

MEDIA RELEASE

14 OCTOBER 2024 – FOR IMMEDIATE RELEASE

National Celebration of Seniors 2024

This year's National Celebration of Seniors (NCOS) was launched by Deputy Prime Minister Heng Swee Keat at Heartbeat @ Bedok. More than 580 seniors participated in the activities at the event, which included a square stepping exercise and holistic health and wellness booths curated for seniors. A simultaneous launch was held at The Plaza, National Library Building, graced by Ministry of Digital Development and Information's Senior Minister of State Tan Kiat How.



(From Left to Right:) Mr Koh Peng Keng, Deputy Chief Executive Officer for HPB; Mr Jimmy Toh, Chief Executive Director for PA; Dr Sng Hock Lin, Chief of the Silver Generation Office at AIC; DPM Heng Swee Keat; Mr Dinesh Vasu Dash, Chief Executive Officer for AIC; and Mr Toh Boon Yi, Deputy Chief Executive Officer for SportSG) at the launch of NCOS2024.

Contact:

Phone: 1800 650 6060
E-mail: enquiries@aic.sg
Web: www.aic.sg

Address:

Singapore Post
Centre Post Office
P.O. Box 1173
Singapore 914040

Celebrating and empowering seniors

2. NCOS is an annual national event centred on celebrating our seniors' aspirations and strengths. It aims to empower seniors to pursue healthy and meaningful activities regardless of their health and frailty statuses. The 2024 edition of NCOS is organised by the Agency for Integrated Care (AIC), in collaboration with key agencies and community partners, including the National Library Board (NLB), Health Promotion Board (HPB), People's Association (PA), Sport Singapore (SportSG), Singapore University of Social Sciences (SUSS), The Council for Third Age (C3A) and various Active Ageing Centres (AACs) islandwide.

3. NCOS2024 builds upon ongoing efforts under the national Age Well SG initiative, with the objective of supporting active ageing in the community and preventive care for seniors. This year, the festivities will focus on engaging seniors through programmes with elements of active ageing, lifelong learning, senior volunteerism, and social connectedness. With a wide range of physical and virtual activities, targeting seniors' physical, mental, social, and emotional well-being, NCOS hopes to encourage seniors to adopt a holistic approach of ageing well.

4. The celebrations will take place over the course of one week from 14 to 18 October 2024, with fringe activities running until 27 October 2024. About 10,000 seniors are expected to have participated in NCOS' activities this year. More details on the line up available in [Annex A](#).

NLB's Time of Your Life Celebration

5. This year, in partnership with NCOS2024, the Time of Your Life (TOYL) Celebration returns for its 14th edition with new resources and programmes islandwide, including talks from international and local experts, and an innovation showcase that celebrates seniors, and encourages active ageing and lifelong learning. This year's TOYL Celebration, themed "Connecting Generations Through Discovery", will offer a mix of in-person, online and hybrid programmes to include seniors of various mobility and interest. More details on TOYL Celebration's The Innovation Showcase are available in [Annex B](#), and more details on other programmes at <https://go.gov.sg/toylc24>.

###

For media queries, please contact:

Integrated Communications and Marketing Department
Agency for Integrated Care
Email: corpcomms@aic.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 <https://www.aic.sg>

Annex A

Overview of Activities for NCOS2024

Date	Venue	Event
14 October	Heartbeat @ Bedok Virtual programme at AACs and community centres	<p data-bbox="836 383 1393 488">Square Stepping Exercise (in collaboration with Japanese National Sports Day)</p> <p data-bbox="836 528 1393 853">To increase the awareness of square stepping exercises and their benefits, SportSG will be collaborating with the Japan Sport Council to hold the SportSG Square Stepping Exercise. The founder of Square Stepping Exercise will lead the participants from Japan and Singapore to do the exercise together.</p> <p data-bbox="836 896 1393 1070">The Square Stepping Exercise is part of the launch event for NCOS2024. It will also include a virtual portion, with participants from AACs and PA's sport interest groups joining via Zoom.</p> <hr/> <p data-bbox="836 1115 1393 1182">HPB and PA's 'Live Well, Age Well' Programme booths</p> <p data-bbox="836 1225 1393 1550">'Live Well, Age Well' is a holistic health and wellness programme targeted at seniors aged 50 and above, that is jointly developed and implemented by HPB and PA. The programme includes initiatives such as group exercises and interactive health workshops, to keep seniors physically, mentally and socially active.</p> <p data-bbox="836 1592 1393 1697">At the booth, seniors can try out some of the initiatives offered under 'Live Well, Age Well'. This includes:</p> <ul style="list-style-type: none"><li data-bbox="890 1700 1393 2004">a) Dual-tasking exercises incorporating cognitive tasks, and strength and balance exercises from Healthy Ageing Promotion Programme for You (HAPPY). The initiative targets seniors who are identified as at risk or showing early signs of

