

Key findings from 2024 Public Perception Survey on the Children's Cancer Foundation's Hair for Hope Campaign



**Children's
Cancer
Foundation**



In Singapore, nearly 126* children are diagnosed with cancer every year.

Founded in 1992, Children's Cancer Foundation (CCF) is a Social Service Agency with a mission to improve the quality of life of children with cancer and their families impacted by childhood cancer through enhancing their emotional, social, and medical well-being. Over the years, CCF has helped more than 3,800 children and their families at different stages of the illness and recovery.

Hair for Hope (HfH) is Children's Cancer Foundation's signature outreach event – the only head-shaving event in Singapore that serves to raise childhood cancer awareness and funds. Every shaven head represents an understanding by an individual of the ordeals that a child with cancer is subjected to.



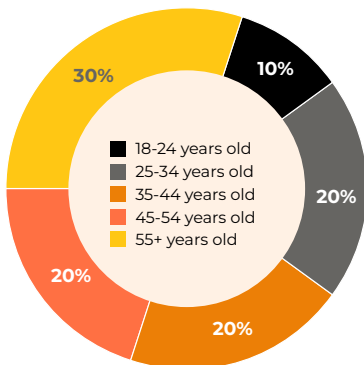
*Source: Singapore Childhood Cancer Registry (2019-2023)

The Public Perception Survey is an independent research study commissioned by CCF in partnership with Sandpiper Research, to evaluate the effectiveness and impact of the HfH campaign, based on a survey of residents in Singapore.

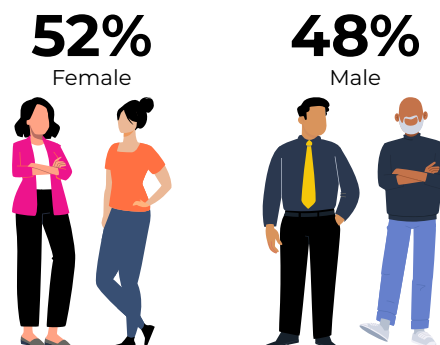
Methodology

1,205 Singaporean residents were surveyed from an online research panel database, representing a cross-section of Singaporean residents across different age groups, genders, employment statuses and household structures.

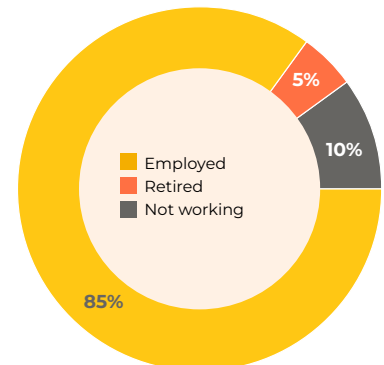
Age



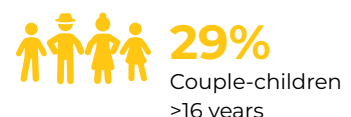
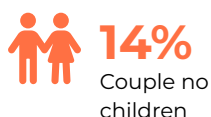
Gender



Employment status



Household structure



Targets for gender and age were set based on latest Singapore census data, and the sample is a close representation of the Singaporean population (+/- 4%).

Awareness of CCF and HfH

8 out of 10 respondents are aware of both CCF and HfH.



87%
Aware of CCF



83%
Aware of HfH



13%
Not heard of CCF



17%
Not heard of HfH

Impact of HfH

There are strong levels of agreement by respondents, around HfH's success in raising awareness and garnering community support.

1) Awareness



7 in 10 respondents strongly and somewhat agreed that HfH has been successful in raising awareness (**71%**) and garnering support for children with cancer (**73%**), and minority (**5%**) disagreed.

2) Garnering support



Two-thirds (**66%**) agree that children and families impacted by childhood cancer are well-supported by the general community in Singapore, and a minority (**5%**) disagreed.



Strongly agree Somewhat agree Neither agree or disagree Somewhat disagree Strongly disagree Don't know

What do people like most about HfH



37%

Raising awareness and support for childhood cancer



26%

Bringing people together for a good cause



19%

People shaving and contributing their hair to create wigs



8%

Raising funds



11%

Others

*Respondents are able to provide more than one answer.

Every shaven head symbolises the understanding of the difficulties faced by a child with cancer. The act of shaving helps to increase awareness of childhood cancer and also presents itself as a chance to raise funds.

It gives hope to families with cancer that have difficulties paying for treatments.

