

# Voice OF Dementia

The newsletter of the Alzheimer's Disease Association

VOLUME 5 ISSUE 1  
JANUARY 2021

FORGET ME NOT

## HOPE IN THE AGE OF DEMENTIA

ENABLE ME

## AN OPEN LETTER TO FILMMAKERS ON PORTRAYALS OF DEMENTIA

ALL IN A DAY'S WORK

## WORKING THE DEMENTIA HELPLINES

ON THE FRONTLINE

# THE POWER OF LOVE

Mdm Katherine Lim's family responded to her dementia diagnosis with unwavering love and dedication, enabling them to press on #DespiteDementia.



# HOW DEMENTIA-READY ARE OUR CITIES?

A report launched last October ranked 30 global cities on their readiness to tackle dementia, with Singapore placing 16<sup>th</sup>.

**2020** was an unprecedented test for governments around the world across many fronts, including dementia preparedness. For the first time, a report launched in October 2020 focused on assessing cities around the world according to five key areas in combating dementia.

The 2020 global dementia innovation readiness index, which ranked 30 cities around the world, saw London topping the list. It was jointly released by the United States-based Global Coalition on Ageing (GCOA), Alzheimer's Disease International (ADI) and the Lien Foundation.

Singapore, which placed 16<sup>th</sup>, was noted for making significant improvements and strengths in government strategy and support, while trailing

in aspects such as early detection and diagnosis and access to care.

While Asian cities tended to crowd the bottom half of the index, they also largely have younger populations than Europe, so dementia is not yet a policy priority, said the statement.

Tokyo, at seventh place, was the best performer of the 10 Asian cities evaluated, followed by Seoul at 11<sup>th</sup> and Taipei at 15<sup>th</sup>.

The report aims to challenge cities to develop and adopt innovations to improve dementia care, and looked at the readiness to innovate in five categories – strategy and commitment; early detection and diagnosis; access to care; community support; and business environment.

## SINGAPORE'S SCORES

ACROSS THE FIVE CATEGORIES OF ENABLERS FOR INNOVATION



Strategy and  
Commitment

8.8



Early Detection  
and Diagnosis

5.1



Access  
to Care

6.9



Community  
Support

7.1



Business  
Environment

7.2



Scan to read the  
Dementia Innovation  
Readiness Index 2020

## DEMENTIA INNOVATION READINESS IN CITIES

(OVERALL SCORES OF THE 30 CITIES)

London	8.4	
Glasgow	7.8	
Manchester	7.7	
Amsterdam	7.5	
Vancouver	7.5	
Copenhagen	7.4	
Tokyo	7.3	
Sydney	7.2	
New York	7.1	
Stockholm	7.1	
Seoul	7.1	
Helsinki	7.0	
Tel Aviv	7.0	
Paris	6.9	
Taipei	6.8	
<b>Singapore</b>	<b>6.8</b>	
Geneva	6.8	
Auckland	6.7	
Buenos Aires	6.4	
Berlin	6.2	
Beijing	6.2	
Hong Kong	5.6	
Jakarta	5.4	
Bangalore	5.2	
Doha	5.2	
Rome	5.2	
Bangkok	5.2	
Mexico City	4.9	
Cape Town	4.8	
Sao Paulo	4.5	

## UPCOMING EVENTS

**CAREGIVER SUPPORT GROUP (MALAY)**  
**Find Meaning in Caregiving**  
6 Feb via Zoom

**FAMILY CAREGIVER TRAINING PROGRAMME**  
**Core Module: Living with Dementia**  
20 Feb at Resource & Training Centre

**DEMENTIA CARE TRAINING WORKSHOPS FOR FOREIGN DOMESTIC WORKERS**  
**Elective Module: Meaningful Activities**  
27 Feb at Resource & Training Centre



**COURSES FOR PROFESSIONAL CAREGIVERS**  
**Foundations of Person-Centred Dementia Care: Foundational Module – Nature & Impact**  
2 Mar at Resource & Training Centre

**CAREGIVER SUPPORT GROUP (ENGLISH)**  
**The Role of Speech Therapy Treatment**  
13 Mar via Zoom

**CAREGIVER SUPPORT & NETWORK**  
**Making Memories (Photography for Beginners) – Light and Angles**  
27 Mar via Zoom

Are you a photography enthusiast or do you simply want to learn tips and tricks on taking photographs? With the guidance of photographer Mr Gan Tsai Wee, you will learn the basic techniques behind taking portraits, landscapes, black and white photos and more, using just a smartphone.

The information and dates listed here may be subjected to change. For the latest updates and full list of events, please visit [alz.org.sg/events](http://alz.org.sg/events)



# HOPE IN THE AGE OF DEMENTIA



Despite the COVID-19 pandemic that brought about unprecedented challenges across the globe, it was heartening to see more than 1,600 delegates over 100 countries gather virtually for ADI's 34<sup>th</sup> international conference on 10 December 2020.

