

MEDIA RELEASE

6 JANUARY 2024 – FOR IMMEDIATE RELEASE

AIC introduces exhibition to strengthen public support for persons living with dementia

- *Interactive exhibits demonstrate ways to be a Dementia Friend, to contribute towards supporting those living with dementia*
- *As part of making Singapore more dementia-friendly, two new resources that promote intergenerational bonding were launched and a partnership with SMRT was inked*

The Agency for Integrated Care (AIC) has unveiled an exhibition that features the state of dementia in Singapore and offers a realistic look into the lives of persons living with dementia and their caregivers. This interactive exhibition is part of this year's national #DementiaFriendlySG campaign, which aims to raise awareness about the condition, and rally support from youths and families.

2. The new exhibition, titled 'Facing Dementia in Singapore', was launched by President Tharman Shanmugaratnam at the National Museum of Singapore today. It is housed at the museum's Glass Atrium and will run from 6 January to 31 March 2024.



From L-R: Ms Chung Mey Khuen, Director at the National Museum of Singapore; Ms Chang Hwee Nee, CEO of National Heritage Board; President Tharman Shanmugaratnam; Mr Tan Kwang Cheak, CEO of AIC; Mr Dinesh Vasu Dash, CEO Designate for AIC

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Highlights of the exhibition

3. The exhibition takes visitors through Singapore's journey towards being a dementia-friendly nation and details the support available to persons living with dementia and their caregivers. Visitors are invited to journey with Giffy the Giraffe, the mascot for the Dementia-Friendly Singapore (DFSG) initiative, to learn about dementia in Singapore through five themes: *Facing Dementia; Understanding Dementia; Living with Dementia; Caring for Dementia; and Supporting Dementia*.
4. Visitors will experience familiar local settings — such as at home, in the train, and at a hawker centre — through the lens of a person living with dementia via interactive exhibits. The exhibition also shares ways of becoming a Dementia Friend, a role which everyone can play to contribute towards supporting those living with dementia.
5. To bring the topic of dementia closer to young Singaporeans and help them understand the role they can play, the exhibition features a “human library” of stories from persons living with dementia and their caregivers.
6. One of the profiles featured is Mr William Koh, a 19-year-old National Serviceman. When William was 17, he became a caregiver to his mother who was diagnosed with dementia. “I was initially very shocked and depressed when my mum was diagnosed with dementia at 58 years old. I was scared that she would forget me and that I would be alone, to no support, to care for my mum. That is why it is so important for the youth to learn and understand about dementia. Most of us will become a caregiver in our lifetime, whether it is to our child, parent, grandparent or spouse. Learning about the condition and how to communicate with persons living with dementia can help caregivers feel less stressed,” he shared.
7. This exhibition is supported by the Ministry of Health, Ministry of Education, and National Museum of Singapore. It expects to welcome 80,000 visitors over three months. The museum has also been designated as the latest dementia Go-To Point, in line with its commitment to accessibility and inclusivity. More details on the exhibition are available in the Annex appended.
8. Mr Tan Kwang Cheak, AIC’s Chief Executive Officer, said, “With more than 150,000 expected to be diagnosed with dementia by 2030, it is increasingly pertinent that each of us understands how we can play our part in supporting persons living with dementia and their caregivers. Through this exhibition, we hope to reach out to youths and families to help them understand what dementia is, how it can affect us, and common ways to identify the condition. This knowledge can empower even the youngest among us to do what we can to be a Dementia Friend.”

#DementiaFriendlySG activities for youths and families

9. During the launch of the exhibition, AIC also unveiled two resources.
- The '**Spark Conversations: A Journal of Shared Memories**' hopes to enable youths to start conversations with their grandparents through questions like "What's your life story?". The youths are encouraged to record the stories in the journal as shared memories. This exercise prompts interaction between the two groups and deepens understanding of each other.
 - The '**Youth Hope Intergenerational Toolkit**' provides a step-by-step guide to starting the Youth Hope programme, which aims to foster intergenerational bonding between youths and seniors. The toolkit also outlines the steps to implementing Youth Hope in the community, and how individuals and community partners can play a part to engage youths to support seniors and persons living with dementia.

