

SMRT Corporation Ltd

SMRT believes in Doing Good, Doing Right and Doing Well. We want to promote gracious and inclusive travel through our suite of Go-To SMRT services. Having all our transport nodes as Dementia Go-To points would help our ageing population travel safely and comfortably with us. We thank AIC for the partnership and collaboration.

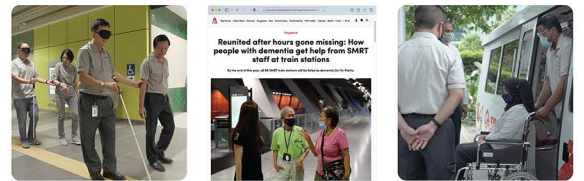
Ngien Hoon Ping, Group CEO

SMRT Corporation Ltd (SMRT) is a public transport service provider that aims to provide safe, reliable and comfortable service to commuters. SMRT has been a committed and strong supporter of Dementia-Friendly Singapore initiative. Since 2017, SMRT has been partnering AIC and Community Care Organisations (CCOs) like Dementia Singapore in leading the way to enhance inclusive service delivery and transport experience for seniors living with dementia through the incorporation of dementia-friendly practices, processes, training and environmental enhancements.

SMRT has trained their frontline staff on how to approach and help commuters with dementia and has done this in an effective and sustainable manner with in-house trainers. They have accelerated efforts to establish and certify all their MRT stations and bus interchanges as Dementia Go-To-Points, to create greater community awareness. SMRT has also installed fruit-themed wayfinding murals to make navigation around bus interchanges easier for persons with dementia.

SMRT has been supporting AWWA since 2012. For the last 3 years, they have contributed \$100,000 worth of donations and 740 volunteering hours. This includes befriending, organising outings, providing cash, food and household item donations, as well as home improvement projects such as house painting and refurbishment work. Besides AWWA, SMRT has also supported other CCOs such as Geylang East Home for the Aged, Montfort Care and Handicaps Welfare Association, etc.

By embracing the Kaizen spirit of continuous improvement, SMRT will continue to do good, do right and do well for the commuters and communities. Through it's Go-To SMRT suite of services, SMRT will continue to promote inclusive and gracious travel. At SMRT, the workforce is committed to a service ethos of "We Love to Help!"



DEMENTIA GO-TO POINTS & INCLUSIVITY TRAINING

All our MRT stations and bus interchanges are certified as dementia go-to points. Our frontline colleagues go through structured inclusive service training.



WE CARE ROOMS

WeCare rooms are welcoming and comfortable spaces in MRT stations and bus interchanges for persons with dementia or other special needs to rest while waiting for their next-of-kin or other help to arrive.



KINDNESS SEATS

Adding contrast to the seats in our MRT stations and bus interchanges makes them more visible for elderly commuters. The seats also come with kindness messages to promote gracious behaviour.

WAYFINDING MURALS

Colour-coded fruits act as identifiers and directional signages to help elderly commuters and commuters with dementia or other special needs to better navigate to their desired bus berths.