

FACTSHEET

COMMUNITY CARE DAY 2021

Overview

Since 2019, 1 November has been designated as Community Care Day to recognise and celebrates the work and contributions of all Community Care sector. The perseverance of the Community Care staff in delivering quality care with passion and dedication enables seniors to live well and age gracefully in the community. Through this event, AIC also hopes to raise the awareness of all professions in the Community Care sector as a choice career.

The theme for the Community Care Day 2021 celebrations is “Celebrating our Community Care Heroes”. The Friends of Community Care Awards will be presented at the event.

Friends of Community Care (FOCC) Awards

The FOCC Awards was launched in 2020 to recognise the support and contributions of partners outside the Community Care sector who have shown unwavering support for our sector over the years.

This year, 100 nominations from the sector in four award categories were received. The award recipients were selected by a distinguished judging panel comprising veterans from the Community Care sector and representatives from AIC and Ministry of Health.

The 13 recipients of the FOCC Awards 2021 are:

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| I: Corporate Category (Small and Medium Enterprise) |
| <ul style="list-style-type: none">• Boon Keng Road Fish Head Bee Hoon• DancingMind Pte Ltd• Gurame Indonesian Restaurant Pte Ltd |
| II: Corporate Category (Large Enterprise) |
| <ul style="list-style-type: none">• FairPrice Group• Singapore Exchange Limited• Temasek Foundation |

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| III: Government and Public Institution Category |
| <ul style="list-style-type: none"> • Republic Polytechnic • Singapore Police Force • Tote Board |
| IV: Non-Profit Organisation Category |
| <ul style="list-style-type: none"> • Lien Foundation • PAP Community Foundation • Reach Out |
| <i>Special Mentions Award - Health Promotion Board</i> |

Please refer to **Annex A** for more details on the award recipients.

Special Deals and Discounts for Community Care Staff

As part of the Community Care Day 2021 celebrations, various corporate partners have come together to offer a range of benefits for all Community Care staff as a show of appreciation for their hard work in fighting the pandemic.

These include:

| Benefits/items | Merchant/sponsor |
|--|---------------------------------|
| 1,000 free hot dogs from IKEA | Ikano Pte Ltd |
| 5,000 free soft bread from Paris Baguette | SPC Group |
| 30% off Singapore Flyer & Time Capsule Bundle, and 1-for-1 ticket for Singapore Sling Experience | Straco Leisure Pte Ltd |
| 1-for-1 ticket entry for ArtScience Museum | Marina Bay Sands |
| 50% off 5-in-1 + Digipass to Madame Tussauds, and 50% off Cable Car Mount Faber Round Trip | Sentosa Development Corporation |
| 50% off Admission tickets to Night Safari, River Wonders, Singapore Zoo | Mandai Wildlife Group |
| Discounted Jurong Bird Park Admission tickets - \$5 | |

| Benefits/items | Merchant/sponsor |
|---|-------------------------|
| Discounted Rainforest Lumina tickets - \$10 (Adult), \$8 (Child) | |
| 1+1 free admission for non-Singaporeans and non-PR Community Care staff to: <ul style="list-style-type: none"> • National Museum of Singapore • Asian Civilisations Museum • Indian Heritage Centre • Sun Yat Sun Nanyang Memorial Hall • Malay Heritage Centre • Reflections at Bukit Chandu • Changi Chapel and Museum | National Heritage Board |

Updated as of 22 October 2021

FRIENDS OF COMMUNITY CARE AWARDS 2021**ABOUT THE AWARD RECIPIENTS****I. Corporate Category (Small and Medium Enterprise)****1. Boon Keng Road Fish Head Bee Hoon – Hot Meals, Warm Hearts**

Boon Keng Road Fish Head Bee Hoon located at Bedok is run by owner Mr Low Boon Chuan. Besides his full-time role as a hawker, Mr Low volunteers with Thye Hua Kwan Moral Charities (THKMC) as a delivery driver for their ad hoc events. He also frequently sponsors necessities for the seniors, such as beds, cabinets, and other household items.

