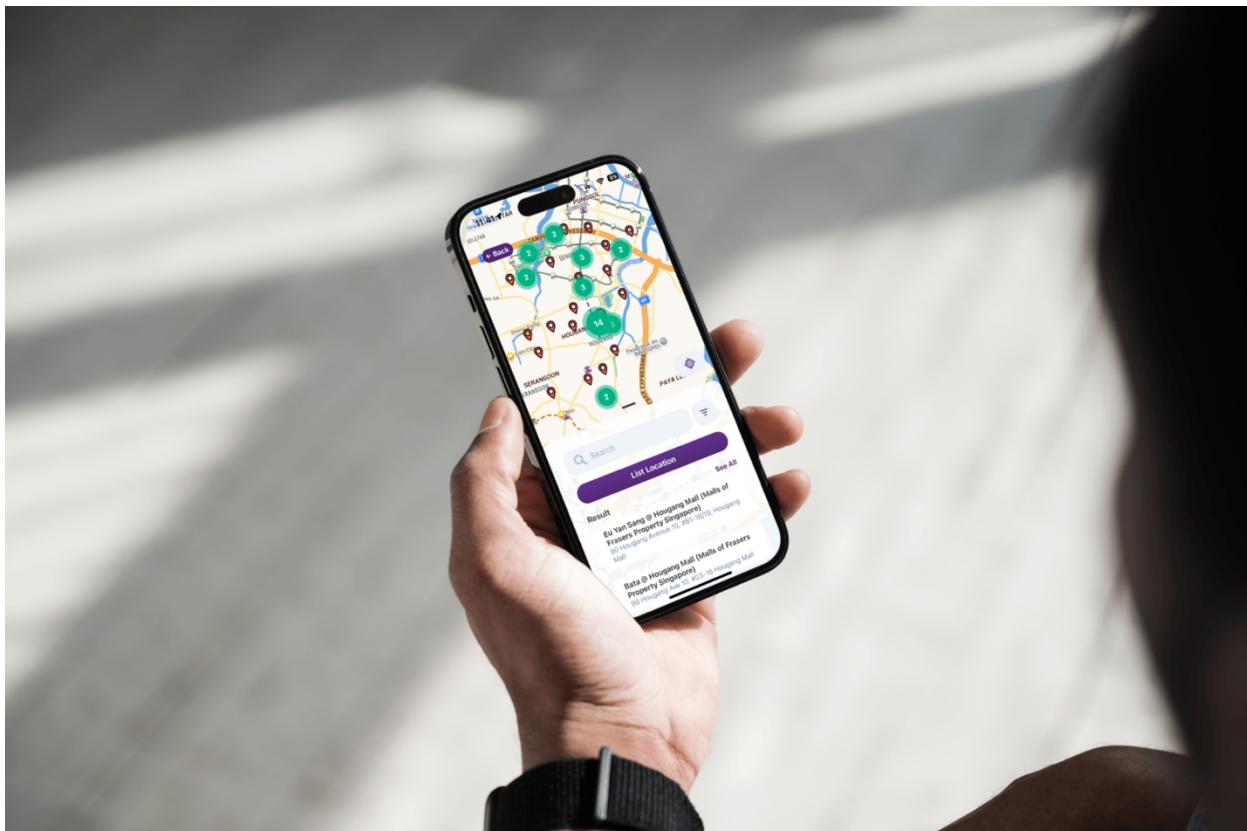


MEDIA RELEASE

For immediate release

**Helping Public to Lend Valuable Support:
Dementia Singapore and the Agency for Integrated Care
collaborate to launch new Dementia Go-To Point Locator
feature on CARA app**



The new Dementia Go-To Point Locator feature on the CARA app will help members of the public guide persons living with dementia to safe return points. (Photo Credit: Dementia Singapore)

[Singapore, 9 December 2024] Ms Elizabeth Chong lost sight of her husband Mr Ng Chee Yat, who has Alzheimer's Disease and Vascular Dementia, in an unfamiliar neighbourhood one day. Thankfully, Mr Ng was found later that day after Ms Chong submitted a missing person report on Dementia Singapore's CARA app.

