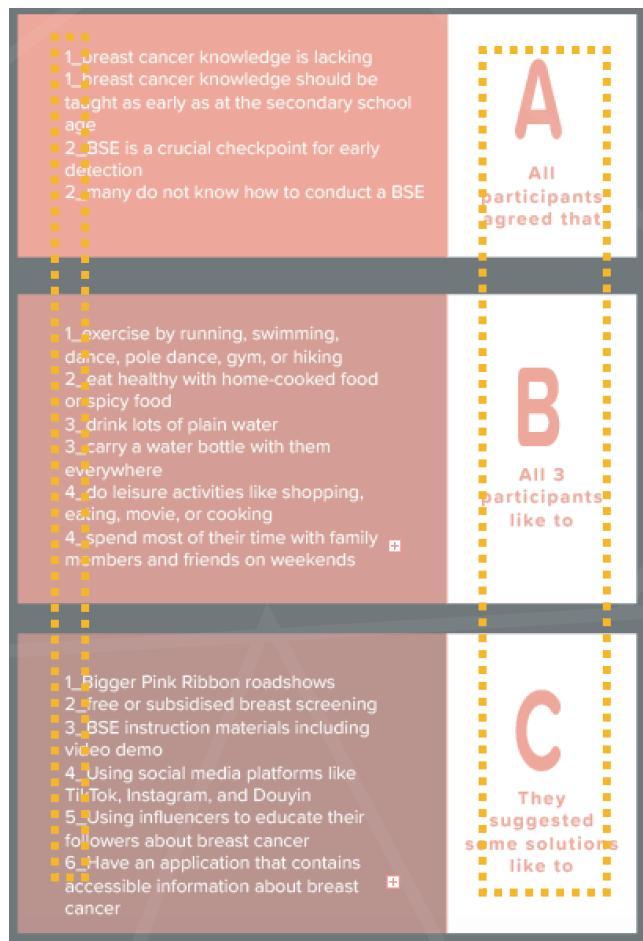
① Breast cancer education material

Inspired from "Know ur lemon" case study, create simple easy to understand material that allow parents / school to use at home/school to educate teenagers of Breast cancer is important or BCE. It could be flash card size, brochure with QR code in front of which video of BCE demonstration.



② everything comes in pairs

Inspired by block application.
By creating an application that allows people to buy movie tickets/ rooting class etc. By completing the activity purchased, it will be rewarded with points. This point could be exchange for a subsidize rate of check up such as mammogram.



Using the different findings that was collected were mixed and matched between each other.

For example, A + B1 refers to adding all the findings from A and B1 together, "All 3 participants like to exercise".

Hence, the idea of creating a class package that includes classes (exercise) that comes with content (information about breast cancer).



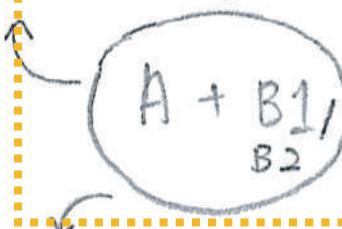
①

class package / Pass

create an application that allows pp1 to sign up for any kind of class such as:
sym, pole dance, running, swimming
etc

+

complimentary class of wellness that educate Breast cancer



②

wellness programme

create an application that allows pp1 to seek professional help to learn how to get check done properly

①

②

categorised in Sets A, B and C, possible wordings and ideas
in each category.

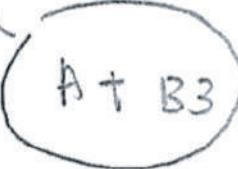
All the findings from Set A to the findings of B1, which was

package was created which allows participants to sign up for
complimentary wellness class to educate the participants

water cooler installation

Install normal water cooler
installation that have
stickers / information of
Breast Cancer around the
water cooler.

QR code could be implemented
to allow people to scan for
more information



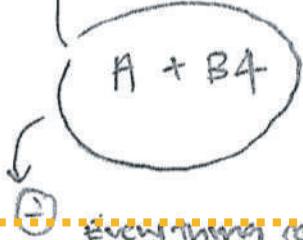
special waterbottle design

Inspired from Lux soap case study,
create water bottle that are
obviously odd shape with
lumps serve as constant
reminder to user to
conduct BSE regular

In addition, below the bottle cap,
there will be QR code to
allow user to find out more
of the water bottle design
meaning & Breast cancer information

① Breast cancer education material

Inspired from "Know ur lemon" case
study. Create simple card to understand
material that allow parents / school to
use at home / school to educate
teenagers of Breast cancer & important
of BSE. It could be flashcard size/
brochure with QR code to scan & watch
video of BSE demonstration.

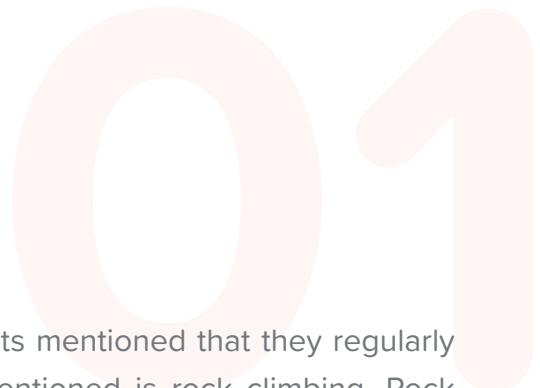


Everything comes in pairs

Inspired by Stock app. By creating an application that
allows people to buy movie tickets/
cooking class etc. By completing the
activity purchased, it will be rewarded
with points. These points could be
exchange for a subsidise rate of
check up such as mammogram.

With the brainstormed ideas and the results of the questionnaire and interviews, the final three proposed ideations are as follows:





In the questionnaire and interview results, 9 participants mentioned that they regularly exercise to keep fit, one of the activities that was mentioned is rock climbing. Rock climbing is a sport where participants climb up an artificial rock wall and reach the designated endpoint, usually at the top of the wall, using a predetermined route without falling off. Climbers would need to determine the correct boulder to use to climb up closer to the endpoint. This would often lead to climbers needing to remember the boulders they had climbed on to optimise their future climbs. It is a fun and simple experience that anyone can master the basics with little time and practice. Anyone can climb and embrace the exhilaration and satisfaction of completing their climb which can be a life-changing experience and reason enough to go on adventuring.

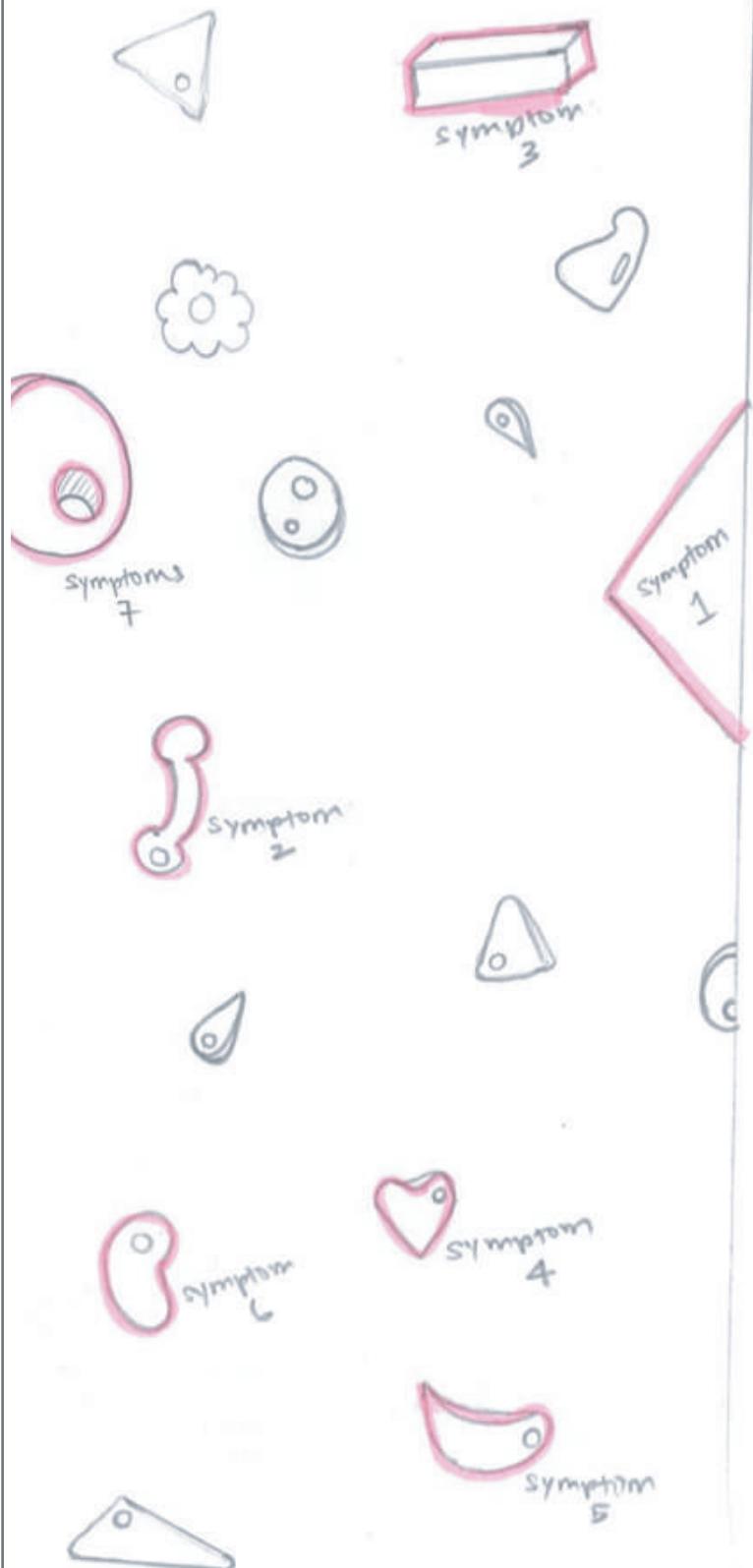
Climb Up to Health, shown in Image 1 on the next page, is a simple idea that utilises rock climbing as a basis. As mentioned above, climbers are inclined to be alert and be aware of the boulders and climbing routes of the rock wall. With the attention to the boulders and the need to be aware of their surroundings, this idea makes use of those boulders to spread awareness for breast cancer.

Starting from the rock climb wall, the intent of the rock climb is for the target audience to climb the rock wall as per usual. To retain the element of surprise, no descriptions of the symptoms will be written next to the corresponding boulder, the campaign message will only be released after they hit the top of the climb. This will increase shock element when the climber's hand touches a boulder with an abnormality, they could only feel these abnormalities as they cannot be seen by the naked eye. This is like the unusual growths of breast cancer that cannot be detected by sight, it can only be detected through touch.

When the target audience reach the top, the campaign message, "Breast Self-Examination is not that hard, you just climb it!", is revealed to them. This helps to emphasise the point that BSE is not difficult and increase the curiosity of the target audience to know more about BSE. Given their unique experience with the rock wall, they would want to try BSE themselves after the climb to try to justify the campaign message. This also tells the target audience that they can only increase their chances of early detection by conducting BSE on themselves.

Part 1 : Rock wall

Advertise message! // / / / /



Types of symptoms

1. bump
2. new shape/size
3. dimples
4. sunken nipple
5. growing vein
6. redness.
7. new fluid

Image 1

Part 2: Water bottle design

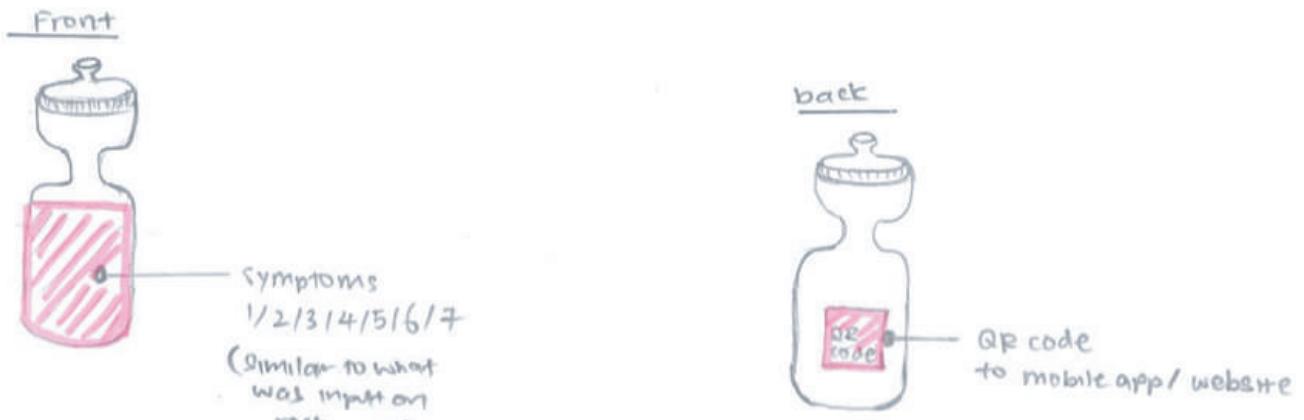


Image 2

The learning experience can be further enhanced by giving away specially made water bottles, as shown in Image 2, to the target audience after the climb. These water bottles will be wrapped with the same silicone or rubber-like material cover as what was used on the rock wall boulders.

To show the target audience that the unusual growths of breast cancer can only be detected through touch and not the naked eye, “hidden symptoms” were added inside water bottle sleeve. At a glance, it would look no different from any other water bottle carried around by anyone, but upon holding the water bottle, the target audience would feel the “hidden symptoms” and be reminded of the fact that breast cancer symptoms cannot be seen by the naked eye. These water bottles would also serve as a reminder to the target audience about the fun and easy experience they had from the climb and remember about what was taught to them about BSE. This will give the target audience a fun experience to learn and master how to perform BSE quickly.

The water bottle will also have a QR code printed at the back that can be scanned. By scanning the QR code, the participants will be directed to new mobile application that could be downloaded. The application has a step-by-step guide on how to conduct BSE, a list risk factors of breast cancer and a period tracking system that helps to remind them of their next BSE. The look and feel of the new mobile application should be easy to navigate and comfortable enough for them to want to use it often.

Lastly, if the participant would like to find out more about breast cancer and the Pink Ribbon initiative, they could use the newly revamped Pink Ribbon website, which is a conventional idea that will be explored in “All in One Healthy Breast”. The new website would give them access to details such as breast cancer symptoms, places that they could seek for help, and professional checks and details of upcoming pink ribbon campaign.

ALL IN ONE FOR HEALTHY BREAST

conventional idea

Current site map

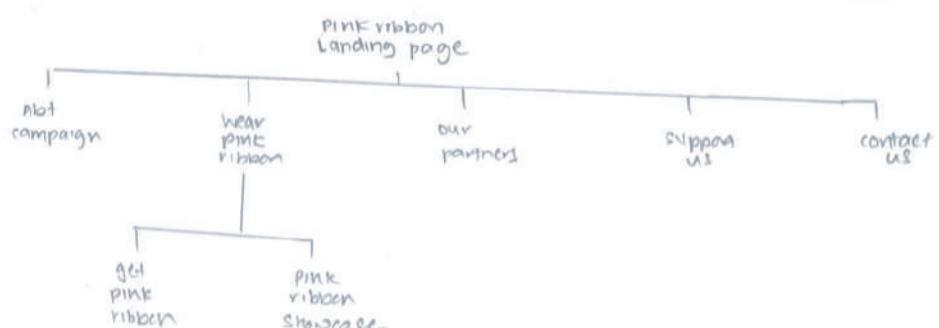


Image 3

* NEW site map

Legend

- move
- New add on

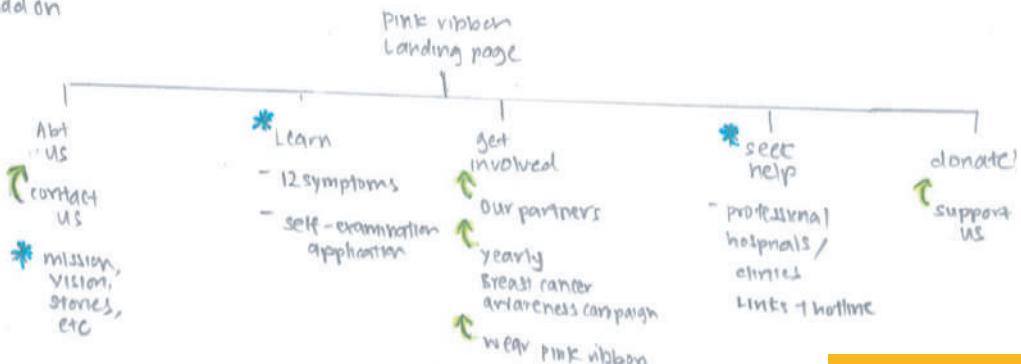
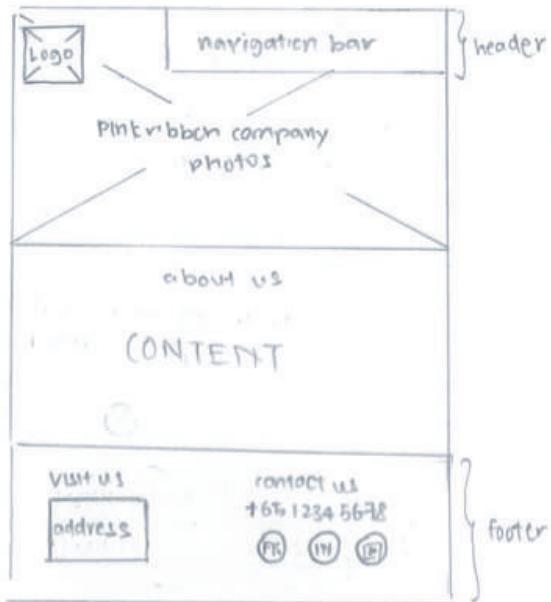


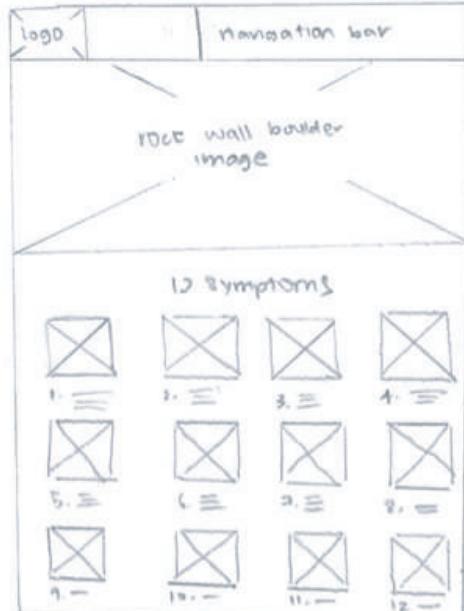
Image 4

Many Singaporeans are aware of the Singapore Pink Ribbon campaign. However, not many of them, like the interviewees, remember which cause the Pink Ribbon represents and how can one support the cause other than wearing a pink ribbon. The campaign was meant to raise awareness of breast cancer among Singaporean women, where the pink colour represents breast cancer, and the ribbon is a symbol for raising awareness for a cause in Singapore.

< About us >



< Learn >



< Get involved >



< seek help >



Image 5

However, Pink Ribbon Singapore's website, where the sitemap is as shown in Image 3 and the current web page design is as shown in Image 6, does not show any information on breast cancer symptoms, instructions on how to conduct BSE, or ways to seek professional help about breast cancer. Hence, even though breast cancer is becoming more common in Singapore, Singaporean women do not have any quick and easy access to seek reliable help or support online. This means that the only way to learn more about breast cancer is to visit physical doctors, this is not a fast and efficient way of enquiring such information.

The proposed website, "All in One for a Healthy Breast", with the sitemap shown in Image 4, and the web design shown in Image 5, is an idea that allows Singaporean women have better access to information about breast cancer, encourage them to conduct BSE on a regular basis, and allow them to seek professional help through a single website. Given the conservative nature of the Singaporean culture, users in Singapore would appreciate the privacy and convenience this idea could give by having it accessible from anytime and anywhere.

With this idea, users would be able to easily access details like breast cancer symptoms, places that they could seek for help from a professional, and how to conduct BSE.



Sharing Love

The theme for this year is "Shared Courage - Stronger Together. We Overcame". We encourage our colleagues to stand together in solidarity with women afflicted / struggling with breast cancer. The foundation hopes that the act of wearing the pink ribbon pins will help create early detection and breast screening.



WTPR Events

Drop by to get a pink ribbon pin and support our



Get a Pink Ribbon Pin

Locate the pink ribbon pins



About Our Stories

About Our Campaign

Breast Cancer Affects Us All...

Women are diagnosed with breast cancer every year. One woman dies from breast cancer every day.

Pink Ribbon Walk with a minimum duration of 5K.

Participants will go to Breast Cancer Foundation to support towards the Breast Cancer Community.

Pink Ribbon (WTPR) Campaign is an annual event organized by Breast Cancer Foundation during Breast Cancer Awareness Month (BCAM) in Oct (Breast Cancer Awareness, raise funds, and create awareness on the mission of "Educating breast cancer as a living disease". Stylishly designed pink ribbon pins are available island wide during BCAM; as the pink is an international symbol representing breast cancer and hope for breast cancer survivors.



Padmaja & Uma
Stronger Together, We Overcome

Padmaja and Uma are members of Shoppers & Heritage Association. When Uma discovered a breast lump, the doctor confirmed it was not cancer. She took a series of urgency to address awareness and the importance of screenings, especially among women who neglect their health.

Padmaja and Uma have since organized awareness programmes among women's wing. For the past three years, a contingent of more than 100 women support Pink Ribbon Walk.



Breast Cancer Awareness Month 2020



Saving Lives

"...". It is a rallying cry to everyone with a mother, sister, wife, aunty, friend or family member who have been diagnosed with breast cancer or who have passed on due to breast cancer. Breast Cancer Awareness Month is a time to create greater awareness of breast cancer and spread the important message



on Pin
by visiting our

Image 6

Campaign

03 About Breast Cancer Foundation

Breast Cancer Foundation (BCF) is a social service organisation with the mission to eradicate breast cancer as a life-threatening disease.

Set up in 1997, BCF is committed to raising awareness about breast cancer through talks, events and publications. We advocate early detection with regular screening. BCF supports survivors and their families through various counselling and training activities.

As an institution of a Public Character (IPC), BCF grant cause to the community with generous support from corporations, institutions, schools and the community.

For more information about BCF upcoming events and campaigns, visit www.bcf.org.sg or follow us on social media:

Facebook: Breast Cancer Foundation
Instagram: @bcfsg
LinkedIn: Breast Cancer Foundation
Youtube: BCF Singapore

Contact BCF at (65) 6333 6560 or enquiries@bcf.org.sg for more information.



Contact Us

Write To Us

Please select your enquiry:

Wear The Pink Ribbon

Your Name

Your Email

Your Contact Number

Your Message

Send

Image 6

Get a Pink Ribbon Pin

Pink Ribbon Pins will be available from 1 October to 31 October 2020 at the following locations below, hosted by our partners and supporters, while pin stocks last!

Search:

Outlet Address

Outlet Number

| Commission | 25 Napier Road, Singapore 256207 | 6836 42 |
|------------|---|---------|
| | 44 Jalan Merah Saga, #01-06, Singapore 278116 | 8571 11 |
| | 30C Loewen Road, Dempsey, Singapore 248839 | 9152 11 |
| | 21 Eng Kang Terrace, Singapore 388893 | 9841 31 |
| | 77 Hillcrest Road, Singapore 288951 | 8426 01 |
| | 80 Middle Road, Singapore 188866 | 9711 39 |
| | 64 Nanyang Place, Singapore 267208 | 8307 62 |
| | 87 Serangoon Garden Way, Singapore 559983 | 9117 39 |
| | 1 Swan Lake, Singapore 455700 | 8228 10 |
| | 41 Sunset Way, #01-21, Singapore 507071 | 8342 11 |
| | 8 Greenwood Avenue, Singapore 298198 | 8138 52 |
| | 1 Greenwood Avenue, Singapore 289499 | 9385 10 |
| | 3 Mount Elizabeth, Mount Elizabeth Medical Centre, #13-01, Singapore 228510 | 6235 60 |
| | 2 Silvert Street 3, SG Breast Centre, Singapore 529689 | 6936 61 |
| | 47 Jalan Burih, #09-01, Singapore 619491 | 6936 57 |
| | 18 Ah Hood Road, Map Hui Building at Zhongguo | |
| | 329983 | |

Image 6

TRENDING TO HEALTHY BREAST

Modern idea

It is a common sight in Singapore to see youth using their smartphones throughout the day to either listen to music, text their friends, or scroll through social media. Today's youth are more inclined to learn visually through trending videos on social media sites such as YouTube and TikTok. For example, the youth would watch trending videos on TikTok about a dance move that became popular, they would then learn the dance and record themselves on their own TikTok account for their viewers to watch.

“Trending to a Healthy Breast”, as shown in image 7, is an idea that takes advantage of the current methods of self-learning through social media amongst the youth. The idea would be to hire a popular influencer to record themselves in a funny or interesting way on how to conduct BSE and post them onto their social media accounts. Each post would end with the advertising message, “It is easy and fun, why don't you join me?”, and a URL address that directs viewers to a page that allows them to access details like breast cancer symptoms, places that they could seek for help or professional checks, and a period tracking system that will remind them of their next BSE. When viewers like the posts, they might repost them onto their own accounts that can spread the word even more, increasing awareness of breast cancer and BSE.

Image 7



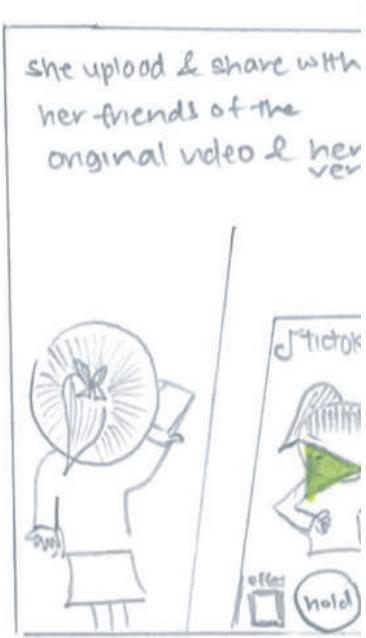
2



③



④



⑥

Eventually, will reach to
many & BSE is taught.



100k
share

Ideation

Conclusion

Overall, my target audience are at the peak of their life where they enjoy being active and live their lives to the fullest. They enjoy exercising like hiking, rock climbing, and pole dancing. From the questionnaire and interview results, the target audience are keen to perform BSE regularly, but they do not know how to perform it correctly.

Hence, to increase awareness and educate the target audience on performing BSE, Idea 1, an unconventional idea, could be used as it helps to show that performing BSE is simple, fun, and easy to remember. This would also let them remember the process better and perform BSE on themselves regularly when they are at home.

