

S-L & ME

STUDENT VIEWS ON SERVICE-LEARNING IN Ngee Ann

There are many opportunities for Service-Learning (S-L) in NP. Year 3 Advertising & Public Relations student Stacey Lim shares...



S-L IN MY "PR IN INTEGRATED MARKETING COMMUNICATIONS" MODULE



My project team (that's me!)

MY S-L PROJECT

To design a campaign for TOUCH Diabetes Support to raise awareness, and debunk myths and stereotypes surrounding diabetes.

WHAT I LEARNT

- 1 I thought that diabetes affects mainly older people and that they'd look sickly and weak. Boy, was I so wrong! We interviewed people with diabetes and found out that:
 - many youths are affected by diabetes
 - many people with diabetes are very active and manage it with better lifestyle habits and support from friends, family and the community.
- 2 We applied classroom learning and learnt even more during our project eg how to develop a good campaign design, stretch a budget etc etc
- 3 I've adopted better lifestyle habits and have reminded friends and family to do the same.



INDONESIA



MY YEP TO MADURA ISLAND AND SURABAYA



Me posing with the children

An unforgettable experience! We applied writing, photography, videography and editing skills to develop 2 documentaries, to be used as advocacy tools by HAND, our NGO partner.

My team helped develop a video on female circumcision. We interviewed a bomoh (traditional medicine practitioner) and were shocked to learn that many women there had circumcision without anaesthesia as they had no money for it.

We also visited the "Under the Bridge" community in Surabaya. The poverty there was something I've never had exposure to. I was glad to help in a small way by developing articles for HAND to use to raise awareness about the plight of that community.

In Madura, we went to two schools and interacted with the children and youth there – we even taught some of them photography! I can never forget how happy the children were despite having so little. I've learnt to treasure the people and things in my life a lot more.



My YEP experience impacted me so much that I joined S-L Champs. I wanted to see how else I could make an impact.

Me (in white) with some of fellow S-L Champs

MY CAMPAIGN

I've always had a love for nature and an interest in environmental issues. S-L Champs gave me the opportunity to propose, plan and then execute an eco-campaign for the first time. The campaign, **NP goes Eco**, was an advocacy drive to get people to pledge to take concrete steps to protect the environment.



S-L CHAMPS

WHAT WE ACHIEVED

We got 1,120 pledges in just 3 days! Plus we've hit 700 followers on our Instagram (IG) which is still getting pledges from new people. I'm also so happy that I got my classmates to switch to using metal straws.



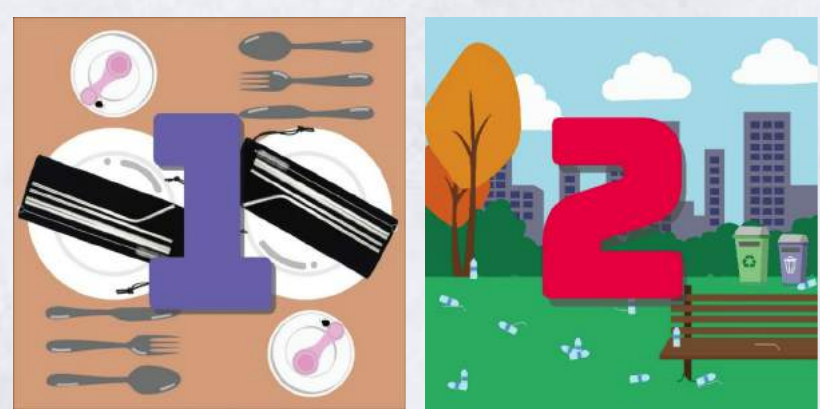
WHAT'S NEXT

As an extension to our campaign, we're holding an IG competition in June 2019. We're inviting people from the different NP schools to do an eco-challenge, take photos and tag **NP GOES Eco**



WHAT I LEARNT

It was not all smooth-sailing. But I discovered that I was resilient... and that I had a knack for design!



Some of my designs

Me with my classmates who helped a lot for the campaign.



MY CAPSTONE PROJECT

I'm super stoked about doing a project for Singapore Cancer Society. We'll be developing a cervical cancer campaign and we've already brainstormed some exciting ideas. Can't wait to share more soon!



My S-L journey continues!

JUNE 2019