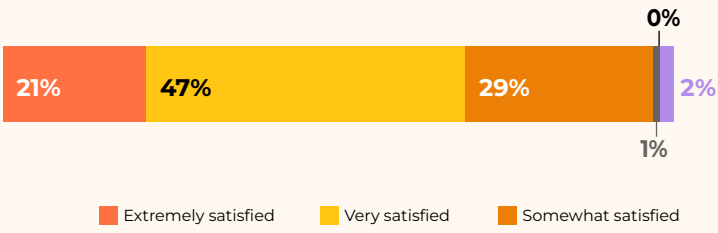
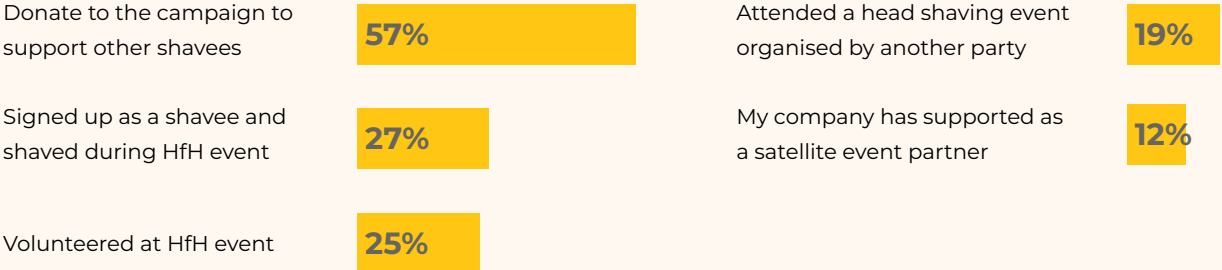
Raising awareness of the challenges a patient has to go through to shave their hair due to the treatment. Also to support friends and family to shave and support them in their recovery journey.

Involvement

There are varying levels of HfH involvement – more than 50% of people donated to the campaign to support other shavers while 1 in 4 respondents have signed up as a shaver and shaved during HfH.

In what way have you been involved with HfH?

**Respondents are able to provide more than one answer.*



Satisfaction levels are high among respondents who were involved, with 68% extremely or very satisfied with their involvement.

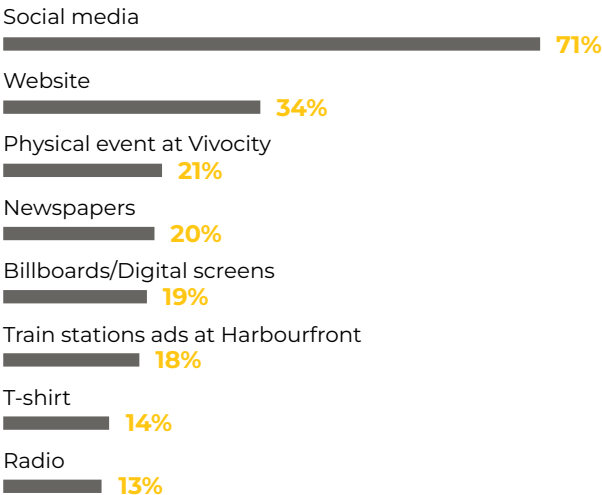
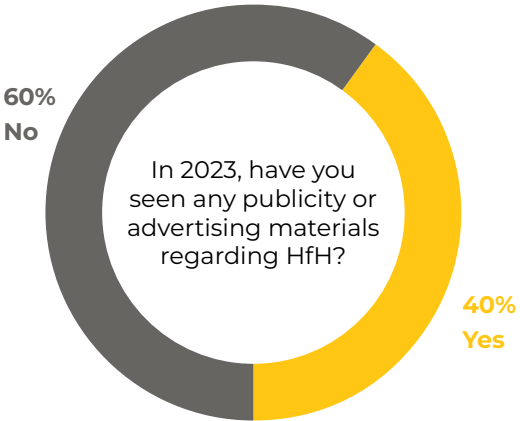
There was overwhelmingly positive feedback from those directly involved in HfH activities.



Publicity & Outreach

When asked if they have seen publicity of advertising materials regarding HfH, most respondents do not recall publicity or advertising material.

But those who recall publicity or advertising material have a good recollection, with 40% of respondents who recall publicity or advertising material(s) have seen it from digital channels.



**Respondents are able to provide more than one answer.*

HfH can improve in raising awareness by:



39%

Diversifying media channels



36%

Wider outreach and engagement on the support needed



16%

Expand fundraising efforts



9%

Others

How can CCF/Hair for Hope do more to help those impacted by childhood cancer?

Conduct more social media campaigns as many people are on social media

Increasing fundraising efforts, organising more awareness events and continuing to promote acceptance and understanding of childhood cancer. For children and families affected by childhood cancer, providing additional financial assistance for medical expenses, offering psychosocial support and collaborating with hospitals and support organisations

There should be talks conducted at workplaces, schools, colleges, and universities to make people aware of what HfH does.

Summary

1. Awareness is high but not the highest

- Awareness of CCF and HfH is high, with 80% of the respondents indicating that they are aware of CCF and HfH.

2. HfH has been successful in raising awareness and garnering support for children with cancer.

- Of those aware of HfH, the majority agreed that HfH has been successful in raising awareness (71%) and garnering support for children with cancer (73%).
- Two-thirds (66%) also agree that children and families impacted by childhood cancer are well-supported by the general community in Singapore.

3. Varied involvement with HfH:

- Of those who were involved with HfH, most provided donations while the rest were shavers, volunteers or attended the events.
- Those who were directly involved had mostly positive experiences at the HfH events.

4. Limited recall of publicity on HfH but recollection within that high:

- Of those aware of HfH, 4 in 10 recall seeing any advertising or publicity regarding HfH.
- However, for those who had seen advertising and publicity, their recall of the materials was generally very good and accurate.