		<p>frailty and aims to improve and maintain their functional ability.</p> <p>b) Seated exercises from Move It, Feel Strong, a weekly exercise initiative to help seniors stay active.</p> <p>c) Functional assessments to help seniors better understand their overall health.</p> <p>d) Arts & Crafts and Horticulture from Happy Times, an initiative which aims to provide seniors with tips on improving their cognitive health and staying connected with their community through group activities.</p> <p>Today, 'Live Well, Age Well' initiatives are conducted at more than 700 locations nationwide. More information is available at LiveWellAgeWell.sg.</p>
14-16 October	National Library Building	<p>Time of Your Life Celebrations</p> <p>The Time of Your Life Celebration is an annual event jointly organised by NLB and SUSS, in partnership with NCOS2024 and supported by The Ngee Ann Kongsi. This year's event features The Innovation Showcase at National Library Building's The Plaza from 14 – 16 October, as well as an exciting line up of local and international speakers to encourage seniors to discover innovations that support their daily living and encourage conversations across different generations.</p> <p><i>More details in Annex B and at https://go.gov.sg/toylc24</i></p>
15 October	Virtual Programmes	<p>Thinker + and live streaming of selected activities from the Time of Your Life Celebrations</p> <p><i>More details in Annex B</i></p>

14-18 October	Sports halls islandwide	<p>Senior Sports Challenge</p> <p>As part of the Senior Sports Challenge, AIC and SportSG will be conducting walking Captain's Ball and Seated Floorball for seniors. Following greater exposure to these sports across the five days, seniors can gain the foundation needed to participate in more of these activities at their AAC and with other AAC members.</p>
		<p>Healthier SG booths for publicity and enrolment</p> <p>Through engagements with seniors, Healthier SG will be looking to raise the awareness of preventive health by encouraging the seniors to enrol in HSG. Healthier SG aims to incite Singaporeans to take proactive steps to manage their health, prevent the onset of chronic diseases and have strong support to lead healthier lifestyles.</p>
	Jurong Regional Library	<p>C3A Learning & Volunteering Pop-Up</p> <p>In a week-long mini pop-up event at Jurong Regional Library, C3A will be promoting forthcoming exciting learning and volunteer activities that are specifically tailored for individuals aged 50 years and above. A C3A help desk will be established to assist seniors in finding new opportunities for learning and volunteering to enhance their active aging experience.</p>
14-27 October	CCs/RCs/NCs and AACs islandwide	<p>Various programmes under PA Celebration of Seniors</p> <p><i>More details in Annex C</i></p>

19 October	Launch Programme Room, Level 7, National Library Building	<p>From Resume to Wardrobe – Ensuring Job Search Success</p> <p>Seniors are invited to a C3A-hosted educational workshop where they will acquire the necessary skills to construct a customised CV for their dream job, along with helpful advice and enhancements.</p>
24 October	library@chinatown	<p>Discover Active Ageing with C3A - 为什么我要终身学习</p> <p>Seniors are invited to join C3A for an interactive session on how lifelong learning can enhance active ageing and redefine their silver years. The session is supported by C3A's partner – En Community Services Society (ECCS).</p>

Annex B

NLB's Time of Your Life Celebration's The Innovation Showcase

14 October, Monday		
Time	Programme	Venue
9.30am to 10.15am	<ul style="list-style-type: none"> • Launch of National Celebration of Seniors • Keynote Presentation: "The Prospects of Intergenerational Interaction" by Dr Lynne Corner <p><i>*Hybrid programme: livestream will be available</i></p>	Level 1, The Plaza, National Library Building
10.45am to 11am	Healthier SG and You! by MOH	
2pm to 4.30pm	Everyone Doing Oral History: Documenting the Everyday by Taipei Medical University Professor Chiu Chia-Hui and Professor Wang Ming-Hsu	Level 5, Imagination Room, National Library Building
2pm to 3pm	Boogie Down the Memory Lane Kopi & Music by NLB LearnX Community	Level 1, The Plaza, National Library Building
	<i>*Hybrid programme: livestream will be available</i>	
3.15pm to 3.30pm	Healthier SG and You! by MOH	
3.35pm to 4.35pm	Tiny Tales: Snapshots of Memory by Tiny Tales	
	<i>*Hybrid programme: livestream will be available</i>	
15 October, Tuesday		
Time	Programme	Venue
10.30am to 11.30am	Robo-Revolution: Transforming Eldercare with <i>Dexie</i> and Dex-Lab	Level 1, The Plaza, National Library Building
	<i>*Hybrid programme: livestream will be available</i>	
10.30am to 5pm	Old Games, New Designs: Bridging the Generational Divide by Taipei Medical University Professor Chiu	Level 5, Possibility Room, National Library Building

