



## **MEDIA RELEASE**

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### **AIC kicks off campaign to appreciate and support caregivers**

The Agency for Integrated Care (AIC) has launched a campaign to raise awareness of what it means to be a caregiver, as well as the care services and resources that are available. The inaugural 'We See You Care' campaign was announced by Mdm Rahayu Mahzam, Senior Parliamentary Secretary, Ministry of Health and Ministry of Law, during a caregiver appreciation event that took place today at the Home Nursing Foundation's Wellness Club in Buangkok.

#### **Not all caregivers identify themselves as caregivers**

2. A caregiver refers to a person who has taken on the responsibility of looking after someone that is unable to care for himself or herself fully due to illness, frailty, disability or a mental health issue. This caregiver could be a family member, partner, relative, friend, or neighbour. Caregivers who do not identify themselves as such may view their contributions as acts of duty. They may not actively prioritise self-care and respite care, and may be at-risk of burnout.

3. Results of a survey commissioned by AIC to find out how caregivers view themselves and their contributions revealed that only 49 per cent of respondents, of whom all have at least one dependent, identified themselves as caregivers. The survey involved 900 respondents and was conducted in 2021.

4. One such person is 32-year-old Shahrin. While he has been taking care of his mother who has kidney failure for the past three years on top of his job as a writer, he views the day-to-day tasks he performs for his mother as acts of filial piety.

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## **‘We See You Care’ campaign**

5. The inaugural ‘We See You Care’ campaign by AIC shines a spotlight on who caregivers are, recognises them for the vital role they play, and lets them know about the help that is available.

6. To offer a glimpse into what caregivers go through in their daily lives, and bring forth the important role they play, AIC has produced three short films on the different types of caregivers. They include a senior caring for his spouse who is living with dementia, a youth caring for his bed-bound parent, and a parent caring for her child with a mental health condition.

## **Dedicated avenue for caregiving information and resources**

7. Findings of the AIC survey also showed that among the 900 respondents, 95 per cent of them sought for more information when they realised that their dependents needed care. The top source of information is the internet, while those 55 and above tend to turn to health practitioners.

8. As part of the ‘We See You Care’ campaign, AIC has developed a campaign webpage on [www.weseeyoucare.sg](http://www.weseeyoucare.sg) which consolidates resources for different care needs. This ranges from caring for persons living with dementia, mental health conditions, persons with physical disabilities and palliative care needs. Information that are available include:

- Financial assistance and grants that caregivers can tap on to defray the cost of caregiving
- Types of services for different beneficiaries, such as home nursing, centre-based care, and medical aid
- Support for caregivers such as support groups, respite care, and self-care tips
- E-learning modules on recognising the signs and symptoms of mental health conditions, as well as online resources on how to assist loved ones with their activities of daily living

Please refer to the [Annex](#) for more details.

9. “Due to our values and culture, there are many caregivers who view their caregiving responsibility as acts of filial piety. As Singapore’s population ages, more of us will become caregivers to our elderly loved ones, and some of us may even have to balance multiple caregiving roles. It is important for caregivers to recognise the caregiving role they perform, and know that there is help available for them, especially when they experience signs and symptoms of stress. In line with our vision of enabling Singaporeans to live well, AIC serves as a hub for caregivers to access an array of care services and resources,” said Mr Tan Kwang Cheak, AIC’s Chief Executive Officer.

## **From one caregiver to another: “Self-care is important for you to recharge because caregiving is a long journey”**

10. 39-year-old Ms Crystal Lee has been a caregiver to both her parents since she was a teenager. Her father was diagnosed with cancer when she was 13 years old. When she was 18, her mother had a stroke and needed help with her daily activities. As a first-time caregiver to both parents at such a young age, Crystal did not know how to cope with the stress, and overate as a coping mechanism.

11. It was only after she received help from AIC, and managed to enroll her mother into a day care centre that things slowly got better. Crystal also started reading up on various caregiving resources, and learnt stress management skills. She shared that having more self-care made a very big difference to her, as she found herself in a better state to care for her parents physically and emotionally. Nowadays, she makes sure to prioritise her regular runs, and spends her mornings reading inspirational anecdotes.

### **Support from partners and the community**

12. Over the years, AIC has worked with health and community collaborators, as well as public and private partners, to develop caregiving support, services and resources. In the next few months, more initiatives and activities for caregivers will be rolled out.

13. From July, AIC will be working with Community Care partners to distribute care packs to caregivers to show appreciation, and encourage them to take time to care for their own well-being.

14. AIC will also be collaborating with CaringSG, National Council of Social Service and SG Enable to hold a national caregiving conference and three regional carnivals in November. These events aim to raise societal awareness of caregiving, and empower caregivers with resources, training and support services.

