



# “Jalan Bersama Melawan Kanser” Journeying Together to Fight Cancer

## What Is This Initiative About?

Jalan Bersama Melawan Kanser (JBMK) is a community-based initiative that trains volunteer Malay men and women to become cancer navigators within their neighbourhoods. These navigators deliver culturally sensitive outreach to Malay-Muslim adults, promoting breast, cervical, and colorectal cancer screening.

The programme addresses cultural barriers, language differences, and misconceptions around cancer by empowering trusted community members to:

- Facilitate conversations on early detection
- Accompany women to screening appointments
- Provide emotional and social support

## Initiative's Impact

The programme aims to address key gaps in cancer prevention, particularly within the Malay-Muslim community which has historically lower screening uptake for breast, cervical and colorectal cancers in Singapore.

The anticipated outcomes include:

- Improved early detection and survival rates.
- Enhanced health literacy and more established trusted pathways to healthcare services.
- Meaningful volunteer opportunities that strengthen social cohesion and community self-efficacy in health management.
- Culturally respectful and sustainable health promotion capacity within the Malay-Muslim community.

## Plans Ahead

### Establishing Partnerships

- ✦ Partner with mosques, Malay community organizations and men and women's groups to identify potential navigator volunteers and create community buy-in.

### Comprehensive Training Curriculum

- ✦ Covers screening guidelines, cultural competency, communication skills and community resources.

### Culturally Safe Educational Materials

- ✦ Develop culturally appropriate educational materials in both Malay and English language that address common barriers to screening,

### Funding for Pilot Programmes

- ✦ Secure funding for a pilot programme in 2-3 selected neighborhoods with large Malay-Muslim populations.



We will partner with community cancer organizations e.g. Ain Society, HPB, NHG, local polyclinics and GP/PCNs to provide technical expertise and seamless referral pathways. Following successful pilot implementation, we aim to scale the programme to additional neighbourhoods and potentially adapt the model for other ethnic communities with low screening participation.

## Our Offer

### For Learning

We offer to share our community engagement methodology and cultural insights gained through this initiative. This includes documentation of our approach to recruiting and training community navigators, qualitative data on barriers to cancer screening specific to the Malay-Muslim community, and evaluation metrics to measure programme effectiveness. We will develop a programme implementation guide that can be adapted for various cultural contexts.

### For Adoption

We offer training workshops for organisations interested in implementing similar navigator programmes. Our team can provide consultation on volunteer recruitment, curriculum development, and programme structure. We will also share all educational materials developed for this initiative, which can be customised for different communities.

### For Collaboration

We welcome partnerships with other healthcare providers, community organisations, and researchers interested in improving cancer screening rates among underserved populations. We offer opportunities for joint funding applications, shared resources, and collaborative research to examine the effectiveness of community navigator models across different settings and populations.