

FULL REPORT

Dementia Colabs

Towards a dementia-inclusive
Singapore

OCTOBER - DECEMBER 2021



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Foreword



ALL OF US are touched by dementia at some point in our lives, either as care partners, or as someone who potentially lives with dementia.

There are 92,000 people estimated to be living with dementia today in Singapore and this number is projected to increase rapidly in the future (Ministry of Health, 2021). Dementia is not a specific disease but a syndrome that leads to a deterioration in cognitive functions beyond what is typical as a person ages. It affects memory, orientation, calculation, language, comprehension, judgement, thinking and learning capacity, which gradually interfere with the ability to do day-to-day activities. Currently, 1 in 10 persons above 60 in Singapore has dementia. With increased life expectancy and a rapidly ageing population in Singapore, this number is expected to increase to 152,000 by 2030 (Ministry of Health, 2021). There is thus an urgency to prepare our society to live with dementia.

There are many organisations in Singapore from the private, public and community sector with deep dedication to serve the needs of People or Persons Living with Dementia (PLWDs). More can still be done to raise awareness, facilitate knowledge sharing, and galvanise collaboration across more players. The complexity and urgency of the dementia landscape made it an important topic to address in this Colabs series.

Colabs is a collaborative platform that brings multiple stakeholders together to explore complex issues, identify pain points and opportunities in the system, and rally around collaborative actions. Dementia Colabs, which took place from October to December 2021, rallied around a common Aspiration Statement: **How might we create a whole-of-society response for a dementia-inclusive Singapore?**

This report captures the highlights from Dementia Colabs, which facilitated the meeting of minds of over 55 stakeholders, including 14 PLWDs and their care partners. It includes insights from the conversation, identified pain-points and solution spaces as well as issue champions for each opportunity area. There are also actionable recommendations for anyone who wants to come forward to create a dementia-inclusive Singapore.

We hope that this report, co-created with PLWDs, caregivers, practitioners and other players in the dementia ecosystem, will be a source of knowledge, inspiration and action for all of us.

CONTEXT

About Dementia

Dementia is an acquired cognitive impairment that affects a person's cognitive function, mood, emotional control, behaviour, or motivation.

Dementia is not an inevitable part of aging. It is progressive in nature due to a variety of diseases and injuries that affect the brain, such as Alzheimer's disease or stroke. Living with dementia is challenging, not only for a PLWD but also their family members who become important care partners in their journey. However, with the appropriate support from society, PLWDs can live their lives meaningfully and to the fullest.



Currently more than

55,000,000

people are living with dementia globally.

Source: World Health Organisation, 2021

92,000

people estimated to be living with dementia today.

Source: Ministry of Health, 2021

152,000

people are projected to live with dementia in Singapore by **2030**.

Source: Ministry of Health, 2021

CONTEXT

Difficulties Living with Dementia

Every individual experiences dementia differently. The condition progresses differently in everyone. Below are some examples of the challenges a PLWD may face.

Instrumental Activities of Daily Living (IADLs)



Cooking



Personal Finances



Communication



Shopping



House Cleaning



Taking Medication



Laundry



Transportation

Activities of Daily Living (ADLs)

Activities:

- Difficulty performing activities of daily living (e.g. bathing, dressing, feeding, toileting, mobility and transferring)

- Misplacing items
- Poor judgement
- Difficulty with words

Behavioural changes:

- Changes in mood/behaviour/personality
- Loss of interest in hobbies/activities

Disorientation:

- Confusion over time/place
- Issues with wayfinding

Cognitive decline:

- Find it increasingly difficult to plan and organise
- Issues with calculations and handling finances

Social withdrawal:

- Difficulty keeping up with activities or conversations
- Challenges expressing themselves



No “One-Size-Fits-All” Approach

Every PLWD and caregiver’s journey is distinct. The type, stage, onset of dementia and diagnosis timeliness create unique challenges and needs.

Types of Dementia

Dementia is an umbrella term encompassing different forms of the condition. There are more than 100 diseases which cause dementia. Some of which are:

1. Alzheimer's Disease
2. Vascular Dementia
3. Lewy Body Dementia
4. Frontotemporal Dementia
5. Mixed Dementia

Dementia Glossary

Caregiver:

An individual who provides direct care to PLWDs regularly. This could be their children, siblings, spouse or people in their social network.

PLWD:

Person or People Living With Dementia

Mild Cognitive Impairment (MCI):

MCI is a condition in which a person experiences a slight – but noticeable – decline in mental abilities (memory and thinking skills) compared with others of the same age. However, the symptoms are not severe enough to interfere significantly with daily life, and so it is defined as a precursor of dementia.

Mild Stage of Dementia:

Dementia symptoms are more pronounced as compared to MCI but people in this stage are still able to function independently.

Moderate Stage of Dementia:

Dementia symptoms are more obvious as individuals would need some guidance in performing daily activities.

Advanced Stage of Dementia:

In this stage, symptoms includes extensive memory loss, limited mobility and will require round-the-clock care.

Young Onset Dementia (YOD):

Contrary to the assumption that dementia is an ‘old person’ condition, dementia can also affect younger individuals as well. YOD refers to people who develop and have symptoms of dementia before the age of 65 and can be as young as 35 years old.



Source: <https://www.alzheimers.org.uk/>
<https://www.homage.sg/health/dementia/>
<https://www.dementiauk.org/about-dementia/young-onset-dementia/what-is-young-onset-dementia/>

Difficulties Living with Dementia



CAREGIVERS

INCREASED ANXIETY

Caregivers of PLWDs reported significantly higher levels of distress and psychological problems as compared with caregivers of people without dementia (e.g. cancer clients).

FEELINGS OF EMBARRASSMENT

30% of caregivers said they feel embarrassed while tending to their loved ones in public, while more than 10% feel that others around them “seem awkward”.

HIGH COST OF CARE

Caring for PLWDs is labour-intensive and costly. Dementia care costs 40% more than basic social and day care maintenance (Ho, 2018). Ironically, caregivers often have to leave their jobs and struggle with the loss of income. Caregiving costs and processes also become more demanding as the condition worsens.

TOO MANY SERVICES

Caregivers often assume their role overnight once their loved ones are diagnosed. They often feel overwhelmed when navigating the complex landscape of schemes and programs (Ho, 2018). Additionally, the split between healthcare and social care makes it challenging to receive holistic services for PLWDs.

COPING WITH CHANGES IN CRISIS

The many COVID restrictions disrupt the fixed routines that many PLWDs live by. This puts them at an even higher risk due to their inability to comprehend or follow changing public health information.

FREQUENT CARE

56% of PLWDs reported that they need frequent care compared to 2% of seniors who do not have dementia.



PEOPLE LIVING WITH DEMENTIA [PLWD]

FEELINGS OF REJECTION

72% of PLWDs feel loneliness and rejection. Half of them feel that they are unable to openly share their condition with others. Over 56% feel that people treat them as less competent.

LACK OF AWARENESS AND WAYS TO HELP

Non-PLWDs reported discomfort when interacting with PLWDs, with almost 44% feeling frustrated with not knowing how to help.



PUBLIC

Source: Institute of Mental Health (2015), Singapore Management University (2019)

High Cost of Care

Caring for PLWDs involves a lot of time and energy. Some of these challenges require specialised care which may be costly. The costs stated here are estimated and may vary based on the type of services needed.



Living With Dementia: Potential Costs



HOME UPGRADES

Home automation devices (eg. Google Home): \$50 - \$100
Installing pagers: \$26 - \$40
Installing grab bars: \$94 - \$269
Installing elevator chair: \$3,000 - \$10,000



DIAGNOSIS

Brain scan: \$375
Psychiatric evaluation: \$124 - \$188/hour
Neurological evaluation: \$180 - \$200/session
Laboratory tests: \$400



TREATMENT

Rehabilitation: \$140 - \$180/session
Medications: ~\$200/mth
Occupational Therapy: \$180/session



CARE SERVICES

Hospice care services: \$250 - \$350 per day
Estimated cost of respite care services: From \$24/hour
Estimated cost of night care services: From \$24/hour
Senior day care: \$900 - \$1,700 per week before subsidies
Hiring a domestic worker: \$600 - \$850/month
(excl living costs)

Source: <https://www.homage.sg/resources/dementia-cost/>
This is an estimated cost as of 4 January 2022.

A New Hope

Living with dementia does not need to be filled with helplessness. There are many stories of PLWDs living their lives fully by discovering meaning and dignity, retaining a sense of connection, and being recognised by others in society. Likewise, caring for a PLWD does not have to be a lonely journey with the right support from the community, healthcare and social system.

The first step is **to acknowledge and recognise the conditions of dementia, and to get the right diagnosis.** All of us have a part to play.



CONTEXT

Towards a Dementia-Inclusive Singapore

The Agency for Integrated Care (AIC) coordinates the delivery of aged care services in Singapore. Its mandate is to enhance service development and capability-building across both the health and social domains. Working with community care partners, it seeks to create a vibrant care community enabling our people to live well and age gracefully. One of their key initiatives is a Dementia-Friendly Singapore through the creation of dementia receptive communities across the country.

Launch of the Dementia-Friendly Singapore (DFSG) Initiative

- In March 2016, the Government announced the roll-out of the DFSG initiative to build a dementia-friendly nation
- As of 2022, there are 15 Dementia-Friendly Communities (DFCs)
- The DFSG goal is to expand beyond the current DFC locations to the whole nation
- Dementia-friendly initiatives were also rolled out beyond the DFC sites



Source: Dementia Friendly Singapore

Dementia Friendly Locations

- | | |
|---------------------|--------------------|
| 1. Bedok | 9. Teck Ghee |
| 2. Bukit Batok East | 10. Toa Payoh East |
| 3. Clementi | 11. Toa Payoh West |
| 4. Fengshan | 12. Queenstown |
| 5. Hong Kah North | 13. Woodlands |
| 6. Macpherson | 14. Yishun |
| 7. Kebun Bahru | 15. Yio Chu Kang |
| 8. Taman Jurong | |

Dementia-Inclusive Community

A dementia-inclusive community is defined as ‘a place or culture where PLWDs and their caregivers understand their rights, recognise their full potential and are empowered, supported and included in society.’ (Alzheimer’s Disease International). In Singapore, this is anchored by the Dementia-Friendly Singapore initiative.



Dementia Friendly Community Framework <i>Empowering & Enabling The Community</i>			
GOAL	To build a Dementia Care Network that provides a supportive network for dementia/mental health needs in the community.		
OUTCOMES	<ol style="list-style-type: none"> 1. Facilitate early identification 2. Promote preventive activities 3. Provide care and support 		
CONCEPT	A Dementia-Friendly Community (DFC) is one whereby people know about dementia and mental wellness; People affected by dementia and mental health conditions and their families feel included, involved and supported in the community .		
STRATEGY	<p>ENGAGE</p> <p>the community by raising dementia awareness and encouraging others to keep a lookout for PLWDs</p>	<p>EMPOWER</p> <p>PLWDs and caregivers with services and support that cater to their needs</p>	<p>ENABLE</p> <p>partners in adopting dementia-friendly designs so that PLWDs can live well in the community</p>
INITIATIVES	<p>Through:</p> <ol style="list-style-type: none"> 1. Outreach activities (residents, constituency offices, faith-based groups, private sectors, service partners & schools) 2. Targeted screening (mood and memory screening) 3. Go-to points 	<p>Through:</p> <ol style="list-style-type: none"> 1. Preventive activities 2. Caregiver support networks 3. Services (service linkages, care coordination, intervention, case management) 	<p>Through:</p> <ol style="list-style-type: none"> 1. Environment enhancements (business & built environment) 2. Technology and innovations

Source: Agency for Integrated Care (AIC)

It is important to customise the dementia-friendly community to the demographic profile, urban environment, and other unique aspects of the neighbourhood. This co-creative process empowers the residents and creates greater ownership over the spaces and initiatives.