15. The public is encouraged to show their support and appreciation to caregivers by participating in the ‘We See You Care’ campaign through various ways:

- Reach out to their family, friends and colleagues who are caregivers and support them in their caregiving.
- Share stories of inspiring caregivers they know on AIC’s social platforms, such as Facebook and Instagram, and show support for them by using the hashtag #WeSeeYouCare.
- Learn about dementia and mental health conditions on [AIC’s e-Learning modules](#) to know to keep a look-out for people with such conditions within their community, and how to help them and their caregivers.
- Spot AIC wobblers at selected NTUC Fairprice, Sheng Siong Supermarket and McDonald’s outlets islandwide, and access the [‘We See You Care’ campaign webpage](#) to learn more about caregiving.

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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>.

## **ANNEX**

### **Support for Caregivers**

AIC has developed a campaign webpage – [www.weseeyoucare.sg](http://www.weseeyoucare.sg) - which serves as a hub for caregivers. Information on caregiving, as well as the support available for caregivers are also available below.

#### **Roles of a Caregiver**

- You can be prepared for the caregiving journey by understanding your loved one's condition, treatment, management and progression. Knowing who and where to seek help from can reduce uncertainties and avoid burnout.
- Recognising your own needs and capabilities as a caregiver help you to find a balance between work, caregiving and your personal time. Learn more here: <https://www.aic.sg/caregiving/caregiver-role>

#### **Importance of Self-Care**

- Self-care means taking the time to care for yourself, to keep yourself healthy and happy. Caring for yourself may relieve the day-to-day stress and recharge yourself for the caregiving journey ahead. Learn to recognise the signs of stress here: <https://www.aic.sg/caregiving/caregiver-stress>
- There are 10 Caregiver Support Network in the community. The network helps fellow caregivers connect and share caregiving tips while encouraging one another. It also helps to empower caregivers through self-care, mindset change and recognition. Find out more here: <https://www.aic.sg/caregiving/caregiver-tips>
- Respite services are also available for caregivers to take some time off from their caregiving duties. Caregivers can explore suitable respite options at a centre, home or in a nursing home.
- There are caregiver community outreach teams (CREST-CG) that can support caregivers who are at-risk of developing depression, anxiety and burnout. CREST-CG aims to support you in self-care through health and wellness activities, stress management, peer support, and future planning. You can also be engaged with basic emotional support, link up with support groups and counselling services where needed. Find out more here: <https://www.aic.sg/caregiving/support-caregiver-needs>.

#### **Caregiver Training**

- If you have never been a caregiver, you may feel scared or unprepared to take care of your loved one. There are knowledge and skills which you can learn to create a safe and supportive environment for your loved one. The list of courses available are here: <https://www.aic.sg/caregiving/caregiver-training-course>
- The '[ABCs of Caregiving](#)' Course covers all essential skills needed to care for your loved one's daily needs, based on their mobility condition. The home-based or classroom-based courses are tailored for informal caregivers, including Migrant Domestic Workers (MDWs).

## Financial Assistance

- On top of caring for your loved one's physical, emotional and social needs, you may face financial challenges.
- Caregivers can take on two types of roles when managing finances. The first is one who provides financial support and contribution for their loved one out of their own pocket, and the second is the financial coordinator who manages the hands-on financial activities of settling the bills and/or dealing with insurance etc.
- Some of the financial grants available for caregivers include:
  - Monthly payouts of **Home Caregiving Grant (HCG)** which provides up to \$400 to defray caregiving costs
  - Annual subsidy of \$200 under the **Caregivers Training Grant (CTG)** which enables caregivers to attend approved training courses to better care for your loved ones with their daily living
  - **Seniors' Mobility and Enabling Fund (SMF)** provides subsidies for seniors requiring consumables, mobility and assistive devices for daily independent living and to remain ambulant in the community
  - **Migrant Domestic Worker (MDW) Levy Concession** for the elderly and persons living with disabilities allow families to pay for the MDW levy at a concessionary rate of \$60 a month instead of \$300
- Caregivers can find all available financial assistance schemes here: <https://www.aic.sg/financial-assistance>

## Caregiving Resources

- Caregivers should be equipped with caregiving knowledge, tips and tools on how to support their loved ones better. The online resources are available here: [Caregiving Brochures | Agency for Integrated Care \(aic.sg\)](#)
- AIC has developed the Care Service Recommender in collaboration with GovTech to direct caregivers to schemes and services based on their needs. It can also share tips and resources available. It is available here: <https://supportgowhere.life.gov.sg/>

Reach out to AIC through:

- AIC Hotline 1800-650-6060
- Walk in to [AIC Links](#) located at public and community hospitals.
- Caregivers can also email [ccmh@aic.sg](mailto:ccmh@aic.sg) directly for linkage to community partners such as the caregiver community outreach teams (CREST-CG) and Caregiver Support Networks for support.