The three-day conference also welcomed esteemed global representatives including Madam Halimah Yacob, President of the Republic of Singapore and Patron to the Alzheimer's Disease Association, Her Majesties Queen Sofia of Spain and Queen Silvia of Sweden, and Luis Guillermo Solís Rivera, Former President of Costa Rica.

The theme of the conference, 'Hope in the Age of Dementia', is extremely poignant in the context of this pandemic,

which has greatly affected the dementia community; from people living with dementia and their families to healthcare practitioners, researchers,

volunteers and dementia associations, all of whom are dedicated to supporting the 50 million people living with dementia around the globe.



Ms Paola Barbarino, CEO of Alzheimer's Disease International (ADI) and Mr Jason Foo, CEO of ADA on COVID-19 and Dementia.

## Dementia is not a battle to be fought alone.

It heartens me to know that all of you – researchers, scientists, clinicians, allied healthcare professionals, care professionals and volunteers – work together with people living with dementia, their family members and their caregivers. This inclusiveness is proof that the global dementia community has made great strides forward. And when the world pulls along towards a common goal, there are no limits to what we can achieve together.

– MADAM HALIMAH YACOB, PRESIDENT OF THE REPUBLIC OF SINGAPORE



RIGHT:  
Panel discussion on the  
topic of COVID-19 and  
dementia.



BELOW:  
Dr Ang Peng Chye, President  
of ADA in the opening  
ceremony of the conference.



RIGHT:  
Madam Rohani Bte  
Rahmat sharing her story  
in the closing address for  
the conference.



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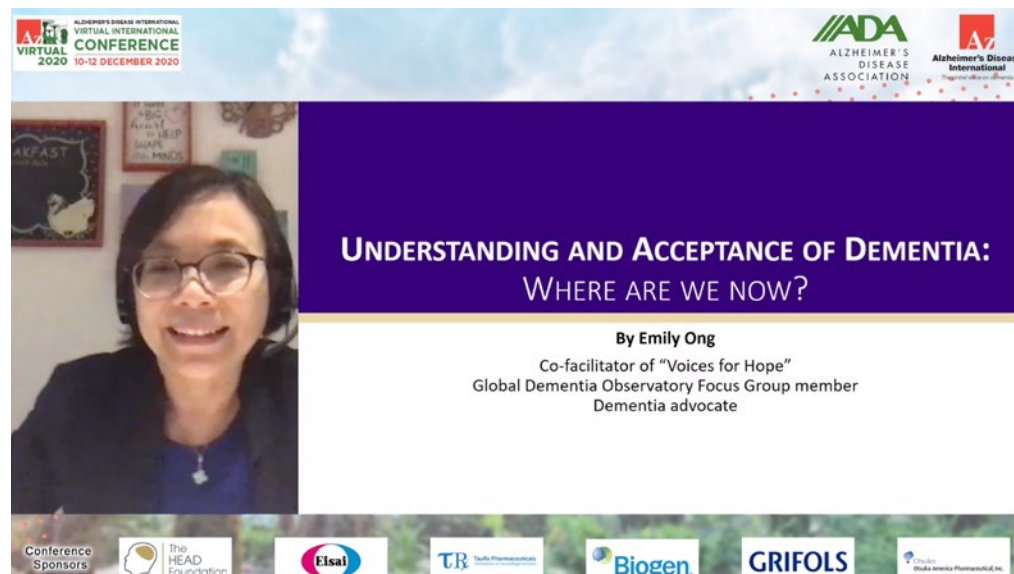
We have observed that the dementia landscape is getting more complex as the world progresses rapidly towards digitalisation in the midst of a pandemic. Many organisations have introduced integrative and innovative approaches to better serve the needs of those with dementia – and we will learn from them.

**But we urge that there will be further research and more exchange. We also appeal to decision makers and policymakers to use the information shared to make necessary changes to enable us to continue to further our cause.**

– MR JASON FOO, CEO OF ADA

With a diverse group of international keynote speakers, the conference incorporated a wide range of research, care, technology and innovation topics. ADA was also proud to witness local dementia advocates Ms Emily Ong, who is living with dementia, and Madam Rohani Bte Rahmat, care partner to her husband with dementia, who both stepped up and gave speeches and plenary talks on the realities of the condition. In addition, ADA Chief Executive Officer, Mr Jason Foo, shared some insights on how the organisation is coping with the COVID-19 pandemic.

ADA would like to thank the Alzheimer's Disease International for the opportunity to co-host and collaborate on the first virtual global conference in history. ADA would also like to thank all sponsors, including The Head Foundation, Eisai, TauRx Therapeutics, Biogen, Otsuka and Grifols for their support. In addition, this conference would not have been a success without the support from the Local Organising Committee



*Ms Emily Ong, person living with dementia and dementia self-advocate, on 'Understanding and Acceptance of Dementia'.*

and Scientific Programme Committee in Singapore.

We also acknowledge all presenters, exhibitors, contributors, and delegates across the global community who bolstered the conference with robust exchange and outstanding content – all with the common goal to improve the lives of those living with dementia and their families.



Scan to learn more about the conference.

