



Bishan East-Thomson constituency joins Forget Us Not initiative, launches Singapore's first dementia-friendly kopitiam

Ground-up movement by the Lien Foundation has trained 86 organisations & close to 19,000 dementia friends, involving key segments of society – from transport, finance & F&B sectors, to schools, VWOs & civic/religious bodies

7 October 2017

1. The Bishan East-Thomson constituency, which has twice the proportion of 80-year-olds compared to the national average¹, has joined an initiative by the Lien Foundation to build a dementia-friendly Singapore.
2. The Forget Us Not campaign seeks to build a community of care where as many people as possible -- from the kopitiam stallholder, bus driver and cashier, to the bank teller, grassroots leader and the public at large – are trained to support people with dementia and help them lead active, engaged lives for as long as they can.
3. A familiar Bishan landmark of more than two decades, the 24-hour Kim San Leng kopitiam (金山嶺) has been transformed into a hub for sparking awareness and understanding of this incurable, degenerative condition that largely affects the old. This food centre sports eye-catching decals that act as conversation-starters on the condition and its stallholders have been taught how to help and respond suitably to persons with dementia (PWDs).

Creating a dementia-friendly community in Bishan East-Thomson

4. Local partners have joined the movement to transform this constituency into a dementia-friendly community. In addition to the Kim San Leng Food Centre, these include the Bishan Merchants' Association, Bishan Community Club and REACH Family Service Centre. Staff,

¹ 5% of the population in Bishan East-Thomson Constituency are aged 80 years old and above. This is compared to a national average of 2.5% of the population according to page 64 of Population Trends 2017 report by the Department of Statistics.

volunteers and members of these organisations will undergo an hour-long free training to learn about dementia, recognise its symptoms and find ways to support PWDs in the neighbourhood.

Rising numbers affected by dementia

5. This growing support is timely. According to the Well-Being of the Singapore Elderly (Wise) study, led by the Institute of Mental Health, which interviewed almost 5,000 seniors and their family members, one in 10 people here aged 60 and above may have dementia. Dementia is expensive to treat and exacts a high caregiving toll.
6. Based on the latest demographic data released last week, this works out to an estimated 78,000 people,² most of whom will continue to live in their own homes.
7. Bishan East-Thomson, a precinct of 56,000 households, is ageing faster than most of Singapore and --- at 5 per cent -- has double the proportion of people aged 80 and older, compared to the national average of 2.5 per cent. The Wise Study estimates that half of people aged 85 or older nationally could have dementia.

Public education, training and awareness crucial

8. Education and awareness of the unique needs of people with dementia can help debunk common myths, impart a better understanding of symptoms, and reduce stigma. The Foundation's initiative focuses much of its efforts on public education and training so that the community can be equipped with the right knowledge and skills to support those affected.

How kopitiam stallholders can help

9. One of Bishan East-Thomson's first steps is to get at least one staff member from each stall at the Kim San Leng kopitiam at Block 511 on Bishan St 13 to learn basic tips on dementia and what to do if customers show symptoms of the condition. For instance, confused or disoriented seniors may order duck rice from the chicken rice stall, struggle with the correct change or give confusing food orders. In such situations, the stallholders can provide gentle prompts using visual cues, like the stall's menu, and be patient while managing the customer's order and demands. If necessary, they can also lead the confused customers to tables nearby and serve them there, rather than expect self-service.

² According to page 64 of Population Trends 2017 report by the Department of Statistics, there are 779,343 Singapore residents aged above 60 years as of June 2017.

10. As many stallholders are long-time operators, they can recognise regular patrons and may even alert their family members if they sense anything amiss in their behaviour. Such small steps can make a big difference to those living with dementia and their caregivers, helping them continue their daily routines in the community.