Case Study #1: KEBUN BARU

In 2020, **NUS Chua Thian Poh Community Leadership Centre (CTPCLC)** and **Dementia Singapore** shared findings from a ground-sensing study in Kebun Baru to find out what it takes to build an inclusive dementia-friendly community (iDFC) in Kebun Baru. Kebun Baru is a residential district with a large elderly population. The research sought to understand the knowledge of the residents towards dementia, what a dementia-friendly community means to them and to explore what can be done to make Kebun Baru dementia-friendly.

Through multiple closed-door dialogues between PLWDs, residents, eldercare centres and Kebun Baru Constituency, these were some suggestions to develop Kebun Baru into an iDFC:

- Social: Create more opportunities for social interaction
- Services: Greater awareness of dementia-friendly and dementia-specific services
- Physical: Improve neighbourhood walkability and wayfinding for HDB blocks



Case Study #2: Whampoa

The **Duke-NUS CARE** team has conducted a study to identify the unmet needs of cognitively impaired older persons and to evaluate an interdisciplinary, community-based dementia care system (DCS). DCS is a primary care and care management service model. An integrated, interdisciplinary team (comprising a physician, social worker, nurse care manager, dementia care programme assistant and assistant care manager) is trained to provide person-centred care in partnership with family members, caregivers, service providers and community members. The process involves a referral and screening, needs assessment at home, intervention and follow-ups three and six months after the development of a care plan.

Hua Mei Dementia Care System (an initiative of the **Tsao Foundation**) provides a system of medical, social and emotional care to home-dwelling elders with dementia that simultaneously supports their caregivers and family members. This improves the home support and care ecosystem for the elders, enabling them to age optimally in the familiar environment of their homes and community.

Key principles for a dementia-friendly community:

- Community: Having physical, emotional and social support for PLWDs
- Organisations & Businesses: Strive towards providing inclusive services, products and/or hiring practices
- Partnership: A collective approach within all levels of society to increase awareness



For more inspiring initiatives in Singapore, check out **Appendix A**.





Dementia Colabs Series

A community-based collaborative approach where diverse stakeholders come together to unpack complex social issues and co-create solutions.

15
hours of
multi-stakeholder
dialogue

55
organisations

85
participants;
including 14 PLWDs
and caregivers

DEMENTIA COLABS SERIES

Aspiration Statement

*How might we **create**
a whole-of-society
response for a
dementia-inclusive
Singapore?*





“Despite this unexpected condition, my employer is still letting me work”
– **Early onset PLWD**



“I can still live by myself because I know who to go to if I need help”
– **Mid stage PLWD**



“Our front-facing staff are trained as go-to points, and we support staff who are caregivers”
– **Private Sector**



“We work well with each other, exchanging knowledge and providing seamless support for PLWDs”
– **Medical partitioners & community care professionals**



“My employer and friends understand my extra burden; I don't feel scared when my PLWD relative leaves the house”
– **Primary caregiver**



“I look out for wandering PLWDs and know how to help if someone has lost their way”
– **Service staff**



“Dementia is an important ageing issue and we need everyone to play their part”
– **Public leader**

Milestones

MAR-MAY 2021

Pre-Series Preparation

- Literature review
- Initial ground sensing and stakeholder mapping
- Identifying gaps and existing efforts

AUG-SEP 2021

One-on-One Conversations

- Deepen trust and leadership connection
- Build a shared understanding of how the present 'system' looks like
- Identify aspiration statement and desired outcome of Colabs series

NOV 2021

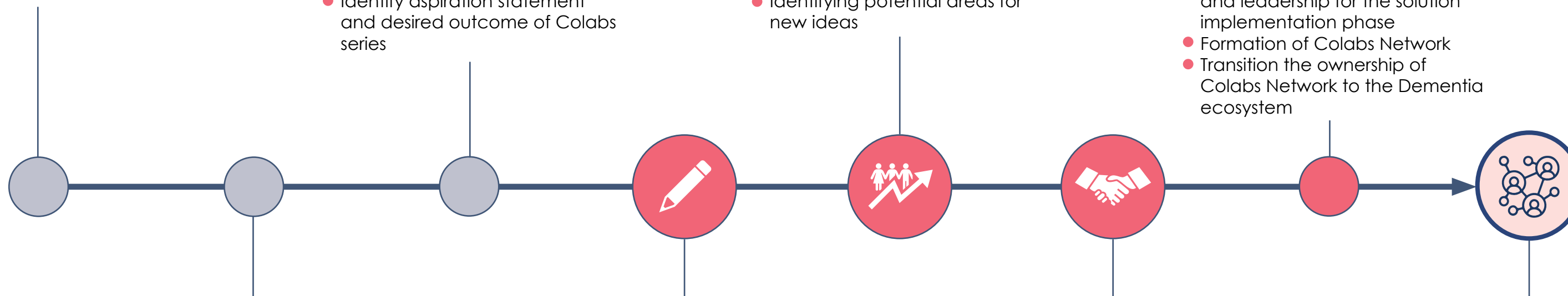
Session 2 - ALIGN: Problem Definition

- Identify the root causes of the problems through systems thinking
- Defining the challenge statement
- Identifying potential areas for new ideas

JAN 2022

What's Next Convo

- Post-session convening to get updates from issue champions on their respective collaborative projects.
- Identify new direction, objective and leadership for the solution implementation phase
- Formation of Colabs Network
- Transition the ownership of Colabs Network to the Dementia ecosystem



MAR-JUL 2021

Brain Trust Consultation Sessions

- In-depth interview with Brain Trust on issues, gaps and challenges in the ecosystem
- Develop an interim stakeholder map and issues map
- Identify more stakeholders for the Colabs series

OCT 2021

Session 1 - LEARN: Ecosystem Immersion

- Develop an appreciation of the dementia ecosystem
- Build emotional resonance and cognitive understanding of the issue
- Align on key problem areas to address

DEC 2021

Session 3 - ACT: Value Proposition Development

- Craft a set of solutions to address problem areas in respective groups
- Identify relevant stakeholders to drive and take ownership of the new value proposition
- Lay down a strong foundation for the post-series implementation phase

CURRENT

Post-Series Action: Dementia Colabs Network

- Chaired by Dementia Singapore, this informal Network comprises 30+ cross-sector industry partners implementing collaborative action projects towards a dementia-inclusive Singapore

Design & Approach

A Fragmented Landscape

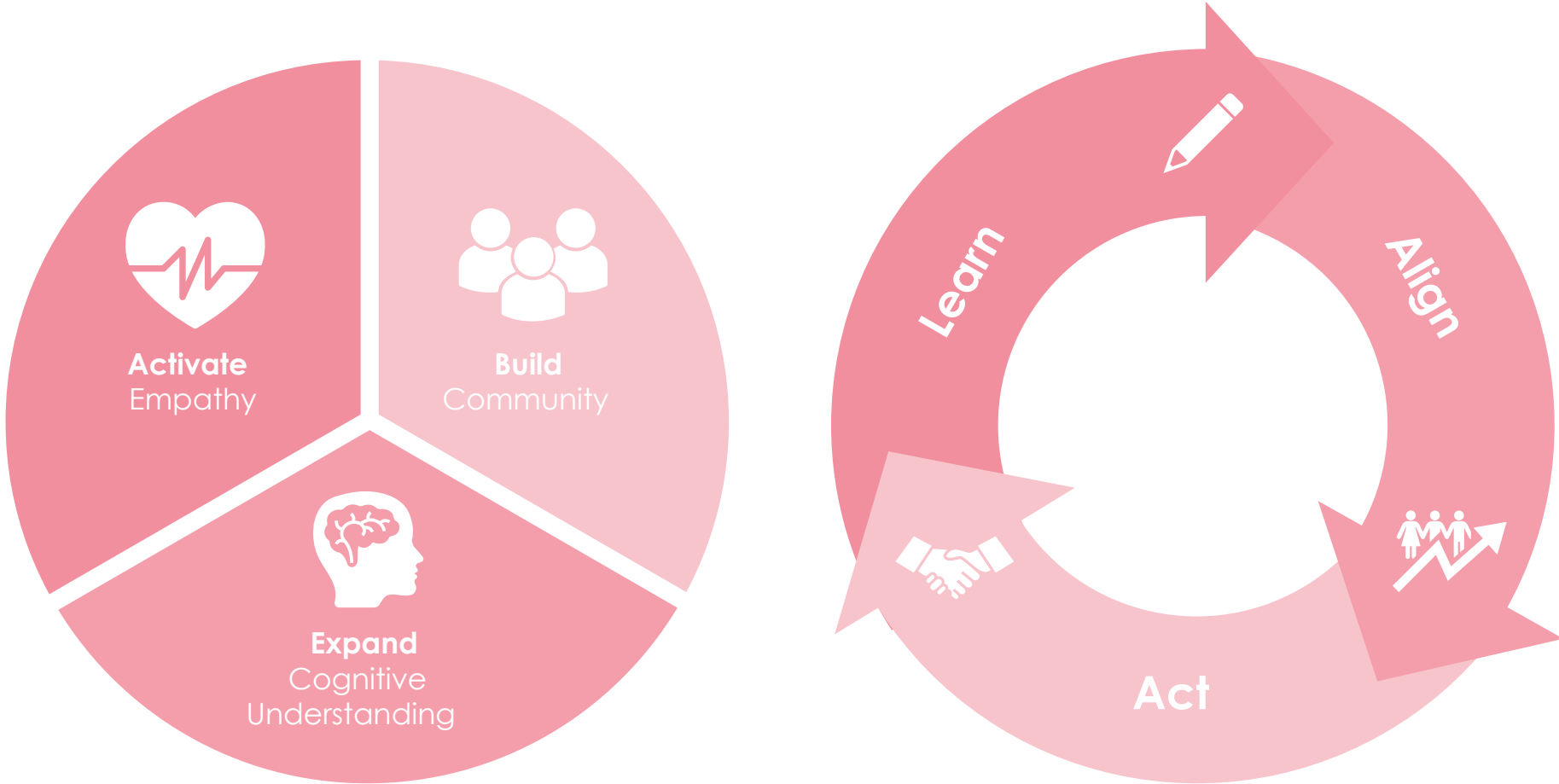
The dementia space in Singapore is saturated with many players running laudable initiatives. While service provision is strong, this siloed approach yields a fragmented landscape, with duplication of efforts and ineffective allocation of resources in the dementia space.

A Neutral Middle Ground

Dementia Colabs is envisioned as a common ground for various stakeholders who directly impact or whom are impacted by dementia. They learn from each other, align efforts and identify collaborative action opportunities.

Learn, Align, Act

Rather than 'forcing' an action plan or defining workgroups from the outset, the Colabs model focuses on the journey of common learning and discovery. Colabs also believes that sustainable collaborative impact comes from seeding empathy, engaging cognitively, and building community. A community which co-owns the question and journeys together, naturally co-owns the solution.