# THE POWER OF LOVE

In this issue, we share a meal and get to know Mdm Katherine Lim and her daughters Belinda and Babara Seet, who star in ADA's third #DespiteDementia campaign video titled "The Power of Love". Mdm Lim, 88 years old, has been living with dementia for nearly 10 years and is a graduate of our self-advocacy programme, Voices for Hope.



It was a cool, overcast afternoon as the video crew gathered around the dining table in the Seet family's house. Everyone was eagerly awaiting to tuck in to the aromatic pot of golden yellow chicken curry that had been simmering on the stove for hours. Katherine, ever the consummate host, invites everyone to sit down and dig in.

Preparations for the curry had begun the day before. Watching Katherine taking charge of preparations for the dish and blending the fragrant spice mix for the curry, one could hardly

guess that she has lived with dementia for close to 10 years.

## Early beginnings

Katherine grew up in a large household with a Chinese father and Peranakan mother. Life growing up was comfortable, as the family was well to do and had servants, cooks and drivers to tend to the family's needs. Her upbringing meant she spoke multiple dialects and languages, from English and Malay to Hokkien, Cantonese, Mandarin and Teochew, conversing easily with many people in their neighbourhoods and from various walks of life.



She soon married Mr Richard Seet, who was a humble teacher, and Katherine had to now get used to an independent life centering around her children and daily chores. Making the most of her well-rounded background and new skills such as being the designated driver in the family, she fetched her kids to and fro school and extra curricular activities, earning the title “the queen of the road” in the process.

### Love and Sacrifice, Despite Dementia

Her diagnosis of Alzheimer’s disease in 2011 came as a shock to the close-knit family, who was also struggling to cope with their father’s cancer diagnosis in that very same year. Initially, Katherine’s diagnosis caused her to stop doing familiar things she enjoyed such as driving out to places and cooking. She became depressed and lost weight.

The crisis brought together Katherine’s four adult children –



Together with other Voices for Hope graduates, Katherine, Belinda and Babara went on an unforgettable trip to Taipei and met with the Taiwan Alzheimer’s Disease Association.

three daughters and a son – to decide how to share these new caregiving responsibilities. They embraced the belief that life is short, and it was most important to make the remaining days of their parents’ lives as happy as possible. One of the principles that Katherine believes strongly is the need for persons with dementia like herself to continue to keep their minds active and engage in activities while they still can.

It is this belief that her two daughters, Belinda and Babara, are determined to enable in their mother’s life. Belinda and Babara, whom Katherine endearingly dubs her ‘two angels’, made the conscious decision early on to make the sacrifices needed to keep their mother’s day-to-day life as normal and happy as possible. Belinda gave up her high-paying lecturing job, switching to part-time teaching and consulting, and also moved in with Katherine. On the weekends, Babara would step in to give Belinda some respite from caregiving. Both are counselling trained.

To keep their mother engaged, Belinda and Babara have devised a daily schedule of activities based on her interests. Another cognitively-stimulating activity is also working on primary school-level assessment books on English, Mathematics and Mandarin to keep Katherine’s mind sharp. They have also embraced technology, in particular the Zoom platform to speak to their peers from Voices for Hope, and to play Katherine’s favourite games on her iPad.

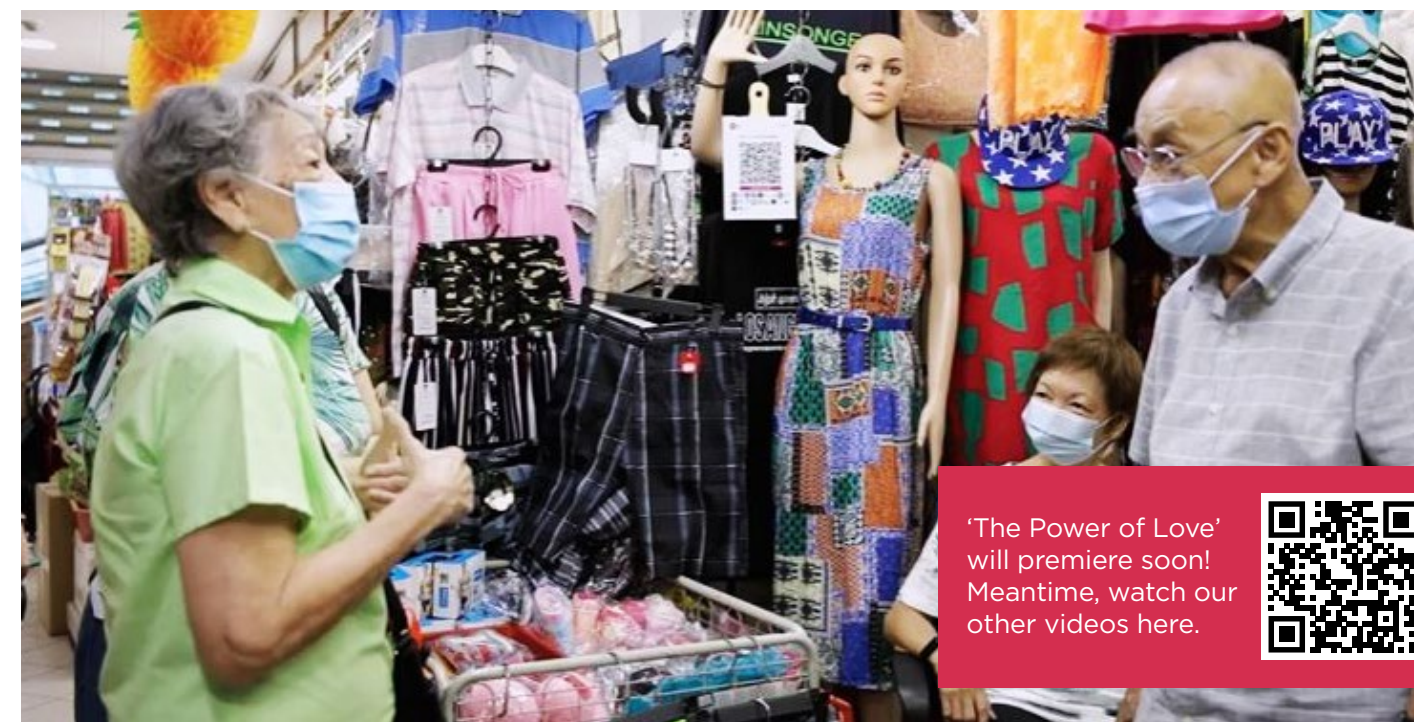
Despite dementia, Katherine, Belinda and Babara continue to press on, not without its challenges, but with a happy-go-lucky spirit and “come what may” attitude in life. And in times of need, the girls can still rely on Katherine for life’s simplest comforts, such as her hearty Peranakan cooking and motherly advice.

