



MEDIA RELEASE

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AIC expands partnerships and outreach to boost volunteerism and better connect with seniors

The Agency for Integrated Care (AIC) has widened efforts to reach more seniors in the community through establishing new partnerships and introducing innovative outreach methods. These initiatives aim to expand AIC's pool of volunteers and enable seniors to remain connected to support networks as Singapore moves towards becoming a super-aged society.

Growing network of volunteers

2. Since 2022, AIC's outreach arm, the Silver Generation Office (SGO), has been exploring new ways to increase engagement with seniors in Singapore. By introducing fresh outreach approaches, strengthening volunteer pipelines, and using data-driven analytic tools, SGO has raised the number of volunteers conducting home visits, known as Silver Generation Ambassadors (SGAs), from 3,000 to nearly 9,000 in the past three years. This increase in volunteers has enabled over 150,000 additional engagements with seniors.

3. To sustain this momentum, SGO has established new partnerships with the Ministry of Home Affairs (MHA), the Ministry of Education (MOE), and the wider Public Service. These collaborations build on SGO's existing partnerships with local tertiary institutions, which have long supported efforts to help seniors age well within the community.

4. SGO worked with MHA to design a programme for retiring uniformed officers who are interested to gain exposure to the community care sector. This initiative equips officers with knowledge of the latest government schemes, policies, and resources available to seniors, while leveraging the soft skills of the officers to engage seniors on health, social needs, and aspirations. Since the first run in July 2025, SGO has trained 12 MHA officers as SGAs, and who have contributed over 250 hours of engagements with seniors.

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5. Similarly, in partnership with MOE and the Public Service Retirees Network of the Public Service Division, SGO has trained 14 retiring MOE officers, including teachers and administrative staff, to educate seniors about available schemes, policies, and resources. Many of these teachers, who are seniors themselves, also benefit from learning about these programmes. The programme began in August 2025 and has received positive feedback from participants.

6. Dr Foo Kum Fong, a Silver Generation Ambassador and Master Teacher (Mathematics) at the Academy of Singapore Teachers, shared, “Being part of the Silver Generation Ambassador programme has been very meaningful for me. I enjoyed getting to know the seniors and building real friendships with them. Along the way, I have also learned a lot about their needs, and how small acts of care can make a big difference to their lives. This experience has touched me deeply, and I would like to continue volunteering in my own capacity even after the programme ends.”



Dr Foo Kum Fong, who joined the Silver Generation Ambassador programme in August 2025 (Photo credit: Dr Foo Kum Fong)

New outreach avenues

7. The lifestyles and needs of seniors are evolving, and SGAs have observed that many seniors are often out of their homes, working and staying active. Younger seniors have also shared that they have built up their own social networks and require less support.

8. To better engage this growing group, SGO strengthened its digital outreach through the LifeSG app. From 28 November 2025, seniors aged 60 and above will receive app notifications inviting them to complete a Wellness Questionnaire, which provides personalised recommendations to improve physical, emotional, social, and financial well-being. For those not using LifeSG, a direct link to the questionnaire is available at selected community nodes.

9. Complementing this latest initiative is tele-engagement services, which have been in place since May 2024, to connect with seniors who are not available during home visits. Supported by ServiceSG, the tele-engagements support efforts to check on the health and well-being of seniors and link them to support resources when required.

10. Dr Sng Hock Lin, Chief of SGO, said, “The Silver Generation Office is committed to meet the needs of the ever-changing demographic of seniors. By strengthening our outreach efforts to meet seniors where they are, and partnering like-minded organisations, we can build a sustainable system where every senior feels valued and supported. We welcome more partners to join us on this journey.”

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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>

About the Ministry of Education

The Ministry of Education (MOE) formulates and implements education policies on education structure, curriculum, pedagogy, and assessment. It oversees the management and development of Government-funded schools, and the Institute of Technical Education, polytechnics and universities. More information on MOE can be found at www.moe.gov.sg.

About the Public Service Division

The Public Service Division aims to build a first-class Public Service for a vibrant and successful Singapore. We steward a trusted Public Service to deliver excellent public services and enable effective Government by: developing a flourishing, diverse workforce for the future, and a forward-looking and inspiring leadership community; building future-ready public sector organisations; and driving good governance, values and excellence.

Translated terms:

English	Chinese
Agency for Integrated Care (AIC)	护联局
Digital engagement	关爱数码聆访
Silver Generation Office (SGO)	关爱乐龄办事处
Silver Generation Ambassadors (SGAs)	关爱乐龄大使
Tele-engagement	关爱电话聆访
Ministry of Education	教育部
Ministry of Home Affairs	内政部
Public Service Division	公共服务司

Names and designations:

	English	Chinese Translation
Name	Sng Hock Lin (Dr)	孫福霖
Designation	Chief, Silver Generation Office, Agency for Integrated Care	护联局关爱乐龄办事处处长

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