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Joint Media Release

WOODLANDS DEMENTIA-FRIENDLY COMMUNITY WILL FORM MOBILISATION TEAM ENABLING YOUTH TO PLAY A MORE ACTIVE ROLE IN DEMENTIA OUTREACH

Singapore, 24 November 2019 - Woodlands Dementia-Friendly Community (DFC) was officially launched today by Mr Amrin Amin, Senior Parliamentary Secretary for Ministry of Health and Home Affairs and Advisor to Woodlands Grassroots Organisations (GROs). To involve its youth in building a caring and supportive community for persons with dementia, seniors and their families, Mr Amrin announced that there will be a new Dementia Friends Mobilisation Team in Woodlands to engage the youth in outreach initiatives. Recruitment for this team will start in December 2019. This is the first time a DFC is engaging the youth within the community to step up and play an active outreach role.

2 The mobilisation team will reach out to residents, merchants, students and hawkers to raise awareness about dementia within the DFC. Besides outreach, the team will also befriend and engage seniors at home through activities such as sports, games and exercise. If Woodlands residents with dementia are reported missing, the team will also be activated to keep a look out within the DFC. The Dementia Friends Mobilisation Team will be led by AWWA and Woodlands GROs, and supported by Agency for Integrated Care (AIC), Republic Polytechnic and Woodlands Community Sports Club.

3 “By 2030, it is projected that one in 10 of our seniors aged 60 and above in Singapore will show signs of dementia. To better support persons with dementia and their caregivers, a supportive and inclusive community is critical to help them live and age well. The Dementia-Friendly Communities (DFC) is one key initiative,

where we work with communities to promote dementia awareness and empathy, and grow resources and build networks to support their residents with dementia. In particular, Woodlands DFC's efforts to mobilise the youth to reach out to residents and seniors is a great way to involve our younger generation to understand, reach out and support persons with dementia and seniors within the community," shared AIC's Chief Executive Officer Mr Tan Kwang Cheak.

4 Woodlands DFC is one of the eight DFCs in Singapore. Besides the mobilisation team, other grounds-up efforts are ongoing to make Woodlands a more dementia-friendly town. Since October 2018, more than 2,500 grassroots, residents, volunteers, students and merchants have been engaged through talks, workshops and community events. 15 Go-To Points have also been established in Woodlands to serve as safe return points for lost persons with dementia and resource centres. AWWA is also taking the lead in growing the community mental health services offered within the DFC. Besides conducting dementia and mental health awareness talks and workshops, they also organise activities on dementia prevention as well as targeted memory and mood screenings. AWWA's centre in Woodlands to support its community mental health efforts will be ready in first half of 2020, and they are planning to start a caregiver support network next year within the DFC.

5 The launch of Woodlands DFC took place at the Family Health and Wellness Carnival, in celebration of Grandparents' Day, at Kampung Admiralty. The carnival featured a series of health and wellness programmes, activities and services available to support Woodlands residents to stay active and healthy.

6 A carnival highlight was the launch of a children storybook, "Remembering for the Two of Us", by author Ms Serena Lim. The book touches on the journey of a caregiver looking after her mother with dementia, and about a young child coming to terms with changes she sees in her grandmother. The book helps children aged 6 to 12 to understand more about dementia so that they can empathise with possible persons with this condition in their lives, e.g. their grandparents. It comes with activities which the young and old can do together. Ms Lim was at the event to promote the launch of her book and give a storytelling session. The storybook,

supported by Our Singapore Fund and AIC, is available in public libraries and will be online at <http://dementiafriendly.sg>.

7 The Family Health and Wellness Carnival was attended by about 500 residents and community members.

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About People's Association

The [People's Association](#) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life. Our network includes more than 1,800 [grassroots organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and Water-Venture. More information at www.pa.gov.sg.

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 www.aic.sg.