



## **MEDIA RELEASE**

**20 NOVEMBER 2022 - FOR IMMEDIATE RELEASE**

### **AIC spearheads national movement to make Singapore more dementia-friendly**

A new movement that rallies the nation to build Singapore into a more dementia-friendly place kicked off today. Led by the Agency for Integrated Care (AIC), the inaugural #DementiaFriendlySG campaign was launched by Mr Masagos Zulkifli, Second Minister, Ministry of Health (MOH), during an event held at Bedok Town Square.

2. Speaking at the event as the Guest-of-Honour, Mr Masagos lauded the significance and achievements of the Dementia-Friendly Singapore initiative, which was first started by AIC and MOH in 2016 under the Community Mental Health Masterplan. He highlighted the importance of expanding efforts to prepare for the growing prevalence of dementia, and encouraged the nation to support the #DementiaFriendlySG movement to create a more caring and inclusive nation.

3. In line with the campaign tagline 'Lend a Helping Hand, Be a Dementia Friend', the #DementiaFriendlySG movement advocates support for persons living with dementia and their caregivers from different fronts - be it on an individual level, by an organisation, or within a community.

4. "As Singapore's population ages, more are expected to have dementia. Through this movement, we hope to inspire and rally more individuals, community partners and corporates to step up and join us in making a difference within the community. Together, we can go a long way in making our nation a place where persons living with dementia are enabled to live independently, and caregivers are well-supported," said Mr Tan Kwang Cheak, AIC's Chief Executive Officer.

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*Mr Masagos Zulkifli, Second Minister for Health (left), and Mr Tan Kwang Cheak, Chief Executive Officer of the Agency for Integrated Care (right), launched the Dementia-Friendly Singapore campaign*

## **More than 200 supermarket outlets added to list of dementia Go-To Points**

5. Corporates that have stepped up to join the #DementiaFriendlySG movement are local supermarket chains NTUC FairPrice and Sheng Siong. This is the first time that supermarkets, which are high touchpoint nodes in the community, were onboard to be listed as dementia Go-To Points (GTPs). Together, over 200 outlets of the two supermarket chains were added as new GTPs, a boon to the existing list of more than 350. These supermarket outlets formed the largest group of GTPs island-wide.

6. GTPs serve as resource centres and “safe return” points where members of the public can bring persons living with dementia who appear lost or unable to remember their way home for assistance. All transport nodes and selected community touchpoints (i.e. Community Clubs and eldercare facilities) across the nation have been designated as GTPs. For the full list of GTPs, please refer [here](#).

7. Since July 2022, over 1,000 managers and supervisors from NTUC FairPrice and Sheng Siong supermarkets went through the dementia awareness training and GTP briefing conducted by AIC and Dementia Singapore.

8. Ms Elaine Heng, Chief Executive Officer, Retail Business, FairPrice Group said, "FairPrice supermarkets are an intrinsic part of our neighbourhoods and heartlands. Beyond providing daily essential needs, our stores are well placed to also serve the social needs of the community. Working closely with AIC allows us to better serve the varied needs of the community. Through this partnership, our staff are

equipped with the necessary knowledge to render appropriate assistance to persons living with dementia."

9. Mr Lim Hock Chee, Chief Executive Officer of Sheng Siong, said, "It is useful for our employees to learn about dementia. There could be incidents whereby persons living with dementia forget to pay for their groceries, or face challenges in locating the products they want to buy in stores. By being aware, our employees can provide the appropriate assistance. They were also briefed on the GTP process in assisting wandering persons living with dementia. If any person appears lost, our employees will know the procedures to help them reach out to their families, or help them return home. If we know of persons living with dementia residing nearby our supermarkets, we can help to keep a look-out for them whenever they are in the store."

### **Strategic partnership between AIC and Dementia Singapore**

10. AIC has inked a Memorandum of Understanding (MOU) with Dementia Singapore. As a part of the partnership, both organisations will be aligning core strategies to synergise and maximise efforts in capability building, communications and support for persons living with dementia, as well as their caregivers. At the same time, the agencies will be co-developing initiatives and networks by engaging key stakeholders to meet emerging needs. The exchange of the MOU between the two parties was witnessed by Mr Masagos during the launch event.