04 EXPERIMENTAL TESTING AND REFINEMENT

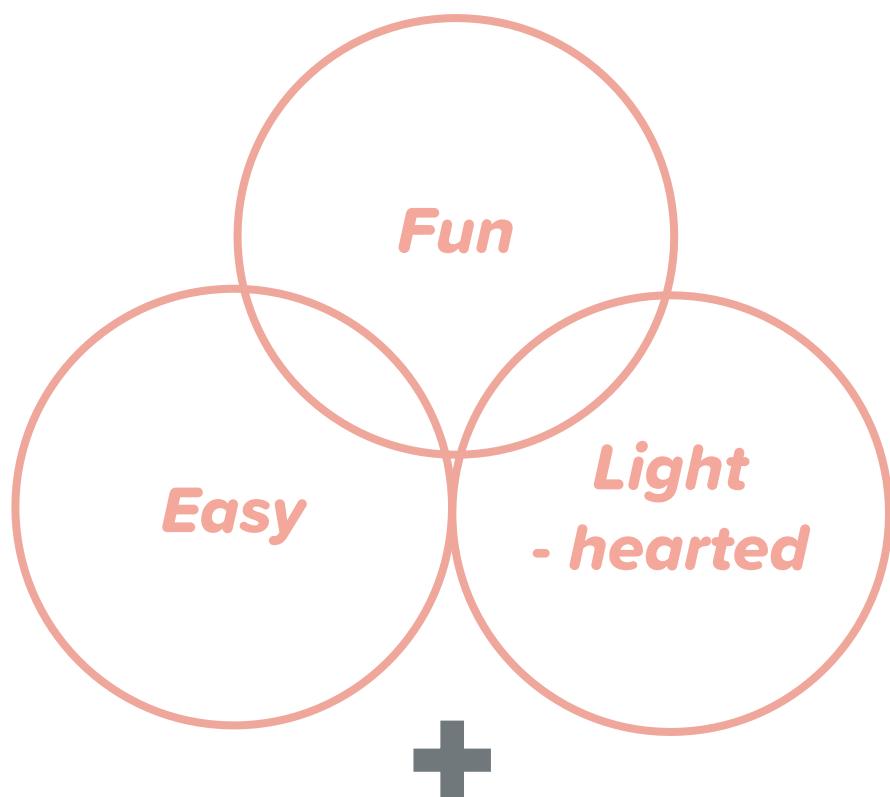


FINDING FOR DESIGN

This chapter explores the through process and design journey of Idea 1, “Climb up to Health”. It is an unconventional idea that would be impactful, fun, and memorable. Just like rock climbing, performing BSE should be simple, fun, and easy to remember, just like the campaign message: “Breast Self-Examination is not that hard, you just climb it!”.

The website and mobile app design will depict the following mood:

With the desired moods to depict, the colour used will be the same as the Pink Ribbon Singapore’s brand colour:



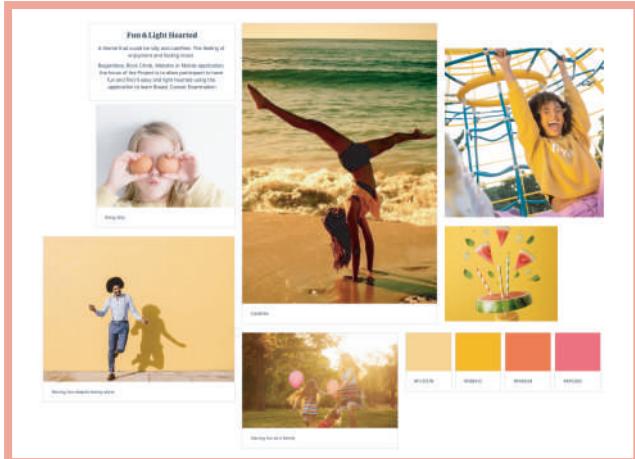
At the same time, I intend to retain the Pink Ribbon Singapore's brand colour,

Pink

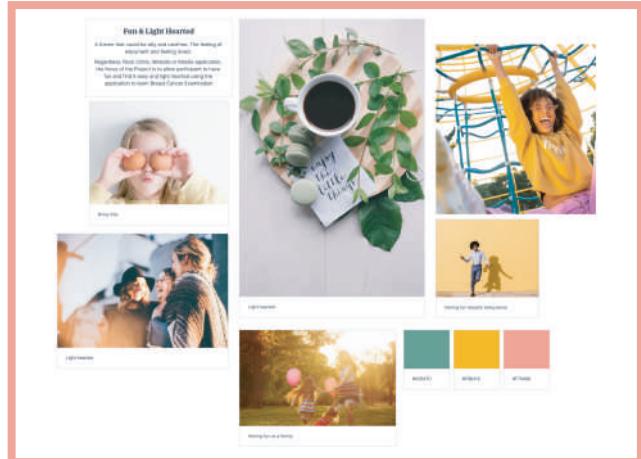
01 MOOD BOARD

The theme would be silly and carefree with feelings of enjoyment and feeling loved. The rock climb, website and mobile application will have the focus of light-heartedness and ease of use. Participants should be able to have fun using the mobile application to learn about Breast Cancer and BSE.

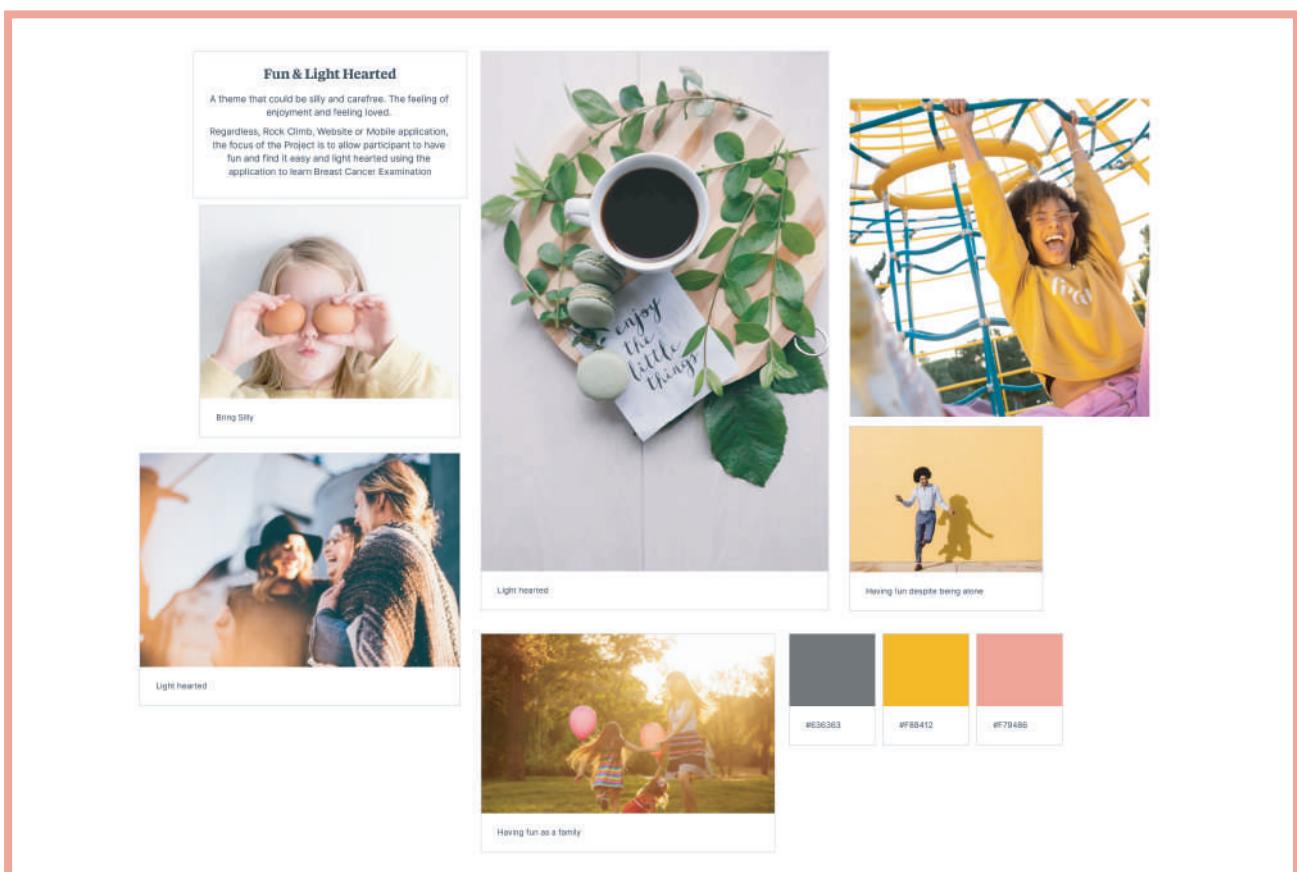
1st Draft



2nd Draft



Final



02 FONT SELECTION

The font used would be a San Serif font called "Proxima Soft", a rounded version of Proxima Nova, as shown in Image 8. This font gives the warmth and playful feeling while still being readable to readers, as shown in Image 9. This font has the flexibility needed with several of its alternative characters that customises the appearance of the font.

Proxima Soft would be used on the website, mobile application, and the campaign message banner shown at the top of the rock climb wall.



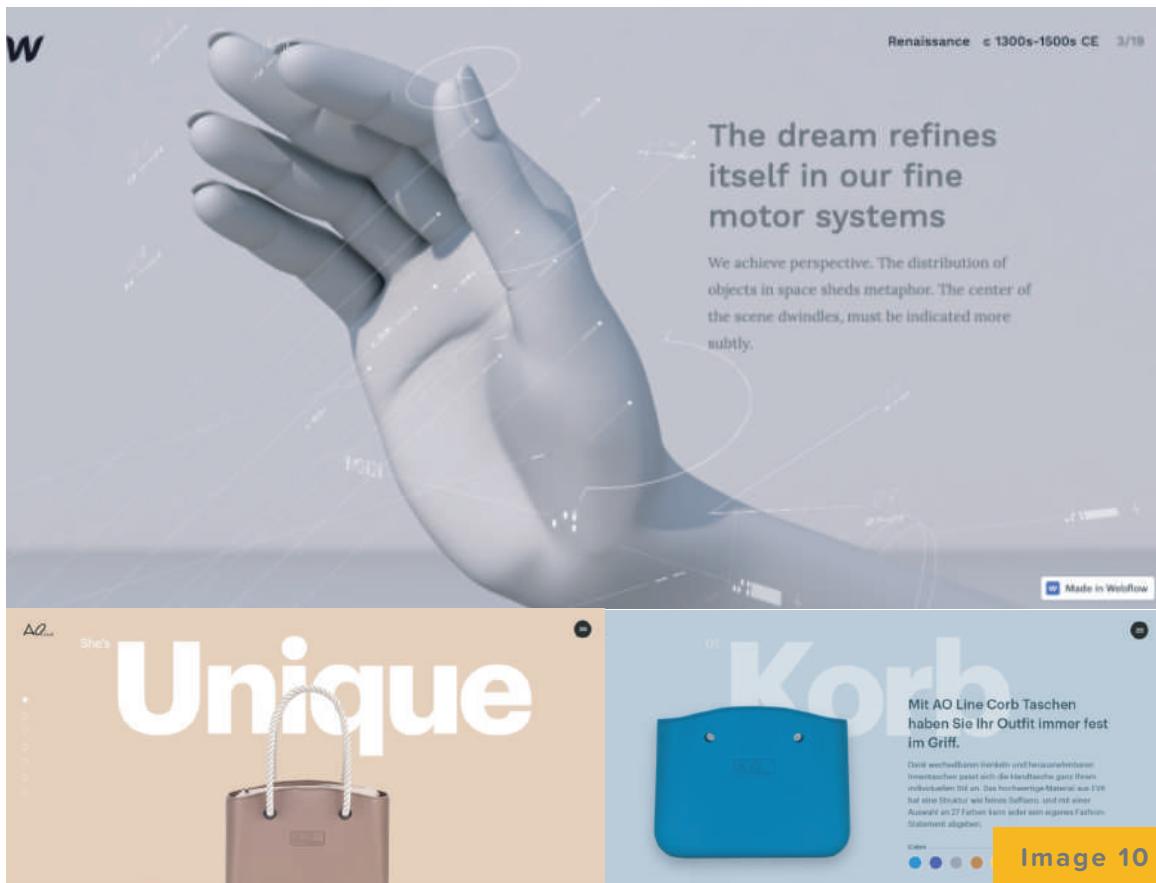
17th and 18th September
Teatro Duse, Bologna, Italy

GET YOUR TICKET!



Image 9

03 WEBSITE VISUAL REFERENCE



As many landing pages use the Z pattern, the website design will also use the same Z pattern to give users familiarity and lowers the difficulty of use in navigating the website.

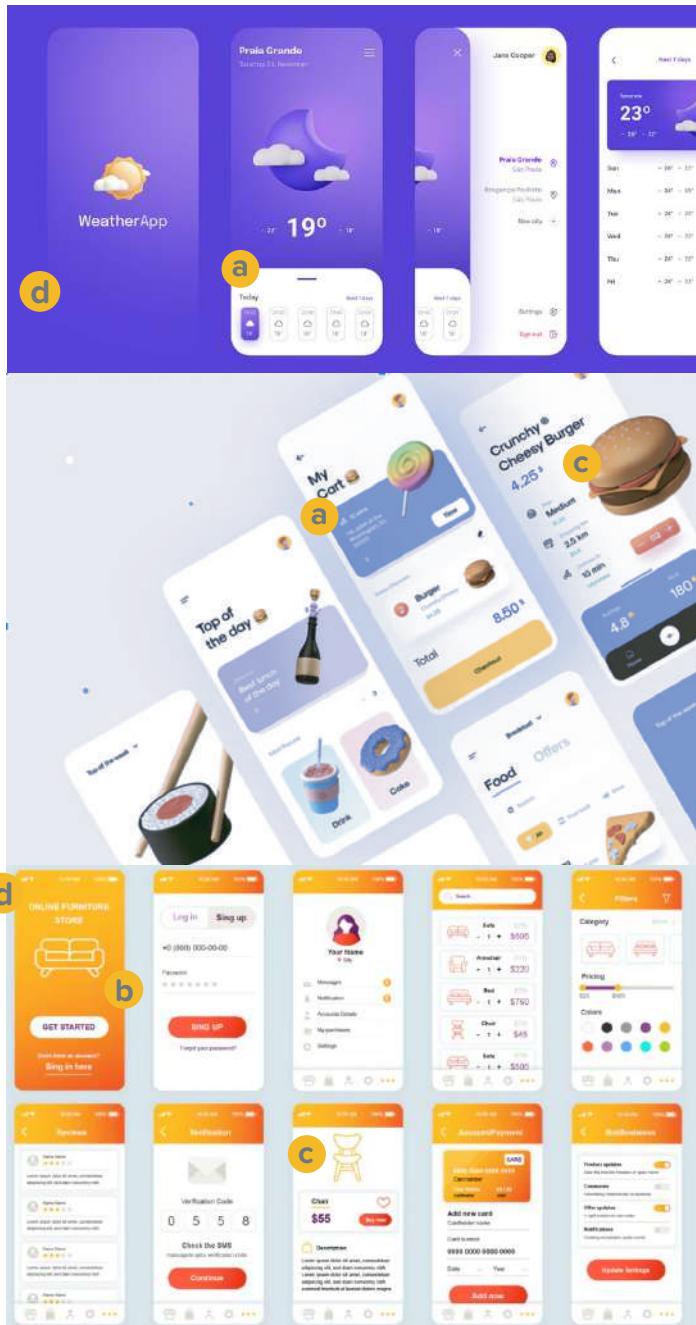
The colour scheme used is a single base colour, as shown in Image 10, where the other colours on the website are variations in saturations and hues from the base colour, including the lights and darks. This provides a uniform, monochromatic colour scheme to the website which is a smart design choice.

In addition, as the Pink Ribbon Singapore is the client, its pink brand colour will be the accent colour in the colour scheme. The pink accent colour would make important components, such as the “Donate” button, stand out and show the feeling of fun. Complementary colours would be used in contrast to pink to give the website a crisper and more refreshing feeling. Together with a whitespace layout, the colour scheme would be more pleasing to the eyes of the users, making it smoother and easier to navigate.

Lastly, to allow easier communication about information of breast cancer between the website and the users, the font used would be Serif fonts which are made of loops and whorls. The flourish of the font adds personality and elegance to the design while also makes sure that all information is still readable and comfortable to the eye.

04 MOBILE APP VISUAL REFERENCE

To maintain a consistent design across the two platforms, the same colour scheme and font type will be used for the mobile application. In addition, the design of the mobile application will also include the following aspects:



a Rounded corners to make the design look friendlier.

b Gradient with bright colours to make the application feel more light-hearted and pleasing to the eye.

c Illustrated icons and styles to make the whole application feel more fun and friendly compared to using real images.

d Focusing on just 1 main colour to give the mobile application a cleaner and tidier feeling.

LO-FI + HI-FI PROTOTYPES

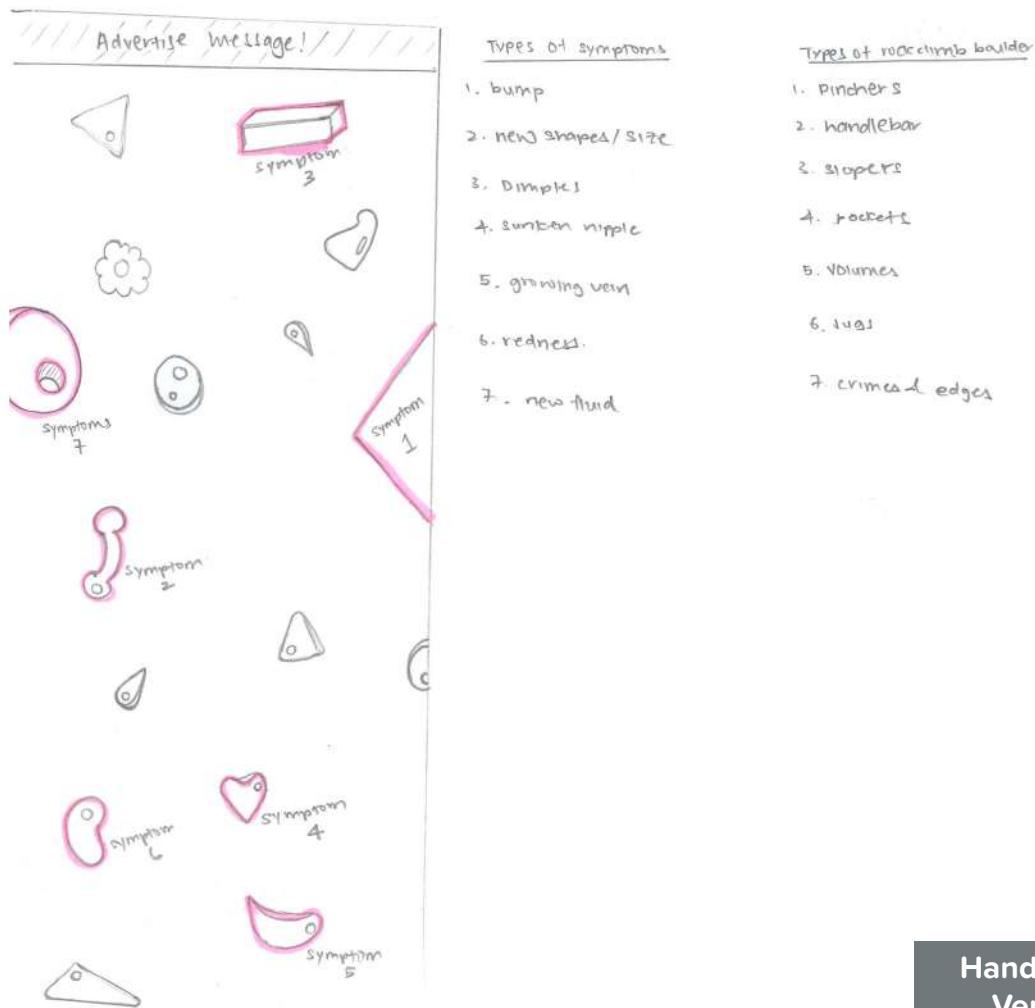
**Please note that all the feedback taken from interviewees and the supervisor are indicated in each wireframe, mock-up, and prototypes.

The intent of the rock-climbing wall is for the target audience to be aware about each boulder while climbing. Each of these artificial boulders will be wrapped with a silicone or rubber-like material that covers the boulders. Each of these covers will come in different shapes, sizes, and textures that represent different physical symptoms of breast cancer. While the climbers are climbing, they will be shocked when touching the texture of the boulders. Just looking at the boulders would not show any abnormalities and only on contact will the climbers discover anything strange about them.

IDEA 1:

climb up to a healthy breast (illustration +
photo shop (super-imposed
some symptoms))

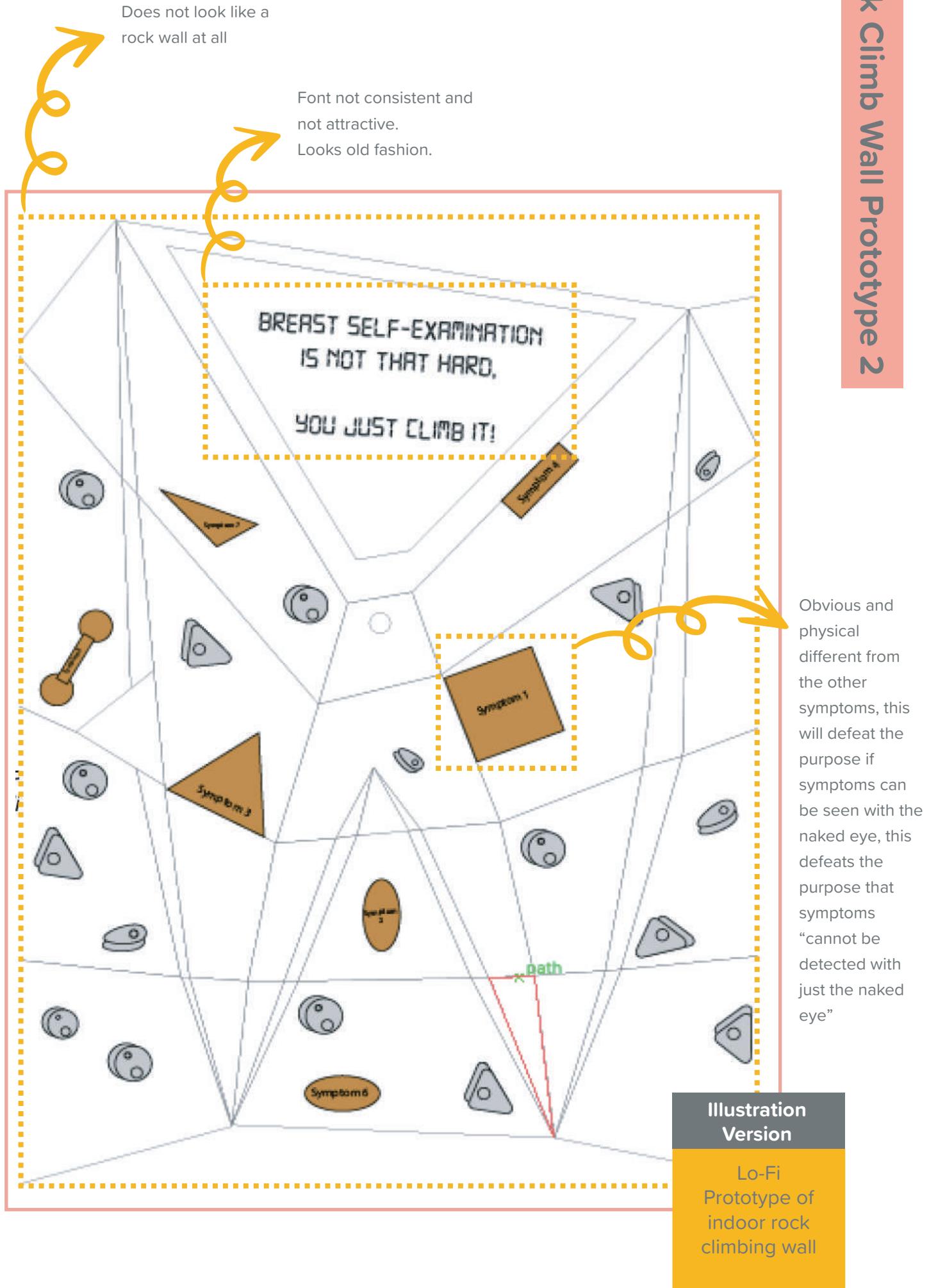
Part 1 : rock wall



Hand Drawn Version

Lo-Fi
Prototype of
indoor rock
climbing wall

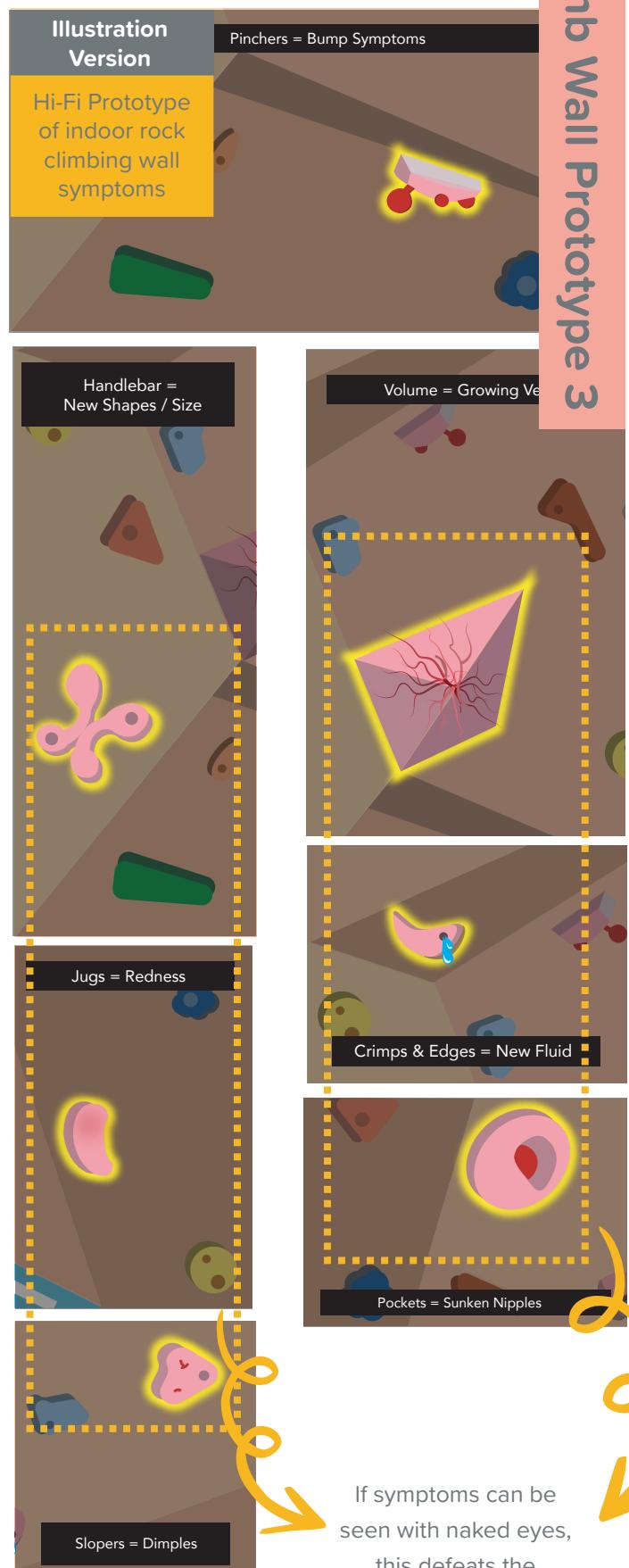
Rock Climb Wall Prototype 2



Rock Climb Wall Prototype 3



Participant A mention that the rock wall is a great idea. She personally loves the idea of rock climbing and that the top has the line "You just climbed it!"



