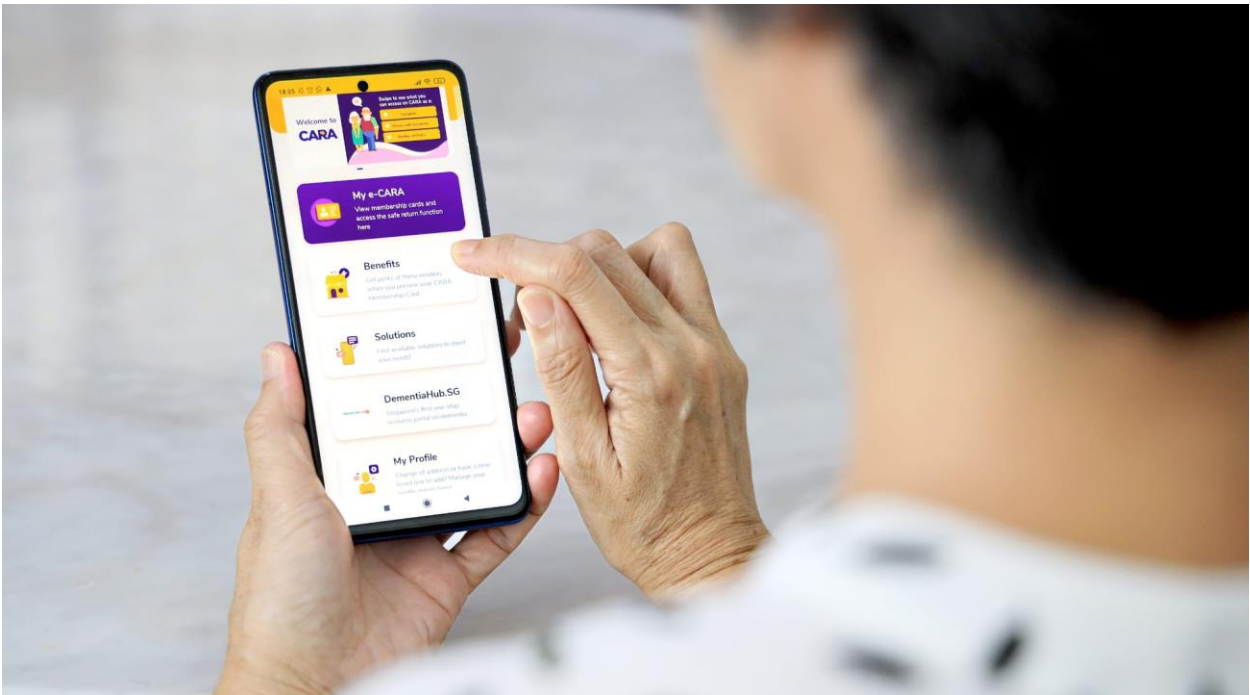


**MEDIA RELEASE****EMBARGOED TILL 15 JUNE 2024, 5AM SGT**

## **Sign up as a member of Dementia Singapore's CARA programme and get free digital newspaper subscription from SPH Media**



*Dementia Singapore partners with SPH Media to promote daily reading as a means to stay cognitively active. (Photo: Dementia Singapore)*

**[SINGAPORE, 15 June 2024]** - Dementia Singapore is partnering Asia's leading media organisation, SPH Media, to encourage sign-ups for its CARA membership programme, a lifestyle mobile application that encourages a dementia-inclusive society.

This free-membership programme, developed to serve as a lifestyle and community platform, connects people living with dementia and caregivers to an ecosystem of solutions via a mobile application. It is also open to members of the public, as they play a significant role in building a truly inclusive and supportive society.

Starting 15 June 2024, the first 1,000 new CARA sign-ups will be eligible for a complimentary one-year subscription to one of SPH Media's digital newspapers – The Straits Times, Lianhe Zaobao & Shin Min Daily News, Berita Harian or Tamil Murasu, including all the web and application of the chosen publication.

Mr Bernard Lim, Dementia Singapore’s director of advocacy and communications, noted that the option to choose a Malay or a Tamil daily is a necessary inclusion, as it is imperative to better engage the wider community in the heartlands.



*New sign-ups of CARA can get one-year complimentary subscription to one of the four major digital newspapers by SPH Media. (Photo: SPH Media)*

This partnership between Dementia Singapore and SPH Media is a shared commitment to promote daily reading as a means of staying cognitively active and connected. Medical research has shown that reading helps to prevent cognitive decline in the elderly.

Dr Philip Yap, senior consultant of geriatric medicine at Khoo Teck Puat Hospital and director of Caritas iCommunity@North for Dementia, said: “Cognitively engaging activities, such as reading, writing, and solving puzzles, have been associated with a lower reduced risk of cognitive decline in older persons.”

“Reading, for example, is an intellectually stimulating activity that draws on several cognitive domains, including attention, memory, reasoning, abstract thinking and language,” said Dr Yap, who is also board chairman of Dementia Singapore.

In addition, Dr Yap highlighted a recent [study](#) in Taiwan on the positive effects of reading in preventing long-term cognitive decline in older people. The study highlighted that there is a reduced risk of cognitive decline in older persons who read more often, across different educational levels over a 14-year follow-up period.

“This may be because reading can increase cognitive reserve which buffers against age-related waning of cognitive function. Thus, even those with less education can potentially benefit from the protective effects of cognitive stimulation through reading. In doing so,

they not only build their cognitive capital but remain in touch with their immediate community and connected to the world at large,” Dr Yap said.

Mr Jason Foo, chief executive officer of Dementia Singapore, said: “The benefit of reading is obvious, which is why parents start reading to their children even before they turn one and many continue reading way into their old age. And that is a fortunate coincidence to keep in mind, as we strive to delay the onset of dementia. It also underscores the many ways of productively engaging the mind that is readily available yet often overlooked.”

Mr Foo stressed that we should not underestimate the impact of reading and sociological advantages of a well-informed community. He said: “Dementia education remains key to our efforts to help stamp out the stigma associated with the condition and promote better readiness. And while the importance of staying informed cannot be overstated, whatever the news, ensuring we rely on a trusted source is just as crucial.”

This collaboration with Dementia Singapore highlights SPH Media’s support to advocate and increase awareness on dementia.

The Straits Times will curate up to 10 dementia-related articles from its archive and share them in a monthly e-newsletter to all CARA members and clients of Dementia Singapore from August 2024 to July 2025. The e-newsletter will focus on topics covering mental health and ageing, with an added emphasis on dementia.

Ms Eunice Shen, Chief Customer Officer of SPH Media, said: “We are proud to partner Dementia Singapore on this meaningful journey of fostering an inclusive and supportive society in Singapore. We are in a privileged position to support cognitive health, and hope to actively engage dementia patients and caregivers. We are confident that the wide array of educational articles in our e-newsletter will serve CARA members and clients well, particularly on topics such as dementia and mental wellness.”

As part of this strategic partnership, SPH Media radio station One FM 91.3 will be the official radio station, while Kiss92 FM will be the supporting radio station for Dementia Singapore’s upcoming “Richard Marx-Greatest Hits Live in Singapore” charity concert on 14 September 2024 at Our Tampines Hub (OTH).

Members of the public interested in signing up for CARA may visit the Dementia Singapore booth located at OTH on 15 June 2024 from 3pm to 10pm. They can also sign up by downloading the app from Apple App Store or Google Play Store.

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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](http://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](http://cara.sg).