To ensure needy seniors get to enjoy nutritious fresh meals regularly, Mr Low has been sponsoring fish porridge for seniors in nursing homes since 2017. When Mr Low started volunteering with THKMC in 2020, he extended his fish porridge treats to seniors attending THKMC's 12 Seniors Activity Centres (SACs), providing 1,000 packets of fish porridge a month to these centres. Inspired by his charitable deeds, Mr Low's friends joined him in sponsoring and delivering freshly prepared fish porridge as monthly treats for vulnerable seniors. Mr Low even leveraged social media like Instagram and Facebook to match ready sponsors with the various nursing homes and SACs. Since January 2021, Mr Low has provided over 8,000 packets of fish porridge to benefit thousands of seniors islandwide.

2. DancingMind Pte Ltd – Improving seniors' journey to recovery through Virtual Reality (VR)

DancingMind (DM) is a digital health platform that utilises virtual reality (VR) to create effective therapy for patients with Stroke, Dementia, Parkinson's Disease, and Children with Special Needs. Since 2019, DM has been working with Thye Hua Kwan Nursing Home (THKNH) to incorporate digital virtual reality therapy for their residents, aimed at improving patients' therapy and recovery journey. DM's staff also volunteer their expertise and time with THKNH, working with their staff to conduct VR therapy activities for the residents. Working closely with the nursing home's therapy team, DM helped conduct surveys to gather data needed to evaluate the effectiveness and success of the VR therapy programme, and which in turn helped enhance their current programme.

Compared to readings taken pre-therapy, it was found that the mood and energy levels of residents improved after the VR therapy sessions. Overall, mood levels improved by 36% while energy levels improved by 35%. A spin-off digital VR initiative that focused on dementia residents at THKNH also found that 93% of residents who participated had a positive experience. To ensure long-term sustainability of the programme and that the VR therapy was integrated into the nursing home, DM took time to train THKNH's staff, and conducted refresher sessions whenever it was needed. DM also volunteered occupational therapy services to assist THKNH's rehabilitation team.

The growth and service transformation has not just positively impacted THKNH patients, but DM's other hospital and direct patients between the ages of 4 and 106, across Singapore, the UK, and USA.

3. Gurame Indonesian Restaurant Pte Ltd – Providing heartwarming meals to seniors affected by COVID-19

Gurame Indonesian Restaurant (GIR) is a F&B restaurant that serves halal Indonesian cuisine. During Circuit Breaker in 2020, GIR collaborated with Thye Hua Kwan Moral Charities to provide relief and support for affected families affected by COVID-19. Within nine hours upon activation, GIR quickly mobilised its resources to supply halal meals twice daily islandwide. Keeping up its commitment to ensure those who needed meal assistance would not go hungry, GIR voluntarily put in five additional operating hours, starting as early as 4am instead of the usual 9am, to ensure timely preparation and delivery of meals. GIR further went beyond its commitment to also provide meals for seniors and families serving Quarantine Orders. From April to June 2020, GIR provided a total of 60,000 additional meals for seniors in the community who had difficulties accessing meals due to the circuit breaker.

II. Corporate Category (Large Enterprise)

1. FairPrice Group – Bringing joy to seniors and improving their digital literacy

Since 2009, NTUC FairPrice has contributed over \$3 million to NTUC Health, Society for the Physically Disabled and Ren Ci Hospital to support their infrastructure and different programmes. To boost seniors' digital skills and literacy and help them stay connected to the community, NTUC FairPrice donated \$250,000 to NTUC Health's Eldercare Trust. This helped upgrade NTUC Health's IT infrastructure, benefitting over 5,000 seniors.

Staff from NTUC FairPrice also volunteer in the nursing homes as befrienders and activity facilitators to bring joy to the community and support digital literacy programmes for the seniors. Their frequent visits have resulted in them forming a bond with the elderly. During the pandemic, NTUC FairPrice conducted virtual outings, and started sending video clips with caring messages to encourage the residents in the nursing homes, so that the elderly continue to feel connected and cared for. In addition to sending goodies to Community Care organisations' staff and beneficiaries, NTUC FairPrice also contributed care packs to healthcare workers to thank them for their hard work in battling COVID-19.