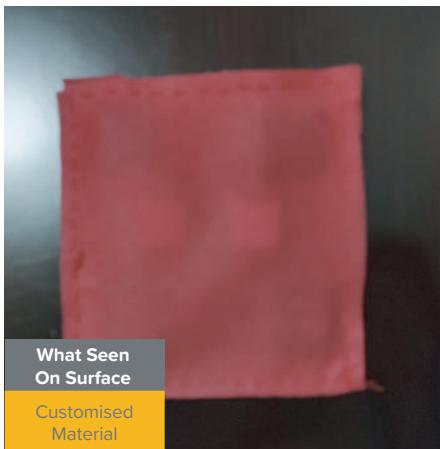
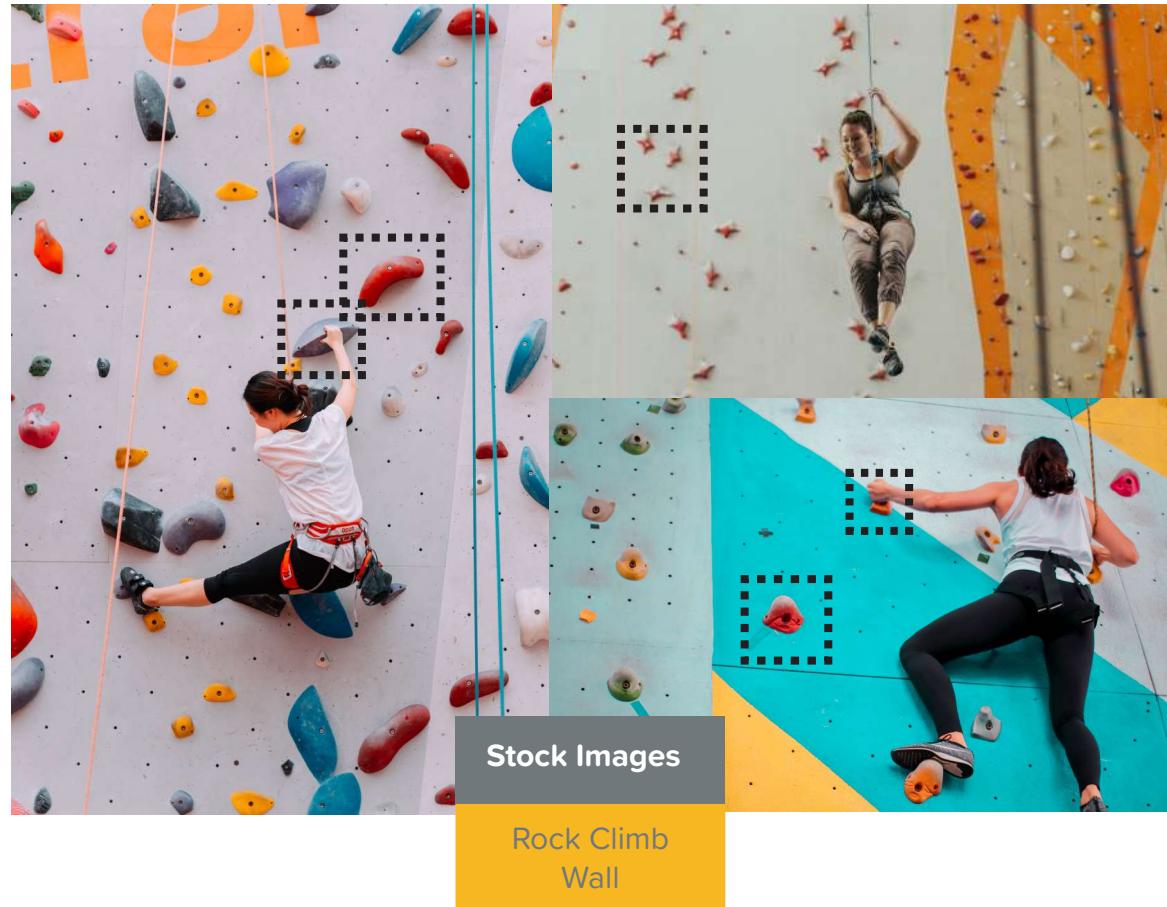
Rock Climb Wall Prototype 3



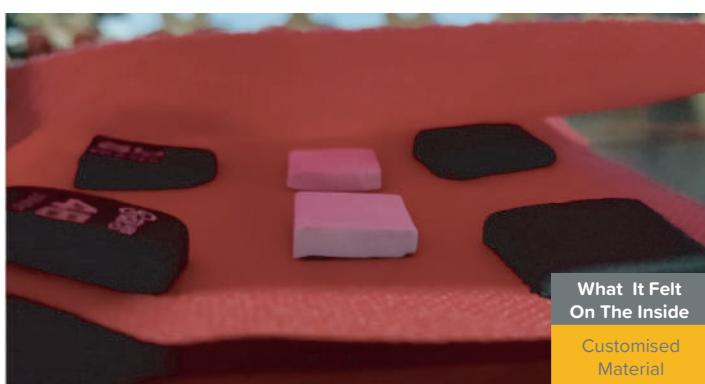
Superimposed Version

Rock Climb
Wall symptoms
Superimposed

Rock Climb Wall Prototype 4

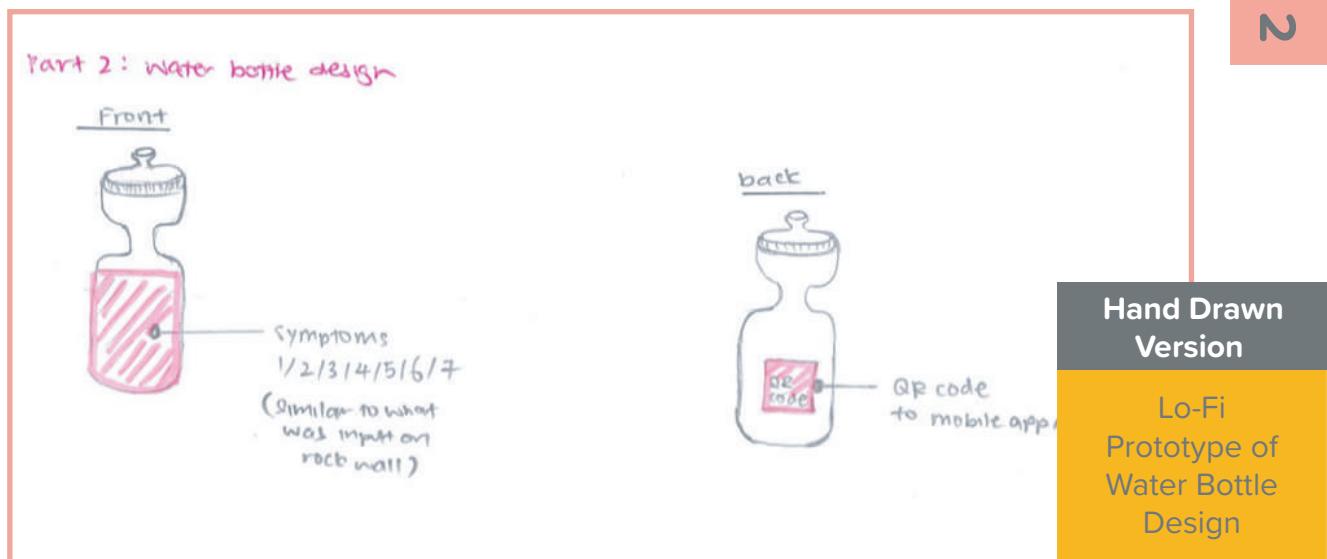


Customised material wrapped over the rock wall boulders



Water Bottle Prototype 1 & 2

The takeaway water bottle would look no different from the currently trendy and fashionable marble-patterned water bottles. However, upon taking a closer look and touching the bottle, participants would realise the bottle has ‘veins’ that are protruding along the sides of the bottle. This simulates breast cancer symptoms like protruding veins and lumps that are not visible with the naked eye; The water bottle looks like a regular bottle at the first glance but has unpleasant veins along the walls of the bottle. This would remind the participants of what symptoms to look out for when they perform Breast Self-Examination (BSE) and to also remind them to perform them regularly. This would also show to my participants that the only way to detect early signs of unusual growth is to perform BSE regularly. They can also scan the QR code printed on the side of the bottle to find out more about breast cancer facts and instructions to show how to perform BSE.



Subsequently, as mentioned in the ideation section, to let the target audience feel the unusual growths of breast cancer that cannot be seen with the naked eye, soft clay (pink) is used to create the “hidden symptoms” by sticking it on the inside of the water bottle sleeve. The outside of the sleeves will look no different from any other water bottle sleeve used. However, upon holding the water bottle, the target audience would feel the unusual “hidden symptoms” and be reminded that breast cancer cannot be detected with just the naked eye but only through touch. Hence, this will serve as a constant reminder of their rock-climbing experience and to conduct BSE at their own time.

A QR code will be placed here for the target audience to scan that will lead them to the BSE mobile application



Another layer of thin cloth will be wrapped on top of these “symptoms” to secure and hide them within the sleeves



Mobile App Wireframe 1

Scanning the QR code from the water bottle will lead you to the BSE mobile application download button. Alternatively, target audience may also access the Pink Ribbon website to find out more details about breast cancer before downloading the BSE application.

self examination app (lo-fi)

(self exam)

Risk profile

Screening plan

Hand Drawn Version 1

Lo-Fi Wireframe of Mobile Application

REMINDERS

BOOK APPT

BSE APP

Welcome page

SETTING

Self-examination

Risk profile

Screening plan

Book appointment

Hand Drawn Version 2

Lo-Fi Wireframe of Mobile Application

Mobile App Wireframe 2

BREAST SELF-EXAMINATION

GET STARTED !

Don't have an account?
[Sign up here!](#)

Login

User ID
Password
[Forgot password?](#)

Setting

Profile Picture
Notification
Edit my profile
Setting

Self-Examination

12 Symptoms of Breast Cancer

Risk profile

9 Things that increase your risk profile
Select any icon below to find out more!

AGE
Alcohol
Smoking
Exercise

Period Tracking Tool!

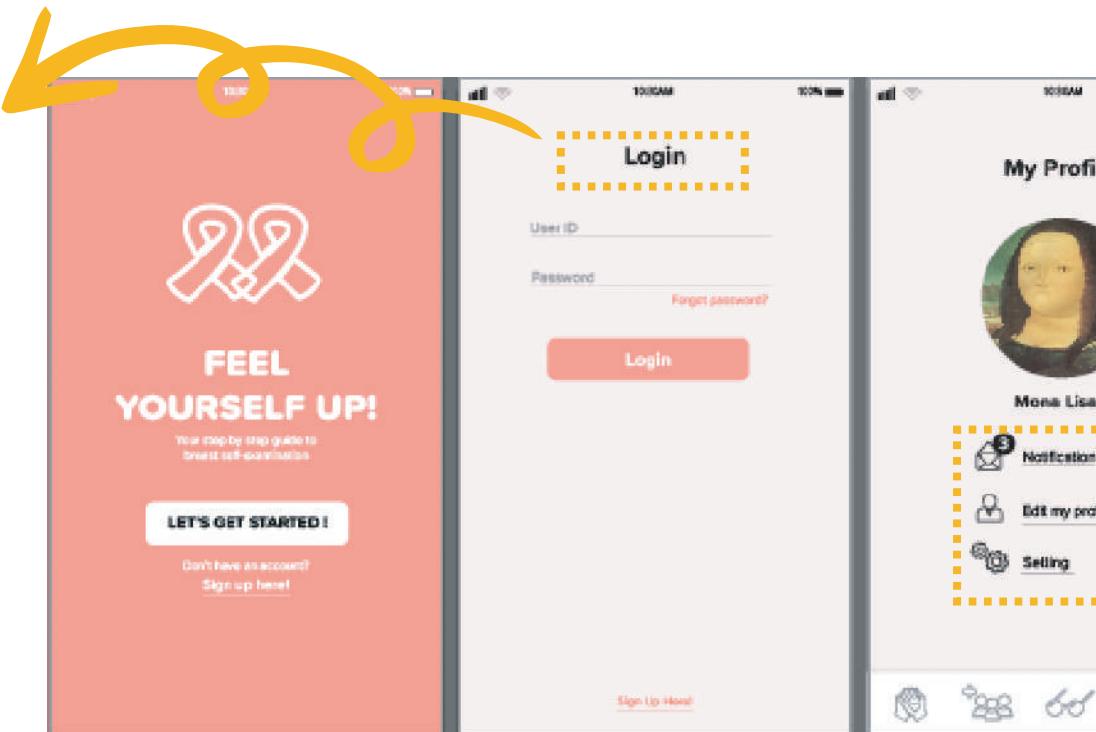
Booking Appointment

Illustration Version

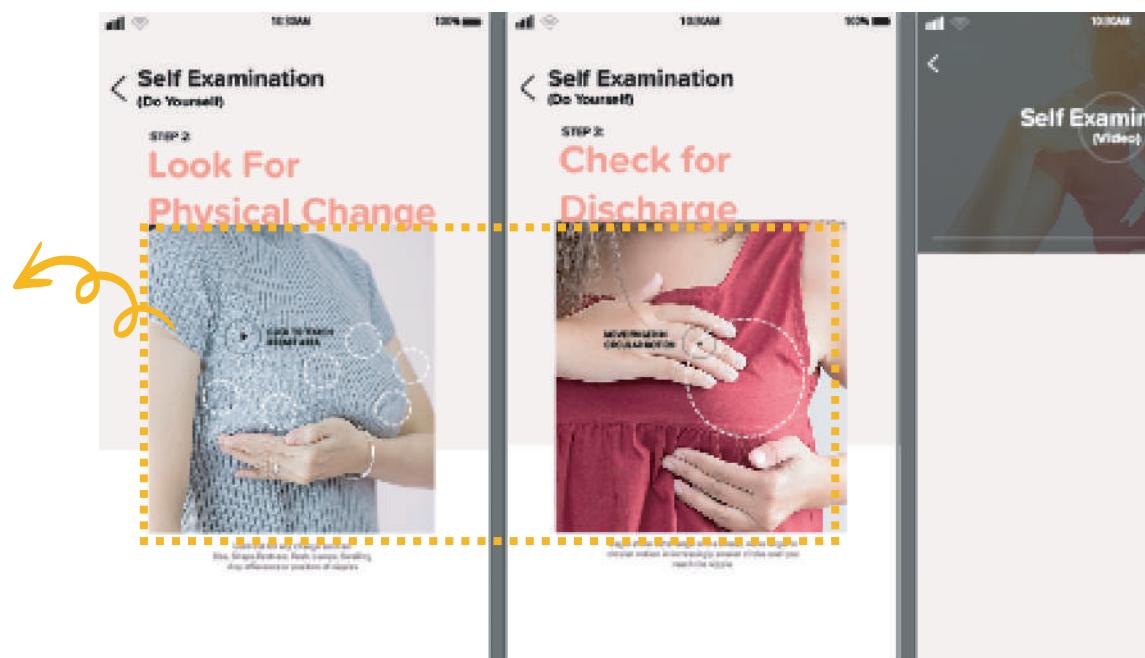
Lo-Fi Wireframe of Mobile Application

Overall:
Both Participants A and C mentioned that they love how it is easy to navigate and have no other comments

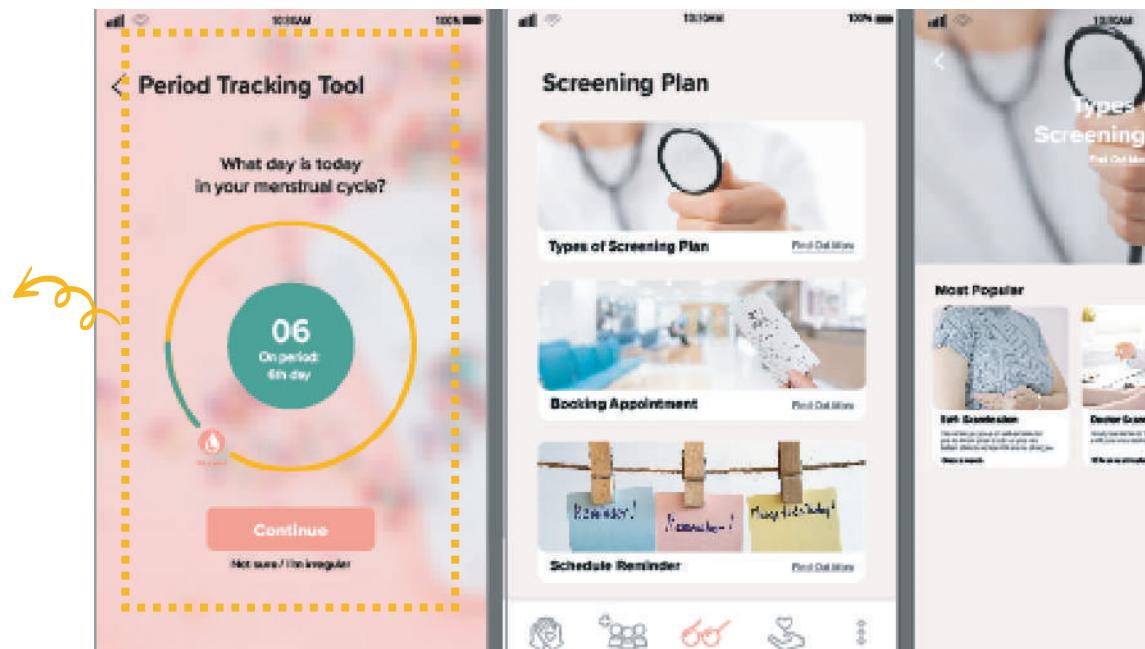
Its a repeat



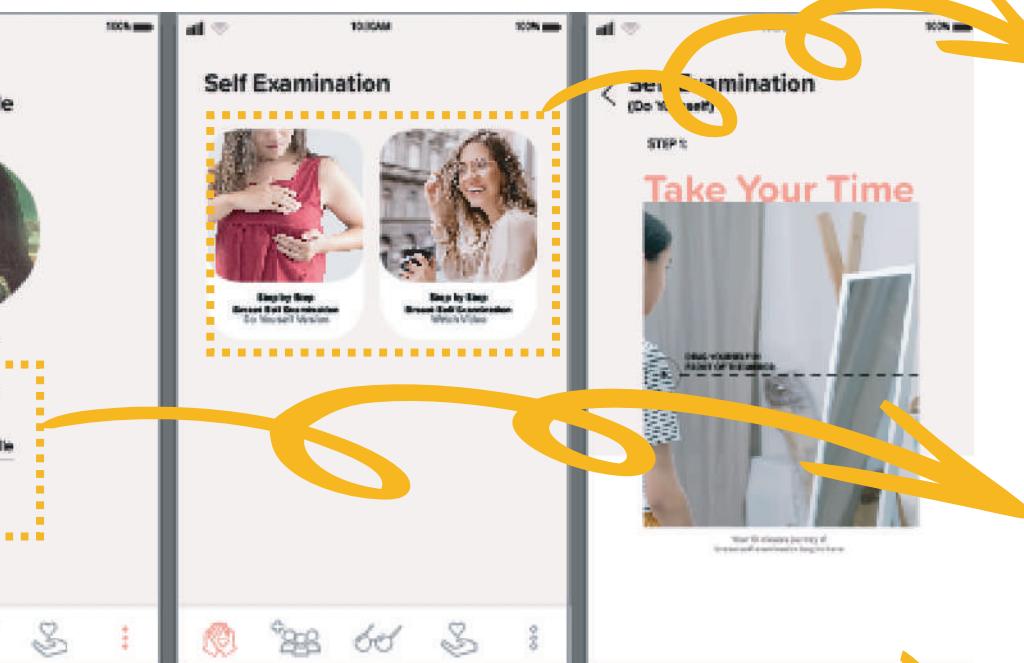
Some ladies wore red,
some wore grey. No
consistency and this
would lead to confusion.



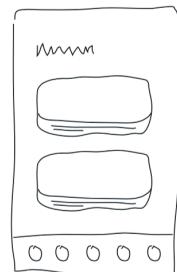
The texture background
is great, but it might be
better if it is a graphic
texture instead of a
blurred image



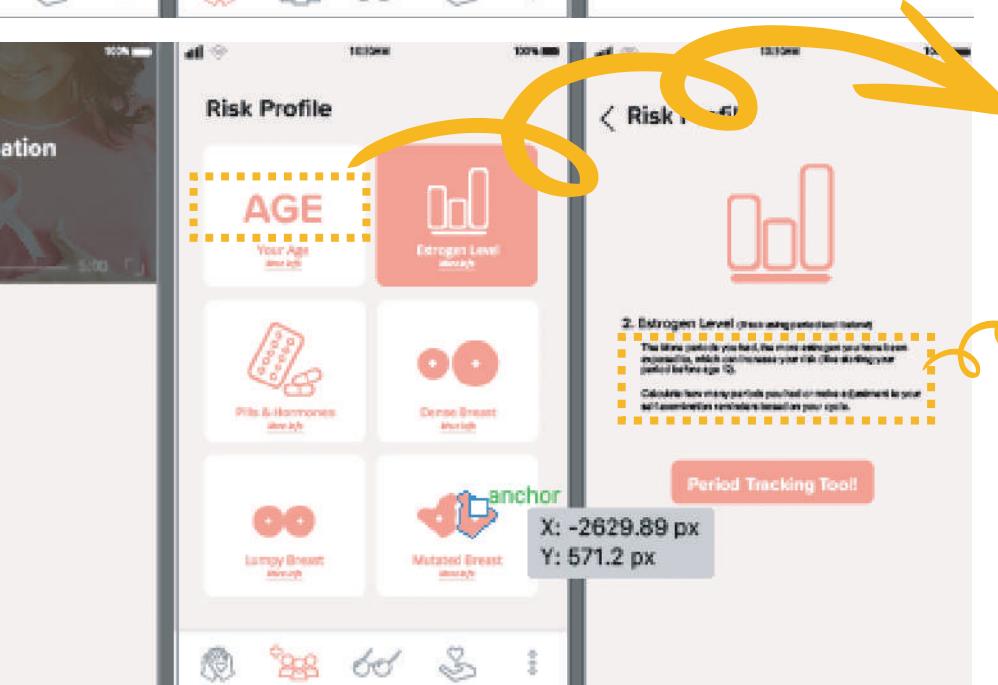
Mobile App Mock up 2



Re-arrange the buttons if there are just 2 buttons



Black text are harsh



A graphic, like a calendar, could be used to represent this

Bigger fonts size is better

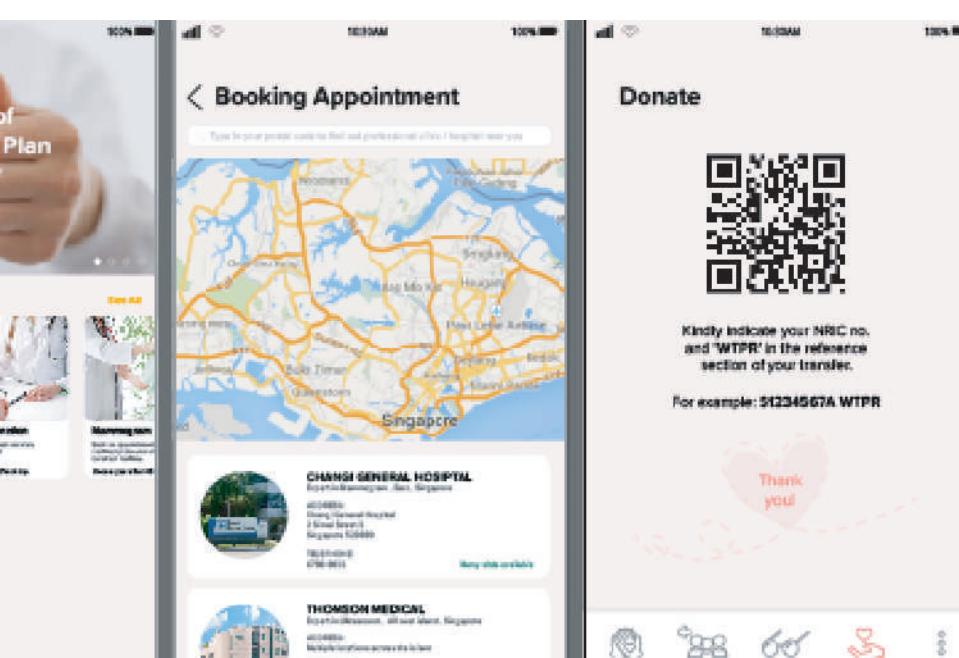
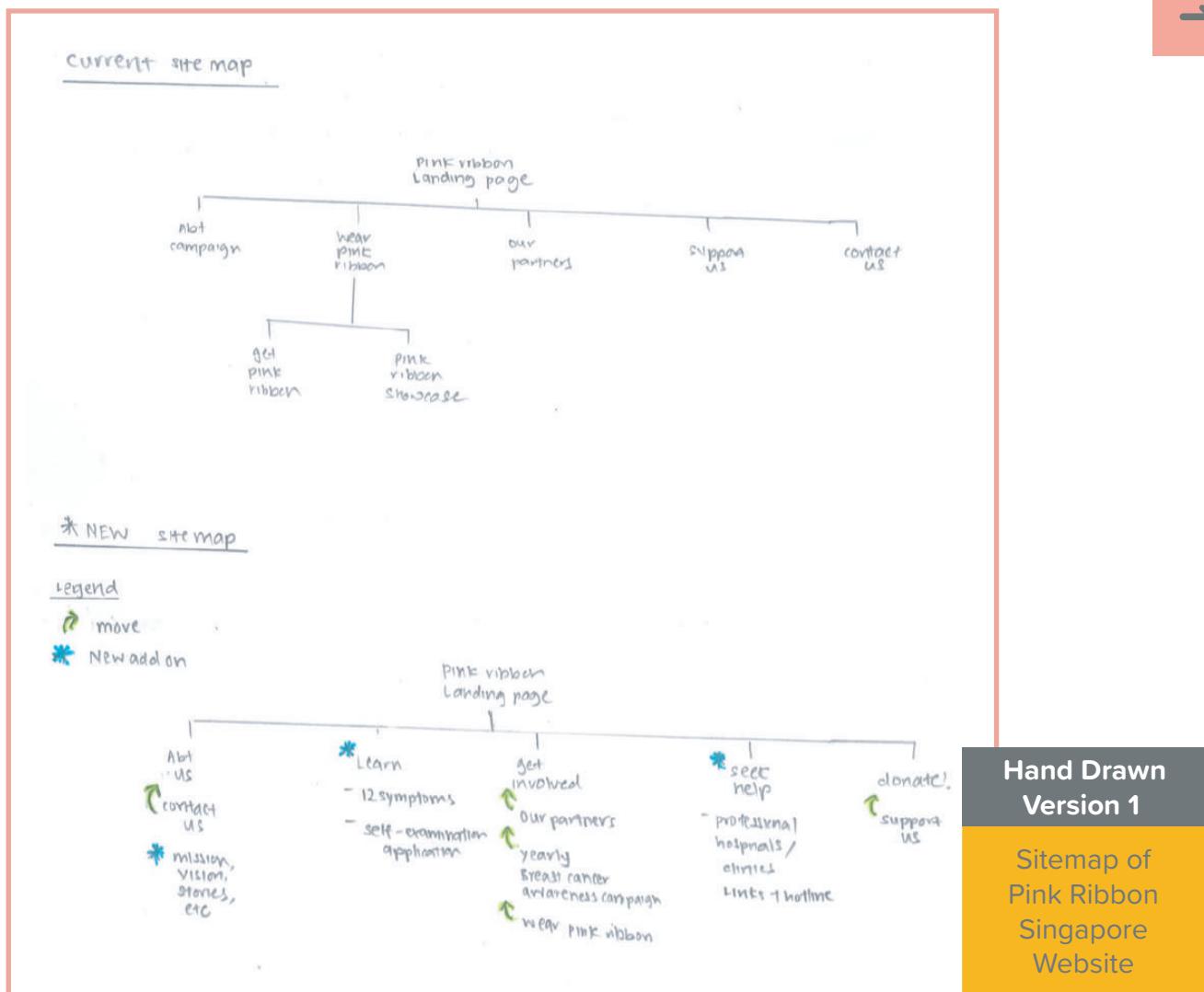