Back at the dining table, with their bubbly Thai helper in the background clattering around and preparing the cutlery, Katherine, Belinda and Babara are eager to share their meal with us and the crew, and invites everyone to put down their equipment and join the table.

As the fragrant spices and rich coconut gravy scent wafts around us, so does the warmth and love of the Seet family.



Katherine and Belinda at Voices for Hope.



‘The Power of Love’ will premiere soon! Meantime, watch our other videos here.





# POST DIAGNOSTIC SUPPORT: GUIDING AND JOURNEYING WITH THE NEWLY DIAGNOSED

In September 2020, Alzheimer's Disease Association launched a S\$2.6m collaboration with long-term partner Lien Foundation on a new programme called 'Post Diagnostic Support', which aims to proactively equip persons with dementia and their caregivers with information, care connections and a customised care plan to ease the confusion and sense of helplessness they may face when first told of their impending journey in coping with the condition.

## Why the need for Post Diagnostic Support (PDS) for dementia?

With a significant increase in the pace of ageing in Singapore, dementia affects one in ten of those aged 60 and above. In those aged 85 and above, prevalence rates could be as high as one in two. The numbers may continue to climb as people live longer, suggesting that there could be 130,000 or more Singaporeans living with dementia by 2030.

Despite a proliferation of new services and more healthcare workers, the dementia care system in Singapore remains stretched, with hospitals bearing a heavy load. The PDS programme thus

aims to ease the burden on hospitals, where the vast majority of dementia cases are diagnosed, and enable persons with dementia to be looked after in the community.

With the support from Lien Foundation, PDS cases are referred to ADA by Tan Tock Seng Hospital's Memory Clinic and Khoo Teck Puat Hospital's Geriatric Clinic, regardless of the stage of dementia upon diagnosis.

## I hope that PDS will be a pillar of advocacy

for the families and heighten the awareness and importance of early identification of needs and care planning for newly diagnosed persons with dementia and caregivers.

- MR STEPHEN CHAN, HEAD OF CAREGIVER SUPPORT SERVICES

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## I am lost for words at how the PDS team has, in the last six to nine months, tirelessly, diligently and faithfully helped my family in many possible ways, and gone beyond their call of duty.

Now, my mother is willing to give dementia daycare a shot. In addition, the links they have provided to connect me to different organisations and networks are priceless and a real life-saver. I am indebted to the team and wish to thank them a million times for their support, care, help and understanding of my mother's needs and helping us cope with her dementia.

- MR RAYMOND SHONG (51), SON AND CAREGIVER TO HIS MOTHER WITH DEMENTIA, MDM NG CHONG POY (74)



## How does the Post Diagnostic Support programme work?

The PDS programme targets newly diagnosed persons with dementia and their caregivers to have a better understanding of the nature of dementia, and arm them with the accurate and relevant resources, care connections and emotional support to journey ahead. Each PDS client and caregiver is assigned to a designated caseworker within ADA, who will follow up with the family throughout a 12-month duration. The follow-ups will consist of one or two initial home visits and phone calls.

PDS focuses mainly on providing education about dementia and developing an individualised care plan (ICP). The ICP is a core component of PDS that is developed after active discussions and inputs from both the person with dementia and his/her caregiver. The PDS team will also actively engage the person with dementia in discussions on a range of subjects including their life history, personal likes and dislikes, and detailed care preferences. The ICP will also contain aspects such as financial and long-term care arrangements.