Creative decals for kopitiam patrons

11. In another first, the food centre will sport eye-catching decals on its tables about common issues PWDs might face – like mixing up food condiments or forgetting the function of everyday items. For instance, a picture of a cup of tea with chilli floating on top highlights how someone with dementia may illogically ask for chilli to be added to the drink instead of sugar.
12. The decals offer glimpses into some of the daily struggles of people coping with the condition and were developed in consultation with healthcare professionals. They are designed to capture public interest, foster empathy and spark ideas and discussion on how the community can better support PWDs and their caregivers.
13. They also prompt people to visit www.forgetusnot.sg to learn more and sign up as a “dementia friend”. Above all, the decals act as visual cues to patrons and stallholders that there may be seniors in their midst who need more time and patience, especially during the rush-hour bustle.

Why the kopitiam

14. The kopitiam can make a big impact in rallying neighbourhood support. “As a high-traffic touch point in the community, our kopitiam can play a key role in spreading greater awareness and better understanding of dementia,” said Group CEO of Kim San Leng, Mr Hoon Thing Leong. “We hope the unusual decals will set Singaporeans talking, asking and discovering for themselves what dementia is about.” As Singapore’s first dementia-friendly kopitiam sets an example for others to follow, shopkeepers in Bishan are already coming on board.

Bishan Merchants’ Association lends their support

15. Mr Hoon, who is also Chairman of the Bishan Merchants’ Association, announced the organisation’s participation as a key partner in the Forget Us Not initiative. This paves the way for Bishan shop owners and staff to be trained in resolving situations that may arise from customers with dementia.

Bishan East-Thomson launches action plan

16. Recognising the urgent need for action, its Adviser for Bishan East-Thomson, Mr Chong Kee Hiong said, “Creating a dementia-friendly community is part of our holistic plan to make Bishan East-Thomson inclusive, where persons with dementia can remain important contributors to the community. Given the rising prevalence of dementia in Singapore, this is an initiative that will eventually benefit many of our residents. Our volunteers and community leaders are committed to its success. In the next 12 months, we will be reaching out to key stakeholders in our community – starting with our grassroots and CCs, schools and VWOs, and to more kopitiam, hawker centres, shops, banks and malls.”
17. To build a support network for PWDs in Bishan East-Thomson, the constituency aims to train 3,000 dementia friends in the next 12 months. 14 frontline staff from Bishan East Community Club has already attended the hour-long training course. Over the next few months, 55 grassroots leaders, five from each of the 11 Residents’ Committees and Neighbourhood Committees in Bishan East-Thomson, will also undergo the training.

Diverse outreach to engage all ages & getai

18. Bishan East-Thomson will roll out a comprehensive DFC action plan that includes talks with partner organisations and a pipeline of activities to reach out to residents of different ages. Programmes like art contests will familiarise students with the issue and the role they can play in creating a dementia-friendly community. Bishan retailers and businesses can send their staff for the free training sessions. In December this year, residents can look forward to a dementia awareness *getai* concert co-presented by the Bishan Merchants’ Association, Forget Us Not and Bishan East-Thomson. Issues related to the condition will be woven into the show as part of the outreach via edutainment.

Closer to a dementia-friendly Singapore

19. The first Forget Us Not DFC was launched in Yishun last year with Khoo Teck Puat Hospital and the movement has since spread well beyond its borders. Today, close to 19,000 dementia friends have been trained. These include members from 86 organisations, including civic and religious groups, VWOs and schools, as well as F&B and retail businesses, banks and public transport companies islandwide. Some of the key partners trained include the CPF Board and National Library Board (public services), McDonalds and Sheng Siong Supermarket (retail and

F&B), Certis Cisco (security), Lions Befrienders and Tzu Chi Foundation (Voluntary Groups / Organisations) among others (see annex for details).

20. A new strategic partner, the Alzheimer's' Disease Association (ADA) has also come on board the Forget Us Not movement to expand the DFC efforts and drive greater awareness, education and ground-up support for PWDs and their caregivers.