Illustration Version 2

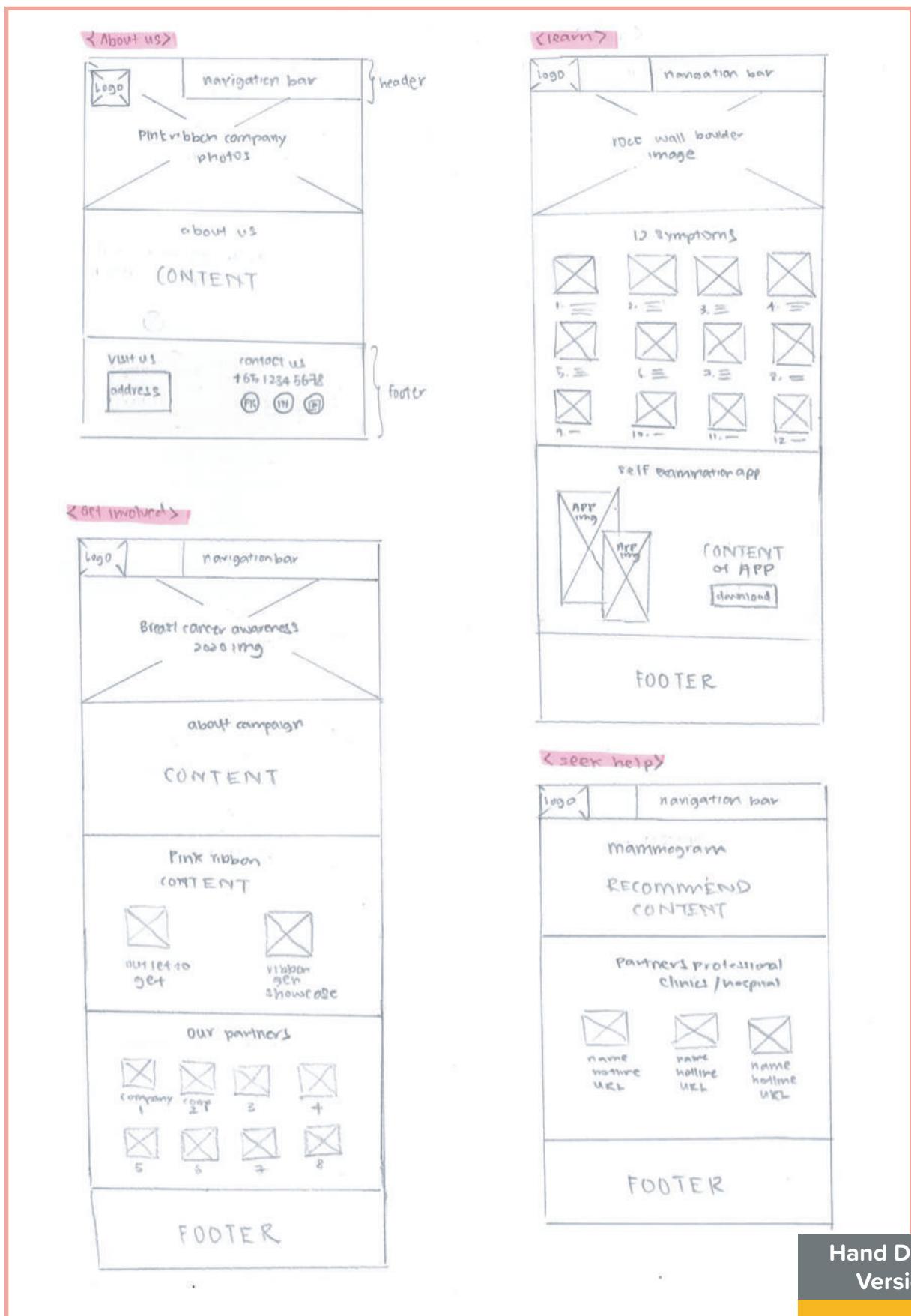
Hi-Fi
Wireframe of
Mobile
Application

The target audience may also access Pink Ribbon website to find out more details about breast cancer before downloading the BSE application. However, the current Pink Ribbon Singapore website was meant to only raise awareness of breast cancer among Singaporean women. Pink is the colour that represents breast cancer, while the ribbon is a symbol for raising awareness in Singapore.

Pink Ribbon Singapore's website, however, does not show any breast cancer symptoms, instructions on how to conduct BSE, or how to seek professional help. Hence, even though breast cancer is becoming more common in Singapore, Singaporean women do not have any quick and easy access to seek reliable help or support online. This would lead them to visit physical doctors to learn more about breast cancer which is not a fast and efficient way of enquiring such information.



Pink Ribbon Website Mock Up 1



Hand Drawn Version

Lo-Fi
Wireframe of
Pink Ribbon
Singapore
Website

Pink Ribbon Website Mock Up 2

Participant A mentioned that the website could include a live chat for easier assistance

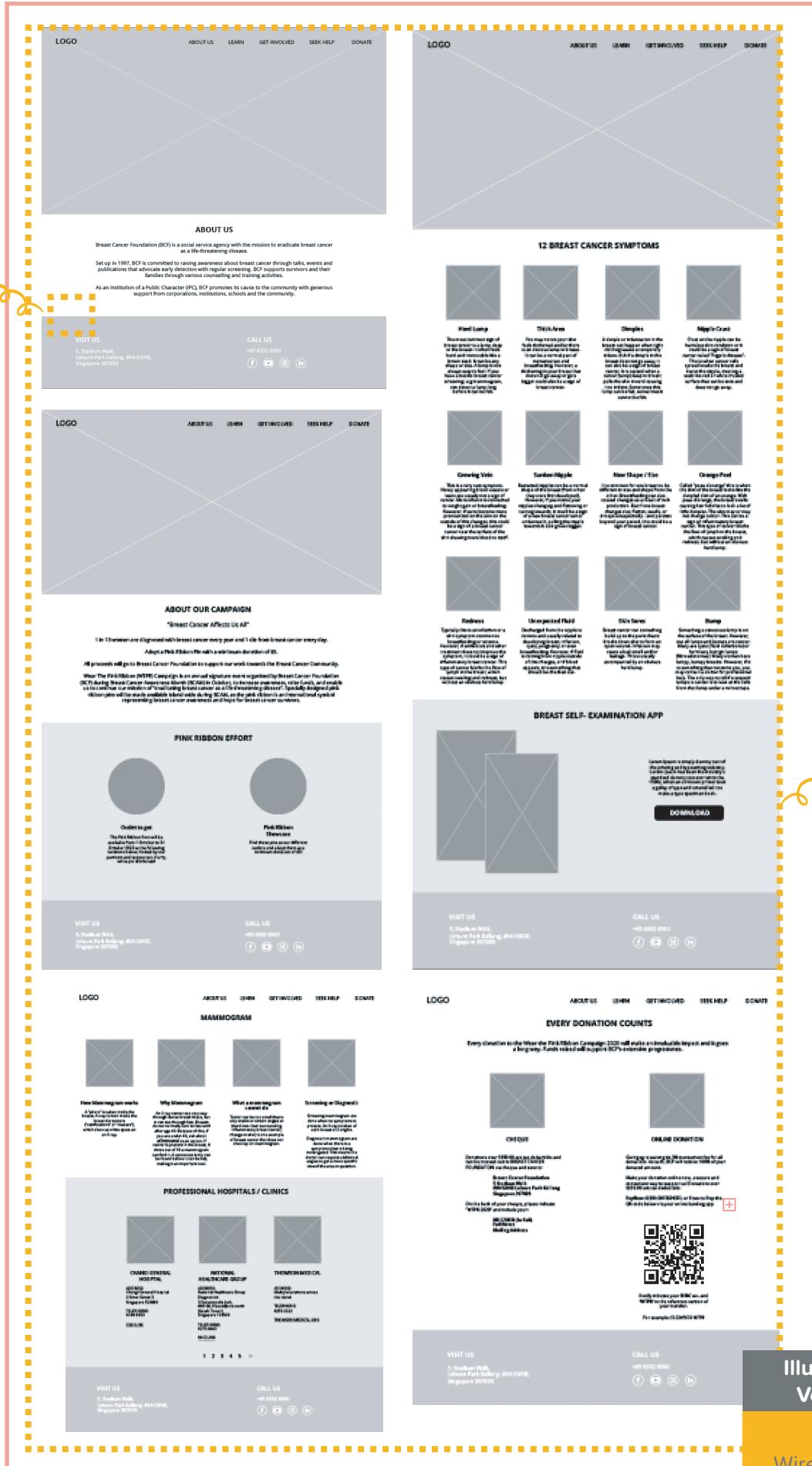


Illustration Version

Lo-Fi
Wireframe of
Pink Ribbon
Singapore
Website

Participant C mentioned that the website is simple, straightforward, and informative, unlike the current Pink Ribbon Singapore website.

Pink Ribbon Website Mock Up 3

Change "About Us" to "BCF"

Font should be bigger since it is 2nd hierarchy information

Big caps fonts show as if it is screaming at the reader

Texture background is nice, but distracting

Never use watermark as background, a lighter shade of pink is better shade of pink

The download button should only work on a phone, if readers view this from a computer, it should have a QR code instead for phones to scan and access the app

Illustration Version

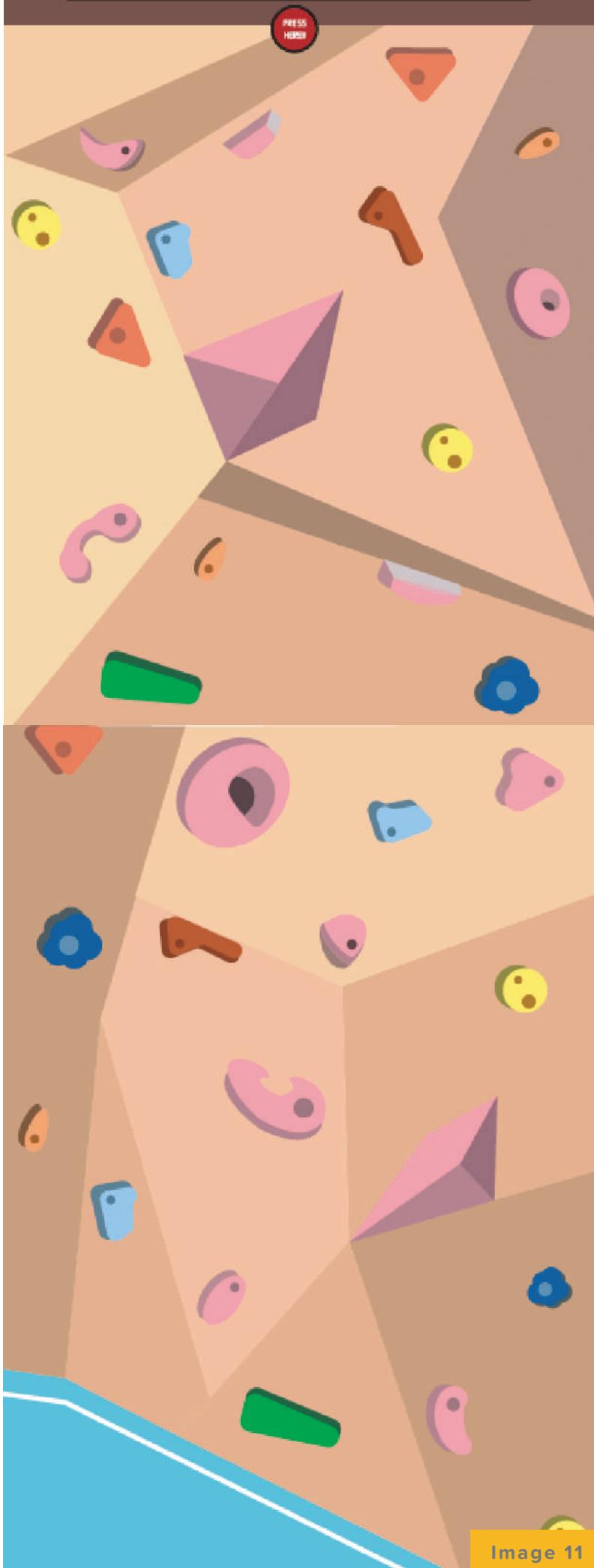
Hi-Fi
Wireframe of
Pink Ribbon
Singapore
Website

05 REALISATION AND DELIVERY OUTCOME





Breast Self-examination is not that hard,
You just climb it!



ROCK CLIMB WALL

(Illustration Version)

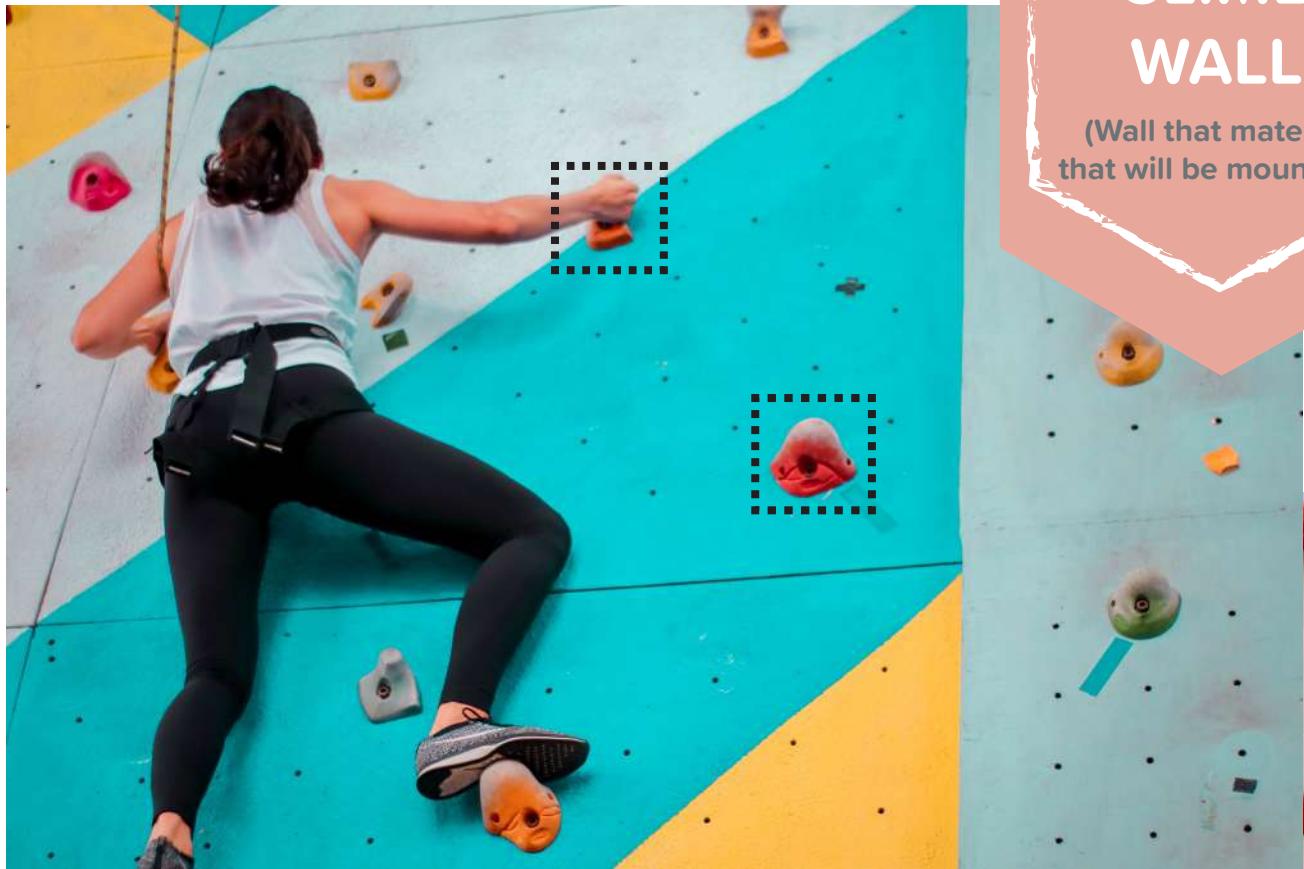
Image 11 on the left is the final version of the illustration of the rock wall mock-up. As mentioned, the rock wall boulders should look no different from any other boulders. The only difference between the boulders would be the customised material, that represents the hidden symptoms, wrapped around the boulders.

This will retain the element of surprise for the participants until they touch the boulders, and when the campaign message shown after they reached the top.

Overall, the main emphasis of the rock wall would be that unusual growths of breast cancer cannot be detected with just the naked eye, and it can only be detected through touch. This will remind them to conduct BSE on themselves to increase their chances of early detection.

ROCK CLIMB WALL

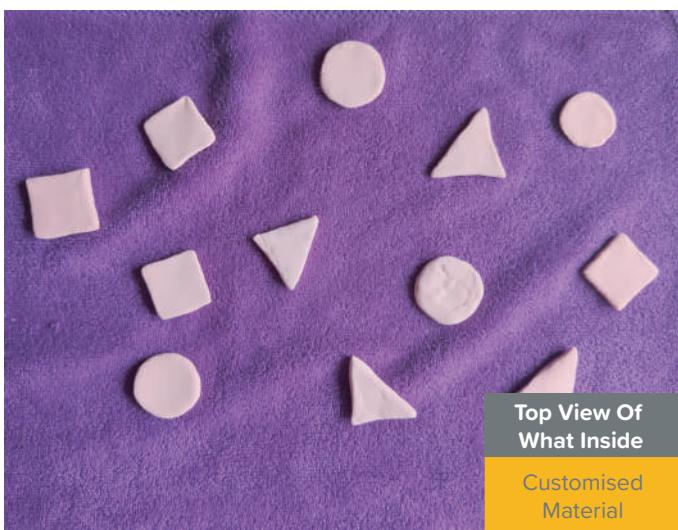
(Wall that material that will be mount on)



The black dotted line boxes are boulders that would have the customised material wrapped over them for the participants to touch.



A cloth-like material was chosen as it can absorb sweat which can prevent climbers from slipping from the boulders as they are still supposed to function as a grip that allows them to climb.



As mentioned previously, soft clay is used to act as the hidden breast cancer symptoms. They have the flexibility to make the symptoms in different shapes, sizes, and volume, hide the symptoms better.



ROCK CLIMB WALL

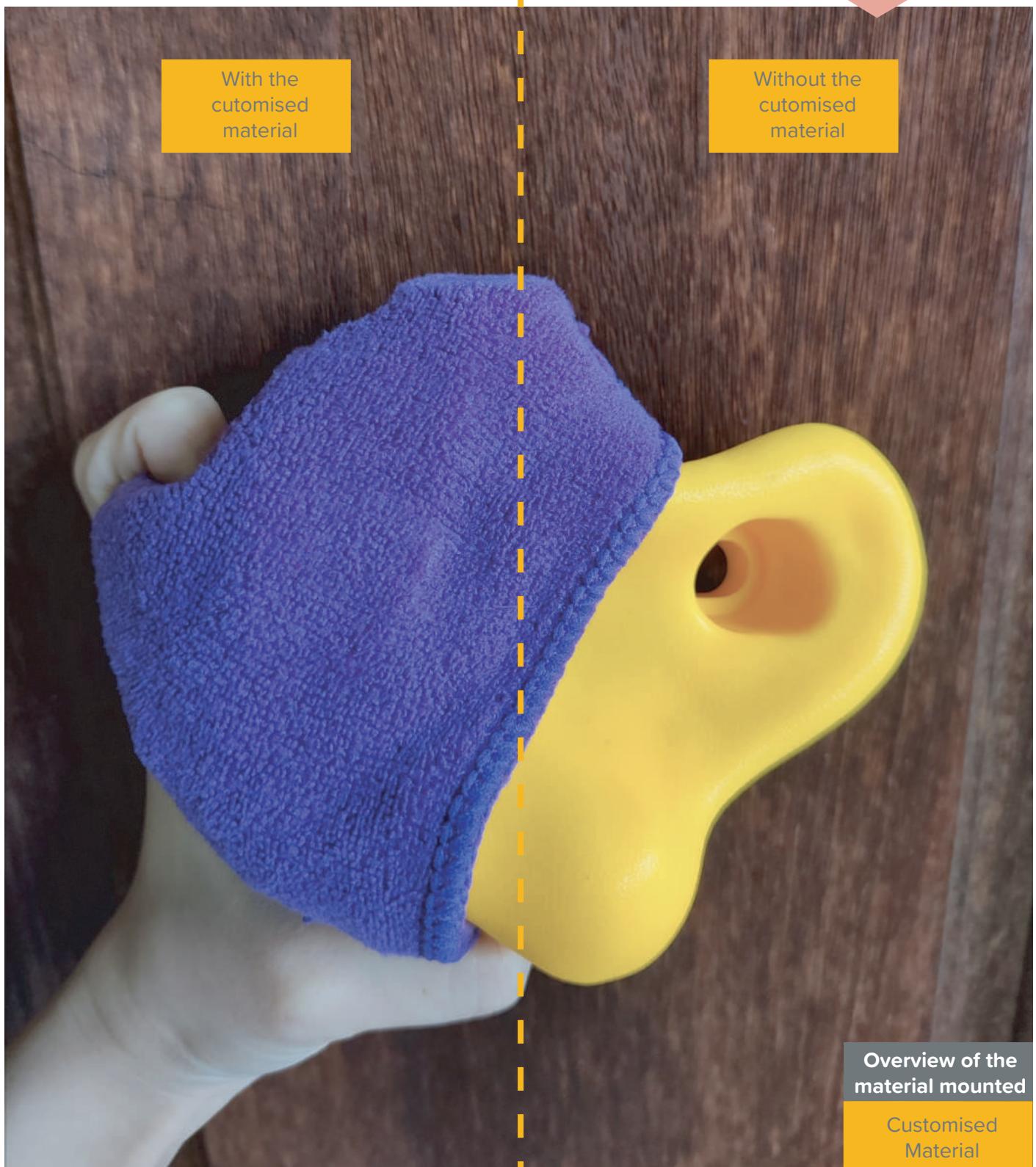
(Material that will be mount on to the boulder)

With the
customised
material

Without the
customised
material

Overview of the
material mounted

Customised
Material



WATER BOTTLE DESIGN

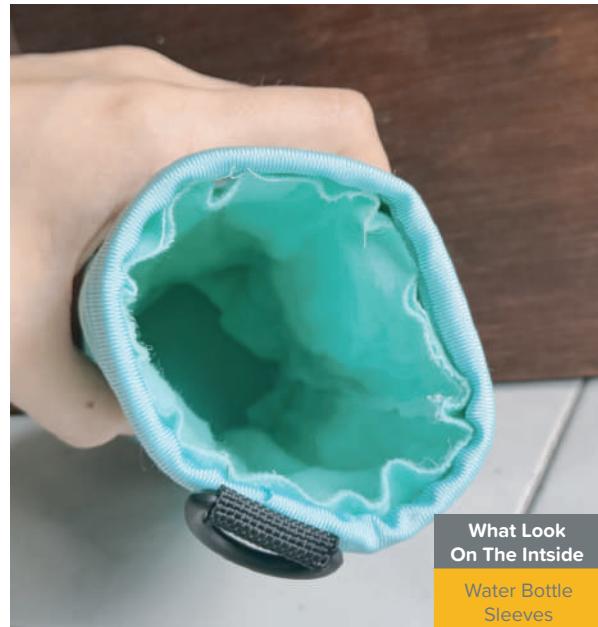
As mentioned in chapter 4, to follow up and remind the target audience, after the climb, that unusual growths of breast cancer cannot be detected with just the naked eye but can only be detected through touch, “hidden symptoms” are hidden inside of the water bottle. Visually, it would look no different from any other water bottle carried around. However, upon holding the water bottle, the target audience will feel the “hidden symptoms” and be reminded of the rock climb experience and to conduct BSE at their own time.



WATER BOTTLE DESIGN

(Mock Up Version)

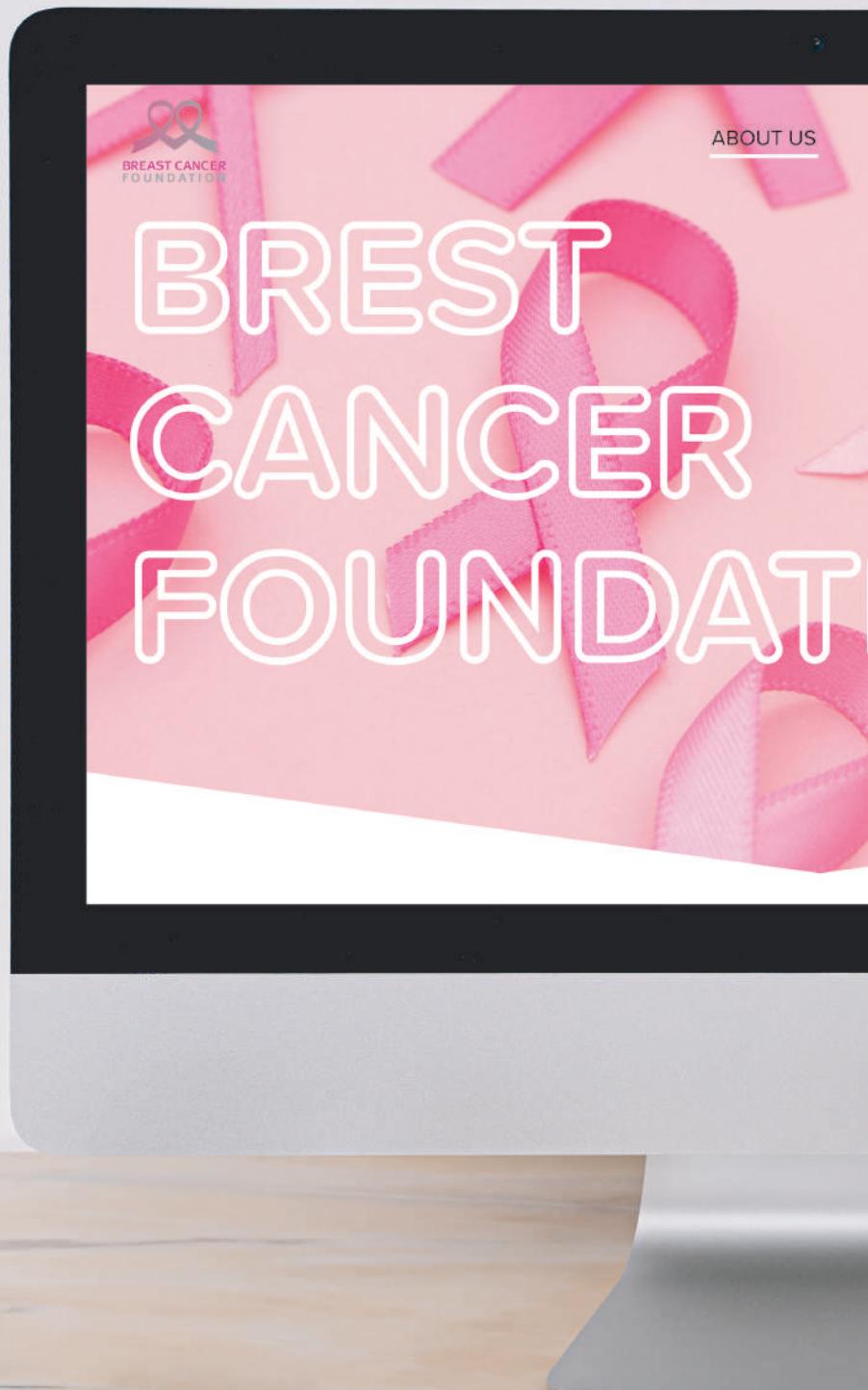
An extra layer of thin cloth is added inside of the water bottle, it hides the symptoms and allow water bottles to easily be slipped in and out of the sleeve.



