

# Connect <sup>2</sup> Collab

Dementia-Friendly Singapore e-Newsletter



Volunteers from Lim Wen Heng Construction distributing food items to caregivers and vulnerable residents.

## GOOD PRACTICES

### WeCare's Caregiver Support Network - Impacting Caregivers in Marine Parade

WeCare@MarineParade has been making a big difference in the lives of caregivers and their loved ones living with dementia in Marine Parade through their Caregiver Support Network (CSN) initiative. WeCare@MarineParade is a social service provider founded by Emeritus Senior Minister Goh Chok Tong in 2014 to assist vulnerable residents in the area. To date, WeCare@MarineParade has supported nearly 4,000 cases and established a Dementia-Friendly Community that supports residents with dementia and their caregivers, making 'block 19', where it is located, synonymous with warmth, compassion and ready assistance.

#### Bridging Caregivers' Needs with the Right Support

"Caregiving does not need to be lonely," affirms Marcus Lee, Head of WeCare@MarineParade. This simple yet inspiring motto of the organisation underpins their purpose in the community.

Marcus and his team of two – Community Developer, WeCare@MarineParade Louise Quek and Programme Manager, CSN@MarineParade Michael Lim – support caregivers any way they can.

This includes arranging for groceries or medical transport, navigating grant applications, Singpass matters and more while addressing situations that require special attention. Marcus recalls a couple who lost their jobs. WeCare@MarineParade connected them with food charity, Food from the Heart, and topped up their public transport fare cards so they could travel for job interviews.

The CSN initiative was first introduced in 2022 by WeCare@MarineParade patron Dr Tan See Leng to help connect caregivers to a peer network and support them with services in the estate. This presents a one-stop solution for those who may not know where or who to turn to for assistance.

#### Building a Support Network for Caregivers

Through the CSN, WeCare has become the heartbeat of Marine Parade's social service ecosystem. It connects caregivers to enrichments beyond day-to-day support, such as dementia care workshops by Caregivers Alliance Limited, the benefits and recipes of healthy meals at Montfort Care's GoodLife! Makan and a de-stress series in the kitchen of dementia-friendly pureed food startup, GentleFoods. The centre also offers a channel for the social responsibility activities of corporations and schools.

The team and the Marine Terrace Breeze Residents' Committee recently embarked on a refresh of their community gardens, which kicked off with design thinking workshops for grassroots volunteers to spur ideas for dementia-inclusive spaces.



CSN members and volunteers at an outing to the Bird Paradise.

#### The Small Team Making a Big Impact for Caregivers

WeCare@MarineParade has raised a Caregivers Relief Fund through donations to finance caregiver workshops and training as well as a one-time \$500 Caregiver Relief Grant for new registrants to use for various needs such as home respite, Lasting Power of Attorney (LPA) fees, transport or supplies.

#### Achieving Success One Caregiver at a Time

For Marcus, achieving a viable CSN is all about being as accessible as possible. His team is always within reach. Caregivers simply text, email or call WeCare@MarineParade's hotline whenever they need a helping hand or a listening ear. They are also always present at weekly Meet-The-People-Sessions to answer queries or serve as an initial touch point for potential beneficiaries.

If all this sounds overwhelming, Marcus assures that one could run such an initiative solo as volunteers and funders are ever ready to support caregivers. "Start small. Identify a specific area or audience and serve to the best of your ability. Momentum and community spirit will help you scale up."

“CSN's Motto: Caregiving does not need to be lonely.”

**Marcus Lee, PBM (COVID-19)**  
Head  
WeCare@MarineParade



#### Starting Your Caregiver Support Network

Partners keen to learn more about starting a CSN may reach out to Marcus at [marcus.lee@mpcsl.sg](mailto:marcus.lee@mpcsl.sg).

Caregivers or residents in need of assistance may call WeCare@MarineParade's Area Service Hotline at 6493 7353 (Mondays to Fridays, 9am to 6pm).





Dementia Helpline: 6377 0700

Singapore's leading Social Service Agency in specialised dementia care, caregiver support, training, consultancy, and advocacy. We provide:

**Centre-Based Care**

- New Horizon Centre
- Family of Wisdom
- Dementia Social Club

**Home-Based Care**

- Home Support Team
- Post Diagnostic Support

# CASE STUDY



MOU signing by Group CEO of Singlife (Ms Pearlyn Chau) and Dementia Singapore (Mr Jason Foo).

## Singlife & Dementia Singapore Partnership

In May 2024, Singlife launched Dementia Cover, the first insurance plan offering yearly payouts for persons living with dementia and other mental health issues. Covering up to \$100,000 over 10 years until age 99, it provides financial relief for persons living with dementia and their caregivers.

