

Embargoed for release at Noon, 6 May 2014

'Die Die Must Say' 死都要讲 campaign initiates death conversations with older Chinese Singaporeans

Lien Foundation and Ang Chin Moh Foundation launch Singapore's first-ever end-of-life edutainment with five getai shows island wide

1800 3535 800 Mandarin hotline helps public talk about death

6 May 2014, Singapore

1. Putting a new twist to tradition, the **Lien Foundation** and **Ang Chin Moh Foundation** are injecting the **getai** with a deathly new purpose.
2. Dubbed "**Die Die Must Say**" or **死都要讲**, this initiative engages elderly Chinese Singaporeans in 'die-logues', or conversations about death and dying using *getai* as one of the key platforms. It aims to raise awareness of end-of-life matters and hospice palliative care amongst this group, as they have the least knowledge about these issues and want national conversations on death and dying.¹
3. *Getai* veteran **Wang Lei** 王雷 and popular artiste **Lin Ruping** 林茹萍 from Lex Entertainment will host five *getai* shows over five weeks from 11 May to 10 June 2014. This is the first time end-of-life education is being brought to the community through a *getai*. A Mandarin hotline **1800 3535 800** will answer questions about end-of-life matters and offer advice on how to broach the subject of death.
4. "**Die Die Must Say** is a grassroots campaign to de-mystify and de-medicalise daunting end-of-life conversations," said Mr. Lee Poh Wah, CEO, Lien Foundation. "We have created simple information tools and conversation touch points to encourage older Chinese Singaporeans to discuss and reflect upon death. We approach this with much empathy, using positive appeal and dark humour to brighten the sombre topic of death and make it less intimidating. It is healthy to view death as an inevitable

¹ Findings from the Death Attitudes Survey commissioned by the Lien Foundation and conducted by Blackbox Research released in April 2014

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part of living the good life, and talk about it while we are still well and when circumstances are less fraught."

Targeting the group with greatest need

5. The older Chinese are a key demographic group that needs to be more actively engaged on end-of-life matters. The recently released Death Attitudes Survey commissioned by the Lien Foundation showed that awareness of hospice palliative care was low among older Chinese Singaporeans. Only 33% of those who were 50 years and above knew about it. They also showed a strong desire to 'die-logue'. 88% of them wanted more public education on hospice palliative care and 86% supported national conversations on this topic.
6. On the need to engage older Singaporeans, Mr. Ang Ziqian, Founder of Ang Chin Moh Foundation recounted, "Presently, there are not many outlets or platforms to talk about death and dying, especially for older Chinese Singaporeans who sense the need to do so as they grow older. Oftentimes the elderly are more accepting and willing to talk about death, but their children stop them out of love and denial. But talking about death and dying is very important. It enriches understanding and family relationships, and reduces the chances of regret or misunderstanding when a loved one passes on."
7. He added, "Talking about death and dying and planning one's funeral wishes in advance will not lead to anyone's demise. If we can sort this out before our time comes, we leave behind love instead of problems and regrets."

End-of-life Edutainment for a Cause

8. Revealing the reason for her participation in this novel campaign, Host Lin Ruping said, "We all have to face death one day. Let's not shy away from the topic but talk about it, be prepared and live well towards a good exit. Using the *getai*, we can talk about this important passage of life with songs and laughter, and live well, and die well."

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- The 死都要讲 *getai* kicks off this Sunday, May 11 in Chinatown at the Kreta Ayer Square. Singaporeans can look forward to four other shows that will follow weekly and the finale on 10 June. Guest appearances at the *getai* shows include talented artistes like Liu Ling Ling 刘玲玲 of “881” fame, Marcus Chin 陈建彬 and Li Peifen 李佩芬.