Equipping in-house trainers

21. The campaign organisers have developed a facilitators' guide for organisations with in-house trainers. It contains frequently asked questions about dementia and role-play scenarios. The campaign has also conducted 'train the trainers' sessions, enabling key organisations such as Hong Leong Finance, Tower Transit, SBS Transit and Aetos Security to incorporate Forget Us Not training content into their regular staff training, especially for those in the frontline.
22. The finance and transport sectors are major targets for training, given that PWDs may be ill-equipped to handle banking transactions or may even lose their way while travelling on their own. More than 3,000 mainly frontline staff from all major local banks and nearly 700 transport officers from the bus and train operators as well as the Land Transport Authority and the Public Transport Security Command (Transcom) have also attended the hour-long training courses.
23. The growing requests for training from diverse groups show that dementia awareness is definitely on the rise, said Mr Lee Poh Wah, CEO, Lien Foundation. "However, we are still far from our dream where dementia-friendly communities can progress from being an exception to the national norm. Many people with dementia still live isolated lives shrouded in stigma – which we hope can change with time."
24. He pointed out that there seemed to be a shortage of dementia services in the community. "Even as we build awareness on the condition, we hope professional care services can also be ramped up to give caregivers a break."
25. Building support in the community can also prevent people from being institutionalised unnecessarily, thereby saving healthcare costs. Clearly, much more remains to be done. "The burgeoning ground-up effort we see today is only the beginning of a promise that everyone must work hard to fulfil," said Mr Lee.

Annex A: Factsheet on Forget Us Not Initiative

Annex B: Update on Forget Us Not Initiative

Annex C: Forget Us Not Initiative Infographic

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ABOUT THE LIEN FOUNDATION

www.lienfoundation.org

The Lien Foundation is a Singapore philanthropic house noted for its model of radical philanthropy. It breaks new ground by investing in innovative solutions, convening strategic partnerships and catalysing action on social and environmental challenges. The Foundation seeks to foster exemplary early childhood education, excellence in eldercare and effective environmental sustainability in water and sanitation. It supports innovative models of eldercare, advocate better care for the dying and greater attention on dementia care.

Since 2005, the Foundation has harnessed IT for capacity building and enhanced the quality of care in healthcare nonprofits like hospices and nursing homes. The Foundation has commissioned two global Quality of Death indices, the latest ranking 80 countries on their provision of end-of-life care. It has published research that unveiled the views of doctors and thought leaders on what would improve end-of-life care in Singapore.

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BISHAN EAST-THOMSON JOINS FORGET US NOT INITIATIVE - 7 OCT

Annex A: Factsheet

1. Dementia in Singapore

- Prevalence rate of dementia – 1 in 10 elderly above 60 years old¹
- Impact of dementia on caregivers²
 - 20% of caregivers have to give up or cut-back on work
 - 46% of caregivers have behavioural and psychological symptoms of dementia-related distress
 - 26% of caregivers experience burden of care
 - 11% of caregivers have psychological morbidity
- To meet the rise of dementia, the Ministry of Health plans to increase capacity as follows³

	2015	MOH Targets (Year)
Eldersitters	100	160 (by 2017)
Dementia Day Care Places	1,000	3,000 (by 2020)
Dementia Nursing Home Beds	680	1,970 (by 2020)

2. Forget Us Not in Bishan East-Thomson

A.	Areas covered in Bishan East-Thomson	Adelphi Bishan Street 11-15, Street21 Bishan Town centre Clover, Pemimpin, Binchang Private Estate Lakeview HUDC Shunfu Estate Soo Chow Garden Thomson Ridge Windsor Private Estate Yew Lian Park
B.	Number of residents	56,000 households

¹ https://www.imh.com.sg/uploadedFiles/Newsroom/News_Releases/23Mar15_WiSE%20Study%20Results.pdf

² Well-being of the Singapore Elderly (WiSE) study, 2013 spearheaded by the Institute of Mental Health (IMH) that surveyed 2,565 older adults and 2,421 informants/caregivers

