

## NEE SOON SOUTH COMMUNITY CLUB



### MEDIA RELEASE

12 November 2017

#### **Over 50 Merchants to Spread Dementia Awareness in Nee Soon South** *Part of efforts to build a Dementia-Friendly Singapore*

1. As part of efforts to build a Dementia-Friendly Singapore, Nee Soon South is raising awareness of dementia in its constituency. Together with Agency for Integrated Care (AIC), Khoo Teck Puat Hospital (KTPH) and Lien Foundation, we have reached over 5,000 people, including over 50 merchants. These merchants, ranging from a goldsmith to clinics and coffeeshops, will spread awareness further among their customers by word of mouth or displaying information about dementia at their stores.
2. Nee Soon South has also established two additional dementia Go-to Points in the past two months. They are at Nee Soon South Community Centre and SASCO@Khatib at Blk 813 Yishun Ring Rd. Added to an existing point at Clarity Singapore at Blk 854 Yishun Ring Rd, Nee Soon South now has three resource centres, as well as the Wellness Centre at Blk 839 Yishun St 81, where the public can learn more about dementia. In the event that the public come across seniors who they suspect have dementia and appear lost in need of help, they can bring these seniors to the three Go-To Points.
3. Beyond increasing awareness, Nee Soon South is working with AIC and community mental health partners like Thye Hua Kwan, Club HEAL and St Luke's ElderCare to identify residents with early signs and symptoms of mental health conditions and dementia. Where needed, these residents will be linked to the appropriate services and resources. These include meaningful activities that engage one cognitively, caregiver support and training as well as medical services. Nee Soon South is part of the Yishun Dementia-Friendly Community (DFC). DFCs are communities that have expressed a commitment to support persons with dementia and their caregivers, and they form a key component of the Dementia-Friendly Singapore initiative.
4. These efforts continued at the Nee Soon South's dementia-awareness event "Walk With Me: Our Journey of Remembering" on 12<sup>th</sup> November. The event attracted around 500 residents. At 8.30am, it kicked off with an "experiential treasure hunt". In this activity, residents experienced the physical, cognitive and communication

obstacles persons with dementia face, for example by buttoning a shirt with goggles on to blur their vision and limit their fine motor skills.

5. Another highlight of the event was a panel discussion on how to build a dementia-friendly community. Nee Soon South Grassroots Adviser Er. Dr. Lee Bee Wah, Mr Lew Chin Woon, who is the caregiver to his wife with dementia, and representatives from KTPH, DBS and Guardian Health & Beauty discussed how the community, healthcare organisations, companies and individuals can work together to achieve this goal .
6. In her speech at the Forum, Er. Dr. Lee Bee Wah said, “With a rapidly ageing society, the number of persons with dementia is expected to increase to 80,000 by 2030. In Nee Soon South alone, we estimate there will be about 1,000 seniors with dementia. We have to prepare our communities to better support them and their families. Even if they have dementia, seniors can continue to live at home and continue with daily routines such as going to the market and meeting their friends. With a supportive community and services available for persons with dementia, they and their caregivers will have greater peace of mind.”
7. The event was organised by AIC in collaboration with Nee Soon South People’s Association, KTPH and Alzheimer’s Disease Association (ADA). “We are happy to partner Nee Soon South in their efforts to build a dementia-friendly home for their residents. Community support is key to enabling persons with dementia, as well as their caregivers, to live and age well at home. We look forward to having more communities that will follow the DFCs’ lead and join the Dementia-Friendly Singapore initiative,” shared Mr Chern Siang Jye, AIC’s Acting Chief Executive Officer.
8. Nee Soon South constituency has been ramping up outreach efforts by holding events such as the Active Ageing Community Health Fair on the 10<sup>th</sup> September and a merchants outreach session on the 13<sup>th</sup> October.

###

### **Media Contact and Enquiries**

For more information, please contact:

Ke Xinying

Nee Soon GRC Communications Consultant

Email: [hidamali@gmail.com](mailto:hidamali@gmail.com)

Mobile: 9646 6702

Elizabeth Njo

Senior Manager, Corporate & Marketing Communications

Agency for Integrated Care

Email: [Elizabeth.njo@aic.sg](mailto:Elizabeth.njo@aic.sg)

Tel: 6593 3869 / 9846 2476

## **About the People's Association**

The People's Association, through its Community Clubs' courses and activities, offers opportunities for people to make new friends, share common interests and help foster a strong cohesive community. More information is available at [www.pa.gov.sg](http://www.pa.gov.sg) and [www.OurCommunity.sg](http://www.OurCommunity.sg).

## **About the Agency for Integrated Care**

The Agency for Integrated Care (AIC) seeks to create a vibrant Care Community enabling people to live well and age gracefully. AIC coordinates and facilitates efforts in care integration to achieve the best care outcomes for our clients. We do this by empowering them with health and social care information and arranging for their care when they are discharged from hospitals. We enable stakeholders to raise the quality of care, and also enhance collaboration by working with health and social care providers to increase services to support the ageing population. Our work in the community brings care services and information closer to those in need. For more information, please visit [www.aic.sg](http://www.aic.sg).