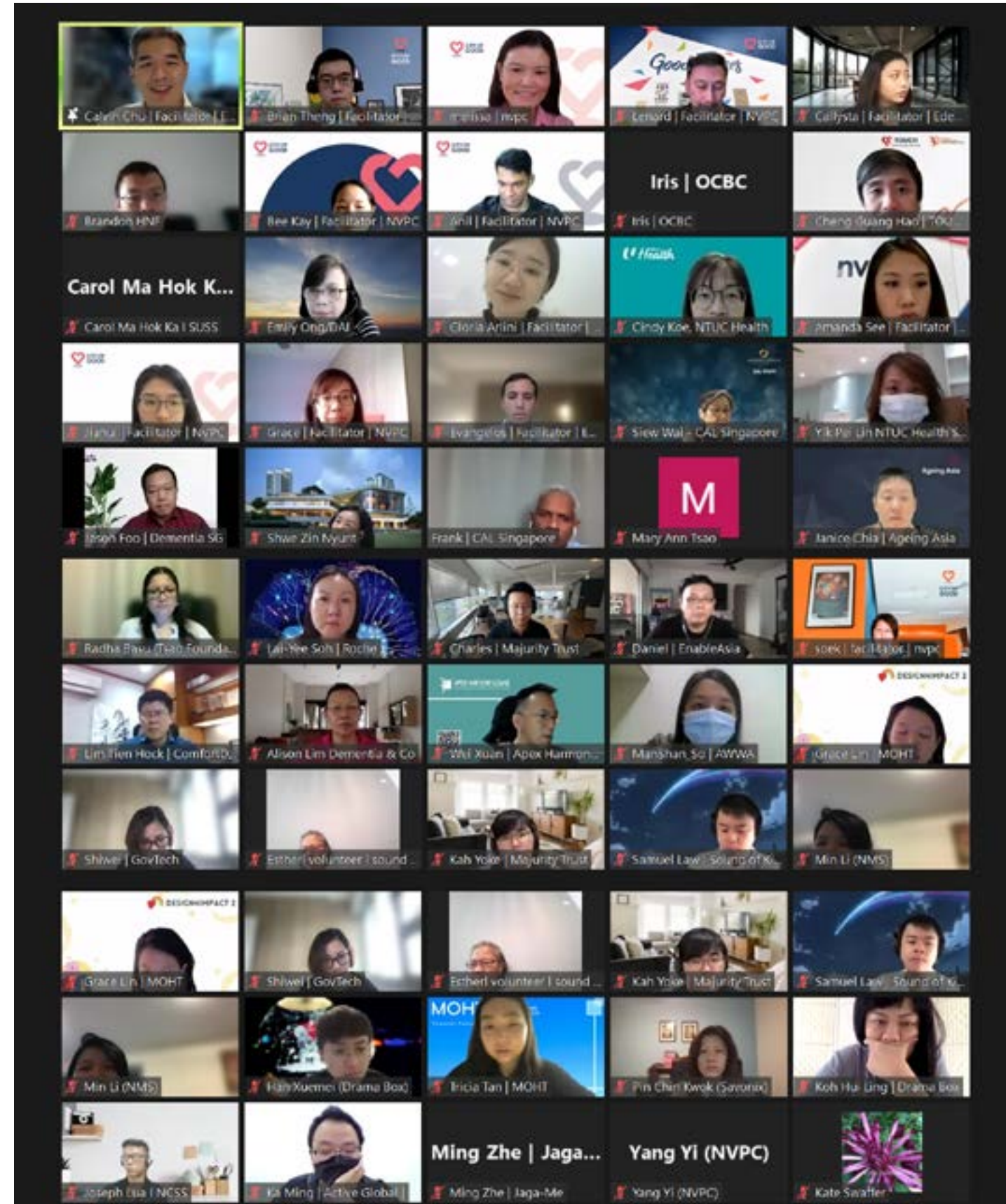


Bringing The Whole System In The Room

While the focus of dementia-related conversations have traditionally revolved around health and social perspectives, the initial ground sensing uncovered the existence of more players in the Arts, Education, and even Horticulture/Urban Environment spaces who have a deep interest in dementia and the issue of ageing as a whole. Funders, private sector firms and groundups also hold different views and experiences. Hearing more non-traditional voices provided new perspectives. A more holistic picture emerged.

Nothing About Us, Without Us

Finally, there is a severe lack of representation of PLWDs and caregivers in many such conversations on dementia. While sometimes consulted, rarely do they play core roles from end to end. In Dementia Colabs, we strive to engage PLWDs and caregivers in various roles throughout the journey, from providing lived perspectives, decision making, to driving action implementation.





The Brain Trust

A core group of key stakeholders with a deep interest in the dementia ecosystem.

It is key for such an undertaking to be led by a core leadership group with common interests and aspirations within the space. They serve as a 'Brain Trust' to ensure that the Colabs series unfolds in the right direction to serve the broader needs of the ecosystem.

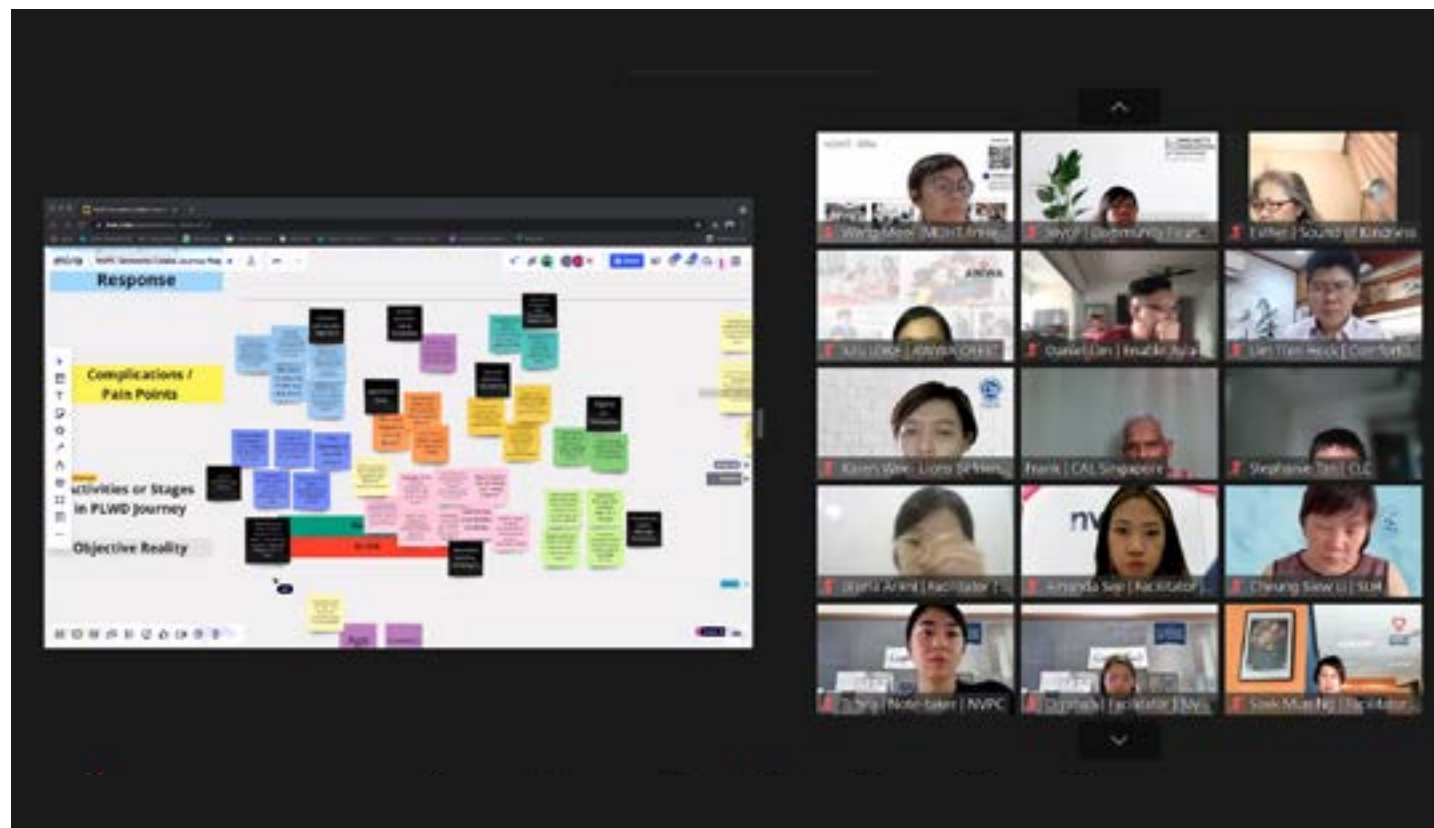
The Dementia Colabs Brain Trust comprises diverse practitioners, policymakers and funders who are deeply familiar with not just the dementia space, but also related areas like caregiving and ageing-related issues.

With their collective wisdom, they guided the Colabs team in direction setting, landscape mapping, stakeholder identification, programme scoping and design. Upon the conclusion of Colabs, the Brain Trust again provided input on insights synthesis and implementation plans.

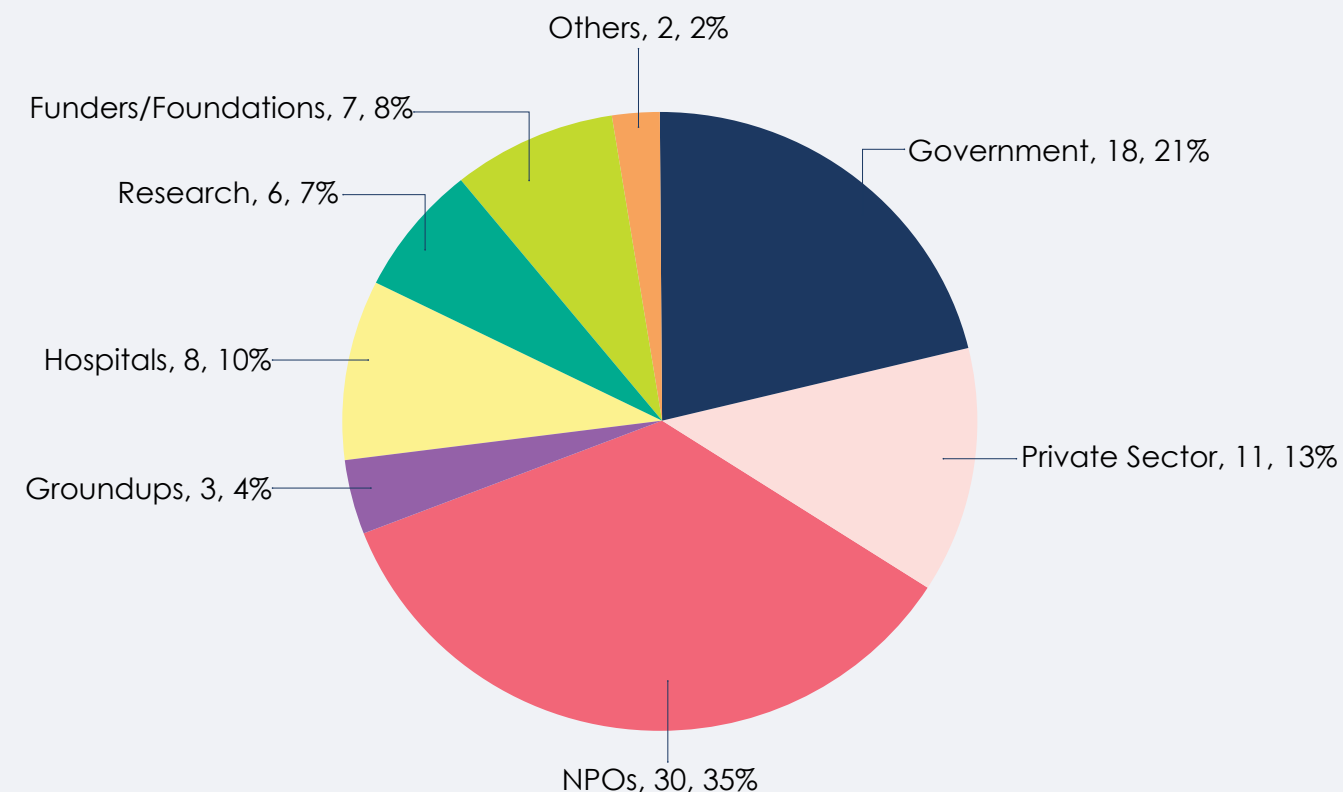
The Participants

We did a pre-series survey to understand our participants better by finding out how familiar are they with the topic of dementia and areas of interest in coming on board as Colabs participants.

