



MEDIA RELEASE

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REAL campaign by AIC encourages youths and young working adults to seek help via realspace.sg for mental health support

The Agency for Integrated Care (AIC) has unveiled a new campaign that encourages youths and young working adults to seek support for their mental well-being. Known as REAL, the campaign acknowledges the emotions and struggles that youths and young working adults face, and provides an online platform packed with useful information to support their mental well-being. It also enables users to search for mental health services within their preferred location.

2. The launch of the campaign was announced by Dr Janil Puthucheary, Senior Minister of State, Ministry of Digital Development and Information, and Ministry of Health (MOH), at the fifth Mental Health Film Festival Singapore (MHFFS).

Online platform and public awareness

3. In February this year, AIC partnered Milieu Insight to study the mental health of youths and young working adults aged 16 to 35. The study, which comprised 1,000 respondents, found that four in 10 who had not sought help for their mental health issues will search online for resources.

4. Recognising that youths and young working adults tend to turn to online resources for their mental health needs, AIC developed realspace.sg to provide them with support. The platform comprises curated mental health resources, such as stories from youths who share their mental health journeys, and information about Community Outreach Teams (CREST), which are the mental health first-stop touchpoints. In addition, there is a [Community Mental Health \(CMH\) Wayfinding Tool](#), which was co-developed by AIC and the MOH Office for Healthcare Transformation. This tool helps users locate community mental health services within three clicks based on their needs, age, and postal address.

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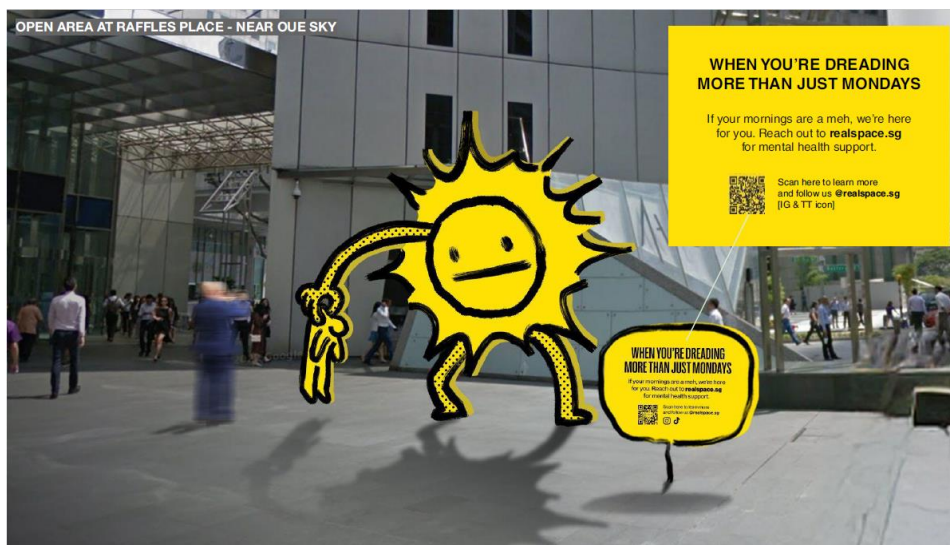
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5. During the launch, SMS Janil unveiled a three-minute short film 'Burnout', which is produced by AIC. The film portrays the story of Jaime, a young adult on her first internship. It shows her struggle with anxiety and how she learns to acknowledge her feelings. Through this film, we hope viewers will be encouraged to acknowledge their feelings and to seek help via realspace.sg

6. To amplify outreach to youths and young working adults, a series of publicity on the 'REAL' campaign will be rolled out at key touchpoints such as Singapore Polytechnic, Bugis+ and at the Central Business District at Raffles Place from 11 November. Giant art sculptures in the form of eye-catching overbearing figures, with thoughtfully curated messages encouraging youths and young working adults to reach out for help early, are intentionally placed at these areas.



An artist's impression of an overbearing figure at Raffles Place.

Community mental health services for youths

7. Since 2020, AIC has also been working with Community Care organisations to ramp up support for youths through Youth Community Outreach Teams (CREST-Youth) and Youth Integrated Teams (YIT). Both teams conduct outreach to youths aged 12 to 25.

8. CREST-Youth increase awareness of mental well-being and promote early identification to encourage help-seeking behaviour via outreach platforms for youths. YIT provide mental health assessment to youths at risk of mental health issues, monitoring of their progress, and the provision of timely intervention such as therapy and counselling. As of August 2024, there are a total of 10 CREST-Youth and four YITs in the community. This will be scaled up to a total of 15 teams respectively by 2030.

9. In addition to outreach teams, a variety of mental health resources are available to support youths. These include online portals such as MindSG and mindline.sg, which offer mental well-being resources and tools. mindline.sg also features a community forum called "let's talk", providing users a safe space to have conversations about mental health with like-minded individuals and professional therapists anonymously online. realspace.sg and the CMH Wayfinding Tool can be accessed via

these two portals too. CHAT, the Centre of Excellence for Youth Mental Health also offers a range of online mental health resources and text-based counselling service known as 'WebCHAT'. Youths can also visit CHAT's drop-in centre at *SCAPE to access in-person mental health support and resources.

10. "REAL was developed as we recognise the importance of having easy-to-access and useful online resources to support youths and young working adults who seek help in today's digital climate. We encourage those who need support with their mental well-being to tap on REAL and our Youth Community Outreach Teams. Together with our partners, we will continue to create an empowered and inclusive environment to improve the mental well-being of all Singaporeans," said Mr Dinesh Vasu Dash, Chief Executive Officer of AIC.

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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>.