

Voice Dementia

THE NEWSLETTER OF DEMENTIA SINGAPORE



**Dementia
Singapore**

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A Message from Our CEO

Dear all,

On behalf of Dementia Singapore (formerly known as Alzheimer's Disease Association), I would like to welcome you to our special edition of Voice of Dementia. To commemorate our organisation's rebranding, I am happy to present this refreshed bi-annual newsletter – also our first edition published as Dementia Singapore – complete with our new corporate colours and design.

As Dementia Singapore, our vision remains the same – to build a dementia-inclusive society. Our new corporate identity will better position our organisation to be the national and regional leader in dementia care and services, and more accurately represents the work that we do to support those impacted by dementia.

In this special edition newsletter, we share what the name change means, how it impacts our pursuit of dementia care in this ever-changing climate and our advocacy efforts in the road ahead. On top of that, we also introduce our latest online resource, the **'Business Toolkit for a Dementia-Inclusive Singapore'**. This is the first toolkit in Singapore that offers a three-stage framework that can be integrated into business practices with the goal to make organisations more dementia-friendly and inclusive.

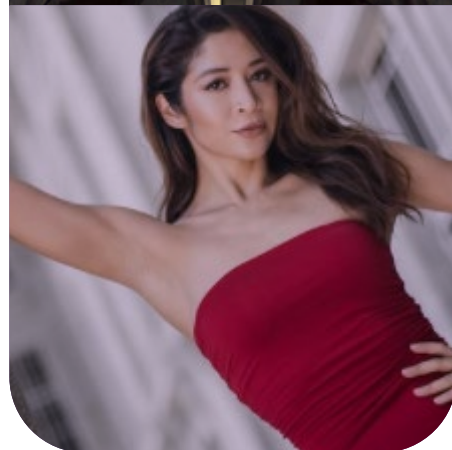
We are also honoured to introduce **Tay Ping Hui** and **Munah Bagharib** as our brand ambassadors. Passionate about the dementia cause, we are certain that their entertainment industry background and their influential voices will help Dementia Singapore reach people from all walks of life. Get to know them better in the following pages.

I would like to take this opportunity to thank our donors and stakeholders for your steadfast support through the years. With you standing by our side and encouraging us, we will continue to make big strides towards our vision as a dementia-inclusive society.

As 2021 draws to a close, we hope you and your loved ones are coping well with the COVID-19 pandemic. It has not been easy, so give yourselves a pat on your back for making it through thus far. I believe that our spirit of resilience as a nation will tide us over this challenging period.

Thank you and have an enjoyable read!

Jason Foo
Chief Executive Officer
Dementia Singapore



Speech by President Halimah Yacob

At The Official Launch of Dementia Singapore on 1 September 2021

Dr Ang Peng Chye, President of Dementia Singapore, Ladies and Gentlemen

This month is World Alzheimer's Month. It is therefore my pleasure to launch Dementia Singapore today.

According to the Wellbeing of the Singapore Elderly study conducted by the Institute of Mental Health in 2013, it is estimated that one in 10 seniors aged 60 and above have dementia. With our ageing population, this can only mean 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.

You may ask – what is a dementia-friendly society? A dementia-friendly society is one where people living with dementia are understood, respected, supported, and can move around safely with ease in the communities they reside in. They can lead independent and meaningful lives.

We do so by adopting a multipronged approach of developing dementia care for the population. On the one hand, we need to reduce stigma and increase awareness of dementia. On the other, we need to improve care and support in the community, not just for those living with the condition but also their caregivers.

I am glad that we have made some progress in this direction. For example, this year, the Health Promotion Board launched a campaign on vascular dementia, one of the more common types of dementia, to create awareness and encourage the public to seek help early if they detect related signs and symptoms. Risk factors for vascular dementia include obesity and smoking, as well as chronic conditions such as high blood pressure, high blood cholesterol, and diabetes. We can all take active steps to reduce our risk of vascular dementia by adopting healthy living habits such as having a balanced diet, regular physical activity, not smoking, and attending relevant health screening to facilitate early detection and management of chronic conditions.

MOH and the Agency for Integrated Care (AIC) have also worked with our community care partners, including the Alzheimer's Disease Association

(ADA), to establish 50 community outreach teams and 21 community intervention teams to provide intervention to persons with, or at-risk of, dementia as well as their caregivers. As of December last year, these teams have reached out to over 380,000 people. MOH has also set up six dementia shared care teams to build the capabilities of primary and community care providers, including nursing homes, in dementia care management.

For the larger community, Dementia-Friendly Communities have been rolled out in 14 areas to support people living with dementia and their caregivers. In these communities, people will learn more about dementia. Persons with dementia and their caregivers will feel included and supported to continue living well at home. This will also give caregivers greater peace of mind, as they know that the community is safe for their loved ones to reside in. Through this effort, we hope to build a society that supports people living with dementia and their caregiver in their everyday lives.

Today, I am pleased to announce that the ADA has completed its transition to the new 'Dementia Singapore'. 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.

As Singapore continues our fight against the COVID-19 pandemic, we 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.

Congratulations Dementia Singapore.
Thank you.

Dementia Singapore's Debut

Thirty-one years ago, Alzheimer's Disease Association (ADA) was founded by Dr Ang Peng Chye, who was inspired to create an organisation to help seniors with dementia and their struggling families. ADA's formation opened the doors to dementia awareness and education at a time when the topic was either unheard of or considered taboo.