Now, with the app's new Dementia Go-To Point Locator feature, developed in collaboration with the Agency for Integrated Care (AIC), individuals like the 78-year-old Mr Ng might be reunited with their loved ones sooner. Dementia Go-To Points (GTPs) are safe return points for persons living with dementia who are lost or unable to find their way home.

Dementia GTPs are located on the premises of organisations which support the #DementiaFriendlySG movement. These community nodes support persons living with dementia and their caregivers by serving as safe return points where members of the public can bring lost seniors or persons living with dementia to be reunited with their loved ones. Staff at Dementia GTPs are trained to identify the person who has been brought to them and will assist to reunite them with their caregiver, where possible. Dementia GTPs also function as resource centres where for educational resources and useful information on dementia.

Ms Chong, a 51-year-old full-time caregiver, said: “The Dementia Go-To Point Locator feature in the CARA app is fantastic and easy to use. Just turn on your phone’s location service, and it provides a list of nearby Dementia Go-To Points. It is reassuring to know there are designated places where trained staff can assist those who encounter a lost person living with dementia.”

First launched in 2021, CARA is Dementia Singapore’s membership programme that serves as a lifestyle and community platform, connecting persons living with dementia and caregivers to an ecosystem of solutions via a mobile application. The latest feature will make it easier for app users to locate a Dementia Go-To Point in the vicinity.

Mr Jason Foo, CEO of Dementia Singapore, said: “We are very grateful for our collaboration with AiC whose expertise and resources have been vital in bringing this new feature to life. We understand the stress and anxiety persons living with dementia can feel when they are lost or disorientated. Hence, the new Dementia Go-To Point Locator feature on the CARA app will allow members of the public to bring persons living with dementia to safe spaces.”

Mr Dinesh Vasu Dash, CEO of AiC, said: “Dementia Go-To Points are intended to provide support to persons living with dementia and their loved ones. This partnership with Dementia Singapore is a meaningful one. We hope this app enhancement will make it easier for members of the public to locate nearby GTPs and encourage more individuals to play a part in creating a Dementia-Friendly Singapore, where persons living with dementia feel safe and supported.”

Creating a community of support for persons living with dementia

Currently, there are over 780 Dementia GTPs, situated in all MRT stations, and bus interchanges, as well as other locations, such as supermarkets, community centres and shopping malls across the island. For instance, Frasers Property Singapore has 102 Dementia GTPs located across its malls to provide resources, assistance, and support for individuals, caregivers and families navigating the condition and its impact.

But apart from MRT stations and bus interchanges, the public might not know where the nearest Dementia GTP is if they encounter a person living with dementia who is lost or disoriented. With the new Dementia Go-To Point Locator feature, any member of the public using the CARA app will be able to find the nearest Dementia GTP quickly, and help guide a person living with dementia to that location.

“It is reassuring to know there are people in the community who can help if my loved one ever goes missing. If more people become aware that they can guide persons living with dementia to these points, it could encourage more people to help and this will make a huge difference,” said Ms Chong.

Participating malls of Frasers Property Singapore, especially those in more matured estates, include Hougang Mall, Northpoint City and Causeway Point, and their location at the heart of these communities offer strategic advantages.

Ms Soon Su Lin, CEO of Frasers Property Singapore, said: “Since the launch of our Inclusion Champions Programme, our frontline employees and tenant staff have received over 1,000 hours of tailored inclusivity training to better support persons with dementia and disabilities. The new Dementia Go-To Point Locator feature on the CARA app enhances these efforts by guiding members of the public to our trained Inclusion Champions, who serve as first responders. They are equipped to assess needs, provide meaningful support, and engage with individuals with dementia, ensuring they receive appropriate care and are safely reunited with their next-of-kin. With 102 stores and mall touchpoints serving as Dementia GTPs, we are providing a stronger safety net for the community.”

CARA Enhancements

The new Dementia Go-To Point Locator feature complements CARA’s Safe Return feature, where a member of the public can scan the QR code on the CARA card of a person living with dementia to help them reunite with their caregivers as quickly as possible.