2. Singapore Exchange Limited – Rallying Singapore's financial community to support the needs of the underprivileged

Since 2004, Singapore Exchange (SGX) has been rallying the financial community and listed companies to support the needs of underprivileged children and families, persons with disabilities as well as the elderly through its SGX Cares initiative. To date, SGX Cares has raised over \$42 million for more than 50 charities, helping beneficiaries lead a more positive, meaningful and comfortable life.

SGX Cares offers funding and volunteer support to various charity and Community Care organisations including AWWA. When the pandemic posed a challenge to fundraising events, SGX pivoted its annual SGX Cares Bull Charge Charity Run to a virtual format, which enabled runners to join in from different cities for the first time. With the commitment of corporate sponsors and partners, the two-week virtual fundraiser successfully raised \$3.63 million. Partnering Community Chest, all proceeds were channelled to the adopted beneficiaries for 2020: AWWA Ltd., Autism Association (Singapore), Fei Yue Community Services, HCSA Community Services and Shared Services for Charities. This supported AWWA and other Community Care providers in the purchase of Personal Protective Equipment, thermal scanners and essential medical supplies such as hand sanitisers and surgical masks. As a result, front-liners were able to sustain a high level of quality care and support to beneficiaries.

In March 2020, SGX rolled out a \$5 million care package to provide immediate support and relief following the COVID-19 outbreak. It comprised a \$1.5 million contribution to national healthcare-support programmes including The Courage Fund facilitated by the National Council of Social Service and its fundraising arm, Community Chest. SGX staff also committed an additional 1,000 volunteer hours, participating in various AWWA programmes such as a lantern-making workshop and providing lunchboxes and care packs for the elderly.

This is the second year that SGX has been awarded the FOCC Award.

3. Temasek Foundation – To Do Good Well

Temasek Foundation (TF) returns to win its second FOCC Award this year, for its unwavering support for the Community Care sector, reaching out to seniors through AIC.

Even before the onset of COVID-19, TF has been supporting the Community Care sector through programmes such as Care Close to Home, which offers health, social and personal care support to vulnerable seniors living in rental blocks with low or no caregiving support. TF also supported Project Silver Screen, a nationwide functional screening programme for Singaporeans aged 60 and above.

When COVID-19 struck, TF supported various care initiatives including an extension of the service timings of the AIC hotline from April to June 2020. Since July 2020, TF has donated 20,000 anti-microbial masks to seniors through Silver Generation Office, over 2,000 blood pressure monitors, over 2 million facial masks, nearly 700 oxygen concentrators to the community care sector and over 9,500 plant ionizers for Community Care staff, amongst a long list of donated items.

TF's contributions in monetary and in-kind donations have reached all 170 parent Community Care Organisations consisting of nursing homes, centres and home care providers. Their support helped these organisations save costs in managing extra COVID-19 precautionary measures.

TF's steadfast support has truly uplifted the entire Community Care sector, benefitting our providers and our seniors.

III. Government and Public Institution Category

1. Republic Polytechnic – Raising mental health awareness and building senior health support in the community

Through concerted efforts across three academic schools in Republic Polytechnic (RP), many ground-up projects advocating mental health and senior health support have been implemented alongside Community Care organisations. In particular, RP's School of Sports, Health and Leisure had prototyped a gamified, evidence-based, volunteer-led and home-based dementia-prevention dual-task exercise programme to combat dementia, social isolation and frailty amongst seniors in Singapore. The 'RejuvenAGE Programme' was scaled up over the past two years, involving many cohorts of final year project students. The project team involving AIC, AWWA and People's Association plans to upscale RejuvenAGE in Dementia-Friendly Communities across Singapore, and facilitate certification courses at RP in order to certify more members of public in dementia-awareness and frailty-prevention in our communities.

Besides RejuvenAGE, RP also worked with AWWA on public outreach as part of curriculum to raise public awareness of dementia and mental health. Furthermore, the School of Management and Communication helped with creating a Dementia-Friendly Community in the north through the prototyping of sensory corners for seniors with dementia.

Additionally, the School of Hospitality at RP helped NTUC Health with quality improvement and research to enhance overall elderly and caregiver journey. Projects include reviewing the elderly experience in the day centres as well as programme recommendations for seniors. RP also spearheaded a study aimed at helping seniors and caregivers ease their stress when first enrolling to day care. Caregiver stress is recognised as primary trigger of many mental health issues amongst caregivers. The caregivers RP had interviewed have highlighted that in addition to the usual caregiver stress they face, the enrolment process of day care had been one of their biggest stressors and this is largely due to resistance from seniors. Today, RP continues supporting NTUC Health in developing and refining the process of enrolment to ease the stress from this transition period for both seniors and caregivers.

