



4 September 2006

DEDICATED HELPLINE ON HOSPICE CARE

The Singapore Hospice Council and Lien Foundation launch Singapore's first toll-free "Hospice Helpline" and kickstart public awareness campaign about hospice and palliative care

Touring photographic exhibition shows how hospice and palliative care can add life to days

Singapore

1. The Singapore Hospice Council (SHC) and Lien Foundation today launched the "**Hospice Helpline**" –**1800 333 6666** as part of their public education campaign to raise awareness about hospice and palliative care in Singapore.
2. "The Hospice Helpline offers information, guidance and answers to public queries on how people with life-limiting illnesses can be supported and cared for. Manned by professionally trained nurse counselors from the National Cancer Centre, the helpline will also serve to educate the public on the services and assistance offered by our hospices," said Dr Seet Ai Mee, Chairman, Singapore Hospice Council.
3. The Hospice Helpline is open from 8.30am – 5pm on weekdays and 9am - 1pm on Saturdays. This anonymous and confidential service is staffed by experienced trained nurse counselors from the National Cancer Centre. Besides answering enquiries, the helpline provides an

- email enquiry service, up-to-date information and linkage to appropriate services related to hospice and palliative care, including emotional and psychological support through counseling on the phone, or face to face. The Hospice Helpline also sends out relevant hospice and palliative care literature to assist the public on their enquiries.
4. The Hospice Helpline is part of SHC and Lien Foundation's major hospice awareness drive to educate the public on the quality of end of life care provided by local hospices and expose the myths surrounding them.
 5. "Access to information and help is crucial for those facing end of life issues, and their caregivers," said Mrs Margaret Lien, Governor, Lien Foundation. "Intolerable pain can lead to hopelessness and giving up. People want the best for their suffering loved ones but many lack the information and know-how. This campaign is about hope, knowledge, empowerment and life – living every moment till the end."
 6. A survey conducted by SHC last year revealed that more than two-thirds of the public did not know about hospice care. However, almost all surveyed wanted more information about hospice care. This is an important factor underlining the nation-wide campaign to set people thinking about end of life issues.
 7. The awareness drive kicked off today with the launch of a touring photographic exhibition, ***"Adding Life to Days"***, at the Millenia Walk. The exhibition aims to expose the myths about hospices and end of life issues by sharing inspiring, poignant and thought-provoking moments in the lives of patients, caregivers, nurses, volunteers and doctors. The exhibition will go to various parts of Singapore, such as the Singapore General Hospital, National University Hospital, one-north Park, Tan Tock Seng Hospital, Nanyang Polytechnic and the Bedok Community Library. The exhibition will run from September to December 2006.

8. More than 50 patients with life-limiting conditions were photographed for the exhibition. These images have been captured through the lens of noted local photographer, Kheng-Li Wee. Wee has exhibited extensively in the USA and Singapore, and his work is represented in the permanent collections of the International Center of Photography, New York, and the European House of Photography, Paris, France.

9. Besides the photographic exhibition, a series of events and activities have been lined up for the coming months, starting with the World Hospice and Palliative Care Day on 7 October 2006. Other events include an exhibition for caregivers, an open house, a symposium for doctors, and talks and forums for the public. A book festival featuring books about death is also being planned with the National Library Board. In addition, a watercolour art exhibition featuring paintings by veteran artist Ong Kim Seng and his students will be held from 29 October – 1 November 2006 at the Singapore Management University. Part of the proceeds from the sale of paintings will go to support the hospice cause. Mr Ong has also designed a special butterfly motif that is featured on mementos produced to publicise the Hospice Helpline number.

10. The campaign will also receive another boost come mid-September, with the launch of advertisements conceived by partner creative agency, Ogilvy & Mather and featuring the talents of Royston Tan, Asia's promising young director.

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About the Singapore Hospice Council

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

The Lien Foundation pioneers new ground in philanthropy by convening strategic partnerships and catalyzing action on social and environmental challenges. Besides championing excellence in eldercare, it also enhances educational opportunities for the disadvantaged and environmental sustainability in water and sanitation.

Annex A

"ADDING LIFE TO DAYS"

A Touring Photographic Exhibition

SCHEDULE

| Sep | | Oct | |
|-------------------------|--|---|---|
| Millenia Walk 1-18/9 | Singapore General Hospital 18/9 – 2/10 | National University Hospital 2-13/10 | Bedok Community Library 13-30/10 |

| Nov | | | Dec | |
|--|------------------------------------|---|--------------------------------------|-------------------------|
| Tan Tock Seng Hospital 31/10-13/11 | Nanyang Polytechnic 13-20/11 | Changi General Hospital 20-27/11 | Alexandra Hospital 27/11-11/12 | <i>To be confirmed*</i> |

Annex B

THE SINGAPORE HOSPICE COUNCIL - OUR HOSPICES IN BRIEF

In Singapore, there are eight Hospice organizations under the umbrella of the Singapore Hospice Council (SHC).

We provide Hospice care for patients of all races and religions at their homes and at in-patient or day care units.

For in-patient care, patients pay what they can afford, while the government provides a subsidy according to means testing. Hospice home care is provided free of charge. Transport is provided for patients attending Hospice Day Care at a fee and hospices that provide home care also loan hospital beds, wheelchairs and other equipment to help patients at home.