Ms Chong said: “My loved one with dementia always carries his physical CARA card in his pocket. Knowing that the public can play a role in ensuring his safe return gives me immense peace of mind. CARA features like ‘Safe Return’ and the ‘Dementia Go-To-Point Locator’ work hand-in-hand to provide a vital safety net, giving caregivers like us greater confidence in managing such unforeseen situations.”

Based on survey results last year, more than 95 per cent of CARA users, who are caregivers, said its Safe Return and Report Missing Person features provide assurance that their loved ones with dementia will be found and brought home safely if they got lost.

“We will continue to listen to user feedback and remain committed to adding new features to CARA, so as to meet the changing needs and challenges of the dementia community,” said Mr Foo.

Other recent enhancements to the CARA app include My Memories feature, which enables families to create a personalised repository of activity content for their loved ones with dementia. The app will eventually be available in Malay and Tamil as well, on the heels of the Mandarin version made available in November 2023.

Membership of CARA has grown tremendously from over 4,000 in January 2023 to over 10,300 last month. Dementia Singapore looks to further grow this number in order to widen the support for the dementia community.

For more information about how the Dementia Go-To Locator on CARA app works, please go to **Annex A** or visit <https://cara.sg/gtp-guide/>. A listing of Dementia GTPs can also be found on DementiaHub.sg

– END –

About Dementia Singapore

Dementia Singapore was formed in 1990 as Alzheimer's Disease Association to better serve Singapore's growing dementia community, increase awareness about dementia, and reduce the stigma surrounding the condition. As Singapore's leading Social Service Agency in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; and empower the community through capability-building, knowledge, and consultancy; as well as deliver quality person-centred care innovations. For more information, visit www.dementia.org.sg.

About CARA

CARA – which stands for Community, Assurance, Rewards and Acceptance – is a membership programme that serves as a lifestyle and community platform, connecting persons living with dementia and caregivers to an ecosystem of solutions via a mobile application. It aims to provide tailored support, linking users up with benefits and resources related to their care journey. For more information, visit cara.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>.

About Dementia-Friendly Singapore

Dementia-Friendly Singapore (DFSG) is a national initiative announced by the Ministry of Health (MOH) in 2016 to cater to the growing needs of persons impacted by dementia in Singapore. DFSG aims to raise awareness on dementia and mental wellness and empower individuals and businesses to better support persons living with dementia and their caregivers in the community. The goal is to enable communities to build supportive networks for persons living with dementia and mental health needs in where they live in.

Spearheaded by AIC, in collaboration with community partners, DFSG strives to build Dementia-Friendly Communities (DFCs) and a Dementia-Friendly nation to support persons living with dementia through the 3Es strategy – Engage, Empower and Enable. The desired outcomes of DFSG are the promotion of preventive activities, encouraging early identification, and the provision of care and support.

On 20 November 2022, AIC launched the #DementiaFriendlySG social movement to rally the nation to build Singapore into a more dementia-friendly place. In line with the campaign tagline '*Lend a Helping Hand, Be a Dementia Friend*', the #DementiaFriendlySG movement advocates support for



people living with dementia and their caregivers in various capacities; as individuals, organisations, or within a community.

For more information, please visit www.dementiahub.sg/DFSG-initiative.

For media enquiries, please contact:

Black Dot Pte Ltd

Amelia **AMARI** (Ms)
Senior Consultant
Black Dot Pte Ltd
E: amelia@blackdot.sg
M: 8590 0567

Trevor **Tan** (Mr)
Account Director
Black Dot Pte Ltd
E: trevor@blackdot.sg
M: 9769 6679

Dementia Singapore

CHONG Jern Yen (Mr)
Assistant Manager, Advocacy &
Communications
E: jernyen.chong@dementia.org.sg
M: 9783 4785