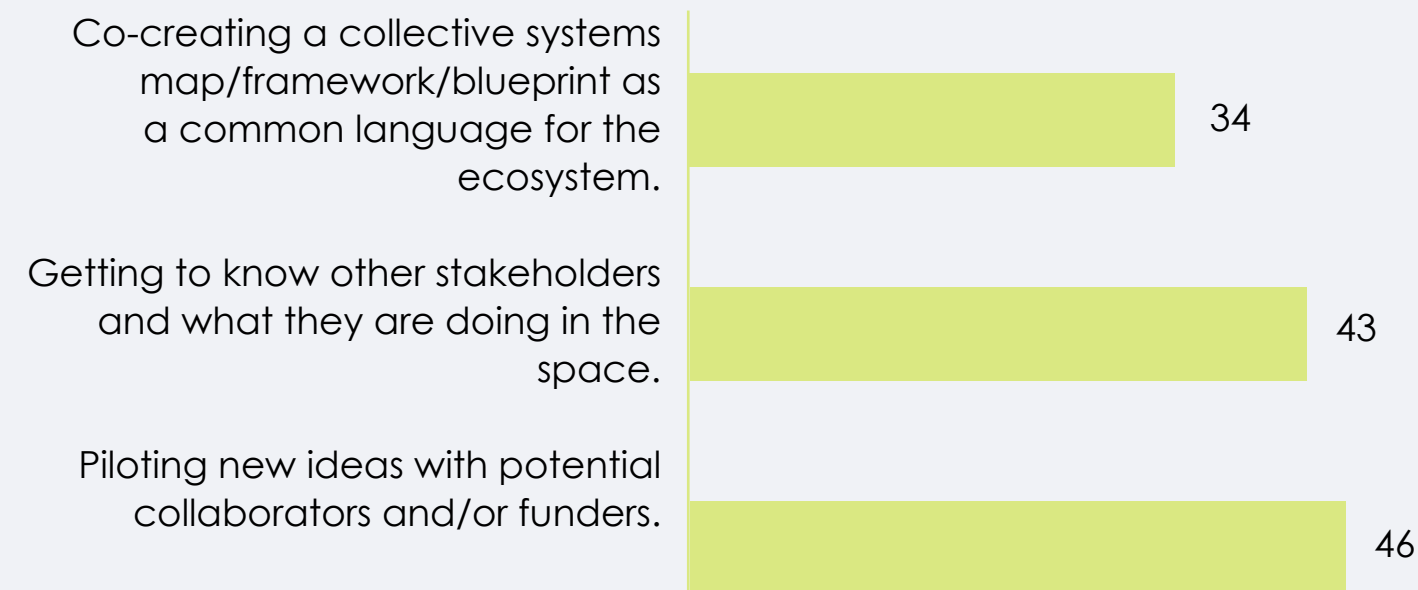
Most of them had a personal and/or professional interest in ageing and dementia but were still relatively new to the space. Others had a broad-based understanding of the dementia space and extensive ground experience.



Dementia Colabs participants across all sessions (total = 85)



Top 3 Areas of Interest (n=68)





Systems Maps

Through mapping out stakeholders, issues and the journey of PLWDs and caregivers, we were able to develop empathy and understanding of the complex issues in the dementia space.

1. Stakeholder Map

2. Journey Maps

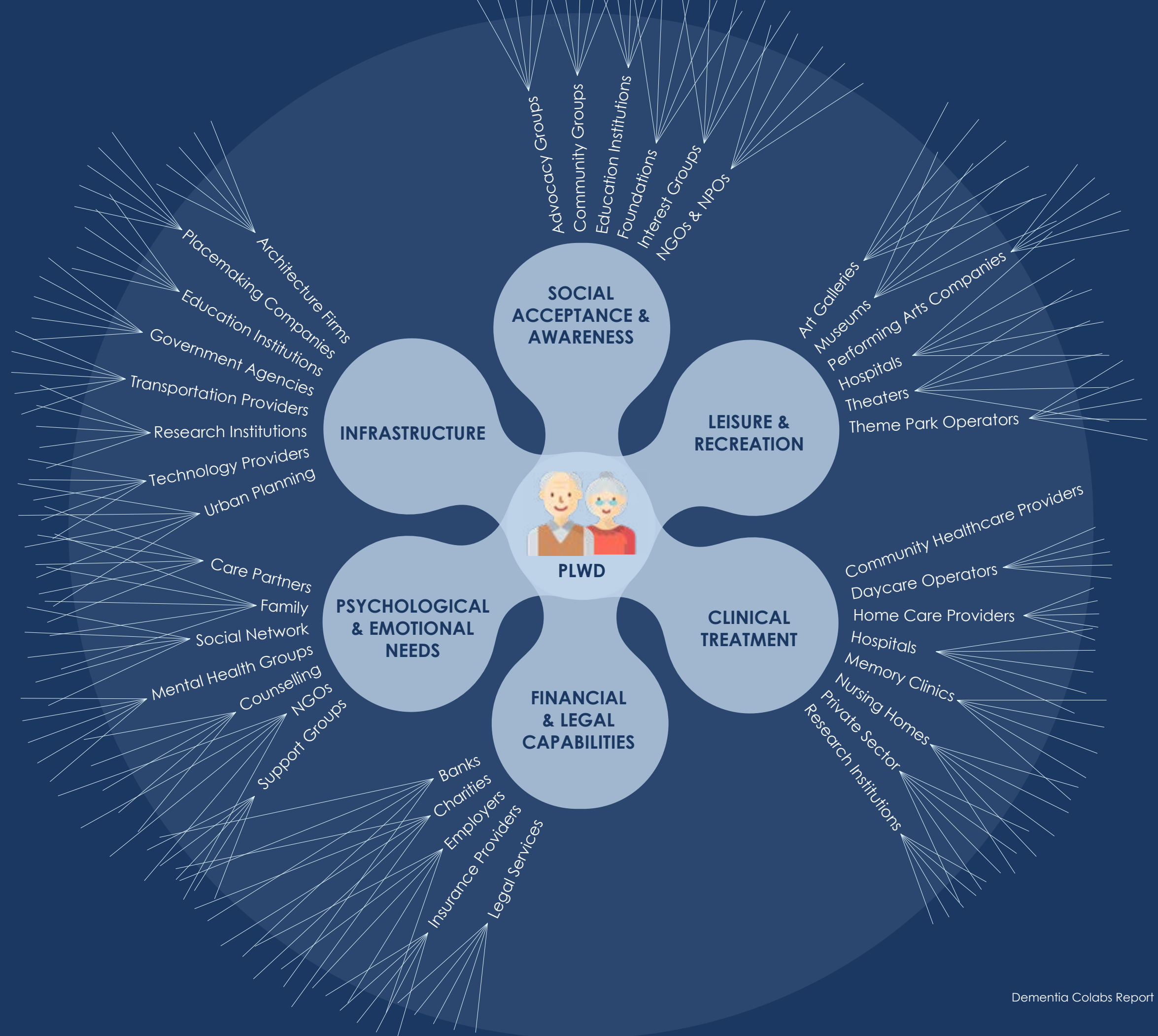
- Caregiver's Journey
- PLWD's Journey

OUR MAPS

Stakeholder Map

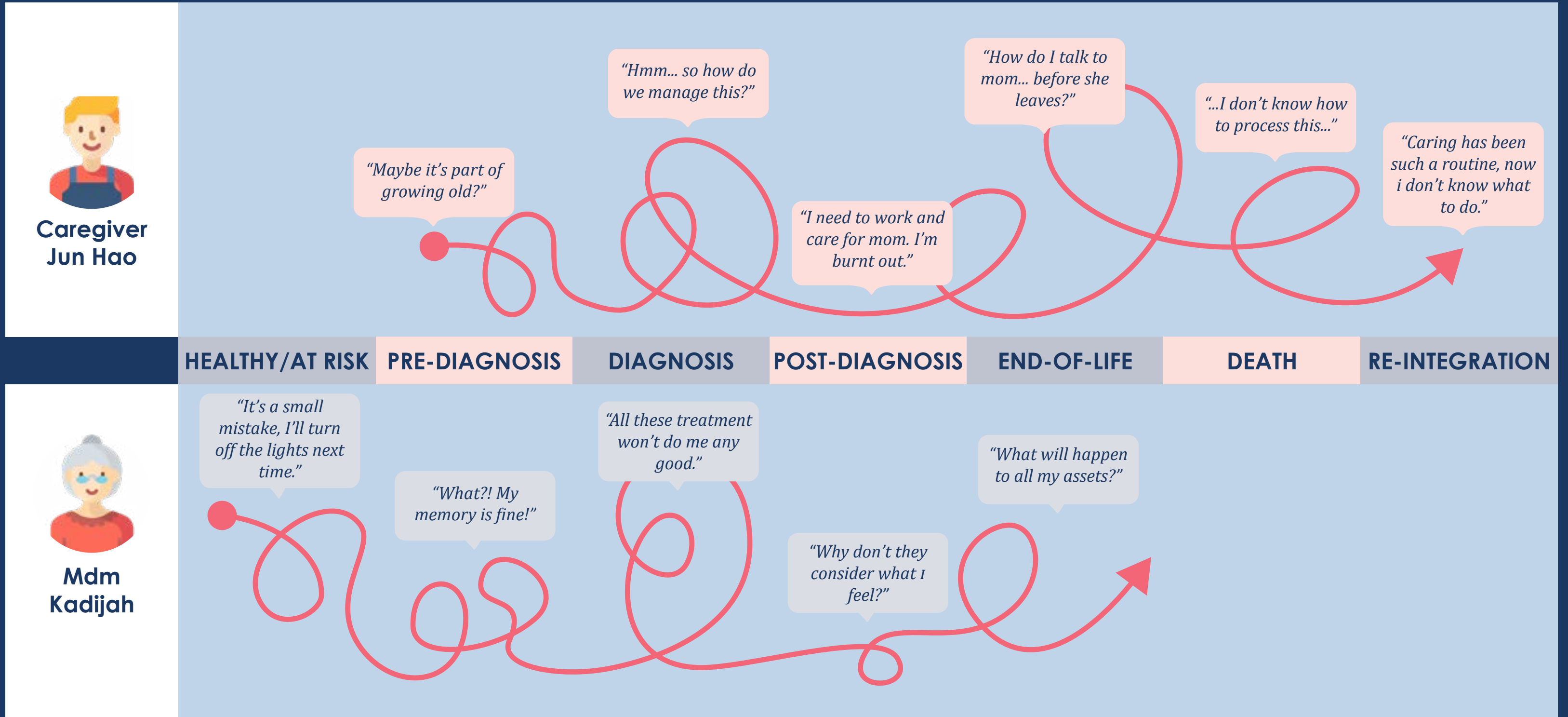
We centered the dementia ecosystem around the PLWDs and explored their six key areas of need. This needs-based framework allows us to explore non-traditional players who may be able to meet PLWD needs and inspire new areas of intervention.

Each player encompasses a range of organisations and institutions.



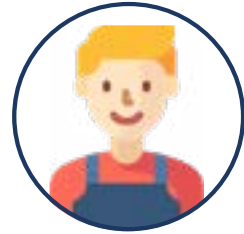
Journey Map Overview

The following journey maps explore a caregiver's and PLWD's experience in the different dementia stages. Since every caregiver and PLWD's journey is distinct, the following maps are impressions of what one might go through and may not represent their journey entirely. These composite personas are inspired by the stories shared during the Colabs dialogue.



Caregiver's Journey Map

Caregivers for PLWDs will similarly experience challenges throughout the dementia journey, often having to adapt to a major change in their loved one's life and lacking guidance in navigating this process.