PINK RIBBON SINGAPORE REVAMP WEBSITE

The Revamped Pink Ribbon Singapore is a website that allows Singaporean women to have better access to information about breast cancer. This would encourage them to conduct BSE on a regular basis. This also would allow them to seek professional help through the mobile application that has a period tracking system that will also remind them of their next BSE.

With this idea, users would be able to easily access details, such as breast cancer symptoms, places that offer screening services, and more. The mobile application that has a period tracking system that will also remind them of their next BSE.



WEBSITE MOCK UP

(Mock Up Version)

ess to information about breast cancer and encourage website and mobile application. Given the conservative live with its accessibility from anytime and anywhere.

t they could seek for help, or professional checks, and



WEBSITE MOCK UP

(Mock Up Full Version)

The image displays four distinct web pages from a breast cancer foundation's website, arranged diagonally across a light gray background.

- Top Right:** A donation page titled "EVERY DONATION COUNTS". It features a QR code for online donations, a "CALL US" button with the number +65 5555 6666, and a "VISIT US" section with the address 5 Stadien Walk, Singapore 317123.
- Middle Left:** A landing page with a large pink banner at the top. The banner features a woman holding a clock and a calendar, with the text "TIME TO LEARN". Below the banner, the heading "12 BREAST CANCER SYMPTOMS" is displayed, followed by a list of symptoms: "hard lump", "grow-ing", "skin sore", "dimp-les", "sunken", "bump", "new", and "orange peel". A detailed description of a "thickened area" is provided in a callout box.
- Middle Right:** A "Period Tracking Tool" page. It asks "What day is today in your menstrual cycle?", shows a circular calendar with the number 06 highlighted, and includes a "Continue" button.
- Bottom Right:** A page with a pink header containing the text "BREAST CANCER FOUNDATION". Below the header, there is a "GET INVOLVED" section with a "DONATE" button, and a "SEEK HELP" section with a "BOOK APPOINTMENT" button.

SEEK HELP

ABOUT MAMMOGRAM

HOW MAMMOGRAM WORKS

WHY MAMMOGRAM

SCREENING OR DIAGNOSTIC

PROFESSIONAL HOSPITALS / CLINICS

BREAST CANCER FOUNDATION (BCF)

GET INVOLVED

YOUR BSE JOURNEY STARTS NOW!

GET INVOLVED

ABOUT OUR CAMPAIGN

PINK RIBBON

Wear The Pink Ribbon (WTPR) Campaign

1 in 13 women are diagnosed with breast cancer every year and 1 die from breast cancer every day.

"Breast Cancer Affects Us All"

Adopt a Pink Ribbon Pin with a minimum donation of \$5.

All proceeds will go to Breast Cancer event organised by Breast Cancer Community Foundation to support our work towards the Breast Cancer Community.

Wear The Pink Ribbon (WTPR) Campaign is an annual signature event organised by Breast Cancer Community during Breast Cancer Awareness Month (BCAM) in October to increase awareness, raise funds, and continue our mission of "eradicating breast cancer as a life-threatening disease". Specially designed pins can be made available island-wide during BCAM as the pink ribbon is an international symbol representing awareness and hope for breast cancer survivors.

CALL US
+65 6352 6560

Facebook icon

Instagram icon

LinkedIn icon

QR code

Visit US
5, Shenton Way,
Leisure Park #04-01/02
Singapore 397903

CALL US
+65 6352 6560

Facebook icon

Instagram icon

LinkedIn icon

Thomson Medical

Address: Changi General Hospital
25 Kim Seng Road
Singapore 399699
Telephone: +65 6352 6560
Call Line: +65 6352 6560

AD0022;
TELEFONE;
G107/222;
V00001;

5.000000000000001

73

FEEL YOURSELF UP MOBILE APPLICATION

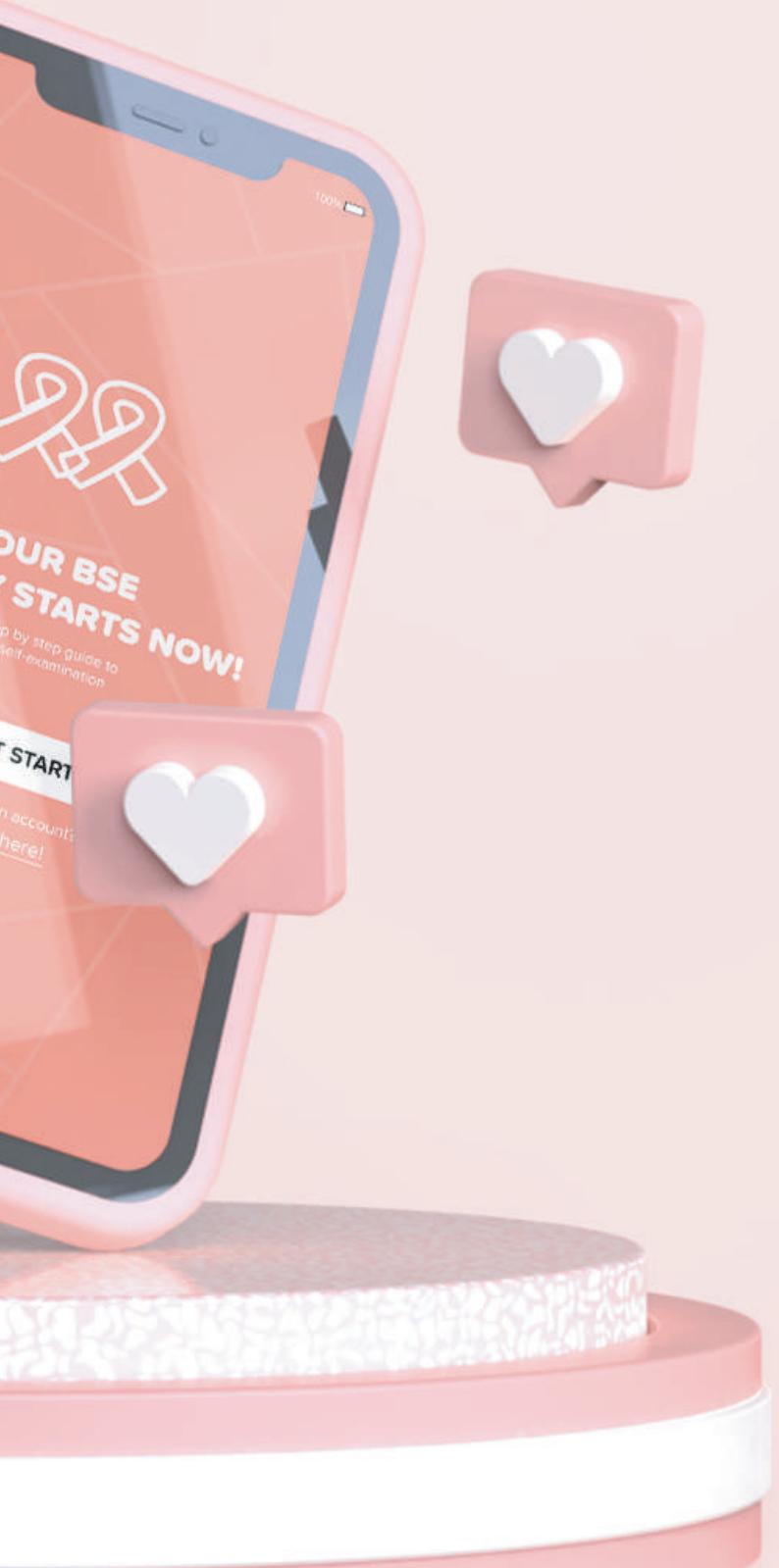
The Feel Yourself Up mobile application allows Singaporean women to have a platform that encourages them to conduct BSE on a regular basis and guide them with step-by-step instructions that allows them to conduct BSE at their own pace own time privately. Given the conservative culture of Singapore, users in Singapore would appreciate the privacy and convenience this idea could give with its accessibility from anytime and anywhere.

With this idea, users will be able to conduct BSE own pace and time in their save haven.



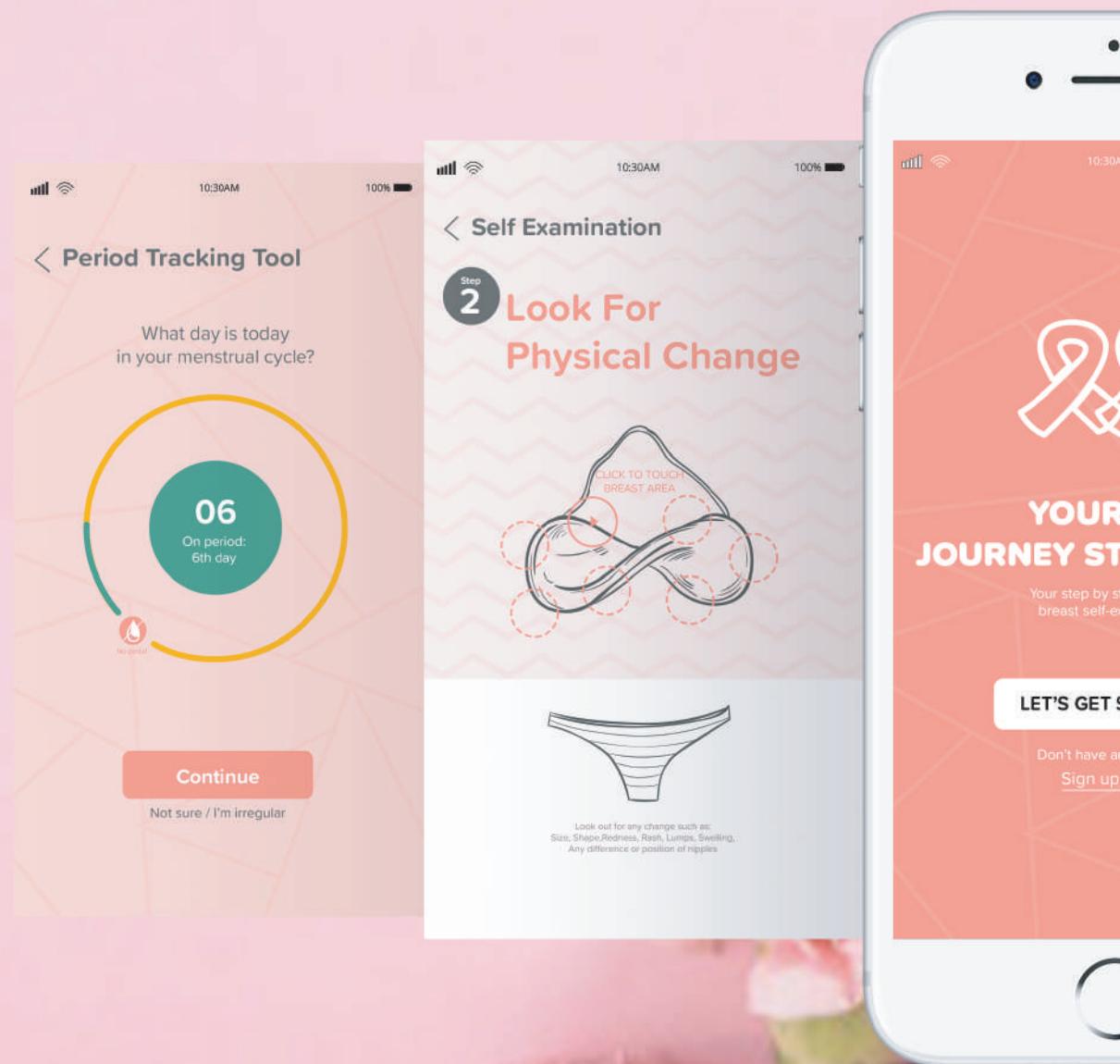
MOBILE APP MOCK UP

(Mock Up Version)



Your BSE Journey

Feel You

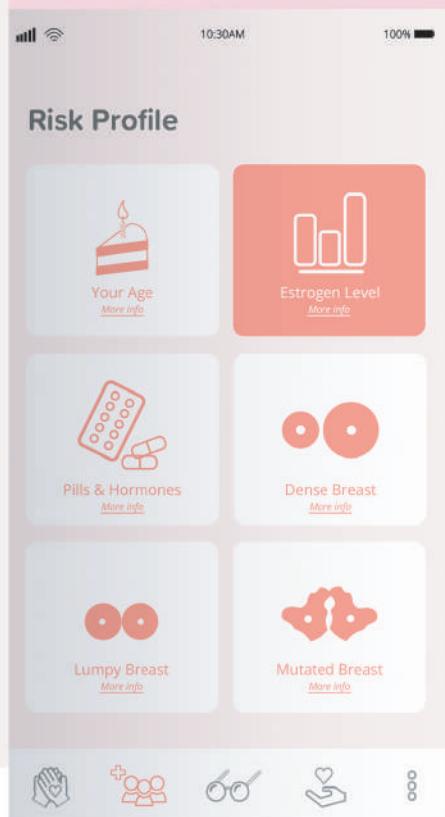
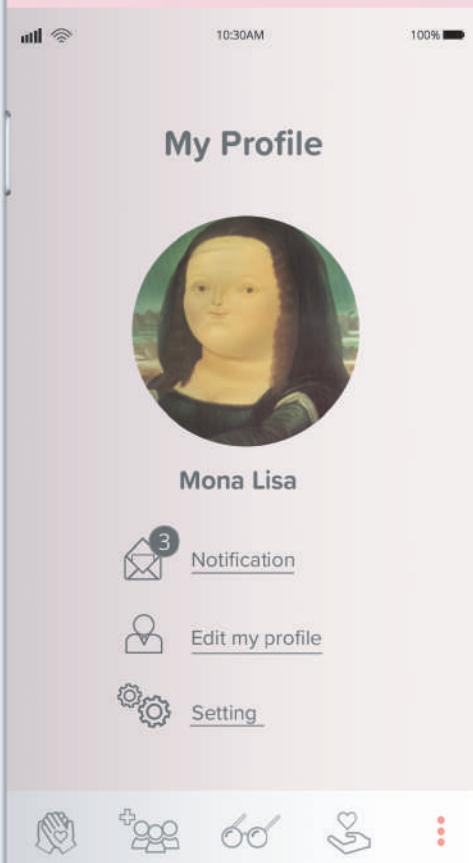


MOBILE APP MOCK UP

(Mock Up Version)

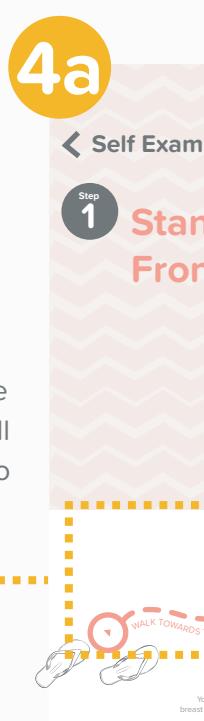
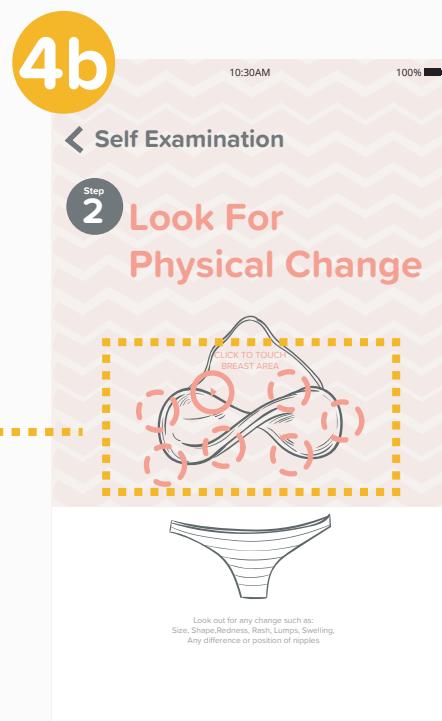
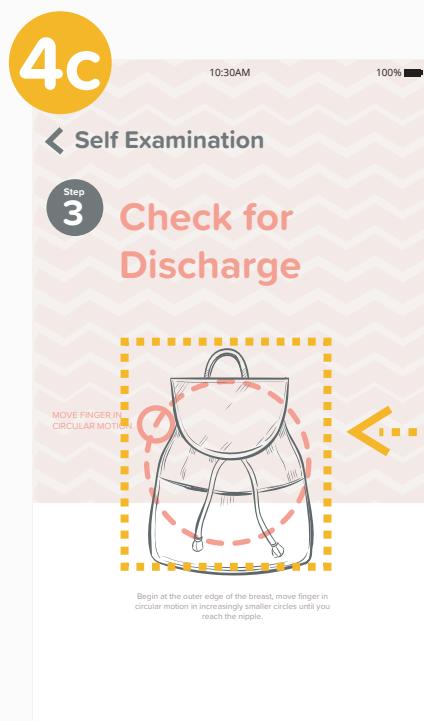
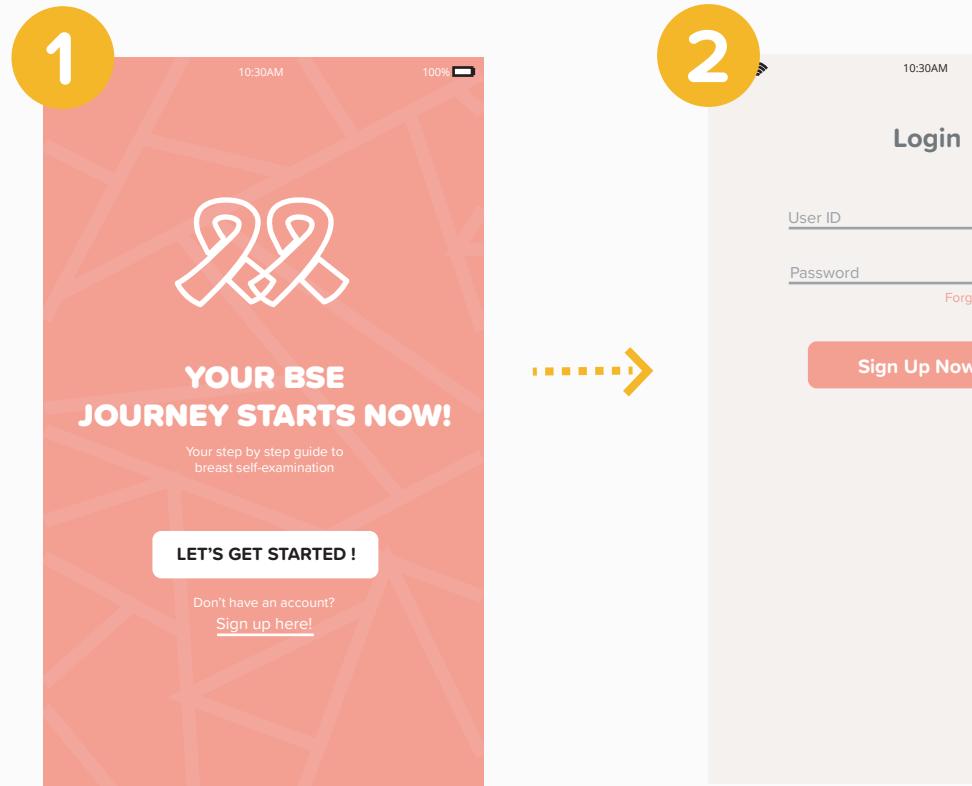
Itney Starts Now!

rsself Up!



“FEEL YOURSELF UP” MOBILE APP JOURNEY WALK THROUGH

Sign up first!



follow
through the
step 1, it will
lead user to
step 2 etc.

MOBILE APP MOCK UP

(Walk Through Version)
Page 1

3

My Profile



Mona Lisa

- [Notification](#)
- [Edit my profile](#)
- [Setting](#)

Once logged in, it will bring you to the profile page where you can navigate the app by clicking any of the buttons below

4

Self Examination



Step by Step
Breast Self Examination

Do Yourself Version



Step by Step
Breast Self Examination

Watch Video

4d

Self Examination (Video)

5:00





5a

10:30AM 100%

Risk Profile

2. Estrogen Level (Track using period tool below!)

The More periods you had, the more estrogen you have been exposed to, which can increase your risk (like starting your period before age 12).

Calculate how many periods you had or make adjustment to your self-examination reminders based on your cycle.

Period Tracking Tool!

5ai

10:30AM 100%

Period Tracking Tool

What day is today in your menstrual cycle?

06 On period: 6th day

No periods

Continue

Not sure / I'm irregular

6

10:30AM

Screening Plan

Types of Screening Plan

Booking Appointment

Schedule Reminder

Find Out More

Most Popular

Self-Examination

The main purpose of self-exams for you to know your body so you are better able to notice if there are changes.

Once a month

Mammogram

Book an appointment with our qualified mammographer that is FDA Certified facilities.

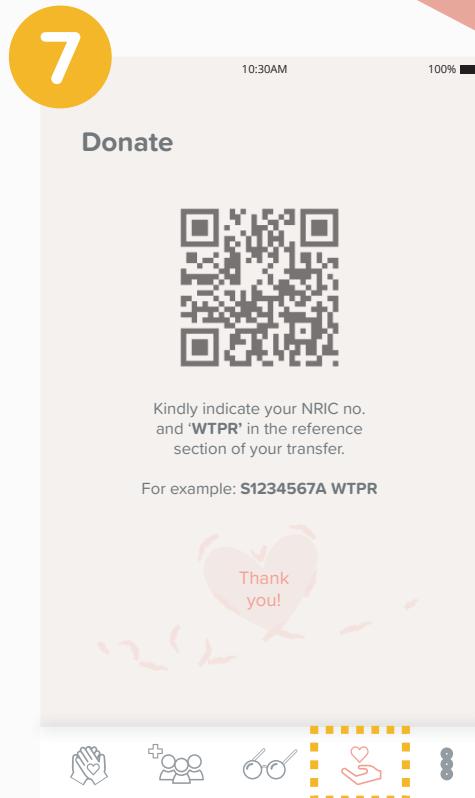
Once a year after 40 years old

Doctor Visit

With annual physical exams.

MOBILE APP MOCK UP

(Walk Through Version)
Page 1



100% 10:30AM 100%

6b

Booking Appointment

Type in your postal code to find out professional clinic / hospital near you

Map of Singapore showing various clinics and hospitals like Woodlands, Sengkang, Hougang, Paya Lebar Airbase, Bedok, Tampines, etc.

CHANGI GENERAL HOSPITAL
Expert in Mammogram , East , Singapore
ADDRESS: Changi General Hospital
2 Simei Street 3
Singapore 529889
TELEPHONE: 6788 8833 Many slots available

THOMSON MEDICAL
Expert in Ultrasound , All over island , Singapore
ADDRESS: Multiple locations across the island
TELEPHONE: 6250 2222 THOMSON MEDICAL LINK Limited slot available

Realisation & Delivery Outcome Conclusion

“In Singapore, many women do care about their health.” Breast cancer is the top disease that many Singaporean women suffer from (National Cancer Centre Singapore, 2020; National Registry of Diseases Office, 2019).

Throughout the primary and secondary research, it showed that by performing regular breast self-examination, it will increase the chances of early breast cancer detection. Early detection would then lead to seeking early medical treatment, giving an overall better chance to survive the cancer. Also, the target audience are at the peak of their life, where they enjoy being active and live life to the fullest. They enjoy exercising, like hiking, rock climbing, and pole dancing. Based on what was collected, the target audience were keen to perform BSE regularly but did not know how to do so.

With the knowledge gained from successful campaigns launched over the world, the design solution, “Climb up to health”, was made. This design solution had met the objective in the hunt statement. When the participant starts the rock climb, they would have learned how to feel for breast cancer symptoms. After the climb, the participant would be given a giveaway water bottle with a QR code, which will lead them to download the “Feel Yourself Up” mobile application. Alternatively, they could also visit the Pink Ribbon Singapore website to find out more about breast cancer before they download the mobile app.

Overall, a good design solution was made that could answer to the problem opportunity statement and fulfil the hunt statement of conducting “a study on breast cancer literacy in Singapore to find ways to improve the level of breast cancer literacy and to promote breast self-examination.”

06 CRITICAL REFLECTION





To meet the requirements of the crafted Problem Statement, Hunt Statement and derived key question, I envisaged a solution to improve the Breast Cancer Literacy of young women aged 20 to 35.

To answer the key question “How can Singapore women aged 20–35 be better educated on breast cancer, conduct breast self-examination to improve their early detection rate and to increase their survivability of breast cancer?” Being new to the Breast Cancer topic, I first conducted Secondary research in efforts to find out more about breast cancer. A literature research was performed through reading online materials, such as local news, journals, and medical research papers.

This was an eye-opening experience as there were many unexpected facts about breast cancer. For example, it is apparently a common misconception that wearing deodorant can cause breast cancer, even though it does not have any scientific proof to support that claim.

Another fact is that even though more younger women are contracting breast cancer, the required age to attend regular mammogram checks is only 40 and above.

With the overwhelming amount of information that I had to learn about breast cancer, it was a challenge to receive, process and pinpoint accurate information about breast cancer in a short amount of time to meet the deadline of the proposal. However, in identifying key case studies, theories and synthesising this information, I was able to conduct a literature review to identify themes for my primary research.

After deriving the key themes I had a realisation, what if my target audience, young women aged 20 - 35 years old, do not know what to do if they are suspected of having breast cancer?

This, led me to create a questionnaire to better understand and study into the conceptions and misconceptions Singaporean women have about breast cancer. I sent this questionnaire out to 30 women aged 20 to 50 to better understand their thoughts.

Upon reviewing the results, I realised that most young women aged 20 to 35 have very healthy lifestyle habits and hobbies.