At the end of one year, the PDS team aims to equip every client with dementia with an ICP. This ICP will serve as a useful tool to help guide the person with

I am enjoying my experience supporting our clients and caregivers. There is so much to learn from them. A dementia diagnosis may be an overwhelming blow to some families,

**but I also see how some families are coping with it by actively searching for resources, as well as tapping on their inner resilience.**

- MS EILEEN LEE, SENIOR SOCIAL WORKER, CAREGIVER SUPPORT SERVICES

dementia and their caregivers along their dementia care journey for the years ahead. In addition, it will also enable other service providers to better understand the client as a person, helping them provide more person-centred and holistic care.

As of November 2020, ADA is conducting the PDS programme with 222 people living with dementia and 222 caregivers.



# WORKING THE DEMENTIA HELPLINES

**A** staple service since its introduction to Alzheimer's Disease Association, our Dementia Helpline is the first line of defence and support for caregivers or members of the public in need of vital information. Providing caregiver support, referrals and over-the-phone counselling, the Helpline team fielded a whopping 10,113 calls in FY 2019/2020 alone.

But what do members of our Dementia Helpline team do every day? To whom do they speak, and what about? In this feature, we speak to individual caseworkers, to shed some light into the inner workings of ADA's Dementia Helpline.

You can reach the Dementia Helpline at 6377 0770. The Dementia Helpline operates from Monday to Friday, 9am to 6pm.

## Describe a regular work day for yourself.

A regular workday for us begins by getting ready before the start of our helpline duties – this means preparing our laptops and ourselves before 9am. Once the clock strikes 9am, helpline duties begin and we log in to our phones. For the next four hours (the duration of each duty shift), we field calls by caregivers, members of the public and service providers, and we have to be on standby and alert for any of these calls. The calls range from information seeking to emotional support; some calls



can last just a few minutes while the longer calls can go beyond an hour, depending on the matter discussed.

Sometimes, it can feel like we are an 'iCloud' or 'Google drive', where persons with dementia and caregivers can come and share, vent their feelings, acquire affirmation or be heard without judgement. While still maintaining our professionalism, we also have to act as a friend that they can always come to no matter what the issue is. We have to acknowledge their feelings and point them towards a happier and healthier life.

Our job motto is "expecting the unexpected". We wouldn't know what type of calls to expect, and thus it's crucial for us to be constantly updated with the latest information about ADA's programmes and services. We are also required to be constantly updated with knowledge about community resources and about the dementia condition. Other

than waiting on calls, we also make referrals to the appropriate services within ADA and other follow-ups.

## What, or who, inspired you to get into this line of work?

Team member A: Before ADA I was doing volunteering work with Darul Arqam, Ain Society and PPIS. My experiences there inspired me to learn more about social work. I met my then classmate (now colleague) at one of my social service classes and they invited me to join ADA. From there, I decided to go full-time into the social service sector.

Team member B: It is for a personal cause and I had a loved one who was diagnosed with dementia.

Team member C: A friend who is in the social service sector shared with me about her work and brought me to a volunteering event. I was inspired by the good work that she had been doing which brought joy and made a difference to those in need.

## What makes you smile or keeps you going?

Listening to different people daily and hearing what they have been through. It helps to keep us grounded.

Sometimes, there are caregivers who feel helpless and alone in their caregiving journey. What matters the most to them may not be solutions, but simply a listening ear. It keeps us going knowing that we can provide support for someone even though we may not have solutions for their situation. By offering that emotional support and a listening ear, we feel good knowing that these caregivers are receiving the adequate support and knowledge about dementia. Caregiving for a loved one living with dementia can be overwhelming and isolating, and so we're glad that our words can provide encouragement and relief to our clients.

In our follow up calls, we're also motivated when we hear that the caregivers we previously helped are experiencing some positive changes in their situations. The sense of satisfaction achieved knowing that our clients are being empowered



through our help also keeps us going. We also have great colleagues who make us feel motivated to do better each day.

## What are people's usual reactions when you tell them what your job is?

People are usually surprised. The most common reactions are:

"Wah, you must be really patient and a good listener to be able to manage this."

"Huh, wouldn't it be very stressful for you?"

"You must take care leh, if not will get burnt out very easily."

There are some people who say we do a very noble job. Most of them are happy to know that we are in the profession of supporting caregivers. People are also curious about working in the field of dementia as they have the perception that it is challenging to communicate with a person with dementia.

## Any other comments you would like to add about yourself?

Our job can be emotionally taxing and practicing self-care is very important for us. Exploring unconventional places in Singapore over the weekends is a good stress-reliever, like Serapong Hill or Sungei Buloh.



DEMENTIA HELPLINE

**6377 0700**

Monday to Friday  
9am to 6pm





# MDM CHENG KIM MOI'S LEGACY LIVES ON

ADA is honoured and grateful to receive a generous donation of over \$33,000 from the Hoo family on behalf of their late grandmother, Mdm Cheng Kim Moi. This meaningful gift is a reminder that despite a loved one's passing, memories of them will remain and their legacy will carry on.