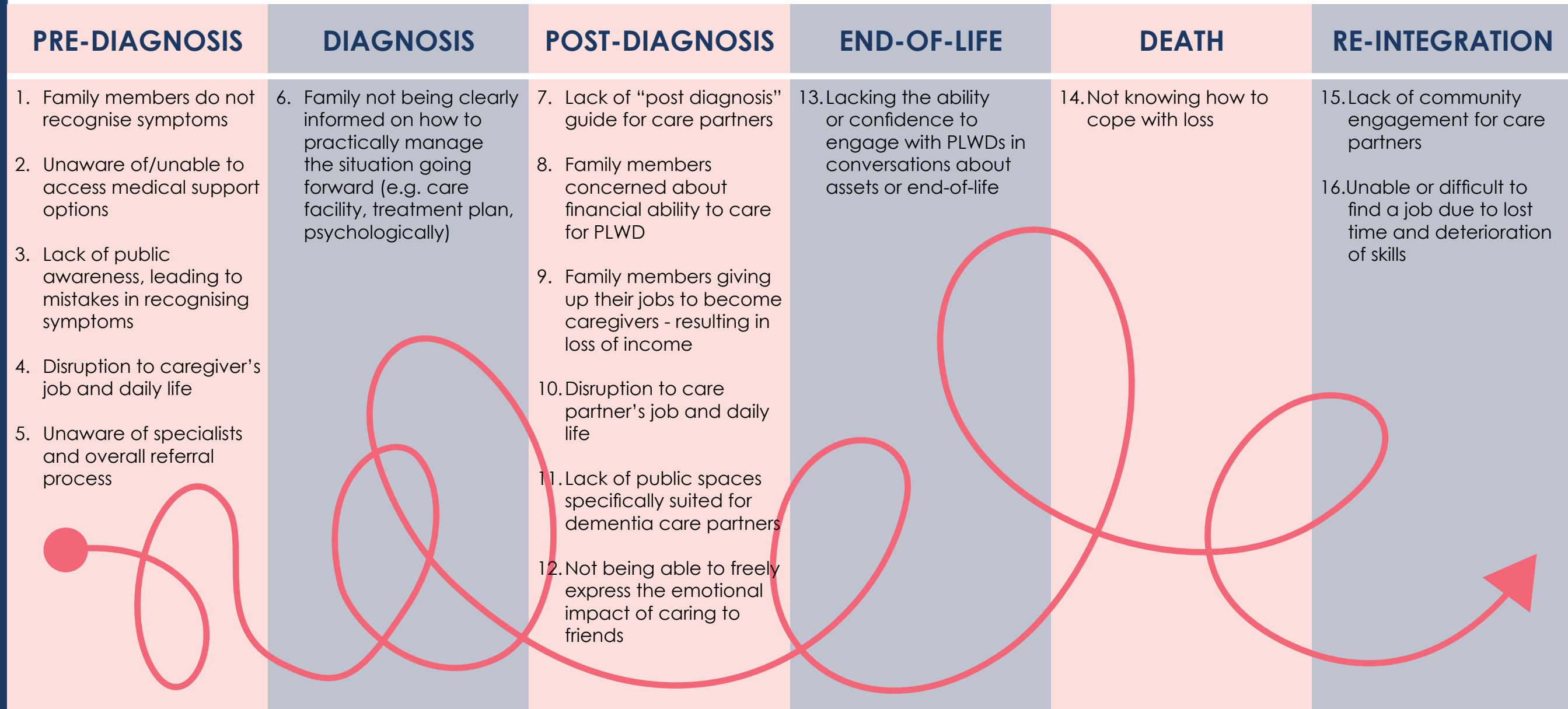


Caregiver Jun Hao

Jun Hao is the only child to his dementia mom. As a middle-aged working person, he juggles between providing for the family and caregiving.

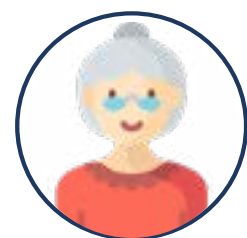
Needs

- To put food on the table
- To care for his mother most of the time
- To have some respite after caregiving



PLWD's Journey Map

PLWDs experience a range of key challenges throughout the dementia journey, ranging from misdiagnosis, arduous testing processes, and difficulties navigating post-diagnosis lifestyle changes.



Mdm Kadajah

Mdm Kadajah is a retiree and wants to live independently. However, she has symptoms of dementia and seeking for help is overwhelming.

Needs

- To know how to cope with dementia
- To be able to find information about dementia easily
- To feel assured that things are handled respectfully

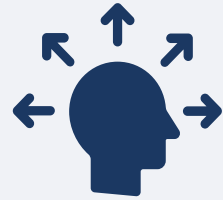
HEALTHY/AT RISK	PRE-DIAGNOSIS	DIAGNOSIS	POST-DIAGNOSIS	END-OF-LIFE
<ol style="list-style-type: none"> 1. Segmenting at-risk and healthy groups does not create a unified response from society 2. Campaigns do not represent dementia accurately 3. Public unaware of dementia risk factors 4. Campaigns fail to increase awareness of dementia 	<ol style="list-style-type: none"> 5. Ignores potential symptoms of dementia 6. Unwilling or unable to seek medical support 7. Misdiagnosis of symptoms 8. Inexperienced or dismissive physician 9. Errors or misinterpretation of test results due to mild symptoms or comorbidity 10. Long and arduous diagnostic process 	<ol style="list-style-type: none"> 11. PLWD is still unaware of the extent to which dementia will affect their lives, making it challenging to plan for the future 12. Communicating treatment options in a negative way 	<ol style="list-style-type: none"> 13. Lack of general awareness about help and resources 14. Medication non-compliance 15. External stakeholders do not know how to interact with or support PLWDs 16. Community unsure of how to support and interact with PLWDs (e.g. social norms, inclusive language) 17. Isolating due to being afraid of embarrassment or friends not understanding 18. Pride and identity are negatively affected, resulting in a sense of worthlessness 	<ol style="list-style-type: none"> 19. System does not actively include PLWD in end-of-life management (e.g. prioritising being at peace vs pushing longevity) 20. Fragmentation of facilities offering end-of-life care (e.g. difficult to find on the same platform)



Opportunities and Insights

Through the Colabs sessions, we gathered
7 areas of opportunities and insights
which may inspire new approaches and
interventions for Singapore's dementia
space.

7 Areas of Opportunities



1. Raising Public Understanding



2. Normalising Conversations Around Brain Health



3. Ramping Up Upstream Work To Target The Undiagnosed-At-Large



4. Transforming The Diagnosis Experience



5. Digitalising Post-Diagnosis Journeys



6. Exploring Alternative Care Models



7. Leveraging The Full Range of Community Assets

OPPORTUNITIES

1. Raising Public Understanding

INSIGHT: Ongoing public awareness efforts are sub-optimal due to the stigma surrounding dementia

While there are various efforts to improve public awareness and understanding of dementia, there are still a number of reasons for why the message may not “stick”.

Common Misconceptions / Issues

“Dementia is a **NORMAL** part of ageing.”

Dementia is **not** a normal part of the healthy ageing process and is not inevitable, thus requiring serious attention and care. 40 percent of cases **may have been prevented or delayed** through a serious control of risk factors.

“Dementia will not affect me or my family members.”

There is a perception that one will not be directly or indirectly affected by dementia. In reality, many of us **experience varying degrees of change** in our or our family members' cognitive abilities over time.

“Dementia is just forgetfulness.”

Dementia is more than forgetfulness and memory loss. It also includes a general loss of cognitive function and skills such as reasoning. This leads to serious behavioural changes and needs. **This misunderstanding discourages individuals from seeking medical attention** early on.

“I don't know anyone with dementia.”

The ‘invisibility’ of dementia may create the perception that very few struggle with the condition. This is linked to the stigmatisation of the condition stemming from feelings of fear, shame, embarrassment, and guilt. This can potentially create a vicious cycle where few are confident to openly share their struggles, thus limiting awareness and understanding as well.

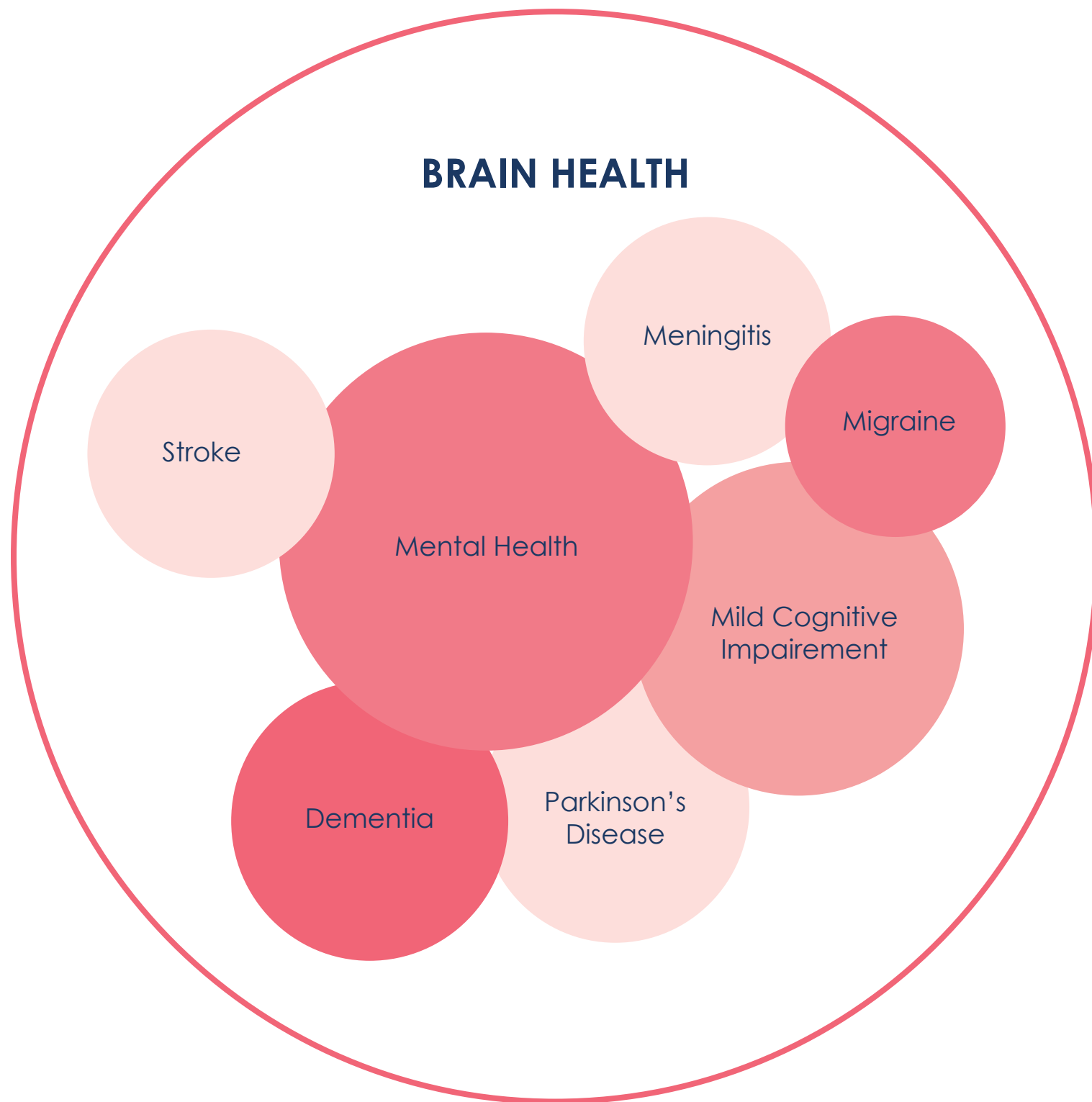
A More Helpful Understanding

“If we don’t change the public’s misconception of dementia, then it will be a vicious cycle of excluding PLWDs in society.”