To further support the dementia community and the health and wellbeing of their caregivers, Singlife and Dementia Singapore have also partnered to offer complimentary benefits and exclusive Singlife product discounts via Dementia Singapore's CARA (Community, Assurance, Rewards, Acceptance) app. These include free one-year Group Term Life insurance coverage, health screening, and a health subscription plan. Let **Mel O** of Singlife and **Bernard Lim** of Dementia Singapore (DSG) tell you more.



**Mel O**  
Senior Vice President  
Propositions & Portfolio  
Management, Singlife



**Bernard Lim**  
Director  
Advocacy &  
Communications,  
Dementia Singapore

## FIRST-IN-MARKET Insurance Coverage for Dementia



### How Did the Collaboration Come About?

**Mel O:** It's Singlife's responsibility as a major insurance provider to offer comprehensive cover for emerging challenges such as ageing and dementia. DSG gave us the insights to develop a comprehensive plan that supplements CareShield and ElderShield.

**Bernard:** As we specialise in dementia care and advocate a dementia-inclusive society, DSG is the right partner for Singlife. We have a ready base of CARA members to benefit from the plan and help us spread awareness.

### Why Should People Consider Getting Insured for Dementia and Other Severe Mental Health Conditions?

**Mel O:** A Singlife study found that the top concerns around dementia are being a burden to loved ones [67%], loss of independence [64%] and the cost of long-term care [59%]\*. Emotional and social concerns often supersede financial and practical concerns when it comes to dementia. What people may not realise is that financial adequacy can help to address those emotional and social concerns by providing access to services and tools that allow them to retain as much independence and control over their lives as possible. Insurance for dementia and other mental health conditions can help to give that financial assurance.

**Bernard:** Rising cases of young onset dementia mean it is crucial to consider caring for mental well-being in addition to physical health. We encountered a client who was diagnosed with early onset dementia in his thirties. There's no minimum age. The financial strain of income loss and caregiving costs can be significant.

### What Gap Does Singlife Dementia Cover Fill, Particularly for Individuals with Mental Health Conditions?

**Mel O:** The plan covers severe mental health conditions such as bipolar disorder, major depressive disorder and schizophrenia as they may co-exist with dementia. It also addresses conditions like depressive or anxiety disorder as well as accidental burns and fractures following a dementia diagnosis. Policyholders enjoy special rates on services such as Lasting Power of Attorney (LPA) through Simply Wills, tele-consultation with Doctor Anywhere, elderly care services with Helping, and legacy planning concierge services with Immortalise.

### What Were Your Key Learnings from Working with DSG?

**Mel O:** DSG made the topic relatable and gave our financial advisers the understanding needed to start meaningful conversations with clients. Bernard's team delivered training that was highly engaging, which helped them to better understand how to help persons living with dementia and their caregivers.

### What Are Some Financial Planning Tips to Protect Individuals and Caregivers from the Potential Financial Strain of Dementia and/or Mental Health Conditions?

**Mel O:** Following a dementia diagnosis and before mental capacity declines, it's crucial to complete LPA, Advance Care Planning (ACP) and the Advance Medical Directive (AMD) for important decisions, including financial ones. Understanding caregiving arrangements ensures persons living with dementia and their support network are comfortable with the care they receive.

**Bernard:** Plan early as dementia can affect anyone. The younger generation must also be proactive in spreading awareness to the people around them such as their loved ones.

**For a better understanding of Singlife Dementia Cover, check out [singlife.com](https://www.singlife.com) to learn how the product works.**

\*Source: Singlife LifeStuff, "New research finds people's top dementia concern is burdening others, not long-term care costs".



## GET PERSONAL

Activities such as cognitive games for caregivers.

### How Key Partnerships Reinforce Care Corner Singapore's Dementia Support in Toa Payoh

Care Corner's comprehensive approach to dementia care in Toa Payoh spans proactive support and preventive programmes. Working with strategic partners, Care Corner identifies and reaches out to persons living with dementia and their caregivers who require assistance to ensure they receive resources and guidance personalised to their needs. We catch up with Senior Social Worker and Team Lead, **Cannie Yeo**, on how enterprise helped her elevate Care Corner in Toa Payoh.



#### Cannie Yeo

Senior Social Worker & Team Lead  
Integrated Case Management,  
Care Corner Seniors Services Ltd

#### Why and How Does Care Corner Connect with Partners?

**Cannie:** We identify caregiving challenges and address gaps through collaborations with relevant partners. For instance, we leverage Tan Tock Seng Hospital's strong community presence and expertise in case management and caregiver training. Active Ageing Centres (AAC) assist us in bringing talks and screenings on topics such as mental health and family relations to the community, and the People's Association shares our goal of strengthening support for seniors. Such collaborations build trust and outline a common purpose, encouraging deeper partnerships.

We also tap on different specialisations across our stakeholder network in Toa Payoh to provide comprehensive support for dementia care and impact a wider community through the reach of religious organisations, Family Service Centres (FSC) and others. Partnerships create client referral streams and spark continuous collaboration, strengthening our care network.



