

Roche unveils First-of-its-kind National Women's Checkup Week in Asia Pacific

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Launches National Women's Check-Up Week in Singapore for Second Year



Roche launched the National Women's Check-up Week (NWCW) in Singapore for the second year running to empower women to take action and control their health. In collaboration with organisations including the Singapore Cancer Society (SCS), the #MakeTheMostImportantDate campaign will coincide with Mother's Day on Sunday, 12th May 2024.

Cervical cancer is one of the most preventable cancers, yet it is the 10th most common cancer among women in Singapore, and the 4th most frequent cancer among women between 30 and 39 years of age.

The NWCW campaigns second edition launches following data from a new Asia Pacific wide survey conducted by Roche, which revealed that women are de-prioritising their health, while fundamental gaps around cervical cancer continue to persist. The survey which explored awareness and attitudes of women's health with almost 3,000 women in the Asia Pacific region, exposed three key barriers holding women back.

Following the success of the campaign in Singapore, Roche will also be collaborating with local patient organisations to launch the first-ever National Women's Check-up Week across four markets in Asia, including Hong Kong, Philippines, Taiwan, and Thailand.

New Asia Pacific survey finds women are deprioritising their health and cervical cancer screenings:

Dr Ida Ismail-Pratt, President of the Society of Colposcopy & Cervical Pathology Singapore (SCCPS) and committee member of the SCS Women's Gynaecological Cancer Awareness Month Committee said, "This new survey reinforces an urgent need to reduce barriers and intensify efforts to ensure women feel supported when it comes to their health. As the current data in Singapore suggests almost 90% of women are aware of cervical screening tests, yet screening uptake continues to be low. Only two in five women aged between 25 to 74 years have been for a cervical cancer screening in the last three to five years.

This indicates despite high awareness of cervical tests; unfortunately, Singaporean women are still not taking action".

Improving access to information on where and how to get tested through initiatives like National Women's Check-up Week are critical to encourage and drive more women in Singapore to seek out information and get tested. Cervical cancer can be prevented, and no woman should have to suffer from the disease. Screenings are the first and most important step to save lives", added Dr Ida Ismail-Pratt.

The campaign aims to inspire women and amplify the importance of fostering a culture of selfcare, where women taking care of their health is celebrated and encouraged. Activities including women's health talks, screening and community events will run from Sunday 5th May 2024 until Sunday 12th May.