- Jane*, PLWD

* Name has been changed to protect privacy

Common Misconceptions / Issues	A More Helpful Understanding
<p>“Dementia is completely separated from other medical conditions.”</p>	<p>While dementia is often isolated from other medical conditions, there are conditions linked to dementia such as hypertension, diabetes, and depression. Drawing out the similarities across conditions instead of treating dementia in isolation may draw more attention to the condition.</p>
<p>“Dementia is only an issue for affected individuals and their families to handle.”</p>	<p>Viewing dementia as an isolated personal or family issue limits opportunities to build an inclusive and caring society. Dementia presents a significant cost to society if neglected and not addressed early.</p>
<p>“I don’t know how to talk about dementia.”</p>	<p>Whilst individuals may avoid talking about dementia due to a lack of knowledge or fear of causing offence, this makes the condition more invisible. Equipping individuals with the language and socio-emotional skills to approach and discuss the topic will be critical for an inclusive society.</p>
<p>“It’s impossible to live with dementia.”</p>	<p>The lack of positive examples of living with dementia in the media has painted a bleak picture of the condition along with an unwillingness to engage with it. In reality, many PLWDs and their caregivers have found ways to manage the condition and continue to lead meaningful lives.</p>



OPPORTUNITIES

2. Normalising Conversations Around Brain Health

INSIGHT: Broadening dementia conversations to include brain health can help to increase upstream awareness

The lack of awareness surrounding cognitive conditions may prevent timely diagnosis and medical attention of dementia. Framing dementia as a part of a broader conversation around brain health can help normalise discussions and encourage early conversations about cognitive decline. This can incentivise earlier screenings and detection of dementia, among other potential cognitive conditions.

This framing would not replace the use of 'dementia', which would still be relevant once diagnosis has been made and treatment is sought. Instead, it may contribute to a culture where all of us pay greater attention to changes in our brain health.



Why Brain Health?

In 2016, neurological conditions were the leading cause for disability-adjusted life years (DALY), which represents the loss of one year of full health. While this has gradually shifted, brain health remains one of the top 10 causes of DALYs for adults aged 75 and above. Using the term "Brain Health" allows us to address the shared objective of increasing public awareness of dementia, and highlighting other neurological conditions.

3. Ramping Up Upstream Work To Target The Undiagnosed-At-Large

INSIGHT: A complex combination of human psyche (fear, dismissiveness) and social factors (stigma, potential isolation) hampers accurate diagnosis and early detection of dementia

What makes the diagnosis process challenging?

While social stigma and a lack of awareness of dementia often act as barriers to diagnosis, Colabs participants also remarked that dementia is often difficult to detect due to:

- Mischaracterisation of the symptoms as normal parts of ageing
- A short duration of consultation time (~10 minutes) with general practitioners is insufficient to form an accurate diagnosis
- Consultation environment is not perceived as a safe space to share symptoms or challenges due to fear or experience of clinician stigmatisation
- Social isolation of potential dementia clients (e.g. elderly citizens who are living alone) makes it difficult to reach and encourage them to participate in screening processes.

Why is early and accurate diagnosis critical?

- **Early diagnosis** allows for structured management of the disease progression, making care and support more manageable.
- **Early identification** of dementia may provide access to secondary prevention methods (e.g. control of risk factors, lifestyle modifications) or disease-modifying treatments.
- **Accurate diagnosis rates** are key to ensuring healthcare system preparedness as well as sufficient healthcare treatment facilities and resources to support affected clients.
- **Accurate diagnosis** demonstrates the true scale and magnitude of the dementia challenge. This may help reduce the stigma towards the condition.

! Over 41 million dementia cases globally are not diagnosed.





OPPORTUNITIES

4. Transforming The Diagnosis Experience

INSIGHT: Diagnosis is a critical moment in the dementia journey that has room to be radically transformed to be more informative, compassionate and empowering.

The current delivery of diagnosis was observed to need more compassion and heart, as it is often communicated without fully acknowledging the life-altering implications of living with dementia. One PLWD mentioned that their diagnosis experience was approached dismissively as if their condition is not as serious as compared to a cancer diagnosis. This suggests that the sector can pay more attention to communicating about dementia to PLWDs and their caregivers in a more positive and sensitive manner.

*“The way i was diagnosed...
[felt as if they were] telling someone
that they have the flu.”*

- John*, PLWD

Based on the discussion, the Colabs participants came up with a vision of the ideal dementia diagnosis experience using the **ICE acronym**:

- I Informative:** The client is informed of the condition, implications and potential progression of the disease and understands the next step they should take.
- C Compassionate:** The clinician's delivery of the diagnosis acknowledges the client's fear, anxiety, sadness, and any other emotions surrounding dementia as a life-changing medical condition.
- E Empowering:** The client and their caregiver are left with a sense of hope and are empowered to adequately manage the condition, and are aware of where and how to access additional support and resources if needed (e.g. financial support, day care facilities).

OPPORTUNITIES

5. Digitalising Post-Diagnosis Journeys

INSIGHT: Digitalisation pushes the boundaries of care to transform the entire post-diagnosis journeys for PLWDs and caregivers

Based on suggestions and feedback from the Colabs participants, we derived 4 big ideas around digitalisation for PLWD and caregiver journeys. They are detailed in the following table:

“I don’t know what kind of resources I need and where to get them. Caregiving is already hard and it’s even harder to find information for resources.”

- Caregiver for a parent with dementia.

4 Big Ideas For Digitalisation

1. Increase Personalisation

- Offer **information based on personal indicators** (e.g. type of dementia, age of PLWD, budget/ financial capacity, stage of dementia) to help PLWDs and their caregivers to navigate the complex range of information and resources available.

2. Accurate Tracking

- **Use data on service usage** to accurately track and monitor resource usage (e.g. day care availability, waiting duration) potentially by location/condition.
- Create a **positive feedback loop** to enable adjustments in service provision and resource allocation (including quality of services through client reviews).
- **Identify areas of need or surplus** among healthcare service providers.

3. Improved Access to Resources

- **Centralising dementia-related information** on a single platform enables PLWDs and caregivers to easily access information they may not be aware of.
- This also allows resources and information (including costs, availability, contact information) to be made more accessible.

4. Anticipatory Service Delivery

- Early and timely testing to increase preventative action for dementia based on age, test results, etc.
- Provide checklist of resources and services recommended by other PLWDs and caregivers, which are matched with users based on their personalised profiles and needs.

OPPORTUNITIES

6. Exploring Alternative Care Models

INSIGHT: It is key to move from an efficient productivity-centric approach to a more compassionate client-centric care for PLWDs

Singapore's dementia care approach has placed a strong focus on risk prevention and pharmacology intervention. This has been accompanied by a success matrix (e.g. minimal falls) focusing on efficiency and productivity-oriented dementia care.

While current dementia care practices are well-meaning, Colabs participants shared some of the unintended effects of the current approach to dementia care. These include:

- **Ineffective and inefficient care** as clients may not be willing to cooperate and may feel forced to conduct certain activities (e.g. bathing, eating)
- **Frustration and fatigue** from caregivers and healthcare personnel working with non-cooperative clients
- **Uncomfortable** and potentially dehumanising experience for PLWDs
- **Minimal flexibility** to accommodate clients' and families' preferences and values for medical treatment
- **Fear and discomfort** with admitting PLWDs into hospitals or professional care facilities due to uncertainty surrounding treatment

As such, the Colabs community also raised the importance of making space for alternative models of care in the ecosystem. One of the local case studies for client-centric care includes the Peacehaven Jade Circle detailed on this page.

LOCAL CASE STUDY: Peacehaven Jade Circle



Developed by The Salvation Army Peacehaven, Lien Foundation, and Khoo Chwee Neo Foundation, this nursing home aims to deliver a new form of dementia care that centers on the values of autonomy, individual choice, and dignity. The eldercare facility has been purposefully **designed with an intergenerational lifestyle club and health centre**, as well as a training centre. Jade Circle also aims to encourage independence and well-being by adopting a restraint-free, anti-diaper policy for its residents.

ABOUT: The Humanity™ Approach



One example of an alternative care model is the Humanity™ approach, developed over 35 years ago by Professor Yves Gineste. The approach places an emphasis on communicating care, concern, and love to PLWDs, especially seniors with whom caregivers often struggle to interact with. Its fundamental principles lie in respecting the dignity and independence of each individual, and retaining their humanity. The method highlights the four communication skills of **“looking, talking, touching, and standing.”**

This method has been used in Japan after being introduced in 2012, and a pilot has also been conducted in a local nursing home here in Singapore. Measurable improvements have been observed, with client scores on the Behavioral Pathology in Alzheimer’s Rating Scale (BEHAVE-AD).

Find out more about Humanity™ in Singapore:
<https://www.psychologuesingapore.com/>

Singapore can draw inspiration from alternative approaches to dementia care, such as the Humanity™ approach.

Alternative care models can allow for more client-centric and effective care. Organisations around the world which have adopted the Humanity approach, an alternative care model, have observed measurable improvements in client scores on the Behavioral Pathology in Alzheimer’s Rating Scale (BEHAVE-AD).

“The best form of care is what is most loving to the person living with dementia.”

- Medical Practitioner at Dementia Colabs 2021

OPPORTUNITIES

7. Leveraging The Full Range of Community Assets

INSIGHT: A whole-of-society response to dementia means a full integration of PLWDs and caregivers into their communities

To move towards a whole-of-society response to dementia, it's important to explore the fullest range of community assets which may have been underutilised so far.

Barriers To Community Integration

Several barriers affect the integration of PLWDs and caregivers, and prevents a whole-of-society response to dementia today. The Colabs participants identified them as

- Fear of stigmatisation and judgment regarding dementia
- Prevailing perception amongst the general public that dementia is a 'personal' issue to be dealt with by PLWDs and their families, and therefore not requiring closer attention from the community
- Limited awareness and understanding of dementia as a medical concern, who the affected individuals are, and how communities can offer support



How We Can Leverage Community Assets To Build Towards A Whole-Of-Society Response

The Colabs participants suggest that the key to an effective whole-of-society response lies in demonstrating that **PLWDs and caregivers are assets to their community**. This can be explored through numerous pathways, including:



SELF-ADVOCACY

Creating avenues for self-advocacy by PLWDs and caregivers to share their experiences with other community members.



ARTS, CULTURE, AND MEDIA

Using arts, culture, and media to engage the community and facilitate deeper encounters with dementia.



EDUCATING EARLY

Schools and places of education are effective avenues to increase dementia literacy from an early age (e.g. inclusion in the curriculum).



Visions & Recommendations

We formulated upstream and downstream challenge statements based on our insights. In this section we also include recommendations for the ecosystem.

- 1. UPSTREAM:** How might we mobilise a more comprehensive, informed, and empathetic community response to dementia?
- 2. DOWNSTREAM:** Can we re-imagine better planned and seamlessly-integrated, family-centric services and resources for different persons with dementia?

VISION

Upstream

Over the years, various campaigns, talks, and apps have helped raise awareness around dementia in Singapore. However, the level of understanding of the complexities around dementia, with its different risk factors, types, severity levels, and symptoms, remains low.

People often misunderstand or do not know how to interact with PLWDs, or how to create safe spaces where they can thrive.

PLWDs themselves continue to experience shame and depression as their functions deteriorate, and don't have the tools to fully communicate how their identities, feelings, and relationships are affected. It is not always easy to see PLWDs as their former selves, or to help them restore purpose and dignity.

There is a need to de-stigmatise dementia, create upstream awareness of risk factors and build deep understanding and empathy in our communities. Providing socio-emotional tools for all families to cope better with dementia is also required.

How might we mobilise a more comprehensive, informed, and empathetic community response to dementia?





Can we re-imagine better planned and seamlessly-integrated, family-centric services and resources for different persons with dementia?

VISION

Downstream

The journey leading to diagnosis is a critical stage for PLWDs and their families. However, clients undergo multiple diagnostic phases with different specialists in the public healthcare system before they receive a thorough diagnosis.

Post-diagnosis, they often have to navigate their own way to receive treatment, enter clinical trials, seek guidance to handle their affairs, and explore different care models and communities.

As PLWDs plan their treatment and adjust to their new lives, there is a need to enhance their decision-making capacity, autonomy, dignity, as well as sense of hope and purpose, even as social isolation increases due to Covid-19.