A couple of ADA's biggest achievements were being appointed a 'Centre of Specialisation' by the National Council of Social Service since 2007, and more recently in 2020, being appointed as one of eight Learning Institutes under the Agency for Integrated Care Learning Network. Slowly but surely, ADA expanded its key pillars and offerings, introducing training and consultancy, caregiver support and advocacy of the dementia cause in Singapore.

Today, we run four New Horizon daycare centres, two Family of Wisdom enrichment centres, and multiple other programmes and services for people with dementia, caregivers, professionals and the public.

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new."

WHAT'S IN A NAME

To better represent what we do and to emphasise our leading role as the national body for dementia care and services, ADA has decided to rebrand and reposition ourselves.

This change was also decided to better suit the changing attitudes of society, not just in Singapore but globally.

The use of the word "Alzheimer's" is not accurate of our work, as we work with all kinds of dementia; Alzheimer's disease may be the most common type of dementia, but only accounts for about 70% of those diagnosed with dementia. The use of the word "disease" also alludes to a negative image of the condition, which increases social stigma about dementia rather than reduces it. Lastly, we also aimed to drop the use of the word "association", as our organisation makes its official transition in September 2021 from a Society to a Company Limited by Guarantee.

Today, we are proud to announce ADA's newly rebranded identity – **Dementia Singapore**.

A NEW BEGINNING

As Dementia Singapore, we do not forget all the work that was done before. The heart, soul and faces behind the organisation remain the same, and the love, support and care we provide to the dementia community is constantly improving.



Lessons learned from the past 31 years serve as a reminder of why innovation and reimagination are important.

– MR JASON FOO, CEO OF DEMENTIA SINGAPORE

Even with the change of name, our vision remains the same: A Dementia-Inclusive Society. As such, Dementia Singapore will continue to provide various programmes, services and operations for our clients with dementia and their caregivers.

"Lessons learned from the past 31 years serve as a reminder of why innovation and reimagination are important. For instance, the COVID-19 pandemic accelerated our need for digital innovation, while emergent healthcare demands led to the creation of new programmes like Post Diagnostic Support, which was launched in September 2020," said Mr Jason Foo, CEO of Dementia Singapore.

"Changing societal needs are also vital to our work, for example, a service gap in building more dementia-inclusive workplaces for persons with dementia who are still in the workforce. We aim to continue to track these trends and needs in a post-COVID-19 world, as well as lend an expert voice on the dementia care landscape in Singapore and cement our place in it. All our existing programmes and services, ongoing awareness-building efforts in the community and other upcoming initiatives are now more important than ever as we strive towards a dementia-inclusive society," added Mr Foo.

"Singapore is facing a big shift in the care community – it is no longer just about the person living with the condition, but also about the emotional and mental needs of their care circle. These needs are also ever-changing, and we hope to be able to provide the necessary support for the persons with dementia and their families to tackle these dementia care issues together," said Mr Stephen Chan, Director of Care Services. Dementia Singapore's newly integrated Care Services department oversees all centre-based dementia care for people living with dementia, home-based support and respite care for caregivers, as well as other caregiver support services.

Apart from the new organisation name, facilities such as our New Horizon Centres and Family of Wisdom centres will remain the same. However, Dementia Singapore is also looking to streamline our portfolio of programmes and services, to offer a better client experience for our persons with dementia and their families. This may include expiring outdated programmes, introducing new

It is no longer just about the person living with the condition, but also about the emotional and mental needs of their care circle.

– MR STEPHEN CHAN, DIRECTOR OF CARE SERVICES

digital platforms and unveiling a fully revamped web experience.

"We look forward to providing like-minded individuals, families and organisations with easy access to information and resources, so that our training and consultancy efforts may be multiplied. The upcoming Dementia Hub portal will also serve as a tool to enable more organisations to provide dementia-inclusive programmes, services and facilities," said Ms Koh Hwan Jing, Director of Community Enablement, which oversees public education, training, consultancy, dementia research and innovation.

In the coming months, Dementia Singapore also aims to step up its advocacy efforts, as well as build a virtual community of people living with dementia, caregivers and care partners, and interested members of the public. The latter is known as CARA, a pioneering Dementia Membership Programme held over a mobile application.

"To effectively champion the dementia cause, we have learned that it is only right that we engage and involve persons with dementia and caregivers themselves, as they have the lived experience, wisdom and opinions to share with the community; this leads to the

creation of better, more inclusive practices in our programmes, services and initiatives. Dementia Singapore looks forward to building these advocacy capabilities, such as through our Voices for Hope empowerment programme, or through the great work of our Dementia Singapore Ambassadors," said Mr Stanley Ho, Director of Advocacy & Communications, which oversees advocacy and branding, media relations and partnerships, corporate communications and the upcoming Dementia Membership Programme.

SERVING YOU FOR THE NEXT 30 YEARS, AND BEYOND

With a new corporate name and identity, as well as improved strategic goals, the road ahead for Dementia Singapore is rife with opportunity and potential.

We hope to continue being your trusted dementia care partner throughout this journey – whether you are a person with dementia, caregiver, family member, professional healthcare worker, or simply someone interested in dementia. Together, we can build a Dementia-Inclusive Society, one ally at a time.

Check out the inner workings of our new logo on page 6, or read about our exciting celebrity Brand Ambassadors on page 15.