Mdm Cheng was living with dementia in the final stages of her life, and was diligently cared for by her granddaughter-in-law, Jess, for the last 15 years.

Jess shared that in donating the condolence gift, the family wishes to continue her legacy and give back to the community. They hope that the donation will help raise awareness on dementia and provide relief and protection for persons living with dementia and their caregivers.



**Grandma in-law had the biggest heart, and was the kindest person I had known.**

Despite her tough life and struggles with poverty in her younger days, she would always find ways to help others when approached.

– JESS ON MDM CHENG



# FESTIVE COOKIES FOR CHRISTMAS!

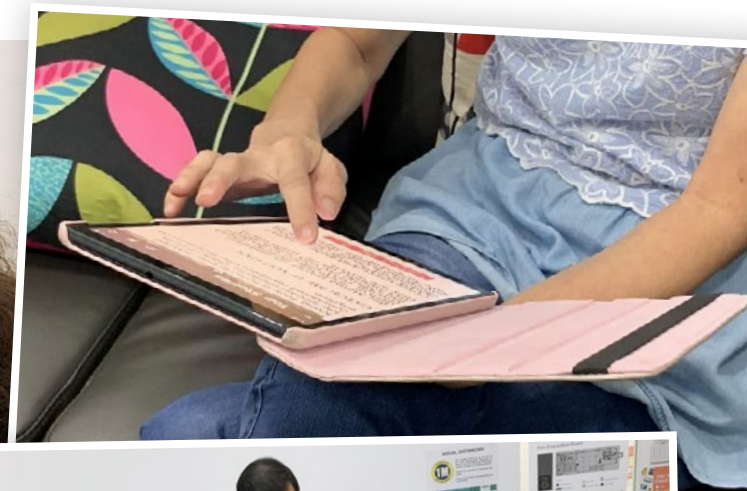


ADA is grateful to all generous donors from Giving.sg who have helped raised over \$15,000 through its Christmas Cookies fundraiser! These cookies were lovingly packed by volunteers with young onset and mild dementia.

A big thank you to these individual and corporate donors including Gold Lite Pte Ltd, Netflix, Dasheng Toh Eng Kian, Kuan Wei Yew Eugene, Kuan Yong Kuan, Ho Keng Yong, Chenthil Kumar Kumarasingam, and Lee Boon Teng. With your support, ADA will continue to work harder and reach out to more persons living with dementia and their caregivers in Singapore.

*Proceeds from this fundraiser will go towards immediate resources, care and support to persons with dementia and their caregivers impacted by the COVID-19 pandemic.*

# SENIORS GO DIGITAL: LOAN-A-TABLET PROJECT



In July 2020, CapitaLand's philanthropic arm, CapitaLand Hope Foundation, generously donated 40 tablets with accessories as part of the CapitaLand **#LoveOurSeniors** initiative to enable digital inclusion and to keep ADA's clients connected and engaged.

Not only did the volunteers spend a day customising the tablets to be senior-friendly and pre-downloaded senior dementia-friendly applications, they went the extra mile to prepare a manual in both English and Chinese to assist the participants.

The tablets were well received by clients and all of them enjoyed using the pre-loaded applications, especially the games. Caregivers also shared that they are grateful and delighted to be part of the Loan-a-Tablet project which has helped to engage and interact with their loved ones digitally!



**I like this tablet.**

The wording is big enough to read and I like the games inside too.

– MS L

**I love to read news about the world on the tablet.**

– MS S

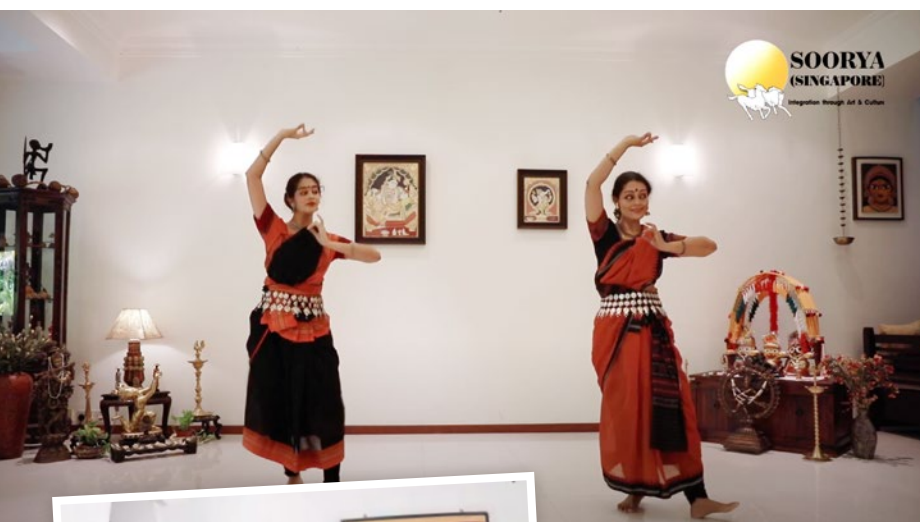
**DONATE TO OUR CAUSE!**

Scan the QR code and contribute to the dementia cause!