10. In conjunction with the exhibition, AIC will be partnering the National Youth Council, Youth Corps Singapore and Project Forget-Me-Not, a youth-led ground-up initiative that aims to deepen awareness of dementia among youths, to organise four interactive sessions to engage youths and persons living with dementia. These sessions aim to spark conversations between the two groups, help participants build empathy and connections, and encourage discussions on how youths can play a part in creating a more dementia-friendly Singapore.

11. The sessions, which include two panel discussions and two casual sessions named "*Makan with Persons Living with Dementia*", will be held at the Reunion Space located in the National Museum of Singapore. This is in line with the museum's hopes for Reunion to provide a warm and welcoming environment for intergenerational conversations and the exploration of history and heritage.

New collaboration to enhance dementia-friendly initiatives

12. Since 2017, AIC has been partnering SMRT to develop more dementia-friendly transport under DFSG. To further deepen the collaboration, a Memorandum of Understanding (MOU) between AIC and SMRT was signed. The partnership seeks to strengthen collaborations in dementia-friendly initiatives for public advocacy, employee training, service delivery, age- and dementia-friendly environmental designs, as well as corporate volunteerism. In addition, both organisations will explore more initiatives in SMRT's transport nodes that benefit commuters with mental health conditions, seniors, and caregivers.



From L-R: Mr Seah Moon Ming, Chairman of SMRT; Mr Ngien Hoon Ping, CEO of SMRT; President Tharman Shanmugaratnam; Mr Tan Kwang Cheak, CEO of AIC; Mr Robert Chew, AIC Board Member

13. Mr Ngien Hoon Ping, Group Chief Executive Officer of SMRT Corporation, said, "All the bus interchanges and MRT stations operated by SMRT are listed as Dementia Go-To Points. With the support from AIC, more than 3,000 of our frontline staff have received customised training to help people living with dementia travel through our network or support them when help is needed. Our transport nodes serve as a touchpoint within the community to provide information on dementia and connect those who need help with relevant dementia-related services. The partnership with AIC demonstrates SMRT's ongoing commitment to enhance inclusive service and commuting experiences that is in line with our vision of 'Moving People, Enhancing Lifestyles'."

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For media queries, please contact:

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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

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.

About #DementiaFriendlySG Exhibition: Facing Dementia in Singapore

Date: 6 January – 31 March 2024

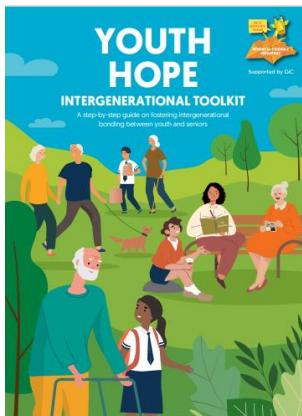
Venue: National Museum of Singapore
93 Stamford Road
Glass Atrium, Level 2
Singapore 178897

Opening Hours: 10am-6pm daily

Admission: Admission is free

More information about the exhibition is available on the Dementia-Friendly Singapore Facebook page: <https://www.facebook.com/DementiaFriendlySingapore>

Schools who are interested in visiting the exhibition can book a visit via the National Museum of Singapore's BookMuseums app <https://bookmuseums.nhb.gov.sg> under the programme listing "**Singapore Matters**".

Resource	Description
Dementia-Friendly Singapore video 	<p>The DFSG video highlights the importance of Singapore's journey to become a dementia-friendly nation, the implemented efforts and DFCs, as well highlight the desired outcome of being inclusive Singapore as one nation. Through this video, audiences will have a better understanding of dementia in Singapore and want to support persons living with dementia and their loved ones in community to live their life to fullest.</p>
Spark Conversations – Life Review: A Journal of Shared Memories 	<p>A take-home journal for youths to start the conversation with their grandparents, starting with "What's your life story?" By starting these conversations and recording them, it encourages a deeper understanding between youth and senior. Includes question cards and stickers.</p>
Youth Hope Intergenerational Toolkit 	<p>The Youth Hope Intergenerational Toolkit provides a step-by-step guide to starting the Youth Hope programme, which aims to foster intergenerational bonding between youth and seniors. The toolkit also outlines the steps to implementing Youth Hope in the community and how individuals and community partners can play a part to engage youth to support seniors and persons living with dementia.</p>