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STRONG TALENT BOOST FOR THE COMMUNITY CARE SECTOR WITH 70% INCREASE IN MANPOWER DEVELOPMENT AWARDS GIVEN BY AGENCY FOR INTEGRATED CARE THIS YEAR

This year, the Community Care sector has seen a significant 70% increase in the number of individuals who received the Community Care Manpower Development Awards (CCMDA) administered by the Agency for Integrated Care (AIC). The number of award recipients this year is the highest since the launch of CCMDA in 2017.

2. Senior Minister of State for Health and Manpower, Dr Koh Poh Koon gave out the CCMDA awards to over 160 recipients at a virtual ceremony held this morning. Dr Koh congratulated the award recipients for their commitment to continuously upskill themselves despite the current challenging times. He also thanked the Community Care organisations for their strong support in the professional and career development of their employees.

3. The CCMDA award provides new entrants and current Community Care staff with opportunities to pursue and grow their careers. Community Care providers can tap on the awards to attract new entrants into the sector by supporting their training needs, while current staff can leverage on the CCMDA to upskill and expand their professional knowledge and expertise by pursuing studies in various clinical and non-clinical specialisations.

4. Despite the disruptions of COVID-19, the pandemic has also put the spotlight on the role and contributions of Community Care workers, as the nation learns to live with COVID within the community. There is also growing recognition and interest in the 'sunrise sector' of Community Care, especially among young Singaporeans, with

a nearly 50% increase in fresh entrants who join the sector via the CCMDA this year. They are enrolled in a range of courses such as nursing, physiotherapy and social work.

5. Ms Tan Hui Yi is a recipient of this year's CCMDA and is pursuing a Social Work degree at the National University of Singapore (NUS). The 22-year-old has submitted her application through the new CCMDA website and online application portal on Brightsparks launched in January this year. Prior to university, Hui Yi has been volunteering actively and discovered her passion in helping seniors. She became interested in the Community Care sector when her mother shared her end-of-life wish to die at home. Her university course placements at Community Care organisations further cement her aspirations to serve the sector and impact the lives of seniors as a Medical Social Worker. Hui Yi will join Lee Ah Mooi Nursing Home as a Medical Social Worker when she graduates this year.

6. "The talent needs of the Community Care Sector continue to grow. AIC supports the sector strongly through the Community Care Manpower Development Awards to continue to attract and develop talent who are passionate about providing care for seniors and clients in the sector. It is thus heartening that we continue to see 70% more CCMDAs being awarded this year", said Tan Kwang Cheak, Chief Executive Officer, Agency for Integrated Care. "To further support these talent development efforts, AIC has also launched the Community Care Nursing Leadership Programme (CCNLP), with the Ministry of Health. This is a structured Talent Development Programme to attract, develop and groom the next generation of nursing leaders in the Community Care sector."

7. There is a need for strong nursing leaders to transform and push new boundaries in care delivery. The first batch of 16 community nurses selected for placement on the CCNLP will benefit from the clinical training, leadership development, attachments, and executive coaching as well as networking and peer learning

opportunities to nurture them as future nursing leaders. This will in turn, raise the quality of care within the sector.

8. For those contemplating a mid-career switch into the Community Care sector, the Job Redesign initiative that AIC has piloted provides new job opportunities that blend different support care functions, encourage cross-deployment, multi-skilling and enhance career progression for personnel in support care. Four Community Care organisations have participated in the pilot to test out the redesigned roles with support care staff through a work trial.

9. With the good outcomes from the Job Redesign pilot that AIC is driving with partners in the Community Care sector, AIC will take the initiative to the next early adopters phase, inviting more Community Care organisations to come on board. With greater wage progression, enhanced career options and upskilling opportunities, the Job Redesign initiative would help to strengthen the attractiveness of care roles in the Community Care sector for Singaporeans.

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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>