Mindful Steps programme by Care Corner.

#### What Are Some Notable Partnerships on Care Corner's Programmes? How Do They Strengthen Dementia Care in Toa Payoh?

**Cannie:** We run Mindful Steps with the AACs, engaging seniors in activities to reduce the risk of dementia and improve well-being. With community groups, we co-host talks to raise awareness and provide individualised support.

We are especially excited about our Therapeutic Horticulture programme with the National Parks Board and the NHG Population Health Campus, where staff will learn to use cognitive stimulation, mindfulness and social connectedness to address dementia needs.

#### How Does Care Corner Establish Continued Partnerships as Part of Your Care Network?

**Cannie:** Communication is key. Feedback and cross-sharing optimise teamwork, resulting in improved outcomes for seniors. For example, insights from the AACs help us better structure our Mindful Steps programme, while regular exchanges with partners at all levels of leadership uncover collaboration opportunities.

#### What Challenges Do You Face? How Does the Established Care Network Help You Overcome Them?

**Cannie:** Seniors may not seek assistance, making it difficult to identify their needs. Hence, we equip grassroots leaders and the public with the skills and knowledge to recognise seniors' needs and provide the right support. Our care network helps us identify individuals with signs of dementia more effectively and reach them promptly. Critically, it raises awareness about the condition and support options available.

#### Any Words of Advice for Other Providers Looking to Expand or Improve Their Care Network?

**Cannie:** Connect with partners outside of meetings or networking sessions. Here, we regularly invite partners to see and experience Care Corner activities for seniors and share pictures or videos of the work we do. Enjoy the collaborative process and appreciate the collective contributions that make a more effective support network.



For partners who wish to find out more from Care Corner Singapore about their experience building their network of partnerships, feel free to drop an email to enquire at [tp.crest@carecorner.org.sg](mailto:tp.crest@carecorner.org.sg).



# HELPFUL RESOURCES

## How to Create Dementia-Friendly Environments

Thoughtfully designed spaces empower persons living with dementia by ensuring their safety and allowing them to navigate independently with dignity. Watch these videos to find out what makes an environment dementia-friendly.

Get inspired by these examples and learn how you can make a difference today by scanning the QR codes or visiting the links provided.



**An Inclusive Environment**  
DESIGNING INCLUSIVE ENVIRONMENTS FOR PEOPLE LIVING WITH DEMENTIA  
Jasmine Seah, PhD

**Dementia-Inclusive Environmental Design (Part 1) (Introduction)**  
Dementia-Friendly Environmental Design Principles



Scan the QR code to watch the video or visit [for.sg/dfe-basic1](http://for.sg/dfe-basic1)



**DEMENTIA INCLUSIVE DESIGN**  
Jasmine Seah, PhD

**Dementia-Inclusive Environmental Design (Part 2) (Introduction)**  
Leveraging Technology and Cultural Sensitivity in Dementia Care



Scan the QR code to watch the video or visit [for.sg/dfe-basic2](http://for.sg/dfe-basic2)



**Be A Dementia Friend**

**Dementia-Inclusive Environmental Design - Application**  
Enabling Stakeholders to Apply Dementia-Friendly Design Principles into Their Environment



Scan the QR code to watch the video or visit [for.sg/dfe-adv](http://for.sg/dfe-adv)



**Be A Dementia Friend**

**Dementia-Inclusive Environmental Design - Implementation**  
Enabling Stakeholders to Evaluate Environments Using Dementia-Friendly Environmental Tools




Scan the QR code to watch the video or visit [for.sg/dfe-int](http://for.sg/dfe-int)

## Care Services Recommender

Unsure of where to start with caregiving support for your loved one with dementia? Receive care recommendations and caregiver support information by taking the Care Services Recommender's 5-minute assessment. Are services such as Dementia Day Care, Nursing Home Respite Care or Lasting Power of Attorney (LPA) essential for your caregiving journey? Share your loved one's needs and health condition with us to find out.

Get personalised support now by simply scanning the QR code or visiting [www.go.gov.sg/careservicesrecommender](http://www.go.gov.sg/careservicesrecommender).









Scan the QR code for more information

## Stay in Touch

Be part of our caring community and keep up-to-date with the latest happenings.

### Join Us in the #DementiaFriendlySG Movement Today!

-  Learn: [www.DementiaHub.SG](http://www.DementiaHub.SG)
-  Email: [enquiries@aic.sg](mailto:enquiries@aic.sg)
-  [@DementiaFriendlySingapore](https://www.facebook.com/DementiaFriendlySingapore)
-  [@heygiffy](https://www.instagram.com/heygiffy)
-  Ask: **1800-650-6060 (AIC Hotline)**

Share your feedback with us at [for.sg/dfsg-feedback](http://for.sg/dfsg-feedback)



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