CRITICAL REFLECTION

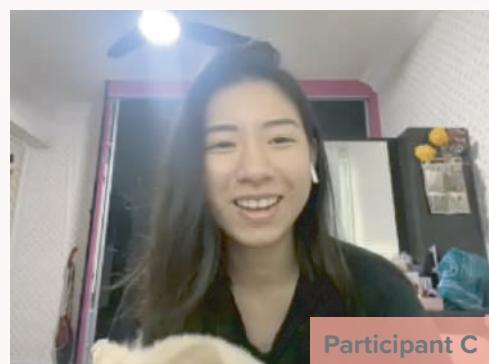
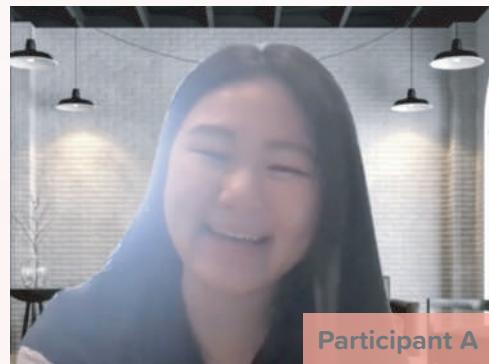
Whereby most of them would prefer to drink just water or tea. They have at least 1 or 2 hobbies that are physical in nature and would require them to attend a dance or fitness class. With these trends, I proceeded to identify the 3 participants for my three individual face to face interview session.

Being no stranger to face to face interview session in my time in SUSS, I selected the 3 participants based on their differing levels of Breast Cancer Literacy as determined by their answers in the questionnaire.

The interviewees in my each individual interview with them, provided many insights on their perceptions of how current Breast Cancer awareness movements and information is being shared at the moment. They mentioned how Breast Cancer information was inaccessible and that the movements conducted did not have much impact. They also proposed several solutions in which I took into consideration for my potential solution.

To answer the Key Question, I proceeded to one of the more exciting stages of the project, Idea Generation. Using the knowledge and findings gathered from the research, I streamlined my findings to my project aims. I then concieved and conceptualised three ideas. The first idea, uses a conventional method of revamping the Singapore Pink Ribbon website to contain all the useful links and information about breast cancer. This would provide users easy access to breast cancer knowledge from a single website. The second idea, using social media platforms, influencers could be hired or partnered with to spread a trend on BSE to the younger crowd. This idea caters directly to my target audience according to their habits and interests, which would become a tool to tell them more about breast cancer. While these two ideas were good, they fall short in terms of the reach and scope for this project.

Hence, a bigger and bolder idea was required, acknowledging the lifestyle habits attained from my questionnaire, I decided on my third idea.





From the research results and my experiences and understanding of rock climbing, the third and final idea that utilises rock climbing was formed. The third idea with the title “Climb up to a health”, was an outdoor solution in which, female participants would scale a customised rock wall and learn a lesson at the top. In conjunction with this event, participants would also be given customised water bottles and water bottle sleeves with a twist to further incite their interest.

After discussion with my supervisor, I decided that the revamped website and rock wall solution would prove to be a well rounded solution.

The purpose of the solution was to send the message, “Breast cancer cannot be detected with our naked eyes, you have to touch it and feel the abnormality”. The main solution involves rock wall boulders and a takeaway water bottle design which were proposed ideas. With no experience in executing unconventional ideas, it was a struggle to begin developing the solution. In the prototyping phase, I learned to use different kinds of materials. Utilising many materials, like random recyclable bags, and cloth-like materials, I tested to try to hide symptoms around the rock wall boulders to create a prototype for the presentation. After many tries with different materials, the final product was formed using the best material that has the optimal thickness for the boulders.



In conclusion, my proposed solution had answered the key question and ensured that young women from the age of 20 to 35 would be able to be educated on breast cancer. They will also be able to conduct self breast examination as well. Overall, I had learnt a lot from this experience. Going forward for any project I would be able to research, analyse, synthesise and develop prototypes to overcome and solve any given project in a given timeframe.

07 CITATIONS AND APPENDICES



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APPENDICES

(QUESTIONNAIRE RESULTS)

| Questionnaire | Results |
|------------------------------|--|
| Qn 1 (Name) | 30 Female participants |
| Qn 2 (age) | 19 - 51 Years Old |
| Qn 3 (Email Address) | 30 email addresses received |
| Qn 4 (Contact Details) | 30 Phone numbers collected |
| Qn 5 (Highest Qualification) | 1 Master holder 18 Degree holder (60%) 10 JC/diploma holder 1 ITE |
| Qn 6 (Employment Status) | 23 Full Time Employed (73%) 1 Part Time Employed 2 Self Employed 5 Students |
| Qn 7 (Hobbies) | 6 Watching (Drama/ Videos/Watch Netflix), 9 Exercising (Workout/spin class/badminton/basketball/sports/Gym/ Rock Climbing/ Hiking/ Swimming / Diving) 3 Cooking 3 Baking 7 Music (Singing / Jamming/ Play Guitar/ Discover new music/ Listen to music / Play Piano) 3 Eating 2 Sleeping 2 Walking / Exploring the Nature 4 Reading 8 Arts (Photography / Anything Arts / Design / Nail Art/ Painting) 2 Dancing 1 Shopping 1 None |

| | Results |
|-------------------------|--|
| Qn 8 (Favourite Food) | <p>2 Savoury (Anything Savoury / Fried salty Bun/ Curry Puff)</p> <p>2 Sweet Food (Cakes / Bread)</p> <p>1 Fruits (Apple / Grapes /</p> <p>1 Dim sum</p> <p>8 Korean food (Korean food / Korean Cuisine/ Kimchi)</p> <p>8 Japanese food (Japanese food / Japanese cuisine / Sushi / Sashimi/ Ramen)</p> <p>5 Western food (Steak / anything cheese / Spaghetti / Pizza / Pancake / Poke Bowl)</p> <p>8 Asian food (Curry Chicken Rice / Pork lard / Chicken Rice/Fish ball noodle/ Mala/ Hokkien Mee/ Fish Soup/ Sambal Goreng/ Thai food, Indian, Nasi Lemak)</p> <p>2 Fast food (McDonalds)</p> <p>1 Instant noodle</p> <p>1 Seafood</p> <p>1 Eggs</p> <p>1 Black Sesame Items</p> |
| Qn 9 (Favourite Drinks) | <p>13 Tea (Green Tea, Matcha, Melon Tea, Oolong Ayakata, Houjicha, Ice Lemon Tea)</p> <p>3 Bubble Tea (Milk Tea, Bubble Tea)</p> <p>1 Coconut Water</p> <p>5 Coffee (Kopi O Kosong, Coffee, Cafe Latte, Dark Chocolate Mocha Frappe)</p> <p>Malt/ Chocolate based 7 (Milo, Ice Chocolate)</p> <p>4 Alcohol (Beer, Wine, Gin)</p> <p>11 Water</p> <p>2 Carbonated Drinks (Sprite, Coca Cola)</p> <p>1 Yogurt Drink</p> <p>1 Honey Water</p> <p>1 Fruit juice</p> |

| Questionnaire | Results |
|--|---|
| Qn 9 (What will you do in your free time) | 9 Eat 10 Sleep 8 Exercise 1 Family Time 2 Shopping 1 Journal 8 Watch Shows (Drama, Netflix, Movies) 6 Hang out w Friends 2 Dance 1 Drinking 2 Baking |
| Qn 11 (Who will you spend your free time with mostly?) | 23 Family 22 Friends 12 Boyfriend 1 Others |
| Qn 12 (Daily Routine) | 80% of the participants spent 9 hrs at work/school 80% of the participants also spent at least 2hrs a day on alone time/downtime |
| Qn 13 (What causes breast cancer) | 10 Genetics 5 Stress 4 Diet 3 Not sure / Don't know 4 Lifestyle 1 Lack of sleep 2 Cell mutation |
| Qn 14 (Do you know the signs or symptoms of Breast Cancer?) | 16 Yes 14 No |
| Qn 15 (If Yes, Please state the sign and symptoms of Breast Cancer.) | Out of 16 Answer: 14 Lump in Breast 8 Pain 1 Redness 1 Wrinkling of breast 1 Discharge from nipples |

| Questionnaire | Results |
|--|---|
| Qn 16 (If No, which of the following do you think is a sign or symptoms of Breast Cancer? Multiple Choice Selection) | <p>Out of 14 Answer:</p> <p>7 Redness of skin / nipples 15 Redness of skin / nipples 9 Nipple Discharge 11 Pain and tender spot in Breast / Nipples 6 Change in Breast size / Nipples 8 Irritated and itchy breast 7 Flaky, thickened or discoloured skin</p> |
| Qn 17 (How many stages of breast cancer are there?) | <p>0 Stage 1 0 Stage 2 4 Stage 3 21 Stage 4 5 Stage 5</p> |
| Qn 18 (What age range do you think have the higher chance of getting breast cancer? (You may select more than 1 option)) | <p>4 20 to 30 14 30 to 40 26 40 to 50 14 50 to 60 10 60 and Above</p> |
| Qn 19 (What do you think are the risk factors of Breast Cancer? (You may select more than 1 option)) | <p>17 Being Female 13 Hormonal contraceptive usage 16 Smoking 15 Drinking 7 Caffeine Intake 12 High intake of meat and saturated fats 14 Lack of exercise and obesity 10 Menopause 17 Aging 6 Deodorant usage 12 Tight Bra / Wear wrong size bra 1 Evil Spirit possess 23 Genetically inherited</p> |
| Qn 20 (How do you check if you have Breast Cancer?) | <p>17 Clinical Test 13 Breast Self Examination Method</p> |
| Qn 21 (Do you do Breast Self Examination (BSE) for your breast?) | <p>7 Yes 23 No</p> |

| Questionnaire | Results |
|--|--|
| Qn 22 (If yes, How many times do you do Breast Self Examination (BSE)?) | Out of 7 response: 0 Weekly 2 Monthly 3 Yearly 0 Never 2 Once a while/Occasionally |
| Qn 23 (If no, Why would you not do Breast self Examination (BSE)? (You may select more than 1 option)) | Out of 23 Response: 17 Don't Know how to perform 3 Do not see a need to perform 0 Discomfort 2 Shy 1 Fear |
| Qn 24 (Do you think it is important to do Breast Self Examination (BSE)?) | 28 Yes 2 No |
| Qn 25 (Can you tell me how you have come to know about the Breast Cancer information / details?) | 9 Family Member 8 Friends 15 Media (Social Media / TV / Radio) 4 Schools (Primary / Secondary / Universities) 11 Awareness Campaign 6 Medical Journal / Websites 3 Hospitals 2 Others (I just found out now / Internships project) |
| Qn 26 (Do you know where you could get accurate information about the procedure / drug for breast cancer?) | 5 Doctor / Clinic 2 Medical Websites / Journal 1 Breast Cancer Foundation 4 Hospitals 1 MOH 3 Internet / Online / Google 1 HPB (It doesn't show any Breast Cancer information, misconception) 8 No |
| Qn 27 (If you were tested positive for Breast Cancer, what would you do next?) | 2 Cry / Sad 3 Pray 24 Seek/Accept Treatment /Professional help 1 Observe healthy diet 1 Change Lifestyle 1 Prepare Will |

APPENDICES

(INTERVIEW TRANSCRIPT, PARTICIPANT A)

| Transcript (Participant A) | Coding - Content | Coding - Depth |
|---|---|---|
| <p>Jessica Wong 0:01 Okay so on the personal data and voice recording collected will only be used for this project and then its compliance to the pdpa. So by continuing this interview with me you have acknowledged and given me the consent to collect all the personal and non personal data required for this project.</p> <p>Participant A, 23 0:20 Yes, can.</p> | 1.1 Informed of PDPA and have gotten acknowledgement to collect data. | |
| <p>Jessica Wong 0:23 I will start out with the first question. I will need to go through with me again, your name, your age, your gender, your hobby, your educational background, and your highest qualification. And lastly, current employment status.</p> | 1.2 Data collection of personal information | Name: Participant A Age: 23 Employment status: Full Time Employed by Shopee as Marketing Executive Hobby: Loves to read a lot Highest Qualification: Bachelor Degree Holder |
| <p>Participant A, 23 0:39 Okay. My name is Participant A and I am female. Oh, I think you say one by one. Yeah, but I'm 23 this year.</p> | | |
| <p>Participant A, 23 0:50 hobby I like to read a lot. And sometimes if I have time I'll play some computer games or watch anime.</p> | | |
| <p>Jessica Wong 0:58 Oh, cool. Okay then your education</p> | | |

background

Jessica Wong 1:02

education background. That my school lie

Jessica Wong 1:06

Your highest qualification?

Participant A, 23 1:08

highest qualification is bachelor degree in Curtin, Singapore, majoring in marketing and advertising.

Jessica Wong 1:16

Okay. So actually, I read through your survey, I realised you're favourite food have been like, India and even Japan Korean cuisine. Is there a particular reason? Why you like these cuisines?

Participant A, 23 1:31

Oh, don't like Japanese cuisine though.

Yeah, it's Indian. Yeah, I like Indian cuisine.

Participant A, 23 1:40

Anyway, Japanese I don't think I do like Indian cuisine Mexican sometimes because I'm a very (1.3)I'm a very zhong kou wei person, like have a very strong taste bud. So I eat very spicy food. Yeah. So if it's like, I mean, you have to compare it with I eat mala or other Da la jia la or like

1.3 Why do you like Indian, Korean Cuisine?

- Very in love with spicy food
- Strong taste

| | | |
|--|--|--|
| <p>polar extreme spicy. Yeah, so I like Indian food because it's like you know all of the spices.</p> <p>Jessica Wong 2:06 So did you get exposed to this kind of food because of your family or friends or you yourself go explore this kind of food?</p> <p>Jessica Wong 2:16 Depends I think sometimes most of the time (1.3)my friends bring me to try it. I really like it. So then after I became a convert.</p> <p>Jessica Wong 2:24 I see so actually I also realised that you put your favourite drink is water?</p> <p>Participant A, 23 2:31 I am a (1.4) water tank.</p> <p>Jessica Wong 2:33 So I tell you how many bottles or cups or even litres of water you actually drink every day? Like do you actually even carry water bottles around?</p> <p>Jessica Wong 2:45 Yeah, but not today. I forgot. I wash and I forgot (1.5) Yeah, so usually you know the one litre bottle.</p> | | <p>bud person</p> <ul style="list-style-type: none"> - Exposed to such cuisine due to friends recommendation <p>1.4 Favourite Drink</p> <ul style="list-style-type: none"> - Plain water - known for being a “water tank” cause drink a lot of water <p>1.5 Do you carry water bottles around since you</p> <ul style="list-style-type: none"> - Carries 1L water bottle around. |
|--|--|--|

| | | |
|---|-----------------------------|--|
| <p>Jessica Wong 2:52 So about one litre</p> <p>Jessica Wong 2:55 no everyday (1.5) I will drink like three of them at least three</p> <p>Jessica Wong 2:58 millilitres of that big bottle?</p> <p>Jessica Wong 3:01 At least three litres per day when I'm in office, then at home I will drink from the cup.</p> <p>Participant A, 23 3:07 Yeah, yeah, I mean</p> <p>Jessica Wong 3:10 But on average how many bottles or cups or litres do you drink a day?</p> <p>Jessica Wong 3:15 I think average maybe can consider three plus four litres</p> <p>Jessica Wong 3:19 four litres. Okay, can. Yeah, you also indicated hiking and you actually take time to exercise. Is hiking considered part of your exercise time? Or like how many hours do you actually even exercise a week?</p> | <p>love drinking water?</p> | <ul style="list-style-type: none"> - drink average 3 to 4 bottles of 1L water |
|---|-----------------------------|--|

Jessica Wong 3:36

You know, hiking is more recreational as I do with my friends. But like now the gym closes but actually **(1.6) I have a gym membership. So I'll go at least twice a week to classes.** If I don't go to classes then I will go for the facilities then probably just exercise for around one hour in the facilities. So twice just twice a week. Yeah, basically.

1.6 Activity

- exercise at least twice a week

Jessica Wong 4:00

So it's like an hour per session? Okay, no problem so you're actually selected to spend most of our time with your friends and family. So how many hours in a day do average people spend with them a day or per week?

Jessica Wong 4:19

colleagues Don't count.

Jessica Wong 4:20

colleagues don't count. Yeah, I guess those that you consider like your friends?

Jessica Wong 4:24

Yeah. I have Monday to Friday. Wow, this has to be because you're here Monday to Friday I have like two night streams (work). So on days that I have night streams (work). I don't go out with my

friends or family then. So on other days they say three out of five other days on weekdays. Then I'll go out after work to hang out with them. maybe an hour, maybe around three hours.

Jessica Wong 4:49

(1.7) three hours each for three nights. Am I correct?

Participant A, 23 4:53

Yeah. (1.7) So nine hours then weekends is the whole day. Really I will make plans.

Jessica Wong 4:58

Wow. Okay, extroverts

Participant A, 23 5:02

I like to meet people I like to go to and i dont being alone.

Jessica Wong 5:05

understand!

Participant A, 23 5:08

I do have my downtime, but it's like it's just like one, two days of the whole month I will be like at home but usually just not me.

Jessica Wong 5:17

Okay. So actually, what do you actually usually do with your friends and family since you spend so much time with them?

1.7 Spend most of the time with family and friends

- Weekday: 3 night after work, 3 hrs per night
- Weekend; she will also make time to plan and go out with friends and family.

Participant A, 23 5:24

Go to activities. like let's say hiking let's say go Gardens by the Bay. Go Sentosa is just activities in general. Or go to the zoo? It depends. Could be met for lunch, and then I shop shop shop then meet them for dinner, then just talk.

Jessica Wong 5:51

So I asked you to actually bring your bag. So now I need you to run through with me what you actually put in your work bag? Or what do you always bring inside your bag for working and meeting your friends?

Participant A, 23 6:04

Okay, so if you go to work, (1.8) stuff pass, very important. airpods and keys. This is also very important. It's, it's let me just off my background.

Jessica Wong 6:19

Yeah. cannot see.

Participant A, 23 6:24

Oh, it's eye drops. I have very dry eyes. Like very, very bad. So I actually have two bottles. So this is the one that I put in my bag. Then my work desk has one more.

Jessica Wong 6:38

Wow, Okay. No problem.

1.8 What is in a girl bag usually?

- Water bottle (1L)
- Staff pass
- Airpods
- House key
- Eye drop
- Umbrella
- Perfume
- Hand sanitizer
- Book
- Wallet
- Handphone
- Lipstick
- Mirror
- Work Laptop

| | | |
|--|--|---|
| <p>Participant A, 23 6:43 other items such as water bottle, umbrella</p> <p>Jessica Wong 6:47 umbrella? Okay.</p> <p>Participant A, 23 6:49 umbrella, then like a wallet. Very important. A book. I'm currently reading this.</p> <p>Jessica Wong 6:57 Wow. You really like reading.</p> <p>Participant A, 23 7:00 Yeah. Then this is like, I don't know a small pouch kit. Example, my perfume, hand sanitizer, anointing oil, Lipstick, Mirror and stuff.</p> <p>Participant A, 23 7:15 Okay. Then my laptop. I'll bring it home everyday. Yeah, that's all. Nothing much.</p> <p>Jessica Wong 7:22 Okay. It's your bag very big?</p> <p>Participant A, 23 7:26 I changed my bag pretty often. So for this week, right? Is like very big for this week.</p> <p>Jessica Wong 7:34 But you change it very often?</p> | | <ul style="list-style-type: none"> - Have a habit of constantly change bags. (e.g, backpack, tote bag) |
|--|--|---|

Participant A, 23 7:36

Usually, yeah, actually very. So usually I'll carry a tote bag or a backpack. So usually I change it. But it's always (1.9) big enough to put a laptop in

Jessica Wong 7:43

okay, all the items that you listed regardless what bag you change there always be inside the bag. Am I correct?

Participant A, 23 7:49

No, not necessarily. So like, if I go out on weekends, I will only bring a small bag then I will only bring an umbrella, wallet. Actually no, I think even on weekends where I go, I don't mean, I just take out my card and throw it inside my bag. So I will bring a card, NRIC. Yeah, I saw you take out the cards and put them inside the bag. So I would just have an umbrella, card, NRIC, phone, water bottle, phone and my very important one (airpods and keys) lastly, lipstick.

Jessica Wong 8:21

can. Okay, then. So is there a reason why you actually carry all those most important things out everyday? Or is it because it's really a habit?

Participant A, 23 8:32

1.9 What is the size of her bag

- Big enough to contain all the stuff she usually brings.

To me, it's all very needful

Jessica Wong 8:35

For daily needs, right? Yeah. Okay, so I also understand that you actually do not know any symptoms of like, okay, now we are moving on to more of the breast cancers portions. So like, you don't know anything about the symptoms of breast cancer? Based on your answer, you actually selected like, all the options given. So may I actually know if you really know the symptoms, or you just read through the option and actually guess the symptoms?

Participant A, 23 9:03

I think (2.0) the only symptoms I know are probably like, if there's a lump in your chest, and then like if there's any secretion of the nipple, so I know that Yeah, right. oh, If they're swollen nibbles. Yeah, there's all.

Jessica Wong 9:16

Ah, so the rest is just a really random guess.

Participant A, 23 9:22

Actually I forgot the options, but probably random guess

Jessica Wong 9:26

ohh okay. Actually, I listed out the six main

2.0 Grace literacy of breast cancer

- In the survey, she selected all the options, which is all correct, but in fact, she doesn't really know if they are correct. It's just her guess.

- out of 5 stages of breast cancer, she believe that the initial

symptoms. And actually not everyone selected all except for you.

Participant A, 23 9:35

Ohh!

Jessica Wong 9:36

But actually, all selection is the correct answer. So I was really curious. Like, is it you anyhow guess or you really know the symptoms?

Participant A, 23 9:41

No, **I don't think so its anyhow guess.** It's more like when I see the options. "oh it makes sense." Okay, okay. Yeah, probably all the above, you know?

Jessica Wong 9:48

Yeah. Okay. So actually, there are like five stages of breast cancer. So, At what stage of breast cancer do you actually think it has the highest survival rate?

Participant A, 23 9:58

**Highest survival rate? hmm. Stage one?
stage two? still can survive? I think up to
stage three I still think I can survive.** Well, I mean, just need to remove right?

Jessica Wong 10:12

Yes. Some people. Yeah. Depends on the treatment likely. Yeah. So for the next

stage is the most crucial to survival rate

- She is only aware that 40 and above as it is only highly recommended to do mammograms because her mother received such a mammogram letter from the government that recommended her to do mammogram. On top of that, she has not come across news that younger women age 20 are diagnosed with breast cancer as

question, actually, which is really what you actually have a higher chance of getting breast cancer, you actually selected only 40 or 50. Yeah. Is there a reason why you only selected the age range?

Participant A, 23 10:31

40 right? Because that's the age that they're encouraged to go for the mammogram.

Jessica Wong 10:44

I can let you know. Actually, it's not. Recently the news, actually, has been saying that around 20 they actually start to get breast cancer symptoms. Yeah, that's our doing this project. Okay, so next question, you actually indicated that you will use a clinical test to check for breast cancer any particular reason why so?

Participant A, 23 11:15

What test?

Jessica Wong 11:17

you use clinical tests to check for breast cancer?

Participant A, 23 11:21

Oh, yeah,

Participant A, 23 11:22

I mean, why not? clinical means I go down

well.

- If she was the one suspect of getting breast cancer, she will go see doctor.

the clinic right? Yeah, correct.

Jessica Wong 11:27

Yeah, so you highlight the one of you that you chose for the clinical test.

Participant A, 23 11:32

Oh, is it? What were the other options?

Jessica Wong 11:35

BSE, which is breast self examination.

Participant A, 23 11:38

Oh, yeah.

Participant A, 23 11:43

I think Firstly, like I would do the self check one first, then you know, if there's something weird something going on, of course, I'll go clinic straight. I wouldn't do other things. I'll just jump over.

Jessica Wong 11:54

That's true! So now we talk about the BSE.

Have you actually heard of BSE before doing this survey itself?

Participant A, 23 12:04

(2.1) Heard before. But I don't know the steps

2.1 Grace literacy of BSE

Jessica Wong 12:06

you heard before but you have no clue

nothing at all about what does this BSE means and

Participant A, 23 12:13

I know is like, like steps to check yourself

Jessica Wong 12:17

Correct. Yeah. You have indicated is very important. So what do you actually think is the best way to educate women?

Participant A, 23 12:27

(2.2) Video. But just like video education on how to check it out and maybe start young? I think nowadays, like, sorry about Singapore education. Really don't educate us on this stuff. i like to start young. Teach the girls how to check like, I don't know how to check.

Jessica Wong 12:44

I agree.

Participant A, 23 12:46

Right? Yes. Yeah.

Participant A, 23 12:47

(2.2) Secondary School. Like how to just check. Yeah,

Jessica Wong 12:51

yeah. So actually, do you have any experience or like having anyone close to

2.2 Grace advice on how to educating women

- Heard of BSE, but no idea how to do it.

- She believe it important to do BSE, but she do not know how to do it besides knowing its as a step procedure for checking breast

- Video on what breast cancer is and how to self check

you or I mean, yourself confirm a no, suffering or suspect of having breast cancer?

Participant A, 23 13:03

No. They are usually not my family.

Jessica Wong 13:06

So, if it is a no, what will you actually do if you suspect your loved one or maybe yourself suffering from breast cancer?

Participant A, 23 13:06

Then go see the Doctor. I wont drive myself siao (crazy). I don't wanna to underestimating

Jessica Wong 13:09

So if it yourself that you suspect getting breast cancer, you actually go see a doctor yourself or like to discuss with anybody?

Participant A, 23 13:30

If it is me, I will definitely go see a doctor. Yeah, I mean, I will let my mom know first then go see the doctor. You know, I mean, okay, for my mom. She's quite okay. I know. She goes for mammograms all the time. Yeah.

Jessica Wong 13:46

So also for your survey result, you mentioned that you have come to know,

would be

helpful

.

- Starting at young age (secondary school)

| | | |
|--|--|--|
| <p>(2.3) breast cancer information through an awareness campaign. So can you elaborate the current existing breast cancer awareness / campaign that you came across before?</p> | <p>2.3 Effectiveness and what could have been done better on existing awareness and campaign</p> | <ul style="list-style-type: none"> - She got to know about breast cancer through an awareness campaign (road shows). |
| <p>Participant A, 23 14:00 The breast cancer (2.3) ribbon thing. There should be such an event right?</p> | | <ul style="list-style-type: none"> - Do not remember the colour of the ribbon, only remember it as a ribbon campaign. |
| <p>Jessica Wong 14:06 So what do you roughly remember? Like maybe the poster or the activity that campaign you like roughly described what you remembered?</p> | | <ul style="list-style-type: none"> - Do not remember detaily what the brochure as she assume its not her time yet as there wasn't obvious breast education. |
| <p>Participant A, 23 14:12 Ohhh I know they very highly encouraged the self check, the steps. Yeah, just that then, like, I don't know, my mom has brought home some pamphlets home before. (2.3)I briefly just see through it. But I never really go and like, memorise in depth to know.</p> | | <ul style="list-style-type: none"> - Awareness campaign to her it's not effect and |
| <p>Jessica Wong 14:29 May I know the reason why you briefly see through thr pamphlets. Is it because the pamphlets doesn't look very entertaining or appealing or is it too wordy?</p> | | |
| <p>Participant A, 23 14:37 I (2.3) briefly look true, cause I assume that</p> | | |

is not my time yet. Yeah, like I mentioned that it was just 40 years going above. So I just see through like, since you would not happen to me since I'm still young.

Jessica Wong 14:51

Yup, I agree.

Participant A, 23 14:54

So I just like to briefly see through it.

Jessica Wong 14:56

yeah, so because of this. Do you actually think that the current existing awareness or campaign is actually effective?

