

30 October 2020

CELEBRATING OUR COMMUNITY CARE WORKFORCE AND RECOGNISING OUR PARTNERS IN SUPPORTING THE SECTOR

The Agency for Integrated Care (AIC) commemorated its annual Community Care Day ahead of 1 November to recognise the work and contributions of all Community Care staff. Against the backdrop of the COVID-19 pandemic, the selfless acts of service by staff in Community Care are even more important. Their passion and dedication in delivering quality care to their clients help to support our seniors' wishes to live well and age gracefully in the community.

2. AIC started this year's Community Care Day celebrations in September 2020 with the launch of a 'Thank You' campaign to pay tribute to all Community Care staff. Besides broadcast advertisements expressing gratitude, members of the public were encouraged to pen thank you letters via www.thankyouproject.sg. To date, over 700 letters have been received. Between November and December 2020, Community Care staff can also look forward to other treats such as ice-cream, cookie sets and complimentary beverages, as well as deals to 14 attractions in Singapore. "AIC is heartened and thankful for the generous show of support from these merchants. It serves as added encouragement to our colleagues in the Community Care sector that the wider community recognises their hard work and values their contributions", said AIC's Chief Executive Officer Tan Kwang Cheak.

3. The COVID-19 pandemic has presented unprecedented challenges to the Community Care sector. Service providers have had to adjust their operations to keep seniors and staff safe, and ensure that staff morale remain strong. They were supported in their efforts by diverse community groups with funding and in-kind sponsorship. Many of these groups came from outside of the sector and were also long-term supporters.

4. To show its appreciation to such long-standing supporters, AIC launched the new Friends of Community Care (FOCC) Awards. 10 organisations from outside of the Community Care sector received the inaugural Awards this year, selected by a panel made up of current and former sector representatives, as well as representatives from AIC and the Ministry of Health. The winners were narrowed down from a list of over 100 nominations from Community Care providers and AIC. This year's FOCC Awards also includes a Special Mentions Awards category, to recognise the exemplary efforts of partners who stepped up to help the Community Care sector during the COVID-19 pandemic.

5. Two of the FOCC Awards winners are Tote Board and Shinnyo-en Singapore. "Tote Board is honoured to receive the inaugural FOCC Award. Since 2009, we have partnered AIC and other agencies to improve the accessibility of healthcare services for the needy and disadvantaged through the Tote Board Community Healthcare Fund. We hope that our unwavering support towards the advancement of the sector will alleviate the challenges of a rapidly ageing population and help make Singapore a healthier nation," said Mr Fong Yong Kian, Chief Executive of Tote Board.

6. Another long-term supporter of the Community Care sector is Shinnyo-en Singapore. Its members have been volunteering at Ren Ci Hospital since 2000, making a difference to the lives of residents at its community hospital and nursing homes. "Shinnyo-en Singapore is honoured and humbled to receive the inaugural Friends of Community Care Award. We would like to express our gratitude to the community, as well as our members who regularly visit and organise activities for the residents of Ren Ci. Through our visits and activities, we endeavour to bring cheer, strengthen community bond and social cohesion. It has been a fulfilling and rewarding experience for all of us. We would like to dedicate this award to Ren Ci staff, residents, as well as our members who have committed themselves to this meaningful cause," shared Ms Pia Tan, Manager at Shinnyo-en Singapore.

7. As part of the celebrations, more than 300 winners of the Community Care Excellence Awards were also recognised for their exemplary service and commitment in delivering quality care. This biennial award organised by AIC is the only national quality award dedicated solely to the Community Care sector.

8. One of the winners under the Client Experience Improvement Awards category is a project team from Apex Harmony Lodge. They developed an initiative providing simple work opportunities to persons living with dementia. The participants reported improved health and quality of life after joining the initiative. The resulting sense of purpose has also strengthened the social and emotional well-being of the individuals. Their caregivers also reported that they benefitted from the initiative.

9. The Community Care Day event took place virtually this morning with the Guest-of-Honour, Mr Masagos Zulkifli, Minister for Social and Family Development, and Second Minister for Health. He delivered a speech to thank all Community Care staff for their contributions in caring for our seniors, and the partners of the sector for their unwavering support.

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About the Agency for Integrated Care

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well, and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit <https://www.aic.sg/>