³ https://www.moh.gov.sg/content/moh_web/home/pressRoom/speeches_d/2016/speech-by-dr-amy-khor--senior-minister-of-state-for-health--at-t0.html

C.	Demographic profile	More than one in five (22%) residents in Bishan East-Thomson are seniors aged 60 years and above
D.	Number of grassroots members involved in the Forget Us Not initiative	55 (5 from each of the 11 Residents' Committees and Neighbourhood Committees)
E.	Number of Bishan-East CC staff trained	14
F.	Number of eldercare facilities / VWOs serving the elderly	8 Facilities <ul style="list-style-type: none"> - Lions Home for Elders Nursing Home and Senior Care Centre - Econ Chinese Medicine - Parkinson's Disease Centre VWOs <ul style="list-style-type: none"> - Council for Third Age (C3A) - Centre for Seniors - REACH Family Service Centre - RSVP Singapore - Thye Hua Kwan Moral Charities Community Befriending Programme
G.	First dementia-friendly kopitiam	Kim San Leng Food Centre 511, Bishan Street 13
	Number of stalls	12
	Number of stallholders trained	15 (to date) More sessions have been arranged to engage stallholders who have not been trained
H.	Dementia-friendly Partners in Bishan-East Thomson	<ul style="list-style-type: none"> - Bishan Merchants' Association - Centre for Seniors - Guanyang Primary School - Guanyang Secondary School - Lions Home for the Elderly - REACH Family Service Centre - RSVP Singapore

3. Bishan East-Thomson Forget-Us-Not Outreach

Target: 3,000 dementia friends in a year

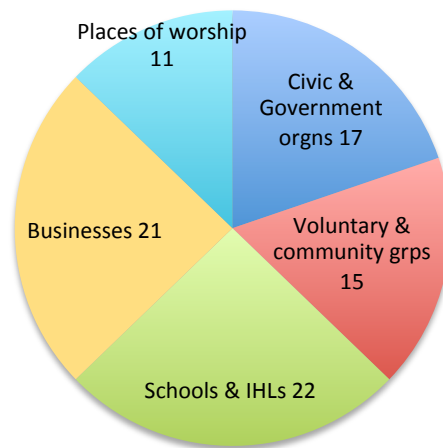
1.	Dementia Training	29 Sept / 6 Oct 2017	Dementia friends training for stall holders from Kim San Leng coffee shop at Bishan St 13
2.	Dementia Training	29 Sept 2017	Dementia friends training for Bishan East-Thomson CC staff
3.	Public awareness Talks & Getai	Q4 2017	Talks with partner organisations Raising awareness among businesses at Junction 8 Getai (with Bishan Merchants' Association)
4.	Public & School outreach	Q1 2018	Celebrity roadshows Art contest for students
5.	Public outreach	Q2 2018	Thank you event for trained dementia friends Skit contest for secondary school students
6.	Public engagement events	Q3 2018	Interaction between partner schools and dementia day care clients from Alzheimer's Disease Association

Annex B: Forget Us Not Initiative – Update

As at 5 October 2017

Number of Dementia Friends	18,798
Number of training sessions conducted	183
Number ¹ of partner organisations that have undergone training ²	86
Civic & Government organisations	17
Voluntary & Community groups	15
Businesses	21
Schools & Institutions of Higher Learning	22
Places of Worship	11

Forget Us Not partner organisations



What Forget Us Not training covers

- What is dementia
- Symptoms of dementia
- What is a dementia-friendly community
- How to help persons with dementia
- Duration: 1 hour (either English or Chinese)³

¹ Multiple locations under the same organisation are counted as one.