Participant A, 23 15:03

(2.3) No, I think it could be better. Like, I mean, if I mean, if you know, like, **if younger people are getting more than like getting diagnosed with breast cancer, why not? Why not move the suggested age of mammogram down?** You know, like younger people, like 30 years old? Yeah. So I don't think it's very, very effective. Because among my friends, literally no one really cares. Yeah, really, as far as I know, like, no one really cares. Like even guys, you know? Yeah.

Jessica Wong 15:35

I agree. Actually, guys do have a certain percentage of getting it. But yeah. Yeah.

could have done better

- Could educate youngster through newly social media platform such as Tik Tok, Instagram, Douyin etc

So do you actually have any, like, suggestion that you think it could be, you know, feasible, we could increase the literacy of breast cancer to people like us? Or to people in general, maybe, more towards the ladies.

Participant A, 23 16:01

As of now, I don't know. I feel like, I feel like awareness was done through roadshows last time. But now because of COVID-19 road shows have been cut down. Advertisement? Like, TV? Social media ads? Yeah. Because, I mean, honestly, the whole algorithm thing where, like, even if ads are done, you know, we don't really see them unless we are interested to know more about it. So as a marketers point of view. Like, because of the whole algorithm thing. Social Media Marketing don't necessarily work as effectively as in the past anymore. So like, yeah, to me. I don't know, man.

Jessica Wong 16:41

So do you think fun facts to people of our age group, actually will catch their attention?

Jessica Wong 16:50

(2.3) fun facts. Sure. Yeah. I mean, yes.
But like, which kind of platform. That's another thing. Maybe on newer platforms?

I don't know. Tick Tok? Instagram?

Jessica Wong 17:02

So I do realise that you spent a lot of time like, you know, with your family and friends I mentioned earlier on. So have you actually ever thought of sharing whatever of your knowledge with them? Like, if, for example, you have a lot of knowledge about this breast cancer? Okay. Would you want to share this knowledge with them?

Participant A, 23 17:26

It depends. (2.4) If they suddenly one day tell me their breast is very painful or something, then I will be like, Oh, you know, I will tell them "you can check it all out." like, but I wouldn't bring it up randomly. You know, because it's because to me, like, I think it's a very personal thing. You know, it's about your own body, your own private parts. So, it's not a casual conversation that you bring up over dinner.

Jessica Wong 17:53

Yeah. So do you actually, like, do you have any suggestion? How can we, you know, overcome this very sensitive topic to people around you that even your close friends, your family?

Participant A, 23 18:14

Maybe like, I feel like maybe you can

2.4 Sharing of breast cancer knowledge

- Would not share out of nowhere.
- She would only share if someone who suspects breast cancer opens up to her.
- Reason being, it's awkward and it's weird to share randomly.

educate on whether the food we eat will affect because (2.5) food is always a good topic, let's say let's say like, an example is don't eat too salty food, then, you know, one day when I go and eat my friends and you want to eat something very salty, then I will be like, "No, we shouldn't be eating so salty food. We shouldn't eat so much such salty food. You know, this is my breast cancer causing" Than you can start to talk / educate them about breast cancer.

Jessica Wong 18:37

So it is like some open statement.

Participant A, 23 18:38

Yeah, like I know, just bring another topic into the topic.

Jessica Wong 18:43

one topic to make it to another topic. That is very interesting.

Participant A, 23 18:50

Okay, but I think nowadays people are slightly more open to talk about, you know, illnesses and breast cancer and stuff, but it's just in my circle of friends. I don't do that. Yeah, but other people I believe. Can but honestly, you have dinner with your friends, you don't suddenly talk about illness or such topics.

2.5 Suggestion of educating people of breast cancer

- Do food related topics campaigns/brochures etc. Everyone loves food.
- road show survey. To create more awareness.

Jessica Wong 19:10

It depends, I guess, the situation or maybe where you are? For what kind of circumstance.

Participant A, 23 19:18

Yeah, and maybe you know, if you really want to get to know them, maybe do surveys on the streets, Yeah, maybe more like road shows or maybe not like (2.5)

roadshows but like people that do like "Hi! can I have three minutes of your time etc".

Yeah those kinds. I think it works better, I guess.

Jessica Wong 19:34

Yeah. road shows. Okay. Lastly, like, of course, after this questionnaire and this interview, would you actually be interested to know more about breast cancer in general?

Participant A, 23 19:51

Yeah, I do it. Yeah. I mean, since you told me to say like, 20 years old people will start getting really stressed.

Jessica Wong 20:02

Yeah, there must be a reason why your favourite drink is only plain water in this survey.

Participant A, 23 20:20

I do drink other drinks but just like my favourite would still be water. Yeah, like even when I'm craving sweet drinks or like bubble tea, I'll just assume that I'm thirsty than I will just drink water. Unless I'm feeling fancy, you know, I you know, I just satisfy my craving.

Jessica Wong 20:49

That's true! Thank you so much for your time.

Jessica Wong 20:52

So if there is any other question I will probably personally message you or like maybe ask you over meetings. Because all these questions are based on me not having any thought or idea how to solve the problem. So maybe when I'm doing my idea generation stage, I would probably ask you like if you think this might work or that and see what you would responded to me in this.

APPENDICES

(INTERVIEW TRANSCRIPT, PARTICIPANT B)

| Transcript (Participant B) | Coding - Content | Coding - Depth |
|--|---|--|
| <p>Jessica Wong 0:00 Okay, so some formality first. So all the personal data and the voice recording collected will only be used within this project and are compliant to the PDPA. So by actually going through with this interview with me, you've actually acknowledged and given me the consent to use any of your personal and non-personal data for this project.</p> | 1.1 Informed of PDPA and have gotten acknowledgement to collect data. | |
| <p>Jessica Wong 0:24 Okay, the first question will be, I need you to actually go through with me again, your name, your age, gender, education background, or more like, your highest qualification and your current employment status.</p> | 1.2 Data collection of personal information | <ul style="list-style-type: none"> - Name: Participant B Age: 25 Employment status: Full Time Employed by Singhealth Human Resource Executive Highest Qualification: Bachelor Degree Holder |
| <p>Participant B, 25 0:40 Okay, so name: Participant B, age: 25, female, highest qualification will be bachelor's degree and employment status is currently employed.</p> | | |
| <p>Jessica Wong 0:53 Okay, can. So I'll move on to the next question. From your survey, I've actually realized that you are relatively quite a, having a healthy diet. So, such as your</p> | | |

favorite food includes the fruits and also your favorite drink such as water and green tea. So in your free time, you would take time out to actually exercise, is there a particular reason why your favorite foods are as such?

Participant B, 25 1:21

Okay, I have not, I was [13]not a particularly big fan of gassy drinks or soft drinks to begin with. So, since young I have pretty much only either drank Milo or hot chocolate, either that or just plain water or maybe some Chinese herbal drinks, but that's about it.

Jessica Wong 1:43

Wow, Chinese herbal drink.

Jessica Wong 1:48

Okay.

Participant B, 25 1:49

Yeah. So yeah, so I'm actually not used to drinking drinks with high sugar content.

Jessica Wong 1:57

Oh, is it because you are a person that is very health conscious?

Participant B, 25 2:02

No, I just, I just, I'm just not particularly fond of the taste.

1.3 Why do you have such a healthy food diet?

- Not a big fan of gassy sweet drink
- Loves plain water

Jessica Wong 2:07

Oh!

Participant B, 25 2:07

Yes, so like, even let's say I drink bubble tea. The maximum I'd go to is like maybe 25% sugar, but most of the time it's 0%. It's just a preference. Yeah.

Jessica Wong 2:19

Can, no problem. No problem. So, because you just now, I've also stated that you actually do exercise. So may I actually know like, how many times actually a week do you exercise? Or like, Can you describe to me how many hours which would that be?

Participant B, 25 2:36

It really depends. I see with- (cuts off)

Jessica Wong 2:41

Sorry?

Participant B, 25 2:43

-I am busy that week cannot but... It depends on how busy I am. But let's say
(14) if everything goes according to my schedule. It will usually be about four times a week, about one and a half hours per session.

1.4 Exercise

- 4 times a week

- 1.5 hr per session

| | | |
|--|--|---|
| <p>Jessica Wong 3:00 Is there a particular class that you go to or it's just your free time, your own thing that you are doing for one and a half hours?</p> | | <p>- Running, Swimming, dance classes</p> |
| <p>Participant B, 25 3:08 So it's either I'll be (1.4) running or I'll be swimming or if not, I'll go for dance classes. If it's dance classes, it would be a lot longer, it can be about three/four hours. Yeah, so</p> | | |
| <p>Jessica Wong 3:19 Wow. So you signed up for classes?</p> | | |
| <p>Participant B, 25 3:23 Yeah.</p> | | |
| <p>Jessica Wong 3:24 Okay, can no problem, so you've actually selected the like that you'd (1.5)spend most of your time with your friends and family. So exactly how many hours do an average spend with them a day or per week?</p> | | |
| <p>Participant B, 25 3:36 Per week? (slight pause) Maybe about 40 hours?</p> | | |
| <p>Jessica Wong 3:49 40 hours? That's about maybe average a few hours? How many per week, let me</p> | | |

see... Do you spend most of the time maybe because on your weekends with your family and friends?

Participant B, 25 4:01

Yea, usually we (1.5) usually it's weekends, weekdays because I have worked quite long hours so yeah, I don't really spend a lot of time with them.

1.5 Spend most of the time with family and friends

- Spent average 40 hrs a week with family / friends

Jessica Wong 4:10

So normally you don't go out on the weekends after you work?

- Usually on the weekends.

Participant B, 25 4:15

Yeah, yeah. Yeah. Because I tend to have OT so I don't really go out a lot

- Weekdays too busy with work

Jessica Wong 4:22

Okay, can so another interesting fact that I've found out from your daily routine, you've actually (1.6) took like, four hours to prepare meals for the week. May I actually know the reason and maybe how your procedure or how you do it?

1.6 Specially take out time to meal preparation for the week

- 4 hours to meal prep for the week (for Monday to Friday, 5 days)

Participant B, 25 4:37

Okay, so for that it's actually because I tend to meal prep for the entire week.

- A soup, a protein, 2 to 3 vegetables as side dish

Jessica Wong 4:43

Wow.

Participant B, 25 4:43

So basically, I'll prepare for like [five, from like Monday to Friday all on one day]. So I tends to take a bit longer than usual.

- Procedure:
freeze the food, reheat in the office on the day itself

Jessica Wong 4:52

Oh but normally what do you prepare like... The menu?

- Reason being:
to save money, and sick of eating food available around the office area.

Participant B, 25 4:57

It will be [a soup, and then one protein, and then about two to three vegetables.]

Jessica Wong 5:05

Oh, so you do that for like, just for the whole week? So you just put it into the fridge?

Participant B, 25 5:11

Yeah, I tend to freeze. So let's say if it's from Monday [1.6) I'd put it in the fridge. And if it's the rest of the week, I'll actually freeze it and then reheat in my office.

Jessica Wong 5:21

Wow. Is there a reason why you'd do or maybe because you really just enjoy your own cooking?

Participant B, 25 5:30

I guess, partially, it's to [1.6) save money and partially because I was sick of eating when I could eat what I had around my

office

Jessica Wong 5:39

Oh, okay. Can can, no problem. Okay, so now we will proceed on to like... I will need you to actually run me through what you actually put in your work bag. Or maybe that you bring out most of the time daily to work or to meet your friends?

Participant B, 25 5:55

Okay, um, okay what I usually have will be (17) an umbrella, a bottle, my wallet, my sanitary pads? That would usually be about it.

Jessica Wong 6:13

Oh, that's all? I see.

Participant B, 25 6:17

Maybe an occasional... Oh maybe my (17) house keys and an occasional power bank. But yeah, that's usually about it.

Jessica Wong 6:23

I see. Okay, well, there's actually quite a few things that I'd expected. Can no problem, like because I've noticed that you said that you mentioned you bring water bottles. It's every day, am I right to say that?

Participant B, 25 6:41

1.7 What is in a girl bag usually

- Umbrella
- Water bottle (1L)
- Wallet
- Handphone
- Sanitary Pad
- House key
- Power bank

Yeah.

Jessica Wong 6:42

How big is the water bottle that you are bringing along?

Participant B, 25 6:46

Um, let's say if I'm going to office. I tried to bring a **bigger one and maybe about one litre?**

Jessica Wong 6:52

One litre. Oh, wow. Okay, so the reason why you bring all these items is because you really need it from day to day basis.

Am I correct?

Participant B, 25 7:02

Yeah.

Jessica Wong 7:04

I see. Okay, so you just now got to indicate that you, your favorite drink is water as well. So actually how many bottles, littles or cups, you actually drink, a day or a week?

Participant B, 25 7:18

Wow, I drink quite a lot. So maybe **(1.6) about three to four litres a day?**

Jessica Wong 7:24

Oh, wow, that's really, really a lot. Okay,

1.8 Favourite Drink

- Plain Water
- 3 to 4 Litres a day

can. So I'll move on to the following portions also. You've actually [1.9] besides the two symptoms that you have actually identified in the survey, such as the wrinkles of the breasts and like discharge from the nipples, lungs and also like pain? Would you actually be able to tell me any other symptoms of the breast cancer itself?

Participant B, 25 7:55

If I am not wrong, I think it [1.9] could be that the area also suddenly changes color or there is change in the size of the breast, that's well... Those are the others that I can think off the top of my head.

Jessica Wong 8:23

Okay. Can can, no problem. So, the next question will be like there are five stages of breast cancer, I'm pretty sure you know, because you've indicated it. So at what stage of breast cancer, do you think you have the highest survival rate?

Participant B, 25 8:43

Definitely, it will be the Stage Zero, which is when it's still benign, not, maybe not benign. But like, it's just a lump in here. It's not really, either [1.9] Stage Zero or Stage One where it's, like, it's still small. And it's pretty much contained within the breast itself and has not actually spread to the

1.9 Participant B literacy of breast cancer

- She is able to identify more than 2 symptoms of breast cancer detaily
- She believes that stage 0 to stage 1 has the highest rate of cancer survival as she mention that where the breast cancer size is still very small/ not contagious
- She is well informed that age 20 and above have an equal chance of getting breast cancer as over the years many information have been

lymph nodes.

Jessica Wong 9:04

Oh, okay. Can so actually from all your answers, right? It's true that there definitely there are five stages of breast cancer. And it's also true that you know, the age 20 to 60 and above, there's always like, a high chance of getting like the breast cancer. So may I know, like, is there a reason why you answer so or do you happen to guess it or you have read such information somewhere else?

Participant B, 25 9:30

Actually, I've read about such information before I had no idea why but like, a few years ago, it was, it was quite like a lot of information on breast cancer. It was just showing up on social media and stuff. So yeah, I pretty much read quite a bit like quite frequently.

Jessica Wong 9:54

Oh, I see it because you happen to like maybe search on the topic before, or maybe it just happen to appear on your social media.

Participant B, 25 10:04

I think it just happened to appear. Yeah. (19) Ah, my mom was also doing mammograms. Yeah, so they asked, oh,

showing up on her social media feed.

- Also, her mother is at the recommended age to do mammograms as well. hence, she is very well informed and knowledgeable in terms of breast cancer.

- Also she comes from a science background. Hence, she has pure interest in just reading up medical journals as interests and getting to know so much about breast cancer.

yeah, I can't exactly remember.

Jessica Wong 10:20
can understand. Okay. I also saw that you actually indicate like, breast self examination, in short form BSE, that you do it monthly? Is that the very first option that you actually do to check yourself? Or you really, really do that every monthly?

Participant B, 25 10:38

(2.0) I don't do it every monthly, usually after my period, just so that yeah, just to check and make sure. Yeah. If there isn't anything, yeah.

Jessica Wong 10:49

I see. Okay. So since you actually do it monthly. So from one to five, right, one being the least confident, and five being the most confident, how confident are you conducting the BSE yourself?

Participant B, 25 11:05

I would say in between (2.0) three to four.

Jessica Wong 11:10

Okay, is it because you had been exposed like, did anybody teach you BSE before? Or like, Is there like a very particular reason why you even started to do it monthly?

2.0 Participant B's literacy of BSE

- She is well versed with BSE.
- She would do it monthly after her period as she was taught to do BSE after period for accuracy.
- Her confidence level of conducting BSE is 3 to 4 out of 5.
- Reason being:

Participant B, 25 11:24

I can't exactly remember why. But I think it's likely something that I read as well somewhere, they said that, it's good to do the examination monthly after your period,

especially once the hormonal change-hormones have stabilized. So it's the best time to actually, you know, check to see if there are any changes in the breast. So I guess it started off as curiosity, and then it got into the habit of it.

Jessica Wong 12:00

Oh, okay.

Participant B, 25 12:02

And then, two years ago, when I started, before I started my work, because I'm actually working at a hospital. So they actually did, I had to undergo a health checkup with the doctor. So and then the doctor, kind of, taught me how to do the self examination as well.

Jessica Wong 12:22

Wow, that's really cool. I didn't know you undergo a health check out and then the doctor would actually teach you such information. Okay, so the next question will be like, do you actually have any experience or having anyone close to you or yourself, maybe not yourself, like suffering or suspect of breast cancer?

she works in a hospital environment that requires her to do health check up. During her health check, the doctor recommended her to do BSE after period as well as taught her how to do BSE at home.

| | | |
|---|---|--|
| <p>Participant B, 25 12:44</p> <p>Um, no, but I, but (2.1) when I was a lot younger, music teacher's mom had breast cancer, yeah, within my family or other relatives, no.</p> | <p>2.1 Participant B breast cancer experience</p> | <ul style="list-style-type: none"> - when she was young, her music teacher suffered from breast cancer. |
| <p>Jessica Wong 13:00</p> <p>Does it, from that lesson, or maybe the experience- Does it actually affect you in any way, like maybe physically, emotionally or any where else?</p> | | <ul style="list-style-type: none"> - She was not emotionally or physically affected as she was still very young to process what was going on. |
| <p>Participant B, 25 13:13</p> <p>(2.1) Not really, because I was really young, I think I was about six or seven. So I was kind of too young to really process.</p> | | |
| <p>Jessica Wong 13:21</p> <p>Ah, I see. Okay, so we'll move on to the last few parts. So like probably a response of your survey, you mentioned that you came across breast cancer information through the awareness campaign. Could you elaborate any current or existing breast cancer awareness campaign that you can remember, as of now?</p> | | |
| <p>Participant B, 25 13:41</p> <p>I know this (2.2) there's a ribbon one with the ribbon. I can't remember what the color of the ribbon is.</p> | <p>2.2 Effectiveness and what could</p> | <ul style="list-style-type: none"> - Aware there is a ribbon campaign for |

| | | |
|--|---|---|
| <p>Jessica Wong 13:47 Okay.</p> | <p>have been done better on existing awareness and campaign</p> | <p>breast cancer but could not remember the colour.</p> |
| <p>Participant B, 25 13:51 And then there is, I think, (2.2) I know the Women's Charter has something like that as well.</p> | | <ul style="list-style-type: none"> - Women Chater event but no mention of which company or organisation involved. |
| <p>Jessica Wong 14:02 I see.</p> | | |
| <p>Participant B, 25 14:03 SATA had one as well. I know MOH also had some time</p> | | <ul style="list-style-type: none"> - She did mention of SATA and MOH such medical organisation involved in such |
| <p>Jessica Wong 14:10 Yeah. Yeah. But you roughly remember, like (2.2) did you came across any of their brochures? Or maybe their, maybe, like what you say, social media, like what do they actually advertise over, like over the brochures or social media?</p> | | <ul style="list-style-type: none"> - Cannot remember any brochures or social media posting of breast cancer information. |
| <p>Participant B, 25 14:26 (2.2) Not really.</p> | | |
| <p>Jessica Wong 14:29 Not really also, so you actually cannot picture things like, what is the color, what is actually, you know, there are such campaigns, but you cannot really remember what the campaign is all about.</p> | | <p>The most she can recall is the SATA brochure recommending</p> |

| | | |
|---|--|--|
| Participant B, 25 14:38 | | <p>older age group women to do mammograms yearly.</p> <ul style="list-style-type: none"> - She mentioned that Singaporean have huge preconception that only women get breast cancer . |
| <p>Yeah, I know that. I know. They do have, SATA. I think it was that they said- Their brochure did mention something about having women above the age of 30. think, that she do that mammograms yearly or something like that. I think that's really more or less that I remember. Yeah.</p> | | |
| <p>Jessica Wong 14:58</p> <p>I see. Okay, so after all this, do you actually think the current existing awareness or campaign is effective?</p> | | |
| <p>Participant B, 25 15:07</p> <p>Not particularly, no.</p> | | <ul style="list-style-type: none"> - What could be done better: Brochures are geared mostly to women. Could be more for both genders. |
| <p>Jessica Wong 15:12</p> <p>No problem. So do you, what do you think they actually have kind of done well, or where do you think they can improve on?</p> | | |
| <p>Participant B, 25 15:21</p> <p>(2.2) I think, at least in Singapore, they see a very huge preconception that you know, breast cancer is only limited to females</p> | | <ul style="list-style-type: none"> - Price of such checks (mammograms) are expensive. If the Government could subsidies |
| <p>Jessica Wong 15:32</p> <p>Yeah.</p> | | |
| <p>Participant B, 25 15:33</p> <p>But you know, when it's actually both, both</p> | | |

genders can get them. I think nearly that, that should be something that should be made more aware of. From what I remember at least, like most of the time, the campaigns for breast cancer awareness, it's mostly catered or geared towards the female gender. Yeah. And I think it, I think the pricing as well because it's not, it's not like now when that's all the pap smear test.

more might encourage more people to come forward to do such checks for early detection.
(There are subsidies check such as Pap smear for cervical cancer but none for breast cancer)

Jessica Wong 15:33

Yeah.

Participant B, 25 15:33

Cervical cancer, you know, awareness campaigns going on. It was not such a big deal for breast cancer awareness. So like the pap, for example, pap smear tests, you can actually if you have a CHAS Card you can just get it maybe \$2. Get a test for \$2 at a polyclinic, but there isn't such stuff for breast cancer scans, mammograms, so it can deter a lot of people the cost. Yeah.

Just not aware, they just kind of let you know, put it off, it won't happen to them and all that kind of stuff. Yeah.

Jessica Wong 16:58

I see. So like what I mentioned earlier on that you actually had selected media, which you also earlier on, I mentioned that the media that you'd mentioned, it's on

your social media like your Facebook,
Instagram, am I right to say that?

Participant B, 25 17:13

Yeah.

Jessica Wong 17:14

Are those, like, sponsored posts or you
just happened to come across them
because you click on it or anything?

Participant B, 25 17:23

I don't think they're actually sponsored
posts, I think they were recounts from
breast cancer survivors, and all that. Or
just like people reposting...

Jessica Wong 17:37

you follow their sites or...?

Participant B, 25 17:42

No.

Jessica Wong 17:43

Okay, so it might be a repost from your
friend or...

Participant B, 25 17:46

Yeah. Or just someone or went viral or
something.

Jessica Wong 17:50

Yeah. Might be, might be, because I really

had not seen these kinds of posts before myself. Okay, yeah. Also, I've realized that it's really rare to see a participant, like yourself, to actually select medical journal websites to retrieve details of breast cancer information. Is there a particular reason? Why would you actually read up on such information or maybe happened to come across something that really sparks your interest?

Participant B, 25 18:21

(19) I think, because I come from a more science background, like I did Biology for secondary school and JC and then after that, I moved on to do psychology. So guess more or less, I'm kind of... I would definitely be like, of the usual, you know, Google websites and all, but I'll also try to read medical journals just to see, you know, what, if there're any new discoveries, any new symptoms, or any new breakthroughs.

Jessica Wong 18:57

So you're just generally very interested in such medical journals and topics?

Participant B, 25 19:04

Yeah, kind of like, it's, I just feel like sometimes it's just good to keep-

Jessica Wong 19:09

-good to know. Yeah, can no problem. So actually, do you have any suggestion that you think we could actually increase the literacy of these breast cancer. Since like, you know, we have been talking about like, while the campaign is not really effective, and like, you know, I'm pretty sure a lot of us don't really openly talk about it, or most of us don't really know much about it. So any suggestions?

Participant B, 25 19:36

I would say, if you want to (24) get towards the younger population likely, using social media influence, like the influencers on social media, having them promote such as like SGAG all that. It might be easier because they do have wider outreach, rather than really, you know, just doing posters, brochures. I don't think that really actually catches the attention. Or if not, it will have to be very eye catching, like short film? Yeah.

Jessica Wong 20:14

True, I agree to that. So, based on what I also have heard so far like, you are actually really relatively much more knowledgeable compared to like, all the other participants that I read so far. I really have to admit that it's the most accurate. If this is a test paper, I can tell you at least are getting like 80 or 90, correct, politically

2.4 Suggestion on educating people of breast cancer

- Target towards younger population (20 - 30)
- Using latest in application such as SGAG, Social media, influencer etc
- Information about breast cancer is all over the places. Hard to also tell which information is more accurate

correct answers. So like, have you actually ever thought of, like, sharing such of your knowledge to people that you spend a lot of time with, like your family, your friends, or I don't know, anybody that you are really keen to share wish?

Participant B, 25 20:59

Like, I mean, (2.5) if my friends do ask, then yeah, I do share with them, but I won't, I won't say I'll actively share it.

Jessica Wong 21:11

Yeah, so I, of course, other than like, you know, Singapore is such a conservative country. And, of course, this is definitely a very sensitive topic. So like, if you really need to share like, or want to, like, you know, promote, like this literacy, in terms of sharing to people you care about, how would you actually do so?

Participant B, 25 21:29

How I would really share... Wow, that's a tough question... I guess maybe I'll just ask, you know, my friends whether they have done any pre-body checkup and, kind of, weave into the topic about, like, you know, breast self examination.

Participant B, 25 22:08

I see. Okay, last question. So like, after this questionnaire, and also like, this

and would be great if all the information could be found in one place.

2.5 Sharing of breast cancer knowledge

- Would not actively share it unless friends start talking on breast cancer topic or related matters
- She would start on if they have done regular body check up as a starting topic if I would like to share on breast cancer information

interview with me, would you actually be interested to know more about breast cancer?

Participant B, 25 22:27

I guess it depends on what is the 'more'...

Jessica Wong 22:41

Okay, because I realized that you are really, really knowledgeable in terms of this. So it's just really out of curiosity, like would you want to know, if like, there is such, you know, case?

Participant B, 25 22:53

I think maybe what I like to know more, if possible, would really be like, the... How, like, the availability of, actually the availability and convenience of being able to actually, you know, get screenings done in both public and private centers.

Because I think that's, at least, I only know that we can do it, either... It's only either via SATA, or really the hospitals and specialist centers. But yeah.

Jessica Wong 23:33

I see, you're trying to say that it's more accessible? It might be a good option for people, like, maybe the ladies or even the guys to actually reach out and then you know, get it done, checked. And, you know, get themselves to be more

informative about what is it all about?

Okay...

Participant B, 25 23:57

I think that's something I'd like to know as well, because really, that is, it's just not, yeah, the [2.4) information is just not very accessible.

Jessica Wong 24:07

I agree with you, because when I was doing this project, I can let you know what I've found out... The reason why I say you're very, very accurate, is because you're the only one who has indicated that at age 20, do have a high chance of getting breast cancer. Because nowadays in Straits Times, a lot of reports have said that, you know, age 20 and above, are diagnosed with breast cancer. And also, a lot of websites that you have mentioned earlier on like MOH or, you know like, Singapore Cancer Society all these. The information is all over the place. Yeah, that I can agree with you. It gave me a very, very hard time to really dig out, very specifically and also like to really see if the information is really accurate. Like whatever I'm going to present now if it's really accurate or not. It really took me a few months to really try to look through everything.