Despite the challenging COVID-19 situation, RP students and academic staff also went beyond their scope of work to visit caregivers and connect with socially-isolated seniors within their homes, to befriend them and better understand the difficulties they face.

2. Singapore Police Force

To help vulnerable persons within the community, the Singapore Police Force (SPF) has been working with community partners like AIC to equip officers with the necessary skill sets to identify persons who may be at risk or show signs of mental health issues, and refer these individuals to the appropriate source of help.

Since the collaboration in 2018, SPF has worked with AIC on community mental health which include training officers via e-learning course modules and workshops for

mental health awareness. These modules touch on signs and symptoms of common mental health conditions such as depression, bipolar, schizophrenia and dementia, and techniques to better communicate with persons with mental health conditions. These initiatives have improved officers' ability to manage persons with mental health issues.

During the Circuit Breaker (CB) period, SPF partook in the "Support for Persons living with dementia Over COVID-19" (SPOC-19) programme, introduced by AIC to help families whose loved ones living with dementia unintentionally break safe distancing rules. Over 1,000 persons living with dementia have been registered under SPOC-19 since its launch in May 2020. Through various identifiers such as emergency contact stickers and safe return cards, officers have been able to better identify and assist persons living with dementia in reuniting with their caregivers.

3. Tote Board – Supporting new and innovative models

Tote Board (TB) has been supporting the Community Care sector since 2009, providing over \$290 million of funding commitments between financial years 2009 and 2024. TB's funding support has enabled the sector to ramp up capacity to serve more beneficiaries, improve capabilities to deliver quality care, and innovate services to provide integrated and person-centred care to beneficiaries. In addition, TB's \$150,000 cash donation to AIC supported season one of the MediaCorp TV programme "Learn Together with Me". Aimed at raising awareness especially among seniors on public hygiene during COVID-19, the show garnered a viewership of 700,000.

TB continuously seeks to understand the needs of the Community Care sector and initiate new funds to address identified gaps, such as organisation development, fundraising, and piloting of new models or methods. For instance, the TB Community Health Fund (TBCHF) provides a useful enabler for the sector to pilot new models of care or innovative methods to coordinate care.

To uplift the community and improve the lives of other groups, TB also supported the community care sector providers with other types of funding support, such as in the areas of Leaving Well in the Community, Building a Community Dementia Care System, Case Coordination and Care Management, Tote Board Non-Profit Sector Transformation Initiative, Tote Board Social Service Fund, and Tote Board Enhanced Fund-Raising Programme.

This is the second year that ToteBoard has been awarded the FOCC Award.

IV. Non-Profit Organisation Category

1. Lien Foundation – COVID-19 Support Fund to support Community Care partners through the challenging period

Philanthropic organisation Lien Foundation (LF) was quick to respond to the needs on the ground when COVID-19 struck. In April 2020, LF started the Charitable Organisations Vital In Downturn (COVID) Fund which was divided into two tranches for its partners. Tranche 1, totalling \$1.2 million, is unconditional and can be used to

meet any need as deemed fit by the charities as they deal with the health and economic fallout of the crisis. They could, for instance, use these funds to cover the unfunded portion of key programmes, fortify flagging incomes, meet urgent manpower needs or improve safety and welfare of clients and colleagues. Eighteen charities, including The Salvation Army Peacehaven Nursing Home and AWWA, received support to help them through the challenging times. Tranche 2, by application, was meant for longer-term needs such as seeding new programmes and test-bedding solutions to meet changing needs. The Foundation disbursed a further \$2.08 million to fund 19 proposals.

One supported organisation was The Salvation Army Peacehaven Nursing Home. The nursing home organised meals and snacks for 340 seniors when family visits were not allowed. A playroom was created at each level that served about 90 residents, allowing seniors to enjoy physical and cognitive activities. The nursing home also carried out retrofitting of the dining and multipurpose halls to create a liveable space for their employees.