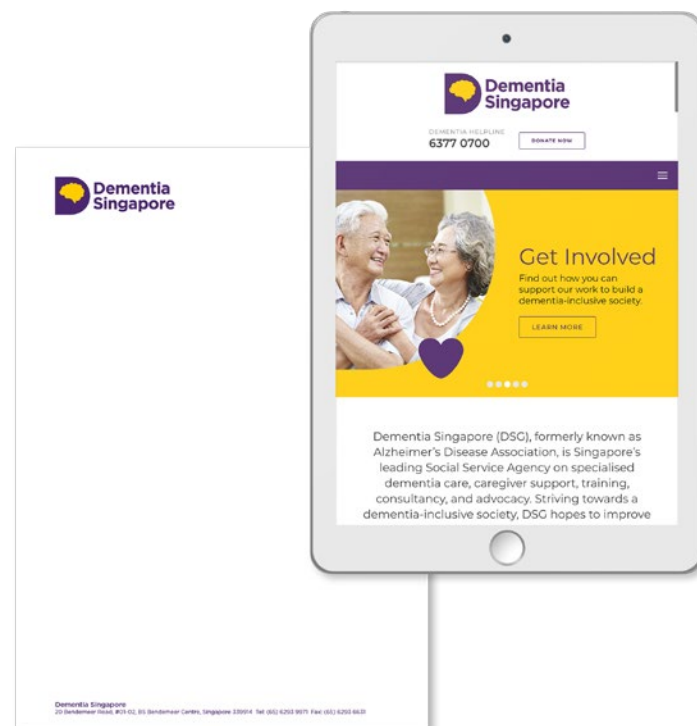
Behind the Logo

The rebranding exercise for Dementia Singapore was spearheaded 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.

The Dementia Singapore logo consists of two distinct colours:

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.

Yellow represents optimism and positivity, providing an enlightened contrast to the stigma and negativity often associated with the condition.



The **brain** icon points to how dementia is ultimately a condition of the brain, which impairs one’s ability to remember, think, or make decisions that interfere with doing everyday activities.

The logo also illustrates how Dementia Singapore will collaborate with authorities, organisations, and those impacted by dementia to strengthen the overall effectiveness of the dementia care ecosystem.



Supported by QiC



CONGRATULATIONS Dementia Singapore

“*Thank You*

for supporting the cause of dementia in Singapore over the years. I am confident that the Dementia Singapore team will drive more innovations and stronger community efforts in supporting dementia. I look forward to strengthening our partnership and collaborations as Dementia Singapore as we empower those with dementia to live well and age gracefully in Singapore. ”

– Tan Kwang Cheak
CEO, Agency for Integrated Care

Dementia Singapore's Refreshed Look

To reflect our name change and new branding, the exteriors of all our centres and facilities received a facelift this July, with the “Alzheimer’s Disease Association” signages replaced with brand-new “Dementia Singapore” ones, complete with fresh coats of our sunshine yellow paint adorning our walls.

Here’s a glimpse of our refreshed New Horizon Centres, Family of Wisdom centres and Headquarters!



Note: This picture was taken before Covid-19

NVPC SENDS ITS BEST WISHES TO DEMENTIA SINGAPORE AS YOU EMBARK ON YOUR NEW CHAPTER!

As we work towards building a City of Good in Singapore, we are heartened to see Dementia Singapore serve as the national body for dementia. May your positive impact multiply. We look forward to amplifying your impact.

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nvpc 
Towards a
City of Good



NCSS applauds Dementia Singapore's dedication and strong leadership in improving the lives of persons with dementia and their caregivers for the past 30 years.

From the setting up of the first dementia day care centre to the most recent programme to empower persons living with dementia to be their own "voices of hope", our partnership in serving the dementia community has endured and deepened over the years.

NCSS looks forward to many more years of collaboration with Dementia Singapore to empower persons with dementia and their caregivers and build a dementia inclusive society in Singapore!

Ms Tan Li San
NCSS CEO

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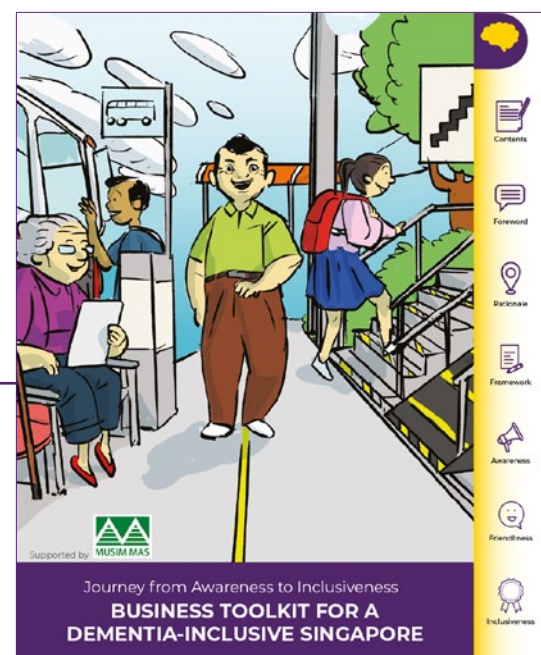


Make My Workplace Dementia-Inclusive!

In our efforts to build a dementia-inclusive Singapore, Dementia Singapore launched a brand-new, awareness and do-it-yourself (DIY) resource for businesses on 6 September 2021.

Titled “Business Toolkit for a Dementia-Inclusive Singapore”, it is Singapore’s first toolkit that offers a three-stage framework that can be easily integrated into business practices. The three stages are: **Awareness, Friendliness, and Inclusiveness**.

Authored by Mary-Ann Khoo, Consultant in the CEO Office at Dementia Singapore, and Dr Angeline Lim, a lecturer at one of Singapore’s top



There is still a lot of work that needs to be done to raise the awareness of the abilities of persons with dementia.