11. Mr Jason Foo, Chief Executive Officer of Dementia Singapore, noted an increase in conversations surrounding dementia in recent years. He said, "This partnership with AIC will complement Dementia Singapore's efforts in improving Singapore's capability and capacity for dementia care. Through this collaboration, we will introduce quality services and help shape national policies that will better the lives of those impacted by dementia. As we continue to engage those living with dementia and their families, Dementia Singapore will endeavour to improve the care models and enable higher care capabilities within the community through close partnerships."

### **Be a part of the #DementiaFriendlySG movement**

12. AIC also introduced a series known as 'Dementia Friends' to demonstrate how each and every one can contribute in supporting persons living with dementia. This series featured 13 individuals on the role they each play in making everyday life dementia-friendly. They are showcased as part of the mini-exhibition that was unveiled during the launch event.

13. Among the Dementia Friends are a grassroots leader who set up the Queenstown Dementia-Friendly Community (DFC) and its Caregiver Support Network, a supermarket manager who assisted a shopper with dementia in reuniting with her family using the knowledge he learnt from dementia awareness training, as

well as a person with young onset dementia who co-founded Dementia and Co with her daughter, to promote music and dance among the dementia community. The list of Dementia Friends is available in Annex 1

14. To be a part of the #DementiaFriendlySG movement, the public are encouraged to:

- Learn more about dementia through the [Dementia Hub](#) portal,
- Follow the @DementiaFriendlySingapore Facebook page to be updated on the latest happenings, news and resources, and
- Download the CARA app to offer support to those in need.

More details are available in Annex 2.

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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 1

### ‘Dementia Friends’ Profiles

| S/N | Profile                                                                                                                                                                                | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| 1.  |  <p><b>Ms Alison Lim</b><br/>Co-founder of Dementia &amp; Co<br/>Living with young onset dementia</p> | <p><i>“I want to have fun and continue to bring joy to others through dialogue, dance and music. I enjoy bringing the dementia community together by empowering fellow peers living with dementia to live life to their fullest while advocating our experiences to the public.”</i></p> <p>Alison was diagnosed with young onset dementia in her 50s. She co-founded Dementia &amp; Co with her daughter, who is also her caregiver. She hopes to share her experience, support individuals with dementia and their caregivers, as well as bring organisations together in the dementia community.</p>                                                                                           |
| 2.  |  <p><b>Mr Bryan Tan Boon Gay</b><br/>Department Manager,<br/>FairPrice Xtra @ Ang Mo Kio Hub</p>    | <p><i>“Everyone can play a part in building a Dementia-Friendly Singapore. I hope that more people can gain greater awareness and understanding of dementia. We are here to support persons living with dementia and their caregivers with their shopping experience in-store.”</i></p> <p>Bryan and his fellow colleagues participated in dementia awareness training organised by the Agency for Integrated Care (AIC) and Dementia Singapore. The skills he gained enabled him to assist a shopper with dementia in reuniting with her family.</p> <p>NTUC Fairprice is the latest business corporate to have its network of 150 supermarkets listed as Dementia Go-To Points island-wide.</p> |

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| 3. |  <p><b>Mr Ustaz Mohamed Ali Atan</b><br/>Senior Mosque Executive Chairman,<br/>Ar-Raudhah Mosque and Hussain<br/>Sulaiman Mosque</p> | <p><i>“With Singapore’s ageing population, dementia is increasingly prevalent. While dementia is not part of normal ageing, seniors are more prone to it. We can play a part by raising awareness of the support available in the community within our networks.”</i></p> <p>Ustaz Ali promotes dementia awareness and resources in the mosques. He is also involved in establishing them as dementia Go-To Points.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 4. |  <p><b>Mr Gopal Kanapatty, PBM</b><br/>Chairman, Queenstown Active<br/>Ageing Committee</p>                                         | <p><i>“With the Caregiver Support Network, we hope to provide a caring and safe space for caregivers to learn and support one another in their caregiving journey.”</i></p> <p>Gopal is an active grassroots leader who strives to support caregivers and persons living with dementia in the community. In collaboration with AIC and community partners, he set up the Queenstown Dementia-Friendly Community (DFC) in 2016. A highlight of the DFC is the establishment of the first Caregiver Support Network (CSN) in Queenstown. CSN empowers caregivers through Peer Support Network focusing on self-care, mindset change and recognition. More than 100 caregivers have since joined the support network.</p> <p>Queenstown is one of the 15 DFCs in Singapore. They were established in close collaboration with the constituency offices of People Association and community partners.</p> |