Getai Locations	Date
Chinatown Kreta Ayer Square (Behind Buddha Tooth Relic Temple)	Sun 11 May, 7pm
Tampines Community Square (Next to the Tampines MRT)	Fri 16 May, 7pm
Blk 336 Woodlands St 32	Sun 25 May, 7pm
Large field at Blk 367 Yung An Road	Wed 4 June, 7pm
To be advised	Tue 10 June, 7pm

Hotline to talk about death

9. Trained volunteer counsellors from voluntary welfare organization Care Corner, will man a Mandarin hotline - **1800 3535 800** - seven days a week from 10am to 10pm (except on public holidays). Members of the public with questions or concerns about death and dying, hospice palliative care, or who simply wish to have someone to talk to about these issues, can call this hotline for assistance. The hotline is presently active and will be in service *beyond* the duration of the campaign.
10. “Care Corner is extending our current helpline to cover end-of-life issues,” said Mr. Jonathan Siew, Centre Manager of Care Corner’s Counselling Centre. Since the 1980s, Care Corner’s Mandarin hotline has served the Chinese-speaking public on matters relating to mental health and family issues. Over 120 trained volunteers respond to over 18,000 calls in a year. Mr. Siew added, “We recognise the depth of need confronting our aging population today. Those facing difficult issues such as death need our assurance of help and hope. By supporting this initiative, we want to lend a listening ear and helping hand to the elderly, caregivers and anyone who is grappling with the possibility of death and wanting someone to talk to.”

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'Die Die Must Say' revs up the talk with music video, ads and contests

11. To spark greater public discourse on end-of-life matters, the *'Die Die Must Say'* campaign organisers and creative agency Mandate Advertising International have planned for multiple platforms of engagement in the next five weeks.
12. To pique the audience's interest, *'Die Die Must Say'* *getai* has a catchy theme song with a Hokkien rap that encourages everyone to 'die-logue'. Performed by *getai* hosts Wang Lei and Lin Ruping, the song and music video will debut at the *getais* and be shared on YouTube.
13. The five *getai* shows will be complemented by informative newspaper advertorials and reader contests in local Chinese print media. A weekly talk show on Chinese radio station, Capital 95.8 will educate listeners about end-of-life issues and hospice palliative care.

Die die must say what?

14. An easy-to-read guide in Chinese provides pointers on important areas for reflection and action on death and dying matters. Presented in a simple and straightforward manner, the guide provides a walk-through of four 'die die must say' topics or 人生大四, that is "The Four Big Things in Life": (1) Leaving well 善终, (2) Hospice and palliative care 临终关怀, (3) "Say it and let go" 宽恕与放下, concluding with the call to (4) Live well 善活. Copies of this guide will be distributed at each *getai* show and in places like nursing homes, hospices and hospitals.
15. Relating how he was moved to launch his own 'die-logue', host Wang Lei said, "*Die Die Must Say* made me think about my own life and how I had not talked about death or made my final wishes known to my wife or children."
16. He added, "Even the simplest things, like where my bank passbook is, could become a headache for my loved ones should I die. Death could come to anyone, anytime."

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My friend Ah Nan is an example. None of his family or friends knew about his end-of-life wishes because we never talked about it. So it's best to talk now, while we are alive. And that's what I did. I have talked to my wife and children and now they know my wishes. Die die also must say!!"

噢...来吧 你讲我讲大家一起讲讲
Hey everyone, let's talk

来敢敢讲死 死都要讲!
Bravely talk about death, die die must say!

~oOo~

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.

In its mission to advance eldercare, the Foundation advocates better care of the dying. One of its flagship programmes, the Life Before Death initiative, was first conceived in 2006 to create greater public awareness about end-of-life issues in Singapore. It sought to de-stigmatise death and dying by spurring various 'die-logues' with the use of social media, art, films and photography and advocacy through research. Creative projects such as the Happy Coffins, the Last Outfit, Obitchery and Both Sides, Now got people to confront their own mortality in unconventional ways.

The initiative has since gone beyond Singapore. In 2010, the Foundation commissioned the first-ever global Quality of Death index ranking 40 countries on their provision of end-of-life care. In 2013, the Foundation launched the inaugural international Design for Death competition that presented innovations in deathcare for the future.

ABOUT ANG CHIN MOH FOUNDATION

www.acmfoundation.sg

The Ang Chin Moh Foundation is an independent, non-profit organisation formed by Ang Chin Moh Funeral Directors in commemoration of its 100-year heritage. The Foundation aims to enhance the perception of death and bereavement among the public, uplift the deathcare profession with professional training and education, and advance philanthropy in this area. The Ang Chin Moh Foundation also aims to champion and preserve the heritage of funeral and bereavement services in Singapore.

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