– MS MARY-ANN KHOO, CO-AUTHOR OF BUSINESS TOOLKIT FOR A DEMENTIA-INCLUSIVE SINGAPORE

universities, the toolkit is designed to be applied in the workplace at any scale, from an individual- or department-level to a whole-of-company integration.

“Businesses which strive to be inclusive often do not consider dementia as a diversity dimension since dementia is commonly perceived to be a condition that impacts only the elderly and that persons with dementia cannot work. With the increasing prevalence of dementia in Singapore, including young onset dementia, a deeper understanding of the different types and stages of dementia and how to interact with someone with dementia becomes crucial as it could happen to your employees, customers, suppliers, and you want to be ready to support them,” said Dr Lim.

“There is still a lot of work that needs to be done to raise the awareness of the abilities of persons with dementia. Besides this being a DIY toolkit to encourage businesses to embark on this dementia-inclusive journey, this toolkit is also a means for us to spark conversations and aid us in our work to build a more dementia-inclusive Singapore,” said Mary-Ann.

To put together the toolkit, Dementia Singapore engaged with local businesses to identify the gaps in their understanding of the condition and to determine how it can better present the relevant information in a clear and accessible manner.

“We would also like to acknowledge the Agency for Integrated Care and Lien Foundation for their pioneering work in building dementia-friendly communities in Singapore. Without them, this toolkit would not have been possible,” Mary-Ann added.

The toolkit includes personal experiences from persons living with dementia and their caregivers to help companies better understand their challenges. It also contains case studies of other organisations both locally and overseas that have successfully transitioned to become dementia-friendly and inclusive.

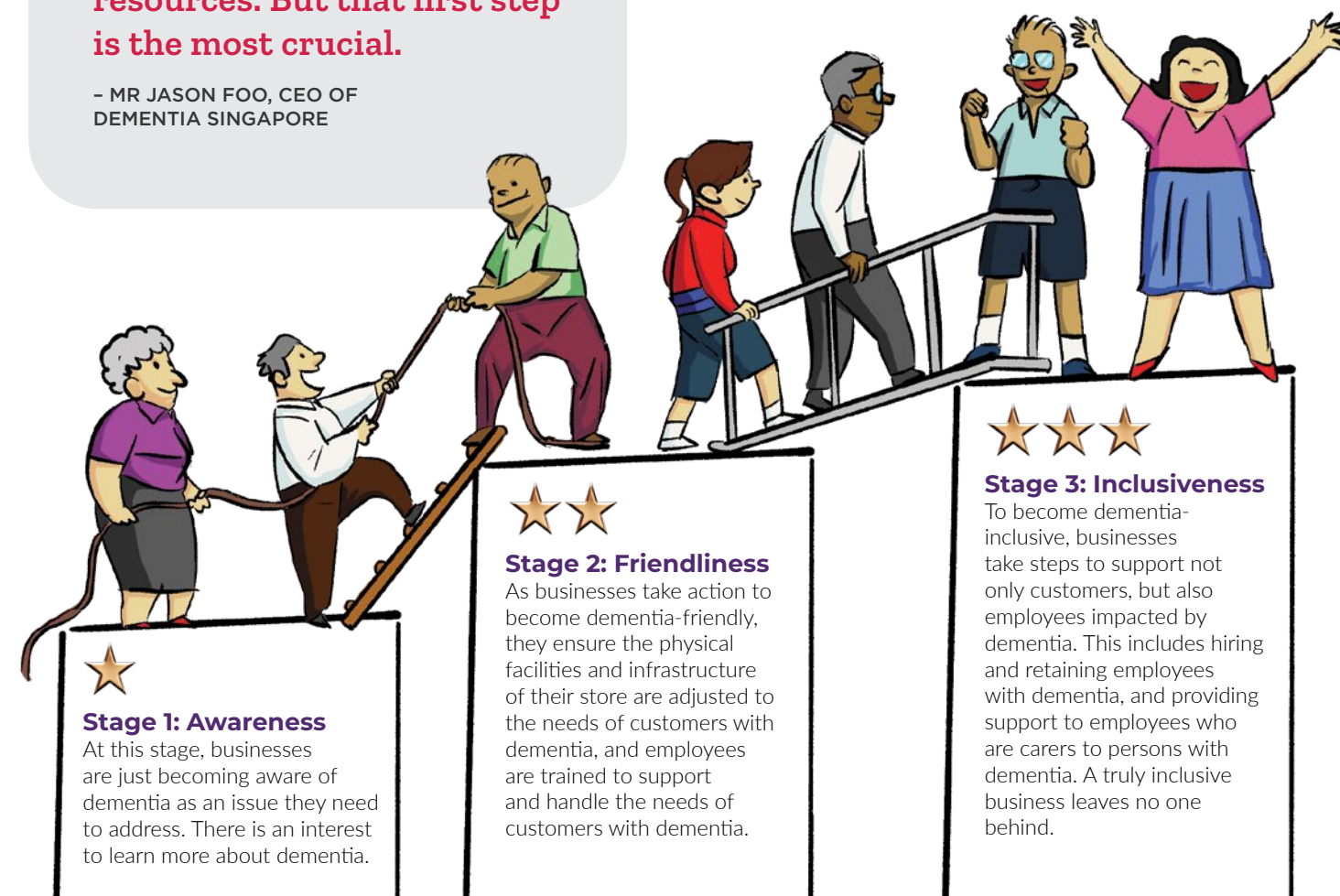
As you flip through these pages, do know that sweeping changes need not be made overnight. Instead, we urge you to – at your own comfort – consider how far your organisation wants to go on this dementia journey. **The entry point and pace of your journey are dependent on your organisation’s values, priorities, and resources. But that first step is the most crucial.**

– MR JASON FOO, CEO OF DEMENTIA SINGAPORE

HOW THE TOOLKIT WORKS

By following the framework, a business is first able to understand the gravity of dementia as an issue that needs to be addressed in the workplace; the next steps it can take to make dementia-friendly changes to its business environment; and eventually become dementia-inclusive where it can effectively render support to staff with dementia or who are carers to loved ones with dementia.