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| 5. |  <p><b>Mr Lionel Yan</b><br/>Programme Executive,<br/>CREST Fei Yue Community Services<br/>@ Buona Vista and Queenstown</p> | <p><i><b>“Persons living with dementia prefer to stay in familiar places. Hence, many would prefer to age at home and in their community. My role is to support them and their caregivers in caring for their needs, so they can live and age well.”</b></i></p> <p>Lionel leads the CREST team which collaborates closely with community partners to roll out dementia-friendly initiatives in Queenstown DFC. CREST focuses on raising public awareness of dementia and mental health conditions, promotes early recognition of at-risk individuals, provides emotional support to individuals and their caregivers and links individuals to relevant health and social care services when necessary.</p> <p>CREST Fei Yue Community Services @ Queenstown is part of the more than 50 CRESTs which support dementia needs in Singapore.</p> |
| 6. |  <p><b>Dr Chua Lee Lea Im</b><br/>Family Physician,<br/>Bedok Medical Centre</p>                                          | <p><i><b>“Dementia has a slow onset. There are signs and symptoms, but some may not be noticeable. We can pay close attention to our loved ones, and encourage them to consult a doctor, if necessary. Early detection and diagnosis help to delay the onset, as well as to better manage the condition, thereby enabling one to live life to the fullest.”</b></i></p> <p>Family doctors are the anchor in providing holistic care for persons living with mental health and/or dementia in the community. On top of supporting the medical condition, clients and caregivers are connected to available community partners and social resources, enabling them to live well in the community.</p>                                                                                                                                            |

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| 7. |  <p><b>Ms Cheryl Tan</b><br/>Founder,<br/>The Breathe Movement</p>                         | <p><i>“There are caregivers in our midst — they can be our neighbours, friends or colleagues. We must not forget about them. We need to include them in building a caring and dementia-friendly Singapore. By seeing, hearing and supporting them in their caregiving journey, we let them know that they are not alone.”</i></p> <p>Cheryl belongs to the National Youth Council’s INSPIRIT network, which advocates youth interest in pertinent topics such as mental well-being.</p>                                                                                                                                                                                                             |
| 8. |  <p><b>Ms Dorothy Tay</b><br/>Senior Customer Service Officer,<br/>Go-Ahead Singapore</p> | <p><i>“Persons living with dementia can feel perplexed when they are unable to remember their way home. As service staff, we should be able to offer assistance to commuters in need. Having learnt about dementia, I am now more confident to offer a helping hand to those living with dementia.”</i></p> <p>Go-Ahead Singapore is encouraging their frontline employees — like Dorothy, who is stationed at bus interchanges — to complete the Agency for Integrated Care’s Dementia Awareness e-learning module. The module aims to equip community frontliners with knowledge of the signs and symptoms of dementia, and how they can communicate and assist persons living with dementia.</p> |

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| <p>9.</p>  |  <p><b>Mr Mohd Faisal Bin Zakaria</b><br/>Interchange Supervisor,<br/>Tower Transit Singapore</p>              | <p><i>“Communication is key when assisting persons living with dementia. I make sure to use simple words, short sentences and a clear voice when speaking to them. I also learn to pay attention to their body language to see if they are feeling distressed. I will try to calm them down and assure them that we are here to help.”</i></p> <p>Interchange supervisors are frontline staff who are constantly on the ground, taking care of commuter needs. This includes lending a helping hand to commuters, including persons living with dementia, with wayfinding, lost personal belongings, enquiries and clarifications on their commute.</p> |
| <p>10.</p> |  <p><b>Ms Chong Xue Moi</b><br/>Interchange Supervisor,<br/>Boon Lay Bus Interchange<br/>SBS Transit Ltd</p> | <p><i>“It is important to provide assurance to persons living with dementia and their caregivers. We are here to help them and offer comfort and assurance if they feel frightened, so that they can travel with confidence. The wider community can also keep a look out for them.”</i></p> <p>Ms Chong once helped an elderly lady who was lost to return home safely to her loved ones. All SBS Transit staff will undergo training to help persons living with dementia.</p>                                                                                                                                                                        |

