



**PROJECT YANGON  
MARKETING PROPOSAL  
2018**



# ABOUT US



Project Yangon is an annual overseas community service project organised by students from the Yong Loo Lin School of Medicine, National University of Singapore (NUS) to Yangon, Myanmar. We aim to improve the health of the villagers in Shwe Pyi Thar through a series of health screening and education initiatives.

We have a vision to grow with the communities we serve, with a primary focus on improving their health *sustainably*. We set out to improve attitudes towards health and address immediate health needs through both health education initiatives and health screenings. Ultimately, we hope to improve health-seeking behaviour and leave a positive and sustainable impact on our beneficiary. We strive to be professional and compassionate in staying true to our vision.

Every May, we visit Shwe Pyi Thar to carry out our initiatives, alongside partners that include Singaporean and Burmese doctor volunteers, ophthalmologists from Yangon Eye Hospital, The Golden Lotus Healthcare Training Academy and YMCA Yangon.

Eventually, we aim to leave Shwe Pyi Thar when the village is in a good position to take ownership of their own health. This will be determined by key performance indicators e.g. number of villagers who go for follow-ups. With this in mind, sustainability will always be our key end goal as we go forth with improved initiatives each trip for the villagers. We will be looking to reach out to more villages, through targeted needs assessments, as we grow as a project in the coming years.

Project Yangon would like to extend a cordial invitation to you or your organisation in joining us to raise healthcare standards and shape the future of the villages of Shwe Pyi Thar.

# HOW YOU CAN HELP



Ever since its establishment 5 years ago, Project Yangon has collaborated and partnered with several organisations over the years in both Singapore and Myanmar.

The committee of Project Yangon 18/19 looks forward to working with you to improve the healthcare of the villagers of Shwe Pyi Thar. As the only Myanmar-based and youngest community service project in NUS Medicine, Project Yangon constantly strives to ensure our initiatives are always growing to benefit the health of the villagers, with sustainability as the end goal. Your support will go a long way in our joint commitment to make a positive difference to the healthcare landscape of Shwe Pyi Thar.

In appreciation of our sponsors and donors, the committee has a range of platforms through which we can represent your organisation, including but not limited to printing logos on our project banner and publicity material, as well as promotion on our social media platforms.

We sincerely ask for your support to join in our endeavours to ensure the success and sustainability of Project Yangon. The following are the initiatives that we currently implement in the village of Shwe Pyi Thar, to which your contributions would be invaluable.

# PROJECT INITIATIVES

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Befrienders of Yangon is deeply rooted in our values of compassion and empathy. It involves home visits and deep conversations with the local villagers, offering an authentic glimpse into their daily lives.

We provide basic door-to-door health screening and personalised healthcare advice. These interactions give us valuable insights into the lifestyles of the villages, ensuring that the objectives of our project are as closely aligned as possible with the changing healthcare needs of the people we strive to serve.



## Befrienders of Yangon



## Clothe-A-Child

The Clothe-A-Child donation drive was started with the intention of providing clothing for the villagers of Shwe Pyi Thar. Every year, we reach out to the public to request for both new and old clothes. One to two hundred kilograms of clothes are then packed, flown over to Yangon and distributed to over a hundred households.

As we personally hand the donations to each of these villagers, we hope that this simple gesture will bring joy to these villagers. It is also a small way in which we hope to express our gratitude for the invaluable lessons which we glean from the village that we serve.

We organise health screenings for the villagers over three days during our visits. Screening modalities include BMI (Body Mass Index), visual acuity, blood pressure and capillary blood glucose measurements. Villagers are offered consultations with Singapore and Burmese doctors, who kindly volunteer their time with us, and are prescribed medications for their health conditions. Our partner, The Golden Lotus Healthcare Training Academy, provides invaluable help in translation and medical knowledge.



We are currently developing a sustainable referral and follow-up system for the village. This includes a plan to partner with nearby clinics in providing certain subsidies for the less financially stable. We are also getting in touch with Yangon Medical Universities to support this referral system through checking in on the villagers.

Ultimately, we aim to create a sustainable, long-term system where villagers are able to take ownership of their health and tap on local resources for healthcare treatment.

## Health Ambassadors

Health Ambassadors is an initiative aimed at fostering greater ownership over healthcare amongst the local community. Villagers are trained with basic medical knowledge over a half-day workshop to empower them as the first line of healthcare. Topics covered include first-aid, eye care, basic sciences (cardiovascular and respiratory systems) and chronic diseases (diabetes and hypertension). We hope that these Health Ambassadors will spread these healthcare messages and raise awareness of healthy living within the village.

Last year, the Health Ambassadors we trained were given the chance to follow us during our programmes such as Befrienders of Yangon where they got the opportunity to experience what it is like to be a Health Ambassador and to spread health messages to others in the village, in hope of improving their health seeking behaviour. For the upcoming year, we aim to refine these attachments such that the Health Ambassadors can have more opportunities to practice what they have learnt and to take greater ownership of their own health as well as the overall health of the village.



# School Health Education



School Health Education seeks to tackle health issues by raising awareness and inculcating good health habits amongst primary school children. The topics we teach include: the importance of exercise, food & nutrition, hand & oral hygiene as well as taking care of yourself.

Interactive activity booklets were given to students to facilitate understanding. We hope to eventually pass on these materials to the local teachers such that they can continue the programme for the children even in our absence. The project has begun the first step of this plan, having presented the idea of using these booklets to the teachers in our previous trip. This is part of our framework to work towards sustainability.

Children are the hope of the future; we hope to make a positive influence on these young minds and they will go forth to spread these healthcare messages to the rest of their village.

# CORPORATE SPONSORSHIP PACKAGES



In appreciation of our sponsors and donors, the Marketing and Public Relations Committee has put together a wide range of platforms for your organisation to be represented, as well as different types of sponsorship packages for your perusal. These packages are specially tailored to help match you to the type of promotion that is most suited to your needs.

Publicity Platform	Partial Sponsorship/ Discount	Full Sponsorship
Photos of product in use	✓	✓
Videos of product in use	✓	✓
Special mention in publicity video	✓	✓
Special mention in publicity infographic	✓	✓
Special mention on Project Yangon corporate website		✓
Project Yangon 18/19 Banner and backdrop of health screening/ education		✓
Social media mention on Instagram		✓
Dedicated sponsor post on Facebook		✓



# CONTACT

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If you have any specific ideas or requests, our Marketing and Public Relations correspondents will be happy to discuss the options available and answer any queries you may have about the project. You may contact our committee members at the following numbers:

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If you would like to find out more about our project, you may visit our online platforms or feel free to drop us an email.

Website: [projectyangon.com](http://projectyangon.com)

Facebook: Project Yangon / @projectyangon

Email: [py.projectyangon@gmail.com](mailto:py.projectyangon@gmail.com)

We greatly appreciate your consideration of our proposal and we are hoping to have you on board as a sponsor or partner. Thank you for your generosity and we look forward to working with you soon!