Dementia Singapore would also like to thank Musim Mas Holdings, our long-term corporate partner who has supported us in this initiative.



Make the first step and download the Business Toolkit now!





A pioneering Dementia Membership Programme by Dementia Singapore. Officially launching by end of 2021.

CARA is a lifestyle and community mobile app that provides assurance through its unique identifier, offers tailored rewards for those impacted by dementia, and aims to drive social acceptance.

With CARA, personalised support is provided across the journey of living with and caring for dementia, empowering members to lead meaningful and purposeful lives #DespiteDementia!

'CARA SG' is available for download on Google Play Store and Apple App Store.

Supported by:



At Good One Logistics, we are passionate about the dementia cause. We wish Dementia Singapore the very best as they continue to make a positive impact on the lives of those with dementia in the next 30 years and more.

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Dementia Singapore Ambassadors

"It's bravery. It's a fight for a cause."

Dementia Singapore's newest Ambassadors – local celebs Tay Ping Hui and Munah Bagharib – speak out to rally support and kickstart public conversation.

Raise the topic of dementia in a regular conversation and most people would talk about movies and TV shows that only portray Alzheimer's disease, such as *Grey's Anatomy* or the recent 2020 hit, *The Father*. But rarely do people make the connection that Alzheimer's disease is a part of dementia, the wider umbrella term for a multitude of neurodegenerative conditions.

For local actors Mr Tay Ping Hui and Ms Munah Bagharib – Dementia Singapore's first-ever, brand-new Ambassadors and advocates for the dementia cause – this misconception was exactly the case for them before they learned about the inner workings of Dementia Singapore and why we do what we do.

"Like most people, my understanding of dementia has been practically focused on Alzheimer's [disease]. Now I understand that dementia itself encompasses a wide range of conditions," said Ping Hui.

"At first, I didn't know enough to have any kind of misconceptions or impressions. So, education and awareness are key. There needs to be more on-the-ground activities or more content about dementia and the people who go through it, including caregivers," said Munah, who herself is a caregiver to her mother living with dementia.

Kicking off their official ambassadorship in September 2021, Munah and Ping Hui will

serve as Dementia Singapore Ambassadors, lending their powerful and influential voices to the dementia community to call for more support, increase public awareness efforts and advocate for change.

THE HEART BEHIND THE AMBASSADORS

Being impacted by the condition – either through friends or family – was a large motivation for both Munah and Ping Hui's work with Dementia Singapore.

Citing people close to him who have dementia and having seen the effects of the condition on them, the dementia cause is a personal one to Ping Hui.

"I don't think that anyone outside can ever fully understand the mental and emotional challenges caregivers have to go through. It can be a constant, prolonged and painful journey with no definitive relief in sight. I would humbly encourage them to stay hopeful, positive, have patience and more importantly, do not hesitate to seek help or assistance if they ever feel that it is too much to handle, because that is where Dementia Singapore can come with a helping hand," said Ping Hui.

For Munah, seeing her own mother get diagnosed in 2017 was also a hard-hitting reality, albeit one that she and her family have learned to embrace.

"It was difficult to accept and understand the diagnosis and condition initially – which is



frontotemporal dementia. But as we learned more about it and what we each could do, my father, my brother Ziyad and I learned that it's better to focus on supporting my mother and keeping her happy," said Munah.

"It's not easy and in fact, painful to watch someone you love go through it, but the focus is them. It is their life, their health, their happiness. I was really beaten down by the news initially but realised that there is no point harping on being sad about it. Yes, it is challenging, but the good way forward is to focus on how to assist your loved one from here on," the female comedian and stage actress added.

Together with Dementia Singapore, the Ambassadors now hope to raise more awareness about dementia and its increasing prevalence, kickstart more public conversations, and rally even the authorities to lend more support to the dementia community.

Practical and actionable resources also need to be available on top of public education, as well as effective government interventions and support.

“For those impacted with dementia, a society that’s able to assist them when they need, would be crucial. Just like those trained in first aid who can help on-site, I think it would be extremely beneficial if more of us learned what exactly to do when someone impacted with dementia needs our assistance,” said Munah.

“It is my hope the government will take the lead by allocating more resources toward creating a more comprehensive support structure for persons with

dementia and their caregivers in the form of more locations for treatment, therapy and day care. More funds can also be allocated to have more trained professionals in those facilities, to relieve some of the financial and physical burdens that caregivers face daily,” said Ping Hui, pointing to the ideal future of eldercare and dementia care for Singapore.

Dementia Singapore sends a big “thank you!” to our Ambassadors as we welcome them to the family, and we cannot wait to embark on this advocacy journey together with them.

Watch this space for more Dementia Singapore updates with our Ambassadors!

WHERE HAVE YOU SEEN THEM BEFORE?

TAY PING HUI

One of Singapore’s foremost talents widely recognised for his versatility, Tay Ping Hui, a Uni-Icon Entertainment artiste, catapulted to the top of the industry’s A-list within a year of his television debut. Dominating our screens since the early 2000s, Ping Hui has become a household name in Singapore and is well-known regionally with over 50 acting accolades throughout his illustrious career.

