

MEDIA RELEASE

Dementia Singapore Stages Inaugural Getai Concert as Part of Its Heartland Outreach Initiative



The Our Getai in Marine Parade roadshow, which is part of its Back To The Heartlands outreach initiative, also highlighted the launch of Chinese language features in Dementia Singapore's CARA app

[Singapore, October 21, 2023] It was an evening filled with familiar Chinese tunes and animated banter as Dementia Singapore embarked on a novel outreach initiative in the heartlands with *Our Getai In Marine Parade*.

Staged at the communal hall in Marine Drive, the *getai* roadshow drew over 250 elderly residents and their families from the Marine Parade constituency.

A key part of the outreach was to raise awareness for Dementia Singapore's CARA programme, a mobile application for the dementia community which was recently updated to include selected features in Mandarin.

The app, which links members up with benefits, solutions and resources related to their dementia care journey, now allows users to sign up for the free membership and be



onboarded to the platform in Mandarin. In the upcoming update, the Report Missing Person and Safe Return features of the app will also be available in Mandarin.

“By making more features in the app available in Mandarin, we hope to reach out to members of the dementia community who may be more comfortable interacting in that language,” said Mr Bernard Lim, Director of Communications and Advocacy at Dementia Singapore.

Marine Parade, which was designated a dementia-friendly community just last month, was an ideal neighbourhood for Dementia Singapore to launch its inaugural *Our Getai* outreach event aimed at engaging residents of the island’s more matured housing estates.

As the latest instalment in the social service agency’s *Back To The Heartlands* outreach initiatives, *Our Getai in Marine Parade* is designed to rekindle the kampong spirit that many of the island’s heritage neighbourhoods are known for. It also seeks to inform and assist Singapore’s ageing population who may not be as up to date with the latest available support systems.

“The idea of preserving this tradition ties in nicely with the aim of our *Back To The Heartlands* initiative,” said Mr Lim.

“There’s something charming and timeless about coming together as a community to enjoy a variety show in the comfort of one’s backyard.”

Dementia Singapore also found an apt partner in Lex(S) Entertainment Productions, founded and managed by Aaron Tan who got into the business at a notably young age, when he was only 25 years old. Tan didn’t waste time earning a reputation for rejuvenating the *getai* tradition, which now incorporates more modern staging ideas and advanced tech, from large LED screens for the backdrop, to lasers and updated lighting designs.

The two-hour *getai* featured musical performances, skits, and games where hosts Hao Hao and Anna Lim entertained and shared helpful information about dementia care with the audience. The event was also live-streamed, with more than 50,000 viewers watching online.

Gracing the event were Dementia Singapore’s chief executive officer Jason Foo, and Guest of Honour Dr Chua Ee Chek, who is chairperson of WeCare@MarineParade, a community enabling network designed to help vulnerable residents in Marine Parade through community action and partnerships.

Dr Chua said: “Dementia Singapore is a valued community partner of Marine Parade, and we are grateful to them for organising this *getai* to raise awareness of dementia amongst our residents. We are a new dementia-friendly community, and such programmes are a



wonderful way to engage our residents and get our message across as we build a caring living environment for persons with dementia and their caregivers.”

This initiative was also supported by Chubb Insurance Singapore Limited and Marine Drive View RC.

Dementia Singapore will be bringing its *getai* outreach programme to other matured housing estates in the coming months.

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About Dementia Singapore

Dementia Singapore was formed in 1990 as 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 in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; and empower the community through capability-building, knowledge and consultancy; as well as deliver quality person-centred care innovations. For more information, visit www.dementia.org.sg.