ASSISI HOME AND HOSPICE

820 Thomson Road,
Singapore 574623
Tel: 63476446 Fax: 62535312
Email: assisi@assisihospice.org.sg
Website: www.assisihospice.org.sg

Assisi Home and Hospice is located in the vicinity of Mount Alvernia Hospital. It is a 31-bed, in-patient Hospice with a Day Care Center for adults and children and Home Care for patients with cancer. It is run by Franciscan Missionaries of the Divine Motherhood.

BRIGHT VISION HOSPITAL.

5 Lorong Napiri
Singapore 547530
Tel: 62485755 Fax: 68813872
Email: caremail@singnet.com.sg
Website: www.bvh.org.sg

Bright Vision Hospital is a VWO set up by Singapore Buddhist Welfare Services. It offers a wide spectrum of holistic care for advanced diseases and has a 32- bed Palliative Care Unit.

DOVER PARK HOSPICE

The Hospice Centre
10 Jalan Tan Tock Seng
Singapore 308436
Tel: 63558200 Fax: 62589007
Email: dover@singnet.com.sg
Website: www.doverpark.org.sg

Dover Park Hospice is an independent charity Hospice with 40 in-patient beds. It is also a training center for hospice care for doctors, nurses and volunteers. It works closely with the HCA Hospice Care.

HCA HOSPICE CARE

The Hospice Centre
12, Jalan Tan Tock Seng
Singapore 308437
Tel: 62512561 Fax: 63522030
Email: info@hca.org.sg
Website: www.hca.org.sg

HCA Hospice Care runs a Hospice Home Care programme that supports patients with life-limiting illnesses and their families. It provides 24-hour medical coverage, nursing services, counseling for the family and the patient, and equipment loan. It also runs a Day Care Center.

METHODIST HOSPICE FELLOWSHIP

9 Choa Chu Kang Avenue 4
Singapore 689815
Tel: 63141580 Fax: 63141576
Email: mhf@bethany.mws.org.sg
Website: www.mws.org.sg

The Methodist Hospice Fellowship is based at the Bethany Methodist Nursing Home. It provides home medical and nursing care to cancer patients. It also provides spiritual and emotional support to the family members of patients.

METTA HOSPICE CARE

32 Simei Street 1
Metta Building
Singapore 529950
Tel: 65804695 Fax: 67877542
Email: hhospice@metta.org.sg
Website: www.metta.org.sg

Metta Hospice Care is a voluntary welfare organization that provides Free Home Care services to patients with advanced progressive illness, regardless of race and religion. Its program includes medical, nursing, counseling and spiritual care, and loan of equipment.

SINGAPORE CANCER SOCIETY

15 Enggor Street, #04-01 to 04
Realty Center
Singapore 079716
Tel: 62219578 Fax: 62219575
Email: enquiry@singaporecancersociety.org.sg
Website: www.singaporecancersociety.org.sg

BOON KENG CLINIC

Block 22 Boon Keng Road #01-11, Singapore 330022
Tel: 63966241 Fax: 63966243

The Singapore Cancer Society plays a pivotal role in all stages of cancer management from prevention to terminal care. The Hospice Care Team provides medical and nursing support at home on a 24-hour basis for those with advanced disease. Welfare and financial assistance is also extended to those who are in need.

St JOSEPH'S HOME AND HOSPICE

921, Jurong Road
Singapore 649694
Tel: 62680482 Fax: 62684787
Email: stjoseph@stjh.org.sg
Website: www.stjh.org.sg

St Joseph's Hospice was established by the Catholic Welfare Services and is run by the Canossian sisters. It is a 22- bed Hospice within the premises of St Joseph's Nursing Home and provides a holistic approach to care of the aged and the progressively ill. Special attention is given to the spiritual well being of residents.

Annex C

OVERVIEW ON HOSPICES AND SERVICES

| | HEMOCARE | DAY CARE | IN-PATIENT |
|---------------------------------------|-----------------|-----------------|-------------------|
| Assisi Home & Hospice | √ | √ | √ |
| Bright Vision Hospital | - | - | √ |
| Dover Park Hospice | - | - | √ |
| HCA Hospice Care | √ | √ | - |
| Methodist Hospice Fellowship | √ | - | - |
| Metta Hospice Care | √ | - | - |
| Singapore Cancer Society | √ | - | - |
| St Joseph's Home & Hospice | - | - | √ |
| | | | |

IN-PATIENT HOSPICES

| Provider | Number of beds |
|---------------------------------------|-----------------------|
| Assisi Home & Hospice | 31 |
| Dover Park Hospice | 40 |
| Bright Vision Hospital | 32 |
| St Joseph's Home & Hospice | 22 |
| Total | 125 |

DAY CARE SERVICES

| Provider | Cost per day | Frequency | Type of activities |
|----------------------------------|-------------------------------|--------------------|--|
| Assisi Home & Hospice | \$10 covers meals & transport | Daily Mon – Fri | <ul style="list-style-type: none"> - Medical & Nursing Assessment - Nursing care - Pastoral care - Hairdressing service - Physiotherapy & exercises - Massages & Reflexology - Music Therapy - Relaxation Therapy - Social activities |
| HCA Hospice Care | \$15 covers meals & transport | Daily Mon - Fri | <ul style="list-style-type: none"> - Medical and Nursing Care - Light exercises and physiotherapy - Singing and music therapy - Arts and Craft - Outings - Pet therapy |