A winner in multiple acting and popularity awards, Ping Hui recently branched out to China, appearing in viewership-topping television dramas like *The Legend of the Condor Heroes* (playing historical Mongolian mogul Genghis Khan, no less!), *Handsome Siblings* and most recently, *Heroes*.

Never contented, Ping Hui has also set his sights on directing, having had his directorial debut with a

Singapore/China co-production feature film *Meeting the Giant* in 2014, and will be screenwriting and directing another feature film come 2022.



“I became a Dementia Singapore ambassador because I sincerely think that we need to have more conversations on this unavoidable topic. Conditions like heart disease, diabetes and kidney disease have been much talked about, but discussions on the matters of dementia are still lacking in my eyes. I hope that by becoming an ambassador, I can do my part to bring more people into this conversation.”

MUNAH BAGHARIB

Before taking over our Instagram feeds, Munah lent herself to the millennial generation’s boom of YouTube, starring as one half of local comedy duo, *MunahHirziOfficial*. Since then, the young celeb has dipped her toes into the world of acting, such as in Mediacorp’s *128 Circle: Shaking Legs* and recent film *Tiong Bahru Social Club*, and theatre productions like *Potong* and *Lost Cinema 20/20*.



Now, catch her come full circle and dominating the YouTube space once again in the trendy talk show, *Just Saying*, or as the exuberating ambassador for popular lifestyle brands Zalora and Lazada.

“What Dementia Singapore stands for, is everything I believe in and everything my family and I needed when we were faced with dementia. I turned to their resources to learn more about how to move forward, what help is out there, how to be a better caregiver. It made a HUGE difference. And it is an honour for me to be part of their cause because I want to help raise awareness about what dementia is, evolve the stigma around it, and most of all be able to educate myself so that we can be there for those impacted by dementia.”

Eu Yan Sang Singapore sends its best wishes to Dementia Singapore as they pursue to be the national body for dementia and do even more for those impacted by the condition.

We look forward to making big strides with you and to build a dementia-inclusive society.



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Caring since 1879



MUS.za wishes Dementia Singapore the very best as it continues to make a positive impact on the lives of those with dementia in the next 30 years and more.

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MUS ZA

Fostering a Spirit of Giving

Comprising six team members, the Fundraising and Volunteer Management (FRVM) team has been a key support pillar of the organisation since its early years, tasked with engaging new and existing donors and volunteers, and roping them in to partner with Dementia Singapore and better support our dementia community. This ranges from hosting awareness-building talks at schools and workplaces, to bigger and more impactful partnerships, such as a series of corporate social responsibility (CSR) activities to engage our clients, collaborating on a fundraising campaign, or working out a long-standing donor relationship.

Led by Mr Sherwan Sharip, Director of FRVM, the team serves as touchpoints between Dementia Singapore clients and external donors and volunteers, such as students, passionate individuals and corporates.

With the COVID-19 pandemic, FRVM also had their work cut out for them. Activities and campaigns usually conducted in person had to shift online, giving rise to the phenomenon

of virtual volunteerism and the pledging of donations via secure, online platforms. But with new obstacles come an increased passion and resilience, and the past year has seen a great boom in Dementia Singapore's corporate partnerships and donor engagements thanks to the team.

DESCRIBE A REGULAR WORKDAY FOR YOURSELF.
In a single workday, we communicate with a lot of different people! From individual volunteers to corporate organisations, our main goal is to facilitate partnerships – either through volunteering or fundraising.

We start each week with a team check-in, either in person or via a video call, just to say “hi!” to each other and to plan out the workflow for the week. Most of our work involves desk work, as we respond to emails of enquiries or follow-up with donors and volunteers via text messages, phone calls and virtual meetings. We also brainstorm ideas together with our stakeholders on volunteering possibilities or fundraising initiatives with individuals, schools or corporate organisations.

Reaching out to new donors and volunteers and following up on leads can also be challenging at times, as it involves putting ourselves out there to educate the community on dementia, shedding light on the needs of our persons with dementia and caregivers, and encouraging people to join or invest in our dementia cause. But the end result – be it securing a donor or volunteer, or planning out



an agreed-upon initiative from start to finish – makes us feel very accomplished that we have garnered support for the families impacted by dementia.

Towards the end of the workday, we wind down by reaching out to and re-engaging our active volunteers and donors. Building and sustaining meaningful relationships is important to us and it is heartening to meet new people who are passionate about giving back to society!

WHAT OR WHO INSPIRED YOU TO GET INTO THIS LINE OF WORK?

Collectively, we are all driven by meaningful work. All of us come from different professional backgrounds. We chose this path to enable us to create a positive social impact through the work that we do.

By being close to the ground – engaging with our clients with dementia, caregivers, fellow programme co-ordinators and the teams at the different care centres – as well as interacting with individuals and organisations looking to do good, we pride ourselves in being the bridge that connects.

WHAT MAKES YOU SMILE OR KEEPS YOU GOING?

Firstly, our clients! Spending time at our New Horizon and Family of Wisdom centres keeps us grounded and reminds us every day of why we do what we do, and for whom.



Secondly, each other! As a holistic FRVM team, we look to each other for support, inspiration and motivation.

Last but not least, everyone at Dementia Singapore! We are all working together towards a common purpose. In saying that, our responsibilities are interlinked. FRVM has shared goals, as with other functions in the organisation. The fact that we are all in this together and supporting each other makes us smile, very widely!

And if we may add, our Director's sense of humour too – which makes our challenges laughable at times!