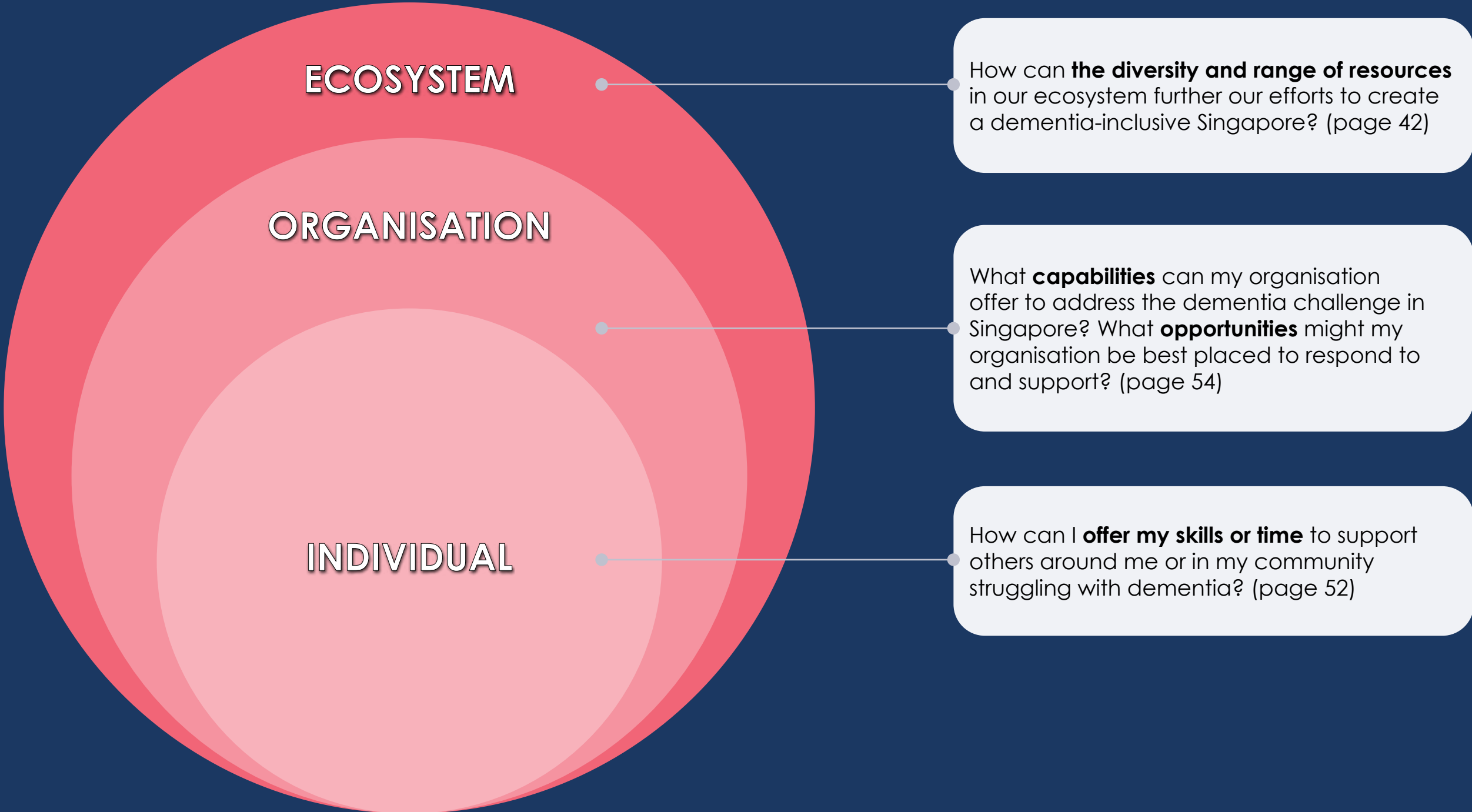
There are now services available to support caregivers with community and respite, but there may be opportunities for them to acquire deeper skills, emotional support, and re-integration back into society.

Persons living with early onset dementia in particular may require occupational therapy, financial planning over a longer horizon, and care for their children, yet this may not always be easily available.

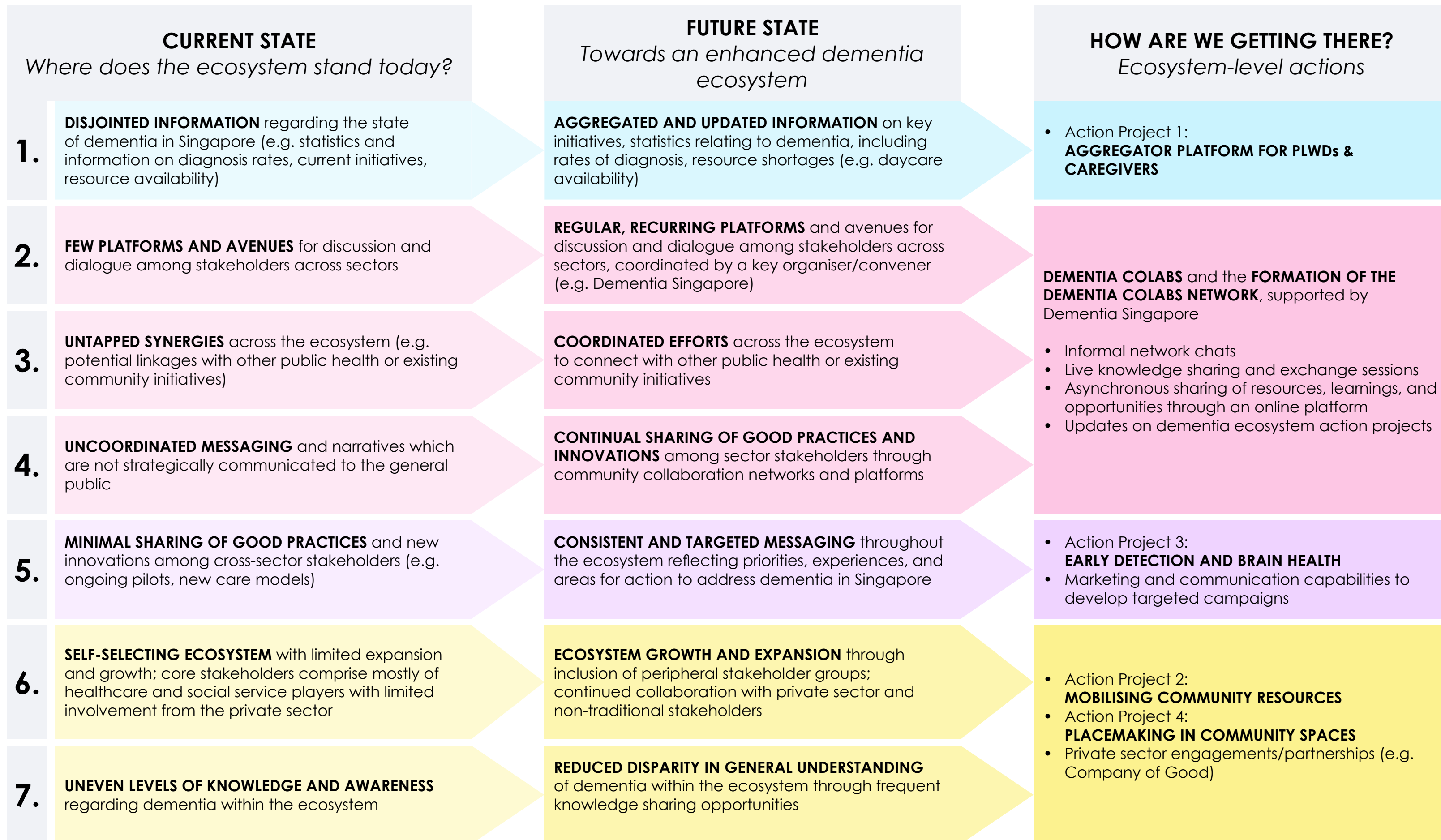
RECOMMENDATIONS

For The Ecosystem

The Dementia Colabs has inspired and unveiled opportunities to take action at the individual, organisational, and ecosystem level.



RECOMMENDATIONS | FOR THE ECOSYSTEM





Action Projects

Inspired by the challenge statements in the multi-stakeholder dialogues, Action Projects were co-created by the Colabs participants. Each project has an issue champion(s) to drive action and momentum.

1. Aggregator Platform for PLWDs & Caregivers
2. Mobilising Community Resources
3. Early Detection & Brain Health
4. Placemaking in Community Spaces
5. Other Ongoing Initiatives



ACTION PROJECTS

Aggregator Platform for PLWDs & Caregivers

An Aggregator Platform was one of the solutions highlighted to address the difficulty that PLWDs and caregivers face in navigating the wide range of resources available to them.

About The Solution

Caregivers and PLWDs experience difficulties navigating the resources available to them in their dementia journey. This results in minimal autonomy and empowerment in choosing care options and can even cause stress. In response, Dementia Singapore (DSG) is driving two initiatives to increase accessibility to resources and information to support these individuals in their dementia journey:

- Dementia Hub – Singapore's one-stop hub for all information and resources related to dementia
- CARA Membership Programme – A digital platform providing Community, Assurance, Rewards, and Acceptance (CARA) allowing PLWDs and caregivers to access personalised support and benefits

These two initiatives will be further developed and refined based on the ideas shared during the Dementia Colabs.

Solution Implementation

- Solution Lead and Key Contact Point:
 - Jason Foo (**Dementia Singapore**)
- Potential workgroup members:
 - Cheung Siew Li (**St Luke's Hospital**)
 - So Man Shan (**AWWA**): to explore linkages with AWWA programmes to support new caregivers
 - Catherine Chan (**SingHealth Community Hospitals**): Brainstorming post-diagnostic support for clients, caregiver resources, and other integrations with Dementia Hub
 - Dawn Choo (**Dementia Singapore**)
 - Charles Tan (**Majurity Trust**)
 - Soh Lai-Yee (**Roche**)

Next Steps

- To form a workgroup and meet with other individuals interested in further developing the aggregator platform solution.

Mobilising Community Resources

To garner whole-of-society support for dementia, Colabs participants brainstormed a community programme which uses the arts and forms of creative expression to engage PLWDs and their community members.



About The Solution

Despite the gravity of the issue, many members of the public still lack awareness and understanding of dementia.

Colabs participants suggested designing creative activities in local communities to establish connections between PLWDs and members of the public. Early ideas include using fun activities, storytelling, and the arts to share PLWDs' stories. This enables PLWDs to engage in powerful self-advocacy, whilst integrating PLWDs with their broader communities.

The greater goal is for the public to view PLWDs as community assets in the long run.

Solution Implementation

- Solution Lead and Key Contact Point:
 - Daniel Lim (**Enable Asia**)
 - Alison Lim (**Dementia & Co.**)
- Potential workgroup members:
 - Prof. Carol Ma (**SUSS**)
 - Samuel Law (**The Sound of Kindness**)
 - Dorine Lee (**Dementia Singapore**)

Next Steps

- To further develop a pilot programme in Nee Soon East and identify local assets in the area (including community contacts, potential volunteers, youth networks, funders)

Early Detection & Brain Health

Dementia prevention and early detection challenges may be addressed by reframing dementia as part of the broader issue of brain health.

About The Solution

Public awareness of dementia remains low due to stigmatisation and fear of diagnosis. This is made worse by a lack of primary prevention efforts and awareness of potential tools to detect and monitor changes in brain health.

In response to this, Colabs participants have suggested that dementia may be in need of a “rebranding” exercise. They suggest a shift in focus to Brain Health, which the general public can relate to more easily.

The stigma surrounding medical conditions such as dementia may be reduced over time. This can be achieved through promoting brain health early, highlighting lifestyle interventions, linking brain health to general wellness, and driving targeted brain health campaigns (e.g. based on age group or health condition).