Another organisation receiving support from the COVID Fund was AWWA, benefitting its elderly and early childhood clients as well as their staff. As part of Tranche 2 support, LF funded the hardware and software solutions to aid AWWA in rolling out virtual social intervention for its clients.

LF's support fund has enabled both The Salvation Army Peacehaven Nursing Home and AWWA to devise ways to mitigate the negative impact of COVID-19 restrictions on their residents and staff, allowing them to improve the physical, mental and emotional well-being of vulnerable seniors in the community.

2. PAP Community Foundation – Building intergenerational bonds

Since 2017, AIC has been partnering PCF Sparkletots to foster regular intergenerational activities between the preschools and Community Care clients. In February 2021, AIC and PCF Sparkletots renewed their commitment for another three years. As COVID-19 restrictions were gradually lifted, the PCF Sparkletots and Community Care organisations re-started non-physical and virtual intergenerational activities such as exchanging videos, care packs and festive greetings.

As of June 2021, 131 PCF Sparkletots have been matched with 34 Community Care organisations. To ensure frequent activities for the seniors and enable more pre-schoolers to participate, two to four preschools were matched to one Community Care organisation. Over a period of 12 months, each pre-school will have at least two to four intergenerational activities lasting up to an hour with the assigned Community Care organisation. Already, some pre-schools have increased their frequency from quarterly to monthly activities with their assigned organisation.

Activities by PCF Sparkletots have brought much joy to the seniors, keeping them socially engaged during the pandemic when the various restrictions have resulted in greatly reduced activity level. Many Community Care organisations including Bright Hill Evergreen Home and Grace Lodge gave positive feedback that the programme has created a meaningful channel for pre-schoolers to engage our seniors, build bonds and reinvigorate the elders with a sense of purpose.

3. Reach Out – Be a helping hand, make a difference

Founded in 2019 by Ms Grace Chuah Siew Har, Reach Out 心手相连 is a grounds-up initiative, an informal volunteer platform that brings together like-minded people who wish to reach out to the underprivileged. Reach Out comprises around 50 committed volunteers and some ad-hoc volunteers. Volunteers walk the grounds monthly to search for light bulbs that are burnt out or faulty, replacing them with new bulbs. They also follow up with relevant government agencies regarding pressing structural, functional and maintenance issues affecting these residents.

Under their One Man's Trash Is Another Man's Treasure programme, Reach Out works closely with real estate agents to collect functional, pre-loved furniture and appliances, giving them a new lease of life in the modest homes of rental flat residents. In addition, Reach Out carries out 1-for-1 pillow exchange for residents in rental flats each month. Overused, soiled pillows are exchanged with brand new pillows.

Reach Out also distributes fresh ingredients and groceries to needy residents in the community under their Blessing Bowl programme. Under their Sharing Loaf programme, volunteers collect unsold bakery products at the end of each day, distributing them to over 18 nursing homes, Senior Activity Centres as well as residents in rental flats right after the collections. Before festivities, they collaborate with a team of hairstylists to provide seniors residing in rental flats with free haircuts. In July 2020, Reach Out started a Soup On Wheels Programme and has since donated over 750 sets of soups and bento sets to public rental flat tenants.

Special Mentions Award

Health Promotion Board – Bringing vaccination to the seniors

In January 2021, Health Promotion Board (HPB) progressively deployed six Mobile Vaccination Teams (MVTs) comprising 50 doctors, nurses and administrative staff to support the national COVID-19 vaccination efforts to reach out to vulnerable seniors who might find it challenging to visit a vaccination site in person due to mobility issues.

Working closely with the relevant government agencies, HPB organised and planned the exercise with nursing homes and eldercare centres to bring vaccination on-site at these places. These included setting clinical standards and developing operating procedures to ensure safe vaccination for residents and staff of these locations, which were adopted as the standard protocols for commercial medical service providers when the vaccination programme was scaled up. Within three months, the teams completed over 300 deployments covering more than 100 locations across Singapore.

HPB expanded the MVT efforts and set up Home Vaccination Teams (HVTs) to provide COVID-19 vaccination for the homebound individuals. HPB has been instrumental in rolling out COVID-19 vaccination across Community Care organisations speedily.