WHAT ARE PEOPLE'S USUAL REACTIONS WHEN YOU TELL THEM WHAT YOUR JOB IS? I.E. AS A FUNDRAISING EXECUTIVE, OR ONE WHO WORKS WITH VOLUNTEERS ETC.

Generally, people are supportive, as some of us were already either in the not-for-profit industry or social service prior to joining Dementia Singapore. There was the initial "Are you sure?" when a couple of us made the switch from the corporate world to social service. But as we moved along, this initial expression from people has evolved to ones of genuine motivation.

ANY OTHER COMMENTS YOU WOULD LIKE TO ADD ABOUT YOURSELF?

This new normal, birthed by the COVID-19 pandemic, has distanced us physically. We enjoy engaging with our volunteers and partners virtually. Every discussion that succeeds in a tangible initiative that brings benefits to our clients gives us great satisfaction!

We also appreciate every interaction with our co-workers at Dementia Singapore. Whether it's a simple "Hello!" or a chat when it's possible to do so in person, we hope to be able to get to know everyone – to put a face to a name, to share ideas, or even just to recommend a good coffee place!



Sian Heng Logistics sends its best wishes to Dementia Singapore as they pursue to be the national body for dementia and do even more for those impacted by the condition.

At CYS Global Remit, we are passionate about the dementia cause. We are committed to supporting persons living with dementia and their caregivers. We wish Dementia Singapore all the best as they pursue to make a positive social impact in our society.

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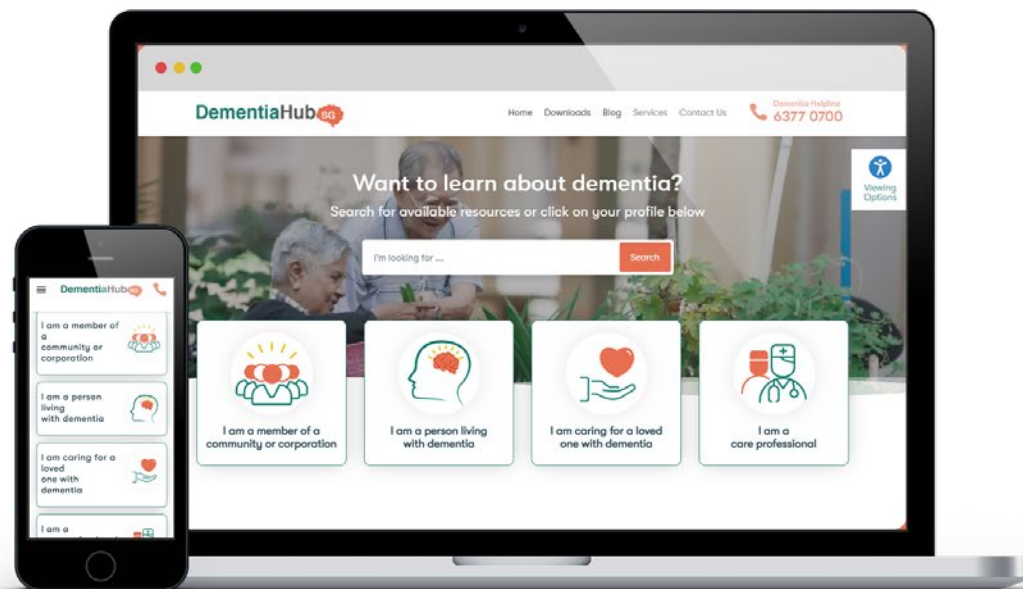


Launching on World Alzheimer's Day
21 September 2021

DementiaHub SG

Singapore's first one-stop resource portal on dementia

www.dementiahub.sg



DementiaHub.SG is Singapore's first one-stop resource portal that houses the most relevant, comprehensive and up-to-date information on dementia.

This knowledge hub serves as a key touchpoint for members of the community and corporations, persons living with dementia, caregivers and care professionals based on your needs. You can gain quick and easy access to curated information and resources about dementia and be connected to a network of support and services.

DementiaHub.SG is brought to you by:



At Trinity Cargo Link Pte Ltd, we are passionate about the dementia cause and we would like to show our strong support for persons living with dementia and their caregivers.

We wish Dementia Singapore the very best as they pursue to be the national body for dementia and do even more for those impacted by the condition.

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Use the Appropriate Dementia Language

American author Jessamyn West once said, “A broken bone can heal, but the wound a word opens can fester forever.” Such is the power of words.

When it comes to dementia, the way we speak about the condition and those impacted by it can have a lasting effect not just on the person with dementia, but the way wider society perceives the condition.

DEMENTIA STIGMA IN SINGAPORE

In Singapore, a nationwide survey conducted by Dementia Singapore (formerly known as Alzheimer’s Disease Association) and Singapore Management University, titled *Remember. For Me*, found that dementia stigma is still very pervasive and entrenched in our society. As a result of this, among persons with dementia interviewed, 3 in 4 felt rejection and loneliness, and more than 1 in 2 felt that others acted as though they were less competent due to their condition.

Astoundingly, stigma exists even amongst those in the dementia community: 30% of caregivers surveyed felt embarrassed while caring for their loved ones with dementia in public.

The need for more dementia education and awareness was also underlined in the survey with more than half of our general public rating themselves as low in dementia knowledge, as well as indicating discomfort when interacting with persons with dementia.

THE BIRTH OF THE DEMENTIA LANGUAGE GUIDELINES

A big part of combatting negative societal attitudes, destigmatising dementia, and creating a truly inclusive society is using the right language consistently when talking about dementia or people with dementia. Recognising this, Dementia Singapore released the Dementia Language Guidelines in April 2020 – a guidebook of words and phrases appropriate and inappropriate to use when dealing with or speaking about dementia.