# STAYING CONNECTED: OUR VOLUNTEERS KEEP THE SPIRIT OF GIVING ALIVE!



ABOVE: Virtual Deepavali show "The Festival of Lights 2020"

LEFT: Interested in Indian dance, Chitra took inspiration from the movements, simplified them, and adapted the steps to basic exercises and creative whole-body workouts for clients.

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Even if only one person attends the virtual session with me, I hope they have a good time.

– CHITRA

**T**he COVID-19 pandemic presented both challenges and opportunities for ADA's volunteering landscape. With restrictions and safe management measures in place, 2020 proved to be a year of adapting to the new norm of going digital, with an increased reliance on technology to connect our volunteers and clients. ADA was heartened to see the willingness of many who stepped forward and contributed to the dementia cause in various ways.

Dr Chitra Krishnakumar is one such individual. Having joined ADA as a volunteer since 2013, Chitra was game to move her volunteering online and facilitated monthly virtual exercise sessions for clients on the Zoom platform.

On her motivations for virtually volunteering, Chitra said, "Those who have to stay home must be going through a tough period and I wanted to help. Having interactions online can provide some relief, enable people to destress and keep active. When I saw the call to facilitate activities on Zoom, I felt unsure at first, but after giving it a try and seeing clients enjoying themselves, it made me more confident. Even if only one person attends the virtual session with me, I hope they have a good time. I am thankful for the encouragement and guidance from ADA staff too."

Under Soorya (Singapore), Chitra also put together a virtual Deepavali show for ADA titled "The Festival of Lights 2020". The performance by local Singapore talents was posted on ADA's Facebook page and was well-received, reaching out to over 1,200 people.

Our sincere thanks also go to Edrington, ADA's long-term corporate volunteer, for their continued love and support. As they could not make a physical visit this year due to COVID-19 restrictions, the volunteers specially prepared Mid-Autumn Festival goodie bags – complete with lanterns and mooncakes – to courier over to New Horizon Centre (Tampines). Edrington later set aside time for a Zoom call to send their well wishes to clients.

Apart from virtually interacting with clients, volunteers have been working behind-the-scenes as well, providing back-end support in areas such as administration for online dementia awareness talks and translation of materials. All of us at ADA are truly grateful for our volunteer family. They have contributed to our organisation in many ways since its inception. Even in these unprecedented times, their spirit of volunteerism remains strong.

”  
It is wonderful to see people from all walks of life come together and work alongside us to innovate ways to stay connected with our dementia community.

We thank our volunteers for their unwavering support, commitment and dedication!

– MR JEREMY KHOO, HEAD OF VOLUNTEER MANAGEMENT

It's hearts all around! Edrington volunteers, clients and staff pose for a fun picture with our Centre clients via Zoom.





# AN OPEN LETTER TO FILMMAKERS ON PORTRAYALS OF DEMENTIA

**Dementia self-advocate Emily Ong calls for sensitivity in on-screen portrayals of dementia that affirm dignity and self-worth.**

**A**s a person living with dementia and self-advocate, I've often been approached to consult on content and films produced on dementia.

In one such script for a short film I was recently consulted on, it depicts the person with dementia in a pitiful state: wandering aimlessly, unable to help an injured loved one and being 'difficult to deal with'.

Such negative depictions of dementia already abound in the current public awareness, and only serve to perpetrate the stigma of hopelessness and fear surrounding persons diagnosed with dementia. It also disrespects and does a disservice to the very people it seeks to portray.

Despite growing interest in and awareness about dementia, it is disappointing that there remains mainstream content being produced that do more damage than good and which furthers the stigma and discrimination of the dementia community.

Dementia covers a broad spectrum. While there are some who are diagnosed with rare and progressive types of dementia, many others go on to live independent lives and remain cognitively functioning for a very long time despite dementia.

There is hardly an excuse for content producers to fall back on a sensationalised account of dementia, which often focuses solely on its debilitating effects on persons with a dementia diagnosis and their families.



As content producers who wield the power to shape the narrative for our mass audiences, there is great responsibility in carefully and sensitively considering the intent and impact that their content has on the dementia community.

More importantly, they have the responsibility to flesh out more accurate and constructive on-screen portrayals of the subject matter, more so as persons living with physical or mental conditions are often marginalised and their experiences less heard.

If I could, some questions I would ask are: Does the content you create serve to educate or increase public awareness of dementia? Does it create more empathy and understanding towards persons who may not be able to think, act and feel according to the status quo? Would you paint this kind of storyline about yourself or your loved ones?

There are many great stories yet to be told about persons living with dementia who are living their best lives, many examples of persons living not only for themselves, but accomplishing great things that give hope and support to others living with dementia.

If I had a choice, my desire is to live my life to the fullest and enjoy my remaining abilities to do things I love with my family and dear friends.

I remain hopeful that with continuing advocacy efforts on dementia, more content producers and directors will respond to the call to depict characters and stories that affirm the dignity and self-worth of persons with dementia.

