



Singapore Hospice Council and Lien Foundation launch ads featuring end of life issues

To expose myths about hospices and increase public awareness of hospice and palliative care

Singapore, 1 Oct 2006. The Singapore Hospice Council (SHC) and the Lien Foundation today announced the launch of advertisements to create greater awareness of end of life issues and hospice and palliative care. The upcoming advertising campaign is slated to roll out today. The initiative will consist of TV, web, print and outdoor ads, and an online segment featuring a hospice patient's ongoing battle of his final journey in life. The advertising campaign has been developed by Ogilvy & Mather Advertising.

Said Dr Chen Ai Ju, Chairman, SHC-Lien Foundation project committee, "The campaign aims to break down the barriers that often come up when the public is faced with the subject of death. We hope to educate the community that hospices are not simply destinations of death, but hospices are there to provide active care, therapy and support so that those on their final journey can live fully till the end."

The TV commercial and web segment features a 46 year old hospice patient, Mohammad Abdooh, who is suffering from advanced stage lung cancer. He invites viewers to witness his final journey in life as he shares his joys, fears and hopes. He speaks candidly and honestly, revealing his fighting spirit and desire to show us the love and care extended to him and his family by the

hospice during these trying times. His "live" stories are uploaded fortnightly on www.lifebeforedeath.org.sg. (see annex for more details) "Truly in my heart, I love charity and want to help this project by sharing my story," said Mohd Abdooh "Death is not something nice to talk about. Most people are scared about it, but everyone has to face it. We have to go on. I want to share about my sickness, pain and journey."

Mrs Margaret Lien, Governor, Lien Foundation added: "Abdooh's courage is an inspiration to many of us. His fight for life and story echoes many others who are passing through dark valleys. We want to tell people that there is help and support for those in need. It will be a real tragedy if one dies without help or if families are left unsupported during such difficult times."

The campaign's print and outdoor ads will also engage readers to explore end-of-life issues and view hospice and palliative care in a new way. Using an unconventional approach, the ads present "conversational tips for the terminally ill" and a "user-friendly guide to death". The ads also highlight the various kinds of help the hospices provide and that hospice is a philosophy of care rather than a specific place of care.

The SHC and Lien Foundation's advertising campaign is complemented by other public awareness events and activities such as the World Hospice & Palliative Care Day on October 7, a touring photo exhibition, a watercolor art exhibition and public talks and forums. For more details go to www.lifebeforedeath.org.sg

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About the Singapore Hospice Council

www.singaporehospice.org.sg

The Singapore Hospice Council (SHC) is an umbrella body incorporating all voluntary organisations actively providing hospice care in Singapore. The Council is committed to improving the lives of patients with serious life-threatening illness and to support their loved ones.

Members of SHC are: Assisi Home and Hospice, Bright Vision Hospital, Dover Park Hospice, HCA Hospice Care, Methodist Hospice Fellowship, Metta Hospice Care, Singapore Cancer Society, and St Joseph's Home and Hospice.

About the Lien Foundation

www.lienfoundation.org

The Lien Foundation was founded by Dr. Lien Ying Chow, an eminent Asian business leader, banker and hotelier. The Foundation pioneers new ground in philanthropy by investing in innovative solutions, convening strategic partnerships and catalyzing action on social and environmental challenges.

The Foundation seeks to enhance - educational opportunities for the disadvantaged and the development of nascent fields of studies; excellence in eldercare; and environmental sustainability in water and sanitation.

Annex

About the “Last Days of Mohammad Abdooh” www.lifebeforedeath.org.sg

A project commissioned by the Singapore Hospice Council and the Lien Foundation, “Last days of Mohammad Abdooh” aims to provoke us into thinking about end of life issues, and to raise awareness and understanding of the needs of people living with life threatening illnesses and their families.

Filmed mostly in Mohammad’s home, this documentary consists of bi-monthly web episodes that chronicle Mohammad’s final journey, and reveals the amazing psyche of the resilient patient fighting his cancer, the tender love that underpins his life, and most of all, it shows us the other side of hospice we are oft times unaware of – the unconditional love and care that has been extended to Mohammad’s family during those trying times.

Mohammad has dedicated his last days to us, in the hope that his story will not only transcend all divide among humanity, but it is a story that will inspire us when life delivers a punch too many. Mohammad is an inspiration for the living, the grieving, and the dying. From Mohammad, we learn that we may never know how our story ends, but we know that love endures all the way to the end.