Inspired by and adapted from Dementia Australia’s 2018 language guidelines, the Guidelines lists out preferred words and phrases, as well as terms to avoid, applicable in all situations. This ranges from casual conversations to social media posts and publicity materials relating to the dementia condition, persons with dementia and the wider dementia community

To localise the Guidelines, Dementia Singapore also collaborated with a network of persons with dementia, caregivers and volunteers from various races and communities to translate the Guidelines into Mandarin, Bahasa Melayu and Tamil. Formal and colloquial terms in the various mother



Sometimes words can hurt, too. And when they do, it's more than just skin deep.

tongues were identified and discussed, as well as the context of when and where the terms would normally be used. From there, terms with negative connotations or those which may perpetuate the dementia stigma were then labelled as those to avoid.

WHAT CONSTITUTES ‘APPROPRIATE LANGUAGE’?

As part of Dementia Singapore’s nationwide campaign, #DespiteDementia, the Guidebook was created with the goal of enabling its readers to see persons living with dementia as more than their condition, celebrating them as unique individuals with the right to live with dignity and happiness in our community. As such, the appropriate language recommended in the Guidelines is language that is respectful, non-stigmatising, accurate, empowering and inclusive.

For more information or to download the full Guidelines, scan the QR code:



TALKING ABOUT DEMENTIA

Dementia is an umbrella term used to describe symptoms of impairment in memory, communication and thinking. Many of the words to avoid are outdated and were used when it was thought that symptoms presented were simply a normal part of ageing, rather than caused by specific types of disorders of the brain.

PREFERRED WORDS

Dementia	失智症
Alzheimer’s Disease and other forms of dementia	阿兹海默症与其他类型失智症
A type of dementia	失智症的一种类
Symptoms of dementia	失智症的症状
முதுமை மறதி	Demensia
அல்சைமர் நோய் மற்றும் பிறவகையான முதுமை மறதி	Penyakit alzheimer dan bentuk lain demensia
ஒரு வகை முதுமைமறதி	Sejenis demensia
முதுமை அறிகுறிகள்	Gejala demensia

TALKING ABOUT PEOPLE WITH DEMENTIA

Words such as ‘demented’, ‘sufferer’ and ‘victim’ are demeaning and derogatory, contribute to the stigma associated with dementia and place the condition before the person. We should always remember to use words that maintain the dignity of the person, and that do not place judgements on the individual just because they have dementia.

PREFERRED WORDS

Person/People with dementia	失智症人士
Person/People living with dementia	被诊断失智症的人士
Person/People with a diagnosis of dementia	
நபர் அல்லது முதுமை மறதி உள்ளவர்கள்	Orang yang menghadapi demensia
நபர் அல்லது முதுமை மறதியுடன்வாழும் மக்கள்	Orang yang hidup bersama demensia
முதுமை மறதி நோயைக்கண்டறிந்த நபர் / நபர்கள்	Orang yang mempunyai diagnosis demensia

TALKING ABOUT THE IMPACT OF DEMENTIA

The impact of dementia on each person living with the condition varies from one person to another. They will also relate differently at different times of their diagnosis. While we need to be truthful and realistic about the impact of dementia, the words we use do not need to be negative, pessimistic or disempowering.

PREFERRED WORDS

Disabling	失去能力
Challenging	挑战性
Life changing	生活转变
Stressful	压力
முடக்குகிறது	Kurang keupayaan
சவால்மிக்கது	Cabaran
வாழ்க்கை மாறுகிறது	Pertukaran cara hidup
மன அழுத்தம்தரக்கூடியது	Tekanan

Congratulations to Alzheimer's Disease Association (ADA) on the rebranding to Dementia Singapore! Your organisation has always played an important part in our community, reducing stigma by increasing awareness and understanding of dementia through various channels.

Having partnered with ADA for the past 2 years, BS Bendemeer Pte Ltd looks forward to making big strides with you, and to build a dementia-inclusive society.



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BENDEMEER CENTRE

Champion for Us!

Over the years, Dementia Singapore has made a significant impact on persons living with dementia and their caregivers. We enable persons with dementia to live dignified lives and support and empower their families through their caregiving journey. In addition, we provide subsidies for those who cannot keep up with the heavy cost of care.

With your help, we can do more for those impacted by this condition and make a difference to the dementia community. Every donation counts and will go a long way in helping us provide much comfort and encouragement to those in need.



Find out ways to champion for us at dementia.org.sg/donate
You can also send us an email at giving@dementia.org.sg

This page contains of photographs taken before the COVID-19 pandemic.

Join us in our fight against dementia!

DONATE

 dementia.org.sg/donate

VOLUNTEER

 dementia.org.sg/volunteer

SIGN UP FOR VOICE OF DEMENTIA (ONLINE)

 dementia.org.sg/vod

SCAN TO DONATE





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.

Dementia Helpline

 6377 0700


 Monday - Friday: 9.00am - 6.00pm


Headquarters

Caregiver Support Services


Dementia Singapore Academy


Family of Wisdom (Bendemeer)

 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

DEMENTIA IN NUMBERS

1 in 4

people think there is nothing we can do to prevent dementia



Almost

8 out of 10

of the general public are concerned about developing dementia at some point



35%

of caregivers globally have hidden the diagnosis of a person with dementia.



Source: World Alzheimer Report 2019

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    Find us @DementiaSingapore