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President Halimah commends Dementia Singapore, encourages further collaboration with Government to build dementia-friendly Singapore

Formerly known as Alzheimer's Disease Association, Dementia Singapore cements itself as the leading organisation in dementia with expansion of services and scope



SINGAPORE (1 September 2021) – Singapore President Halimah Yacob has commended **Dementia Singapore** on its slew of initiatives and encourages the country's leading Social Service Agency in dementia care to further assess the needs of the dementia community here and work with the Government to boost the nation's capabilities to build a dementia-friendly society.

In her speech to commemorate Dementia Singapore's successful transition to a Company Limited by Guarantee after more than 30 years as Alzheimer's Disease Association (ADA), President Halimah said Singapore's ageing population means that the number of people living with dementia is expected to rise over time.

"Hence, it is imperative to plan ahead to improve our capability and capacity for dementia care, and introduce quality programmes to meet the growing demand. At the same time, we need to create a dementia-friendly society," she said.



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President Halimah added: “With this transformation, Dementia Singapore will expand its focus from Alzheimer’s Disease to other dementia-related conditions. This includes the launch of four dementia initiatives, which will be rolled out over the course of the year. These include a one-stop Dementia Resource Portal, a Dementia Membership Programme, a Dementia-Inclusive Business Toolkit, and a Dementia-Inclusive Assisted Living concept.

“These initiatives are good first steps, and I urge Dementia Singapore to further assess the needs of the dementia community here and work with the Government to boost our capabilities to build a dementia-friendly society.”

The details of these initiatives, which will cement Dementia Singapore as the nation’s leading organisation in dementia care, will be announced over the course of the coming quarter.

Launched by President Halimah on 1 September 2021 to kickstart World Alzheimer’s Month, Dementia Singapore is a Company Limited by Guarantee, Non-Profit Organisation and Social Service Agency supported by the National Council of Social Services and the Agency for Integrated Care. It is a Charity and an Institution of a Public Character.

NEW CORPORATE IDENTITY

Elaborating on the change in corporate identity, Dementia Singapore Chairman Dr Ang Peng Chye, who founded ADA in 1990, said the new corporate name represents more accurately “our area of work as we have been frequently mistaken for supporting people only with Alzheimer’s disease”. He added: “In truth, we support people living with a wide spectrum of dementia and Alzheimer’s disease is just one of them.”

Dementia is a general term that describes a wide range of symptoms such as loss of memory, language, problem-solving and other thinking abilities that are severe enough to interfere with daily life. The medical conditions include Alzheimer’s disease, vascular dementia, Lewy body dementia and frontotemporal dementia.

According to the Well-being of the Singapore Elderly (WiSE) study led by the Institute of Mental Health in 2015, one in 10 people aged 60 and above may have dementia. Locally, there are an estimated 100,000 people in Singapore who have dementia, and that number is rising.

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Dementia Singapore shares the vision of ADA – to build a dementia-inclusive society – and its goals and commitment towards the dementia community remain unchanged, said Dementia Singapore CEO, Mr Jason Foo.

“We aim to continue tracking the ever-changing caregiving trends and needs of people with dementia, lend an expert voice to the dementia care landscape in Singapore, and cement our place in it. All our existing programmes and services, ongoing efforts in the community, and other upcoming initiatives are now more important than ever.

“Dementia Singapore strives towards a dementia-inclusive society for all, with the mission to improve the wellbeing of people impacted by dementia through Care Innovation, Advocacy and Empowerment,” added Mr Foo.

The rebranding exercise for Dementia Singapore was helmed by branding agency Activiste.

“In designing the new identity for Dementia Singapore, we wanted to create a multi-faceted and versatile symbol which would send a strong signal of how the organisation would lead in making Singapore a dementia-inclusive society,” said Activiste CEO, Ms Kim Faulkner.

“Even the selection of colour palette for Dementia Singapore was intentional: Purple is the universal colour that represents Alzheimer’s disease and dementia around the world – many associations and organisations dealing with dementia have used the colour to show that it is a pervasive, spectrum disorder.

“And Yellow, which represents optimism and positivity, provides an enlightened contrast to the stigma and negativity often associated with the condition,” Ms Faulkner added.

As Singapore continues our fight against the COVID-19 pandemic, President Halimah said the nation must make sure that no group is left behind.

“People living with dementia and their caregivers would undoubtedly have faced more challenges than others during this period, such as increased social isolation and loneliness. Hence, I urge everyone to practise empathy and do our part to reach out to people living with dementia, such as lending a helping hand to seniors who are in need. With everyone’s support, I am confident that we are a step closer to becoming a dementia-friendly society.”

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ABOUT DEMENTIA SINGAPORE

Dementia Singapore was formed in 1990 as the “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 (SSA) in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; empower the community through capability-building, knowledge and consultancy; and deliver quality, person-centred care innovations.

For more information, visit <http://dementia.org.sg>.

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ANNEX

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FAÇADE SHOTS



Dementia Singapore Headquarters at 20 Bendemeer Road.



New Horizon Centre (Bukit Batok), one of Dementia Singapore's four daycare centres.

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New Horizon Centre (Toa Payoh), one of Dementia Singapore's four daycare centres.

INTERIOR SHOTS



Music and movement activity at Dementia Singapore's New Horizon Centre (Bukit Batok).

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A walk through Dementia Singapore's New Horizon Centre (Tampines).



Art activities at Dementia Singapore's New Horizon Centre (Jurong Point).



A walk through Dementia Singapore's New Horizon Centre (Toa Payoh).