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| <p>11.</p> |  <p><b>Ms Aryanty Bte Mohd Ariffin</b><br/>Assistant Station Manager,<br/>Bukit Panjang MRT Station,<br/>SBS Transit Ltd</p>            | <p><i>“It is important to be aware of how we can offer our help to persons living with dementia. This is the first step forward in building a supportive community and a Dementia-Friendly Singapore. I feel empowered and more confident now in assisting persons with dementia who need help.”</i></p> <p>Aryanty once helped an elderly man, who displayed signs of dementia and was unable to express himself, to reunite with his family. She found a contact card in his wallet and called his next-of-kin. With the appropriate support rendered, she relieved his anxiety.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>12.</p> |  <p><b>Ms Afiqah Nabilah Binti Hussin</b><br/>Service Delivery Associate,<br/>SMRT Buses<br/>Part of Go-To SMRT service initiative</p> | <p><i>“The knowledge gained from my inclusive service training allows me to identify persons living with dementia and extend appropriate assistance to them. Through the SMRT WeCare spirit, we are able to ensure that they have a pleasant and safe commuting experience.”</i></p> <p>Afiqah keeps a lookout for wandering persons living with dementia in the transport nodes. She received dementia awareness training as part of SMRT’s inclusive service delivery training programme.</p> <p>She once assisted a lost elderly who was wandering around Woodlands Integrated Transport Hub (WITH) in the wee hours. On 4 May 2022, Afiqah ended her typical shift and was on her way home at around 1.30am when she noticed an elderly man wandering around the interchange. He was having urinary incontinence and he did not seem to know his whereabouts. From her service training, she recognised that the man could be exhibiting signs and symptoms of dementia. Without hesitation, Afiqah calmed the commuter, took him to</p> |

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|     |                                                                                                                                                                                                               | <p>the toilet and assisted him in cleaning himself.</p> <p>As it was late and she had exhausted all means to send him home, she contacted TransCom for assistance. While waiting for the TransCom team to arrive, she continued to put her communication skills for persons living with dementia to use by keeping the man calm. The elderly man eventually managed to reunite with his family with the assistance of Afiqah and the SMRT Buses team.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 13. |  <p><b>Mr Michael Poh Heng Huat</b><br/>Chief Station Manager<br/>SMRT Trains<br/>Part of Go-To SMRT service initiative</p> | <p><i><b>“Many commuters travel with SMRT daily. It is our pleasure to assist commuters, including persons living with dementia, during their journey. With a safer ride, caregivers can have a peace of mind.”</b></i></p> <p>Michael discovered a wheelchair-bound elderly male commuter in an eastbound train towards Pasir Ris. The man was unable to express himself and unable to identify his location.</p> <p>Michael recognised the signs and symptoms of dementia that the man showed, and quickly alerted his SMRT counterparts to reach out to TransCom for assistance. While waiting for help to arrive, he took the elderly man to the WeCare room and served him a drink. He assisted the elderly to the toilet. When the man’s nephew arrived, he was extremely grateful for the kindness and care shown towards his uncle in need.</p> <p>Having attended the Agency for Integrated Care’s Dementia Awareness e-learning module, Michael is now part of the team that helps to create an inclusive transport system in Singapore.</p> |

For more information on the Agency for Integrated Care’s Mental Health and Dementia Awareness e-learning modules that are available for the public, please visit the link [here](#).

## Annex 2

### #DementiaFriendlySG Campaign Poster

**LEND A HELPING HAND,  
BE A DEMENTIA FRIEND**

Let's build a caring and Dementia-Friendly Singapore together!

**GIFFY**

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**Know your nearest dementia Go-To Points**

**Keep a lookout for one another**

**Download the CARA app and offer support**

**Anyone can play a part —  
whether you are an individual, community partner or business.  
Join the Dementia-Friendly Singapore (DFSG) movement today!**

**3 ways to be a part of the #DementiaFriendlySG movement:**

- 1 Like and follow us  
f @DementiaFriendlySingapore
- 2 Learn more about dementia  
www.DementiaHub.SG
- 3 Download the CARA app

**Need support?**  
☎ 1800-650-6060 (A/C Hotline)

Scan to connect with CREST teams for support on dementia, caregiving and mental wellness

**Be A Dementia Friend**

**SUPPORTED BY QIC**