

MEDIA RELEASE

[For immediate release]

Dementia Singapore launches DementiaHub.sg in Mandarin during its latest Getai event in Ang Mo Kio



The “Our Getai in Ang Mo Kio” took place on 5 October 2024 at Ang Mo Kio Town Centre, part of Dementia Singapore’s Back to the Heartlands outreach initiative. (Photo Credit: Dementia Singapore)

[Singapore, 5 October 2024] Over 300 residents gathered at the Central Stage at Ang Mo Kio Town Centre for a night of familiar Chinese tunes and animated banter this evening during Dementia Singapore’s Back to the Heartlands outreach initiative, ‘Our Getai in Ang Mo Kio’.

This is the fourth instalment of the programme specially tailored by the leading social agency for persons living with dementia and their caregivers, as well as residents in the more matured estates. At the event, Dementia Singapore also officially announced the launch of the [Mandarin version of DementiaHub.SG](#) - the one-stop platform for dementia information, resources and event listings co-developed by Dementia Singapore and the Agency for Integrated Care (AIC).

Dementia Singapore

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Since its inception in September 2021, DementiaHub.SG has seen over 6,000 monthly users accessing its articles, videos and printable resources curated and contextualised for different profiles. These include persons living with dementia, family caregivers, care professionals, and individuals or corporates who want to contribute to building a dementia-inclusive society here in Singapore.

Based on Dementia Singapore's CARA membership programme, which is designed to serve as a community platform connecting persons living with dementia and their caregivers with relevant resources, approximately 38 per cent of the sign-ups over the last 12 months chose Mandarin as their preferred language.

Thus, the DementiaHub.SG Mandarin site solves a pressing need to provide dementia education and resources in Mandarin. For Mandarin-speaking users who have difficulty with reading, the site's audio reading feature will enable users to listen to the content of the article in Mandarin text-to-speech. The site has made accommodations for users with visual challenges, so that they can adjust the font size, type of font, and contrast on the site to enable an easier read.



(Left to right) Host Anna Lim, Dementia Singapore's Director of Advocacy & Communications Bernard Lim, Dementia Singapore CEO Jason Foo and host Hao Hao celebrating a successful getai at Ang Mo Kio. (Photo Credit: Dementia Singapore)

Mr Bernard Lim, Dementia Singapore's Director of Advocacy & Communications, said: "As part of our strategic partnership with the Agency for Integrated Care to drive dementia initiatives in Singapore, and Dementia Singapore's ongoing commitment to inclusivity and accessibility, we are thrilled to introduce DementiaHub.SG in Mandarin and with features tailored for individuals with visual challenges. Aligned to our outreach initiatives, these



enhancements reflect our dedication to reaching a wider audience and ensuring that vital information on dementia care is available to all, regardless of language or physical ability.”

“By middle of next year, we hope to offer DementiaHub.SG in Malay and Tamil as well. Our aim is to reach out to various communities including those in the heartlands, so that more people have easy access to information needed to promote the early identification of persons living with dementia who need diagnosis, treatment, and support,” said Mr Lim.

It is in the same vein that the latest staging of Dementia Singapore *Our Getai* outreach initiative was held in the heart of Ang Mo Kio. The two-hour *getai* featured musical performances, skits, and games, with hosts Hao Hao and Anna Lim entertaining the audience while sharing valuable information about dementia care and how to use the CARA, which just surpassed 10,000 members.

The *getai* event was also live-streamed. In attendance were Dementia Singapore’s Chief Executive Officer Jason Foo.

Mr Foo said: “As we continue to foster a dementia-friendly community, *Our Getai* is a wonderful initiative that brings joy and engagement to seniors in our more matured estates since they find it nostalgic and entertaining. It has allowed us to better engage these communities and spread much-needed awareness. I’m also heartened to see how such tailored events can create meaningful experiences for both individuals with dementia and their caregivers.”

The Back to the Heartlands outreach initiative is expected to continue in 2025 with *getai* performances planned in Geylang and MacPherson.

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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.

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.

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