

MEDIA RELEASE

Dementia Singapore unveils new Care Circle feature of its CARA App at *Our Getai in Queenstown* roadshow



The Our Getai in Queenstown roadshow, which is part of Dementia Singapore's Back To The Heartlands outreach initiative, was held to raise awareness of the latest feature of its CARA app, Care Circle.

[Photo: Dementia Singapore]

[SINGAPORE, 1 JUNE 2024] – Dementia Singapore announced the latest feature of its CARA app, [Care Circle](#), during its *Our Getai* roadshow at Queenstown this evening.

The newly introduced **Care Circle** feature offers a platform for caregivers to create and join a personalised care circle group, which includes all the caregivers of a Person Living with Dementia (PLWD). This feature facilitates seamless interaction among caregivers by enabling them to share notes and updates. Additionally, the app includes a new **My Memories** tool that allows families to curate personalised activity content to meaningfully engage with their loved ones. This tool also doubles as an online scrapbook, allowing caregivers to capture and document cherished moments throughout their dementia journey.

This will be especially useful for caregivers like Mdm Elizabeth Chong, 51 who has been looking for ways to share notes about her 77-year-old husband, Mr Ng Chee Yat's dementia



journey conveniently with their family members and caregivers. By sharing this information, she hopes to keep all the caregivers caring for her husband informed and involved.

Recognising the importance of staying updated on Mr Ng's condition and preserving their shared memories, Mdm Chong said: "Apart from CARA's existing capabilities to lodge "Missing Person Reports" and facilitate "Safe Return", this new feature will significantly enhance my caregiving journey and help document more cherished memories with my loved ones."

With the support of Lien Foundation and the President's Challenge, the new feature also allows caregivers to seamlessly coordinate care through the "Call" function, facilitating smooth communication and coordination within their care circle.

A [survey of 1,500 people](#) conducted last year by consumer research firm Milieu Insight and Dementia Singapore showed that dementia impacts not only those diagnosed with the condition but also their caregivers. With caregivers often experiencing stress and uncertainty about how to effectively care for their loved ones with dementia, the new feature of the CARA membership programme can provide a network of caregivers that they can rely on, especially for first-time caregivers.

This latest feature joins the app's other key features, such as "Safe Return" and "Report Missing Person", creating an improved digital lifestyle and community platform that provides low-barrier access for PLWDs and their caregivers to connect to an ecosystem of solutions and support.

Broadening Efforts

Held this evening at Leng Kee Community Club from 7pm to 9pm, the third instalment of Dementia Singapore's *Our Getai* roadshow aimed to reach out to Queenstown residents, break down the stigma associated with dementia, and nurture a vested interest in managing the impact of dementia. The previous edition of *Our Getai* roadshows was held in Eunos in January this year, with the first being held in Marine Parade in October last year.

The event featured musical performances, skits, and games where veteran hosts Marcus Chin and Anna Lim shared insightful information about dementia care with an audience of close to 400 people. The event was also live-streamed on Dementia Singapore's Facebook page, garnering more than 33,000 online viewers.

Gracing the event was Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Social and Family Development and MP for Tanjong Pagar GRC (Queenstown).

Mr Chua even took to the stage for a speech and dazzled the audiences with renditions of some familiar tunes such as 甜蜜蜜 and 祝你幸福. Local artistes 林诗玲, 佩莎, and 张雄 also joined in the fun, entertaining the audience with classic nostalgic Mandarin golden oldies.



Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Culture, Community and Youth & Ministry of Social and Family Development and MP for Tanjong Pagar GRC (Queenstown) singing 甜蜜蜜 with hosts Marcus Chin and Anna Lim.

[Photo: Dementia Singapore]

Said Mr Chua: “Community support and innovation are crucial in managing the impact of dementia. Dementia Singapore has been steadfast in creating a dementia-inclusive society through various outreach programmes, educational initiatives, and support services.

“Introducing new features like Care Circle definitely enhances the level of support they provide to families and provides a beacon of hope for families impacted by the condition. We look forward to seeing more inclusion in the community, as initiatives like this help break down the stigma associated with dementia and foster greater understanding and empathy.”



The latest enhancements to the CARA app and *getai* events are part of Dementia Singapore's broader efforts, which include a recent partnership with leading homegrown financial services company Singlife, to expand their reach and spread awareness of dementia.

Singlife's recently launched insurance plan is the first on the market that offers yearly payouts for PLWDs and other mental health issues. Dementia Singapore is working with Singlife to leverage the resources of both organisations to support those with dementia and their caregivers.

As part of this partnership, 100 eligible caregivers who are CARA members will receive free one-year Group Term Life insurance coverage. Attendees at the event were invited to register their interest at the designated booth.

Additionally, the first 100 eligible CARA members could secure a complimentary Precision Community Screening package – an extensive health screening initiative aimed at raising awareness about the importance of early disease detection.

Mr Jason Foo, Dementia Singapore's chief executive officer, said: "Through the *getai* and its various fringe events, we hope to better engage both the older generation and the Mandarin-speaking community so that they can learn more about dementia and how to lower the risk of developing dementia."

To further engage the Mandarin-speaking community, the Mandarin version of its resource portal, [DementiaHub](#), will be available by the end of this month. It will house the most relevant, comprehensive and up-to-date information on dementia, providing a great complement to the CARA app.

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For media enquiries, please contact:

LEE Seo Young (Ms)

Consultant

Black Dot Pte Ltd

E: seoyoung@blackdot.sg

M: 8444 2130

Trevor **TAN** (Mr)

Account Director

Black Dot Pte Ltd

E: trevor@blackdot.sg

M: 9769 6679

Don **MENDOZA** (Mr)

Senior Manager, Advocacy & Communications

Dementia Singapore

E: don.mendoza@dementia.org.sg

M: 9838 9438

CHONG Jern Yen (Mr)

Assistant Manager, Advocacy & Communications

E: jernyen.chong@dementia.org.sg

M: 9783 4785

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.

About CARA

CARA – which stands for Community, Assurance, Rewards and Acceptance – is a membership programme that serves as a lifestyle and community platform, connecting persons living with dementia and caregivers to an ecosystem of solutions via a mobile application. It aims to provide tailored support, linking users up with benefits and resources related to their care journey. For more information, visit cara.sg.