	Chia-Hui and Professor Wang Ming-Hsu	
12pm to 12.15pm	Healthier SG and You! by MOH	Level 1, The Plaza, National Library Building
1pm to 2.30pm	Work that Brain! Mindful Living for Better Cognitive Health by AMP Lab	Basement 1, Central Public Library, Programme Room 1
2.10pm to 2.30pm	Taichi for Fall Prevention in Older Adults by National Arthritis Foundation <i>*Hybrid programme: livestream will be available</i>	Level 1, The Plaza, National Library Building
2.30pm to 2.45pm	Healthier SG and You! by MOH	
3.30pm to 4.30pm	Wassup? Doo-wop! Ukulele Reading Concert with Ageless Bridge <i>*Hybrid programme: livestream will be available</i>	Level 1, The Plaza, National Library Building
4.30pm to 4.55pm	Reading Along With You- 《陪你看报纸》乐在生活庆祝会特别版 by Chinese Media Group <i>*Hybrid programme: livestream will be available</i>	Basement 1, Central Public Library, Programme Room 2
7pm to 8.30pm	Improving Dementia Care: Novel Approaches & Possible Applications by Dr Lynne Corner <i>*Hybrid programme: livestream will be available</i>	Level 5, Imagination Room, National Library Building
16 October, Wednesday		
Time	Programme	Venue
11am to 11.30am	The Power of Song: Melodies of Memory Kopi & Music by Emmanuel Symphonic Orchestra <i>*Hybrid programme: livestream will be available</i>	Level 1, The Plaza, National Library Building

11.45am to 12pm	Healthier SG and You! by MOH	
2pm to 3.30pm	Our Beloved Tunes of Yesteryear Kopi & Music by Intune Music School <i>*Hybrid programme: livestream will be available</i>	
3.45pm to 4.15pm	Learn with SG Digital Office by IMDA	
4.15pm to 4.30pm	Healthier SG and You! by MOH	

Annex C

PA Celebration of Seniors

From 15 to 27 October, the PA Celebration of Seniors will feature collaborative programmes between PA and AIC. The theme for this is “Tomorrow Starts Today.” These programmes will allow seniors in the community to enjoy a richer variety of exciting and interactive activities near their homes, at either Community Centres/Clubs, Residents’ Committee (RC)/Residents’ Network (RN) Centres or Active Ageing (AA) Centres.

Seniors who frequent PA venues will get to try activities which AA Centres typically offer, while those who are members of the AA Centres can try their hand at PA activities. Some examples of the programmes include e-trishaw rides, AR trails, e-sports, cognitive exercises, healthy makan, healthy baking, Happy Times arts and crafts and horticulture workshops, Rummy-O challenge, etc.

Key Events for PA Celebration of Seniors – Tomorrow Starts Today!

Date	Programme	Joint Organisers
15 October	Healthy Baking & Crafts Workshop	Marymount Active Ageing (AA) Committee and Alkin AA Centre
15 October	Senior Game Day	Serangoon AA Committee and CareElderly@Golden Ginger AA Centre
15 October	Age Well Everyday Programme	Jurong Central Zone A RN /SACS@Golden Orchid AA Centre/NUS Mind Science Centre
18 October	Fun with E-sports and Sharing of Active Ageing Centre’s programmes	Mountbatten AA Committee, Jln Batu RN and House of Joy Mountbatten
19 October	Live Well Age Well - "Health & Mental Wellness"	Sembawang West Zone C RN and Sunlove AA Centre
21 October	Intergenerational AR Trail	Queenstown Hock San RC, Thong Kheng Senior Activity Centre and CAforGood
23 October	Happy Times Nagomi Art and Digital Learning	Zhenghua- Senja View RN and Fei Yue AA Centre
24 October	Intergenerational AR Trail	Jalan Besar Boon Keng RN, Kwong Wai Shiu Care Centre@ McNair) and CAforGood

Date	Programme	Joint Organisers
24 October	Happy Times Nagomi Arts Try-out and Communal Dining	Sembawang Central Zone 1 RN and Blossom Seeds AA Centre
26 October	Rummy-O Challenge, Happy Times - Nagomi Arts Hands-on activity & SG Digital Office Digital booth	Sembawang Central Zone 2, Zone B, Zone K RNs and TOUCH and Blossom Seeds AA Centre
26 October	Commemorative Event for PA Celebrations of Seniors: Pedals, Petals & Partnership	Nee Soon South RNs, SASCO@ Khatib Active Ageing Centre and Cycling Without Age Singapore
27 October	Showcase of RN and AA Centres Activities @ West Coast	West Coast RNs, SASCO and St Luke's AA Centres