² See list of organisations below

³ Proposed duration may be adjusted to suit operational demands of organisations

Guidelines for Handling Customers who Lack Mental Capacity

The Forget Us Not team has provided feedback to the Monetary Authority of Singapore and The Association of Banks in Singapore (ABS) on updating the “Guidelines for Handling Customers who Lack Mental Capacity” to include more explicit guidance on how to help clients with dementia or may have displayed the symptoms of dementia. ABS is also helping to connect the Forget Us Not team with other banks and financial institutions. <https://www.abs.org.sg/industry-guidelines/consumerbanking>

Forget Us Not Partner Organisations

Civic & Government organisations	
<i>Civic & grassroots organisations</i>	<i>Government & government-linked organisations</i>
People’s Association: <i>Community Clubs</i> Bishan CC Bukit Batok CC Bukit Panjang CC Chong Pang CC Kampung Chai Chee CC Keat Hong CC Nee Soon Central CC Nee Soon East CC Nee Soon South CC Tampines Changkat CC <i>Resident groups</i> Bukit Panjang Zone 8 RC Kampung Chai Chee Bedok View NC Nee Soon South Blk 504A Nee Soon South Zone F RC Paris Ris Blk 417 RC Tampines Blk 866 RC Woodgrove Zone 5 RC <i>Others</i> Nee Soon South Blk 839 Wellness Centre SouthEast CDC	<i>Public services</i> Bedok Police Division CPF Board Council For Third Age HDB Yishun Branch Khoo Teck Puat Hospital Land Transport Authority National Parks Board National Library Board Nee Soon Town Council Pioneer Generation Office (CCK) Public Transport Security Command Yishun North NPC <i>Others</i> National Youth Council Our Tampines Hub Singapore Discovery Centre Singapore Pools

Voluntary & Community groups	
AWWA Changi Beach Club Geylang East Home For The Aged Life Point Lions Befrienders (6 centres) <ul style="list-style-type: none">– Ang Mo Kio Lions Befrienders– Bendemeer Lions Befrienders– Clementi Lions Befrienders– Ghim Moh Lions Befrienders– Tampines Lions Befrienders Blk 434– Tampines Lions Befrienders Blk 499C Muslim Healthcare Professionals Association	Nam Hong Welfare Services Thye Hua Kwan Moral Charities RSVP Singapore St John’s Ambulance Brigade Sunlove Centre SAC Tzu Chi Foundation Volunteer Switchboard Wellness Kampung (3 centres) <ul style="list-style-type: none">– 115 Chong Pang– 260 Nee Soon East– 765 Nee Soon Central Yishun Floral Spring Senior Activity Centre

Schools & Institutes of Higher Learning

Primary Schools

Ahmad Inbrahim Primary School
Da Qiao Primary School
Qihua Primary School
Yishun Primary School

Secondary Schools

Bowen Secondary School
Chung Cheng High School (Yishun)
Evergreen Secondary School
Fuhua Secondary School
Nanyang Girls' High
Northland Secondary School
North View Secondary School
Orchid Park Secondary School
Si Ling Secondary School
Woodlands Secondary School

Institutes of Higher Learning

ITE College Central
Nanyang Polytechnic
National University Singapore
Nanyang Technological University
Ngee Ann Polytechnic
Republic Polytechnic
Temasek Polytechnic
Yale-NUS College (Psychology)

Businesses

Retail & Food & Beverage

Mcdonald's
Northpoint Shopping Centre
Sheng Siong Supermarket
Kim San Leng (Bishan)

Finance

DBS Bank/POSB Bank
Hong Leong Finance
HSBC
Maybank
OCBC Bank
UOB

Transport

Go-Ahead Singapore
National Taxi Association
SBS Transit
SMRT
Tower Transit

Security

Aetos Security
Certis Cisco

Others

D & S Solutions
Galmon Academy
Ping Healthcare
Bosses Network

Places of worship

Bethel Presbyterian Church
Buddhist Fellowship
Central Sikh Temple
Chen Li Presbyterian Church
Darul Aman Mosque
Darul Makmur Mosque

Evangel Family Church
Kong Meng San Monastery
Mangala Vihara Buddhist Temple
Sikh Temple (Silat Road)
The Bible Church

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18,798

NUMBER OF TRAINING SESSIONS CONDUCTED
183

NUMBER OF PARTNER ORGANISATIONS TRAINED
86