Jessica Wong 25:06

Yeah, including the medical journals that you probably had mentioned. I had read through almost a lot of medical journals myself. Yeah, to actually make sure that it's really accurate to at least 80%, I hope.

Yeah, so I was actually very surprised that there will be people that can complete my survey of my, I don't know how many months, of effort. Yeah, that's why the moment I came across this survey, I was like, "This person has to be on my, you know, interview list". Yeah.

APPENDICES

(INTERVIEW TRANSCRIPT, PARTICIPANT C)

| Transcript (Participant C) | Coding - Content | Coding - Depth |
|---|--|--|
| <p>Jessica Wong 0:00</p> <p>Okay, I have to explain to you first. So, basically, I have to explain to you that all the personal data and voice recording collected will only be used for this project and of course, compliance to like PDPA. Then, by reading this and proceeding with this interview you acknowledge and give me the consent to use your personal and non-personal data for this project.</p> | <p>1.1 Informed of PDPA and have gotten acknowledgement to collect data.</p> | |
| <p>Participant C, 26 0:23</p> <p>Okay.</p> | | |
| <p>Jessica Wong 0:24</p> <p>Then, I will start off with the first question. So, I need to run through with me like your name, your age, and also like your gender, hobby and highest qualification and current employment status.</p> | <p>1.2 Data collection of personal information</p> | <ul style="list-style-type: none"> - Name: Participant C Age: 26 Employment status: Full Time Employed Highest Qualification: Bachelor Degree Holder |
| <p>Participant C, 26 0:41</p> <p>Okay, so I'm Participant C, I'm 26 this year, then my gender is female. What else?</p> | | |
| <p>Jessica Wong 0:50</p> <p>Highest qualification.</p> | | |
| <p>Participant C, 26 0:52</p> | | |

Oh, highest qualification: degree. Yeah.
And what else?

Jessica Wong 0:59
Current employment status.

Participant C, 26 1:01
I'm employed full time.

Jessica Wong 1:04
Can, so I'll move on to the next question.
So like for you, you said that your favourite food is like Japanese and Korean cuisine.
So is there a reason why you like this cuisine?

Participant C, 26 1:16
Maybe (1.3) because it's salty?

Jessica Wong 1:20
Do you like very salty-

Participant C, 26 1:23
Yes, I like.

Jessica Wong 1:26
So it's also actually very surprising that your favourite drink is plain water. So...

Participant C, 26 1:31
Yes.

Jessica Wong 1:31

1.3 Why do you like Japanese, Korean Cuisine?

- She love salty food

How many bottles or cups or litres of water you drink every day, like you actually carry water bottles around you?

Participant C, 26 1:40

The bottle is (1.4)1.2 litre every day I drink two of this.

Jessica Wong 1:44

Two of this? Even when you're-

Participant C, 26 1:46

Yeah.

Jessica Wong 1:46

Do you carry the same bottle-

Participant C, 26 1:48

I work from home, so everyday just drink for this. I drink two bottles of these, just refill and fill.

Jessica Wong 1:55

If you go to office, do you actually bring, or like maybe you go out, do you actually bring water bottle with you?

Participant C, 26 2:02

I bring the, (1.5) the plastic ones, those throw away one

Jessica Wong 2:06

Disposable ones?

1.4 Favourite Drink

- Plain water
- drink 2 to 3 litres of water a day

1.5 Do you carry water bottles around since you love drinking water?

- Yes. Carry disposable water bottle if going out

Participant C, 26 2:08

Yeah.

Jessica Wong 2:11

So you actually selected like you spend most of your time with your friends and family. So how many hours do you average spend with them a day or week?

Participant C, 26 2:21

A week... Okay usually, I **(1.6) meet them weekends, so maybe from 4pm to 10pm around there.**

Jessica Wong 2:29

Every weekend?

Participant C, 26 2:32

Almost every weekend, **about 6 hours.**

Jessica Wong 2:35

With your friends and family?

Participant C, 26 2:37

Yeah, **if I go out, if not I stay home**

Jessica Wong 2:41

Okay, can no problem, actually what do you really do with your friends and family during these hours?

Participant C, 26 2:46

1.6 Spend most of the time with family and friends

- meet up mostly on weekends (average 6 hours each day)
- If not going out, she will be staying home

- Either shopping, walking around, eating, movie with family/friends.

I guess, we just eat, then maybe walk around and go shopping.

Jessica Wong 2:55

Okay,

Participant C, 26 2:57

Shopping, that's all.

Jessica Wong 2:58

Oh, okay.

Participant C, 26 3:00

Then maybe watch movies also.

Jessica Wong 3:03

You mean, go cinema watch movie or you watch online?

Participant C, 26 3:06

Yes, cinema, cinema. If nothing to do, then I'll go.

Jessica Wong 3:17

Okay, can. Then you've also stated that you dance in both your hobby and free time. So may I know what kind of dance you do, or do you join a regular dance class itself?

Participant C, 26 3:29

Actually, okay, so, recently (1.7) I've started this class with my friend, Isabel. we

1.7 Free Time

- Dance classes with friends
(Pole dance)

just started pole dancing.

Jessica Wong 3:41

Is it very hard? How many hours do you actually do?

Participant C, 26 3:45

Actually **one hour a week only.**

- Dance/exercise 1 hour per week

Jessica Wong 3:49

Then you get to practice at home, or maybe you only get to...

Participant C, 26 3:52

No, I don't, only when I get there. That's all.

Jessica Wong 3:58

Oh, okay. Can, no problem. Yeah. So like if you, if not then, actually, do you actually spend like... So you don't practice at home so you cannot actually-

Participant C, 26 4:08

No.

Jessica Wong 4:09

So you just, only go for one hour dance class a week.

Participant C, 26 4:12

Yeah, that's all. I don't, I don't do things at home.

Jessica Wong 4:17

Yeah, I know how you feel. Yeah, so now we'll go to the most tedious part. I need to run through with me your work bag, or your, the bag that you actually carry out to meet your friends.

Participant C, 26 4:30

Okay, yeah. Okay, so actually, I always change my bag. Like sometimes, I take out some stuff then don't bring the other stuff. Yeah, actually my- you want to see what's in my bag?

Jessica Wong 4:40

Yeah.

Participant C, 26 4:43

My (1.8)wallet... Sweets... Lipstick...

Jessica Wong 4:53

Okay.

Participant C, 26 4:55

I need to open a few bags.

Jessica Wong 4:57

Can can, no problems, yeah.

Participant C, 26 5:00

Oil blotting paper... And pad...

1.8 What is in a girl bag usually?

- Wallet
- Handphone
- Sweet
- Lipstick
- Oil blotting paper
- Sanitary pad
- Panadol (medicine)
- Wet tissue
- Rubber band to tie hair
- Hand sanitizer
- Extra mask

Jessica Wong 5:08
Yeah, that's the most common one.
(referring to the pad)

Participant C, 26 5:11
Panadol...

Jessica Wong 5:13
Why do you need to bring Panadol?

Participant C, 26 5:15
In case got headache.

Jessica Wong 5:17
Oh okay

Participant C, 26 5:19
Wet tissue.

Jessica Wong 5:21
Oh

Participant C, 26 5:24
Lipstick... **Rubber bands to tie hair...** More
rubber bands to tie hair....

Jessica Wong 5:38
Oh

Participant C, 26 5:40
Wet tissue... There are a lot of nonsense
actually. Zip-loc bag that the restaurants
gave me to put mask... Hand sanitizer

Jessica Wong 6:00
Okay, very common now (referring to hand sanitizer)

Participant C, 26 6:07
Another rubber band, extra masks.

Jessica Wong 6:17
Oh

Participant C, 26 6:18
Yeah that's all, I don't have much.

Jessica Wong 6:20
Earlier, I asked you like, since you actually drink water a lot right. So your favourite drink is water also. Water bottle is only you carry by hand, do you carry it all the time when you go out or...?

Participant C, 26 6:35
If I go out, (1.9) I'll bring, I'll bring out from my house because I got buy those disposable ones also

Jessica Wong 6:41
But normally you'll always still carry a water bottle, am I correct?

Participant C, 26 6:45
Yeah.

- 1.9 What is the size of her bag
- relatively small. Cannot fit in a disposable water bottle

Jessica Wong 6:46

Okay, can

Participant C, 26 6:47

Unless my bag too small then...

Jessica Wong 6:51

Then what do you do? You go out and buy water?

Participant C, 26 6:54

Yeah.

Jessica Wong 6:57

Okay, and no problem. So now we move on to the topic of breast cancer. So like besides the two symptoms that you have identified in the survey

Participant C, 26 7:07

What did I...?

Jessica Wong 7:09

I think it's the lump and the pain. If I'm not wrong.

Participant C, 26 7:13

Oh, okay.

Jessica Wong 7:14

(2.0) So like, is there any other symptoms

that you can identify from?

Participant C, 26 7:21

No.

Jessica Wong 7:23

Not at all, is it? Okay, can-

Participant C, 26 7:25

maybe a headache? Body pain? Is it?

Jessica Wong 7:31

Actually, that's not part of the symptoms.

Participant C, 26 7:37

Oh, okay. Then I don't know.

Jessica Wong 7:39

Yeah, okay. There are like, actually 5 stages of breast cancer itself. So like, do you know at which stage of breast cancer, do you think you have the highest survival rate?

Participant C, 26 7:51

The first and the second maybe?

Jessica Wong 7:54

Oh, is there a reason why you think it's the first and the second?

Participant C, 26 7:58

First stage is really can I reverse? No
reverse? Sure. Easily? earliest easier to
cure? Yes. My common sense it's always

like the first few stages. Yeah.

Jessica Wong 8:15

Yeah. But then. So, like, while you're answering the survey, also, of course, definitely there are five stages. And it's also true, like above 30 to 60 there's always a higher chance of getting breast cancer. So you know that in fact, 20 to 30 days also has a higher chance of getting breast cancer itself? So, very curious.

Right? Is there a reason why you only selected 30 to 60? You happen to guess it or have you read the information somewhere?

Participant C, 26 8:47

Yes, (2.0) actually its just guessing. Did I selected 30 to 60?

Jessica Wong 8:52

Yes, you selected 30 to 60.

Participant C, 26 8:54

Because I (2.0) assume older age group easier to get breast cancer.

Jessica Wong 8:59

Yeah, definitely, in terms of what is medically written outside, they say above 40 you have the highest chance. In fact, actually nowadays there's a lot articles that did mention of as young as age 20, people

2.0 Participant C literacy of breast cancer

- She is only able to identify those 2 common breast cancer symptoms

- She believes that stage 1 and stage 2 has the highest rate of cancer survival as she believes the cancer can be "reversed" or

are diagnosed with breast cancer.

Participant C, 26 9:17

Yeah.

Jessica Wong 9:19

Yeah, that's why so like, just wanted to know like, I'm aware or -

Participant C, 26 9:24

Yes, I am aware. I **felt that maybe older is more common.**

Jessica Wong 9:33

So like, I also noticed they indicated everything correct or the risk factor of breast cancer. Do you actually really know all of the factors or happened to guessed it correctly?

Participant C, 26 9:43

I guessed the answers.

Jessica Wong 9:45

Oh, really?

Participant C, 26 9:46

Actually what was it again?

Jessica Wong 9:49

The risk factor of breast cancer.

Participant C, 26 9:52

in a sense cured.

- She chose age 30 to 60 as the highest chance of getting breast cancer as she assumes that older people mean it is easier to get breast cancer. To her, its it more common that older women get breast cancer compared to when you are younger, which is age 30 and below.

- When it comes to the risk factor of breast cancer, she happened to guess all the answers correctly and

| | | |
|---|--|---|
| <p>So the response that I selected?</p> <p>Jessica Wong 9:54</p> <p>(2.0) you have selected being female,taking hormone contraceptive pills, smoking, drinking lack of exercise obesity, menopause ageing, and even genetically inherited. But you also avoid all the myth that I added inside to mislead the participants.</p> <p>Participant C, 26 10:11 really?</p> <p>Jessica Wong 10:12 yeah like deodorant usage, wrong size bra and evil spirit possess including caffeine intake is not scientifically proven that it is the cause of breast cancer.</p> <p>Participant C, 26 10:26 I really just guess leh haha</p> <p>Jessica Wong 10:26 But yeah, but a lot of people have the misconception that deodorant usage and tight bra / wrong size bra is the part of the reason why people get breast cancer, but actually it's not</p> <p>Participant C, 26 10:36 I think maybe I read somewhere before I think I read it somewhere that Yeah.</p> | | <p>avoided all the myths that I have added in on purpose.</p> <ul style="list-style-type: none"> - Most of her answers is assumption as she is not aware neither does she knows of the actual answers - She have further added on in the later part of the conversation that she heard of breast cancer through the conversation of her mother and her mother's friend. |
|---|--|---|

Jessica Wong 10:41
yeah, you're one of the rare few that actually never select any of the myths factors that I have added in the selection.

Participant C, 26 10:52
I see the evil spirit possessed, I laughed.
haha.

Jessica Wong 10:57
I happen to see it online. Someone actually thought evil spirits possess are part of the risk factors you know Yeah, which is very funny.

Participant C, 26 11:03
So do any of the participants select that option?

Jessica Wong 11:07
Yes, I have one that selected that option.

Jessica Wong 11:13
Yeah. So actually use the (2.1) indication you will use like breast self examination which is the BSE in short to check for breast cancer, but you have not done BSE before. So I assume you have no clue how to do self check right? So why would you actually choose BSE since you have no clue how to do it?

2.1 Participant C literacy of BSE

- She believes BSE is important but she has no idea how to do it.
- Reason for choosing BSE as her first

Participant C, 26 11:31

I believe that is the easiest way.

Jessica Wong 11:38

No problem but before these surveys self right actually have you heard of BSE before?

Jessica Wong 11:44

You are referring to the self check examination, am I correct?

Jessica Wong 11:49

Yeah.

Participant C, 26 11:50

I have heard of it before.

Jessica Wong 11:52

Do you actually know where you heard of it or recall where you have heard of it?

Participant C, 26 11:58

okay your last time I visited my grandmother's house. Her room has a piece of paper stick on the wall. That piece of paper is the breast self examination method.

Jessica Wong 12:06

Ohhh

Participant C, 26 12:07

option to check for breast cancer despite not knowing how to do it, is because she believes that it is the easiest way to check it.

- Her first exposure of BSE is due to visitation to grandma's house and happen to see the instruction in her grandma room.

- Despite coming across such information at such a young age, she do not have much confident in conducting

So I was curious what that piece of paper is about. That time, I am still very young. So I asked my grandma, and started to read the piece of paper. "Oh, is to check whether you have breast cancer symptoms.

BSE on herself

Participant C, 26 12:18

Cool! Okay, well, you're the first person that actually has told me that you were exposed to such information this way.

Jessica Wong 12:24

yeah. Almost all the people do not know. At most, they roughly heard of BSE? In conclusion, they have not much idea what is BSE about. And since you have read it before, from one to five one being the least confident and five being the most confident, how confident are you conducting BSE on yourself since you have read such information?

Participant C, 26 12:50

One or two?

Jessica Wong 12:54

So do you actually have any experience of having anyone close to you suffering or like suspected of having breast cancer itself?

Participant C, 26 13:05

| | | |
|--|---|---|
| No, | | |
| Jessica Wong 13:06 not at all. | | |
| Participant C, 26 13:08 Yeah... | | |
| Jessica Wong 13:09 Okay Can no problem at all I also from your response on the survey you actually mentioned that you have come to know the breast cancer information through like awareness campaigns. So can you elaborate like any current existing breast cancer awareness or the campaign itself that you've seen? | | |
| Participant C, 26 13:26 You know, the one with the (2.2) pink colour ribbon? | 2.2 Effectiveness and what could have been done better on existing awareness and campaign | <ul style="list-style-type: none"> - She know Pink ribbon project is for breast cancer campaign - She came across Pink ribbon roadshows before in her secondary school days (13 years ago) which she cannot |
| Jessica Wong 13:28 it actually the only one that I seen. You seen it online or like brochures or like roadshows? | | |
| Participant C, 26 13:37 the last time was outside. Long ago you go out than there are roadshows... | | |
| Jessica Wong 13:43 How long ago would that be? can you | | |

roughly remember?

Participant C, 26 13:46

(2.2) like during secondary days (13 years ago)? I think online sometimes they will show those advertisements / information about breast cancer. But I usually just don't care like in school. Oh, yeah, I see that thing pink colour ribbon thing

Jessica Wong 14:00

but you happen to scroll it because it's a sponsored post or it just happens.

Participant C, 26 14:04

Yeah, I think sponsored posts.

Jessica Wong 14:05

sponsored posts, okay, because normally If I'm not wrong how the campaign or these sponsored posts works, is more like what individuals search on their search engine. So are you saying that you have never searched for such information before, am I right to say that?

Participant C, 26 14:20

Yeah..Never.

Jessica Wong 14:21

So I actually do think the current existing awareness campaign is effective in Singapore?

remember much details of.

- She came across a sponsored advertisement on breast cancer but she does not care either. Hence, the effectiveness of the campaign and advertisement to her it's just a little effective but point not brought across as people like her only just scroll pass such awareness.

Participant C, 26 14:28

I think usually most people just don't care.

Jessica Wong 14:33

Yeah, they don't care.

Participant C, 26 14:34

Sometimes I come across such advertisements on breast cancer from Facebook or when people that are connected to me on Facebook or Instagram, they share such information, I will see, then I will scroll away haha.

Jessica Wong 14:42

Yeah, do you think it's effective for such a campaign to be held in Singapore?

Participant C, 26 14:49

Err, I think it's a bit effective only because most people will just say "ohh, okay" and scroll away.

Jessica Wong 14:56

So basically, you are saying that, despite all this efforts, not all the information get through their head is like happen to scroll through.. And then you know, not much of the point or information being brought across.

Participant C, 26 15:10

Oh, then one more thing is that okay, (2.2)
sometimes we go to doctor, the clinic have
those brochures. Yeah, there's there's
another way of how i you know about
breast cancer. Yeah.

Jessica Wong 15:21

Okay, cool. So like, since you mention that is it not so effective according to you, What do you think they could have done well, or what do you think they could improve on?

Participant C, 26 15:34

I think that they can actually (2.3) go to schools to educate starting from a young age.

Jessica Wong 15:42

Your young age here are you referring to primary school, secondary school?

Participant C, 26 15:46

I think maybe secondary schools onwards.

Jessica Wong 15:50

can like buy into education in secondary school. What do you think is the best way to educate them? Since you suggested so?

Participant C, 26 15:59

2.3 Grace advice on how to educating women

- She believes that education should start young at the right age. She suggested to start at secondary school through school talks and give out brochures

Maybe they can go to schools for talk?

Yeah.. Maybe hand out brochures to them after that. Maybe that will work? Yeah..I also not sure.

Jessica Wong 16:15

Okay, no problem.

Jessica Wong 16:17

I actually realised you selected media as well. So could you let me know where you have seen such breast cancer information? Besides like what you mentioned earlier on. Is it on Facebook that you came across a sponsored post or Instagram or anywhere else?

Participant C, 26 16:33

Should be Facebook.

Jessica Wong 16:34

Could you roughly remember or recall what kind of picture they showed to you? Or is it a video shown to you on these sponsored posts?

Participant C, 26 16:44

Usually, it's just a picture and has some taglines written. "Oh, oh, often? Or how many when..." That kind of thing.

Jessica Wong 16:57

So it's a fun fact?

Participant C, 26 17:01

Yeah, something like that. Then they will also say that "Oh, is that one of the most common cancer in Singapore.

Jessica Wong 17:11

It is actually true.

Participant C, 26 17:14

Yeah, that's what I remember.

Jessica Wong 17:17

Correct. Yeah. So like, lastly, you actually have mentioned that you have come to know like breast cancer to your family and friends? Could you actually elaborate how we actually come to know from them in particular itself?

Participant C, 26 17:30

(2.0) Usually, right, sometimes, we have casual conversation that mention "oh, who can always cancer?" like mother's friend.

Jessica Wong 17:39

I see. But will you do anything or like ask anything since they sort of like open such conversation?

Participant C, 26 17:46

Never usually. Like last time when we

were still kids, we followed our mothers to meet friends. Then you hear their random conversation. Sometimes on social media, I see like, okay, so there are some influencers that can disclose she got breast cancer. Recently, I saw one.

Jessica Wong 18:11

Really?

Participant C, 26 18:13

Really, she posts a lot of stuff (breast cancer journey etc).

Jessica Wong 18:17

Then what did she normally post on her instagram besides saying that she diagnosed breast cancer?

Participant C, 26 18:23

Like, what she goes through (breast cancer journey)? Yeah, she mentions to her followers on how she discovered breast cancer such as how she got the symptoms, and or maybe that's how I know. Do you need her instagram?

Jessica Wong 18:34

I can ask you later.

Participant C, 26 18:37

Okay,

Jessica Wong 18:38
yeah. So like, do you actually have any suggestions on how we could increase the literacy rate of breast cancer in Singapore?

Participant C, 26 18:51

Good question. I don't know who.

Jessica Wong 18:57

And after the whole conversation, I believe, like, we have come to like a point where you realise that actually, not many people are aware, not many people actually even take notice. And we also realise that actually, this is the most common cancer in Singapore, but nobody's cares. Is there any way you think we could increase literacy?

Participant C, 26 19:28

Err...

Participant C, 26 19:28

(2.4) I feel that..it just nobody cares no matter what they do right? I guess host bigger campaigns? Sadly now we got Covid-19..

Jessica Wong 19:39

Your (2.4) bigger campaign referring to roadshows?

2.4 Suggestion of educating people of breast cancer

- She believes that most people like her do not really care much about breast cancer.
- Hence, in order to create

| | | |
|--|--|---|
| <p>Participant C, 26 19:43</p> <p>Yeah. But I guess it is a bit hard, especially this situation now.</p> | | <p>bigger “effect”, she suggested that we could do a bigger campaign such as bigger roadshows</p> |
| <p>Jessica Wong 19:50</p> <p>Yeah, now actually, for the pink ribbon came into you're talking about they actually host roadshow annually. They are now doing it virtual but I don't think it's very noticeable because there is no roadshow. And like, I guess, not very big things was being like maybe big action that was being sent out. Like, no obvious sponsor post or like maybe videos are being sent out. So I guess maybe not many people realize it?</p> | | <ul style="list-style-type: none"> - She suggested free screening would also be another factor we can consider to interest people to be more aware and check themselves regularly. |
| <p>Participant C, 26 20:20</p> <p>Maybe the government could offer free screenings because</p> | | |
| <p>Jessica Wong 20:26</p> <p>I'm not wrong. They actually send letters to women age 40 and above for such screening..If i didnt remember wrongly.</p> | | <ul style="list-style-type: none"> - She also suggested that enclosed BSE menus/instructions into an envelope and sent to individual households could be another way to |
| <p>Participant C, 26 20:35</p> <p>Oh, thank you. Oh, maybe they can (2.4) send Breast self examination menu / paper to individual household and put in envelopes. So like they open and see.</p> | | |
| <p>Jessica Wong 20:51</p> <p>Maybe, maybe there could be an idea. So</p> | | |

another question. I do realise that you spend a lot of time with your family and friends. So assuming you are well informed or knowledgeable would you want to share your knowledge with them?

Participant C, 26 21:09

(2.5) Eh..actually never thought of it before.

Jessica Wong 21:13

even if you're well informed and knowledgeable in terms of breast cancer, would you rather, keep it to yourself and not share it at all?

Participant C, 26 21:20

(2.5) unless we talked about it, than we might bring it up? But usually, no...haha

Jessica Wong 21:27

That's true, I guess it might be a bit sensitive.

Participant C, 26 21:32

That true

Jessica Wong 21:34

that you know, our body.

Participant C, 26 21:39

Especially when we've got like, guy friend around, its a bit weird.

2.5 Sharing of breast cancer knowledge

increase the awareness and literacy as well. In the later part of her conversation she mentioned that it would be best if they could print an illustration of both a woman and guy doing the BSE so that people would not have a misconception this is just for women.

- She also mentioned that Singapore culture is conservative as such, it might not be easy to bring such a topic across openly as people will

| | | |
|--|--|--|
| <p>Jessica Wong 21:43 But you actually know like guys can get breast cancer too</p> | | <p>judge what they say.</p> |
| <p>Participant C, 26 21:47 Ya ya, guys will also get breast cancer. But i pretty sure my guys friend they dont know anything about it (breast cancer).</p> | | <ul style="list-style-type: none"> - Despite spending a lot of time with family and friends, she have ever thought of sharing such information with family / friends |
| <p>Jessica Wong 21:54 Why are you so sure they dont know anything?</p> | | |
| <p>Participant C, 26 21:57 they will like "dont know leh" confirm one,</p> | | <ul style="list-style-type: none"> - Unless they brought such topic up, she usually would not talk about it. Especially when she is hanging out with opposite gender (guy friends), she find it weird and uncomfortable to speak of such matters. |
| <p>Jessica Wong 22:03 So like, if you get a chance to share and you have to share, what would you do?</p> | | |
| <p>Participant C, 26 22:08 Share ah?...</p> | | |
| <p>Jessica Wong 22:12 If you really had to share it, what would you how would you do?</p> | | |
| <p>Participant C, 26 22:16 I guess our tell them that.... is it the self examination is the same for guys as well?</p> | | |
| <p>Jessica Wong 22:27</p> | | |

Yes, correct.

Participant C, 26 22:29

I guess I'll tell them to do (BSE).

Jessica Wong 22:33

Technically, the BSE is meant for both genders. That's how we actually check the you know, any abnormalities? Or, you know, maybe something's wrong, that doesn't feel right. So yeah, actually guys will also be the same as well.

Participant C, 26 22:49

So when (2.4) I saw like was printed out (BSE steps by step guide) it was showing of a women doing it.

Jessica Wong 22:56

So people will assume it just for ladies. But yes BSE is the same for both guy and lady.

Participant C, 26 23:02

than they should (2.4) print another one for guys who are doing the BSE step by step as well.

Jessica Wong 23:06

That's true. That's true. Final question, after this interview, like would you actually be interested to know more about the breast cancer itself?

Participant C, 26 23:17

He I guess If they give more information, people will understand better because I feel that most people really don't know anything.

Jessica Wong 23:45

Why would you think people doesn't know much about me all these things?

Participant C, 26 23:51

I just assumed haha

Participant C, 26 24:05

Yeah, usually the kind of thing, usually people don't know much ba. All these kind of cancer stuff people will just assume.

Jessica Wong 24:11

I understand people usual won't suddenly talk of illness and cancer over dinner say "hey, do you know about this illness? And that? You know, it's

Participant C, 26 24:23

For me, I wont start a conversation with my friend on such topic.

Jessica Wong 24:31

I believe it is very random. Other more open countries maybe they might be more open to such conversation. But Singapore

is a very conservative country.

Jessica Wong 24:41

So a lot of things like oh, you shouldn't be talking about these. You shouldn't be doing that. Yeah. Do you think it is the culture itself?

Participant C, 26 24:51

I think so. Yeah. Yeah, I think the culture then if I suddenly just start a topic on such things, then friends will also be judging you "why you suddenly talk about this" though.