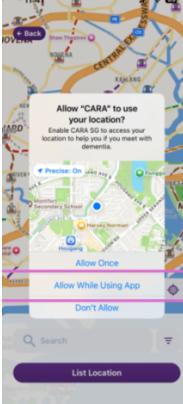
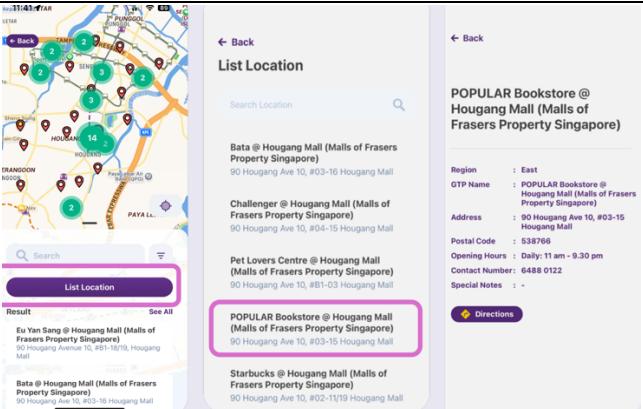
Don MENDOZA (Mr)
Senior Manager, Advocacy & Communications
Dementia Singapore
E: don.mendoza@dementia.org.sg
M: 9838 9438

Dementia Singapore

20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914 Tel: (65) 6293 9971 Fax: (65) 6293 6631

ANNEX A

If you found a lost individual who might be living with dementia, you may bring the individual to the nearest Dementia Go-To Point where trained staff can provide assistance. Contacting the police should be the last resort. For more information, please visit <https://cara.sg/gtp-guide/>.

<p>Step 1: Sign in to your CARA app (available on Apple App Store and Google Play Store). In the home page, select “Dementia Go-To Point Locator”</p>																													
<p>Step 2: Tap on “Allow while Using App” when prompted for CARA to use your location.</p>																													
<p>Step 3: You will be able to see the nearest Dementia Go-To Points around you.</p>	 <table border="1" data-bbox="936 1459 1388 1790"> <tr> <td colspan="2" data-bbox="936 1459 1150 1516"> List Location </td> </tr> <tr> <td colspan="2" data-bbox="936 1516 1150 1538"> Search Location </td> </tr> <tr> <td colspan="2" data-bbox="936 1538 1150 1583"> Bata @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #03-16 Hougang Mall </td> </tr> <tr> <td colspan="2" data-bbox="936 1583 1150 1628"> Challenger @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #04-15 Hougang Mall </td> </tr> <tr> <td colspan="2" data-bbox="936 1628 1150 1673"> Pet Lovers Centre @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #B1-03 Hougang Mall </td> </tr> <tr> <td colspan="2" data-bbox="936 1673 1150 1718"> POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #03-15 Hougang Mall </td> </tr> <tr> <td colspan="2" data-bbox="936 1718 1150 1763"> Region : East GTP Name : POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore) Address : 90 Hougang Ave 10, #03-15 Hougang Mall Postal Code : 538766 Opening Hours : Daily: 11 am - 9.30 pm Contact Number: 6488 0122 Special Notes : - </td> </tr> <tr> <td colspan="2" data-bbox="1150 1718 1388 1763"> Back </td> </tr> <tr> <td colspan="2" data-bbox="1150 1763 1388 1808"> POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore) </td> </tr> <tr> <td colspan="2" data-bbox="1150 1808 1388 1852"> Result </td> </tr> <tr> <td colspan="2" data-bbox="1150 1852 1388 1897"> See All </td> </tr> <tr> <td colspan="2" data-bbox="1150 1897 1388 1942"> POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #03-15 Hougang Mall </td> </tr> <tr> <td colspan="2" data-bbox="1150 1942 1388 1987"> Starbucks @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #02-11/19 Hougang Mall </td> </tr> <tr> <td colspan="2" data-bbox="1150 1987 1388 2032"> Back </td> </tr> </table>	List Location		Search Location		Bata @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #03-16 Hougang Mall		Challenger @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #04-15 Hougang Mall		Pet Lovers Centre @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #B1-03 Hougang Mall		POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #03-15 Hougang Mall		Region : East GTP Name : POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore) Address : 90 Hougang Ave 10, #03-15 Hougang Mall Postal Code : 538766 Opening Hours : Daily: 11 am - 9.30 pm Contact Number: 6488 0122 Special Notes : -		Back		POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore)		Result		See All		POPULAR Bookstore @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #03-15 Hougang Mall		Starbucks @ Hougang Mall (Malls of Frasers Property Singapore) 90 Hougang Ave 10, #02-11/19 Hougang Mall		Back	
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