## JOURNEYING Together



**T**he 30<sup>th</sup> Anniversary of Alzheimer's Disease Association (ADA) is definitely memorable. The year 2020 will forever live in the annals of history, the pages fraught with stories of grave challenges posed by the Word of the Year – pandemic.

Many people want to forget 2020 in a hurry. Some even labelled it as a "wash-out". I beg to differ. Instead of dwelling on the grim realities brought about by COVID-19, I choose to celebrate tales of human fortitude, empathy, generosity and innovation. We all know that life will never be the same again. But we have all adapted courageously to this new future, and that's worth celebrating.

On the year that we celebrated our 30<sup>th</sup> birthday, ADA was forced to grow up pretty quickly. Like many other organisations, the pandemic plunged us into the deep end. I am proud to see ADA more than tread water. We showed unity, determination and resourcefulness and, as an organisation, we came out of this experience even stronger.



This renewed confidence puts us in good stead for the decades ahead. Following this rite of passage, ADA is now ready for the next phase of our life. We are now more matured, more equipped, and more capable to assume more societal responsibilities. We are ready to take on a bigger and leading role – nationally and internationally – as we continue working towards our vision of building a dementia-inclusive society.

Come 2021, ADA will assume a new identity as Dementia Singapore. The name change is more than cosmetic. This new corporate identity will align with our vision of being the leading authority on dementia in the country as well as in the region. It also broadens the scope of our organisation – from just Alzheimer's Disease to all other dementia-related conditions – and more accurately describes and represents our area of work.

This new corporate identity also reflects the global shift in perception to use the term "dementia" to describe and identify what is now a widely accepted medical condition. The world has evolved. So must we.

Dementia Singapore will continue the work of ADA. That will not change. In addition, we will continue to explore and roll out new initiatives, programmes and services in the years ahead. More details of our exciting plans will be shared in due time.

In this rapidly changing world, no organisation can afford to stand still. So as we turn the corner into 2021, Dementia Singapore invites you to continue journeying with us.

Thank you and best wishes for the New Year!

**Jason Foo**  
Chief Executive Officer  
Alzheimer's Disease Association



## DEMENTIA IN NUMBERS



**2 in 10**

people would hide their own dementia diagnosis when meeting people



**36%**

of people would seek online help if they were concerned they had early signs of dementia



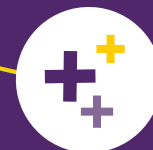
**Almost 8 out of 10**

people agree that social support would improve the lives of persons with dementia



Close to **40%**

of the general public thought that there were enough community services for persons with dementia and their caregivers



**More than half**

of caregivers found their caregiving role positive and fulfilling

Statistics from World Alzheimer Report 2019

## ADA in Singapore

We strive to be the leader in dementia daycare and a voice for persons with dementia and their caregivers, with a vision towards a dementia-inclusive society. Established in 1990, we seek to enable persons with dementia and their families to live with dignity by providing quality care and support through research, education, and training.

### Dementia Helpline

☎ 6377 0700  
🕒 Monday - Friday: 9.00am - 6.00pm

### Headquarters

**Caregiver Support Centre**  
**Family of Wisdom (Bendemeer)**  
**Resource & Training Centre**

📍 20 Bendemeer Road  
#01-02 BS Bendemeer Centre,  
Singapore 339914  
🕒 Monday - Friday: 9.00am - 6.00pm

### Family of Wisdom (Tiong Bahru)

📍 298 Tiong Bahru Road  
#10-05 Central Plaza,  
Singapore 168730  
🕒 Monday - Friday: 8.30am - 5.30pm

### New Horizon Centre (Bukit Batok)

📍 Blk 511 Bukit Batok Street 52, #01-211,  
Singapore 650511  
🕒 Monday - Friday: 7.30am - 6.30pm

### New Horizon Centre (Jurong Point)

📍 1 Jurong West Central 2 #04-04  
Jurong Point Shopping Centre,  
Singapore 648886  
🕒 Monday - Friday: 7.30am - 6.30pm

### New Horizon Centre (Tampines)

📍 Blk 362 Tampines Street 34, #01-377,  
Singapore 520362  
🕒 Monday - Friday: 7.30am - 6.30pm

### New Horizon Centre (Toa Payoh)

📍 Blk 157 Toa Payoh Lorong 1, #01-1195,  
Singapore 310157  
🕒 Monday - Friday: 7.30am - 6.30pm

## JOIN US IN OUR FIGHT AGAINST DEMENTIA!

### DONATE



[alz.org.sg/donate](https://alz.org.sg/donate)



[giving.sg/alzheimer-s-disease-association](https://giving.sg/alzheimer-s-disease-association)

### VOLUNTEER



[alz.org.sg/volunteer](https://alz.org.sg/volunteer)

SIGN UP FOR VOICE OF DEMENTIA (ONLINE) AND GET LATEST EVENT UPDATES!



[alz.org.sg/vod](https://alz.org.sg/vod)

SCAN  
TO DONATE



### Editorial Team

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