

## Advertorial: Six Minutes Protect A Life

P&G's sustaining long-term commitment to Taiwan Community

Following the global mission of "Touching lives, improving life", P&G Taiwan has been committed to create better life for consumers ever since P&G entered Taiwan market in 1985. From 1995, P&G Taiwan stepped forth from the standpoint of watching out for women's health and collaborated with Female Cancer Foundation by holding the public service campaign of cervical cancer awareness, coined as "Six Minutes Protect A Life", for all the women island-wide. From 2001, P&G Taiwan further included breast cancer prevention in the campaign after invitation from Taiwan Department of Health (DOH).

In the public's mind, prevention check-up of women's cancer of top mortality is a complicated and time consuming medical checkup. In fact, it is an entirely mistaken perception. The entire procedure takes only six minutes to ensure the health of women, and that how the function title is derived. As long as the women patients could be identified in early stage, the cure rate was nearly 100%. However, it took over 1000 women's life in Taiwan every year, simply because Taiwan women were not aware of the importance of screening test.

Through intensive promotion of "Six Minutes Protect A Life" via multiple approaches, the campaign possesses high awareness of 93% among Taiwan consumers. The result is significant with cervical cancer test rate increasing from 6% in 1996 to 52% in 2007; breast cancer rate from 25% to 45% in 2007. Not only the test rate increased, but more and more third parties actively joined "Six Minutes Protect A Life" to promote public health together. The external support and recognition from government, NGO and media stakeholders are also very encouraging - P&G Taiwan is seen as government's partner on community welfare.

2008 marks the 14th year of "Six Minutes Protect A Life". P&G Taiwan sees opportunity to fuel this campaign while mortality and incidence rate of women's cancer in Taiwan is second place in developed Asia countries. The goal set in 2008 is to sponsor 6000 women in Taiwan to take breast and cervical cancer exam and further increase cervical cancer exam rate. In addition, P&G Taiwan will also continue to partner with retailing channels for donation with purchase promotion to call for shoppers' action. In mid-May, P&G Taiwan will sponsor the mobile breast cancer screening in Hualien to help more women island wide together with Breast Cancer Foundation of Prevention.

"Six Minutes Protect A Life" is a sustaining long-term program to build P&G equity in consumer, retailing channels, media and government's mind. P&G Taiwan will keep the commitment to invest more in Taiwan community and work with government to be the best corporate citizen.