Solution Implementation

- Solution Lead and Key Contact Point:
 - Pin Chin Kwok (**Savonix**)
- Potential workgroup members:
 - Prof. Tan Boon Yeow (**St. Luke’s Hospital**)
 - Chua Chee Yong (**Integrated Health Information Systems**)
 - Jiang Weiting (**Dementia Singapore**)
 - Soh Lai-Yee (**Roche**)

Next Steps

- To form a workgroup and meet with other individuals interested in further developing the solution
- To access a larger audience and obtain more data around the need for early detection
- To connect with medical system stakeholders (e.g. memory clinics)



Placemaking in Community Spaces



Persons living with dementia and their caregivers can be more integrated into their communities through placemaking efforts and purposefully designed community programmes.

About The Solution

Dementia is often perceived as an individual issue as opposed to a community one. The focus on PLWDs and caregivers without considering how they fit into a broader community has driven a desire amongst Colabs participants to build a more community-based and communal approach to supporting PLWDs.

Colabs participants hoped to leverage community and built environment design to empower PLWDs and their communities through placemaking and programming, and adopt a more intergenerational approach towards dementia care. The community approach relies on:

- Establishing a central contact point
- Community design (e.g. ageing in place, participatory placemaking)
- People-driven services and programmes within communities (e.g. volunteering opportunities).

Solution Implementation

- Solution Lead and Key Contact Point:
 - Prof. Chong Keng Hua (**SUTD**)
 - Lim Aunn Ning (**SUTD**)
 - Natasha Yeo (**SUTD**)
- Potential workgroup members:
 - Mary-Ann Khoo (**Dementia Singapore**)

Next Steps

- To form workgroup and meet with other individuals interested in further developing the solution
- To identify target communities and community partners, resources, and initiatives which the programme can leverage on or partner with
- To follow up with Prof. Keng Hua's team leading the Dementia Friendly Neighbourhood and Creative Placemaking projects to explore integration opportunities.

Other Ongoing Initiatives

Below are some ongoing initiatives and explorations that have arisen after the Colabs series. If you are keen in supporting or collaborating in the initiatives as a funder, donor, volunteer or sector industry feel free to reach out to these organisations.



ComfortDelGro x Agency for Integrated Care x Dementia Singapore

The joint collaboration between **ComfortDelGro**, **AIC** and **DSG** aims to increase transportation accessibility for PLWDs and their caregivers. This initiative hopes to:

1. Train ComfortDelGro's driver community (of taxis and private buses) in interacting with PLWDs
2. Incorporate Dementia Friends Mobile application and CARA as part of drivers' assistance protocols for MedCare
3. Raise awareness on CDG's specialised transportation services to PLWDs and Caregivers



Agency for Integrated Care x National Library Board

This collaboration aims to make Woodlands library into a more dementia-inclusive space by equipping staff with dementia awareness workshops, curation of NLB resources, providing micro-employment for people with young onset or mild dementia. There are also plans to create a Learning Community in the library with a focus on caregivers and care partners to increase the awareness of dementia. By having NLB as a touchpoint in the community, this enables PLWDs and their caregivers to enjoy the space together.



Care Beyond Walls

This is an ongoing multi-pronged project between **AWWA** and **Lien Foundation** that aims to challenge the boundaries of dementia care centres into a centre-based care for PLWDs through personalised interest-based activities. The project will also offer caregivers a variety of respite care options and will also include a new dementia resource centre for end-to-end support. This space also aims to function as a communal space for social gatherings, health screenings and public education workshops.

Website: <https://www.awwa.org.sg/our-services/seniors/dementia-day-care-centre/>



What You Can Do

Through the process of co-creation with stakeholders, we identified areas where other members of the public can play a part to create a dementia-inclusive Singapore.

1. For Caregivers
2. For The General Public
3. Organisations & Companies



WHAT YOU CAN DO For Caregivers

Getting Diagnosed Early:

If you suspect your loved one has dementia, getting diagnosed and seeking treatment and intervention early is important. Visiting a family doctor is often the first step. You may also obtain professional diagnosis through a Memory Clinic. You can learn more about the detailed steps through this site.

Website: <https://www.aic.sg/body-mind/get-dementia-diagnosis>

Caregivers Support Network:

Dementia Singapore

Dementia Singapore offers programmes that aim to promote self-care by providing a platform for caregivers to nurture interests, learn skills, and connect with other caregivers. Some of the programmes also touch on topics such as medications in dementia care and managing emotions. They also have programmes that are conducted in English, Mandarin and Malay.

Website: <https://dementia.org.sg/csg/>

Caregivers Alliance

This non-profit organisation offers caregiver-to-caregiver training programmes specifically for caregivers of PLWDs. A fully funded course spanning 8 weeks is available for you to learn how to better care for your loved ones with dementia.

Website: <https://www.cal.org.sg/c2c>

Caregiving Welfare Association (CWA)

In this caregiver support group, caregivers can gain mutual support from other caregivers by sharing their personal experiences in overcoming their struggles and learning from one another through art therapy or a mindfulness-based support group.

Website: <https://www.cwa.org.sg/get-help/caregiver-support-group>

Dementia Care Centres:

Active Global Home & Community Care

Active Global Home & Community is a home and community-based eldercare that delivers personalised client care. Active Global offers specialised care at the senior day care centres in Ghim Moh and Telok Blangah specifically for elderly with dementia and also trains caregivers of PLWDs.

Website: www.activeglobalcaregiver.sg

AWWA

AWWA's Dementia Day Care Centre provides maintenance day care services to clients who have mild to severe dementia. It aims to slow down the deterioration of clients' physical and mental functions, thus delaying the need for institutionalisation.

Website: <https://www.awwa.org.sg/our-services/seniors/dementia-day-care-centre/>

Family of Wisdom by Dementia Singapore

This weekly three-hour enrichment programme is conducted in a small group setting, where PLWDs are grouped according to their stage of dementia, spoken language, age and educational profile. The session provides a continuum of community care for PLWDs who have completed sessional therapy outpatient programmes and are discharged for community care.

Website: <https://dementia.org.sg/fow/>

Hua Mei Centre for Successful Ageing (HMCSA) by Tsao Foundation

Hua Mei Elder-Centred Programme of Integrated Comprehensive Care was started to help older persons who want to continue living in the community despite their multiple medical conditions, physical frailty and weak family and social support network.

Website: <https://tsaofoundation.org/towards-successful-ageing/hmcsa/centre-based-comprehensive-care>

New Horizon Centres by Dementia Singapore

Dementia Singapore manages and supports the New Horizon Centres, which provides daycare services for people with dementia. The New Horizon Centres at Bukit Batok, Jurong Point, Tampines and Toa Payoh also offer an Early Dementia Programme for those at an early stage of dementia.

Website: <https://dementia.org.sg/nhc/>

St Luke's Hospital

St Luke's Hospital has a specially-designed dementia ward. Members in the multi-disciplinary care team have a passion in dementia care and are trained in the care of persons with dementia and their caregivers.

Website: <https://www.slh.org.sg/service/dementia-care/>

WHAT YOU CAN DO For The General Public



Building A Pool Of Dementia Friends & Champions

Dementia Friends can be anyone who has been trained to understand the symptoms of dementia. They should be willing to serve as community lookouts and try to assist people with dementia in public situations. This could be creating a communication channel within your neighbourhood or even creating dementia friendly stickers for food stalls that can help to keep a lookout.

Website: <https://www.aic.sg/body-mind/become-dementia-friend>



Creating Intergenerational Programmes

Intergenerational programs offer younger and older generations the opportunity to interact and engage in ways that are beneficial on multiple levels. These programs connect people of varying ages through ongoing activities designed to teach, stimulate, and foster purposeful living. These can be activities that both young and old can participate in. For example, community cooking, playing board games or repairing things together.

Website: <https://www.family-central.sg/intergenerational-learning-programme/>



Crowdfunding for Resources

Resources are always tight in the dementia space. Service providers are often looking to extend more resources to PLWDs and their caregivers. The community can contribute to their efforts by donating funds, medical supplies, food or any donations in-kind to any of the service providers. Volunteering of skills and labour are also of great help!

Check out [Giving.sg](https://giving.sg) to find out how you can give your time or donations to the organisation of your choice.

giving.sg



Learn about Dementia

Becoming more aware of dementia can be powerful and enabling as we learn more about the conditions, symptoms and how we can assist and communicate with PLWDs. AIC has developed an e-learning module on dementia to equip the community with essential knowledge and skills. Upon completing the course, you can graduate with a certification of achievement!

Website: <https://www.aic.sg/body-mind/mental-health-elearning>



Volunteer To Provide Caregiver Support

There are several programmes supporting caregivers but most of them are either caregiver support groups or training. However, none of the current programmes focus on the caregivers' own mental well-being. Thus, members of the public can also help to fill this gap by setting up a group or a club with a focus on self-care and promote the well-being of caregivers.

Website: <https://www.giving.sg/>

The KIND Gesture

Everyone can play a part in building a supportive community. Remember the KIND gesture when helping each other:



KEEP A LOOKOUT

Look out for people who show signs and symptoms of dementia



INTERACT WITH PATIENCE

Be friendly and acknowledge their concerns. Reassure them that you are there to help.



NOTICE THEIR NEEDS AND OFFER HELP

Ask for their identification and Next-of-Kin's contact details, with the help of visual clues.



DIAL FOR HELP

Call the Next-of-Kin if possible or bring the person to the nearest dementia Go-To Point for assistance.

Website: <https://dementiafriendly.sg/Home/GuidePre>



WHAT YOU CAN DO

For Organisations & Companies

Environment Audit

When the physical environment of your store is dementia-enabling, it gives persons with dementia and their caregivers the confidence to visit your business. Here are some common areas to focus on, when creating a dementia-enabling physical environment:

- **Lighting:**
Consistent and bright lighting can help PLWDs make sense of the surroundings and reduce the risk of falls.
- **Walkways & flooring:**
Provide well-defined pathways with landmarks and mark out uneven surfaces (i.e. steps, kerbs, etc.)
- **Noise levels & other external stimulations:**
Create a soothing, spacious and familiar environment by using recognisable store signs and relaxing music.
- **Seating & resting areas:**
Create sufficient space to allow PLWDs to choose to be alone or with others.
- **Toilets:**
Well-designed toilets with grab rails can help PLWDs maintain their independence and dignity in personal care.
- **Signage:**
Good enabling signages can guide PLWDs to their destination or provide them with sufficient cues to complete a task.
- **Lift, escalators, travellers:**
These facilities are helpful in navigating buildings. Great to provide adequate signages leading to lifts and to use uniform and bright lights in these areas.

Find out more details here: <https://dementia.org.sg/business-toolkit/>



Support Employees Who Are Caregivers

To become dementia-inclusive, businesses take steps to support not only customers but also employees impacted by dementia. This includes hiring and retaining employees with dementia and providing support to employees who are caregivers to persons with dementia.

To strengthen and to provide better support for the caregivers, employers can practice the following approaches (non-exhaustive list):

- ❑ Having a fair and open employment selection
- ❑ Redesign and adjust jobs that have more flexibility
- ❑ Providing training and development of shared network where caregivers can support one another
- ❑ Giving equitable compensation and discretionary benefits to caregivers
- ❑ Adapting a deliverable focused performance management instead of visibility within the organisation
- ❑ Providing support to the well-being of employees
- ❑ Creating a safe space for employees to provide feedback on discriminatory practices



Support Employees With Dementia

To ensure that employees with dementia are well supported in the workplace, employers can take on the following approaches (non-exhaustive list):

- ❑ Implementing non-discriminatory and inclusive employment practices
- ❑ Educate and advocate for dementia awareness at the workplace
- ❑ Providing flexible working hours and locations to ensure safety
- ❑ Building dementia-friendly spaces in the workplace
- ❑ Provide training and development as a refresher for employees with dementia to perform their task
- ❑ Having peer mentoring for extra guidance and support
- ❑ Practising dementia-informed and non-punitive appraisal process
- ❑ Ensuring compensation and benefits are fair and commensurate with job requirements
- ❑ Respecting employees' time and privacy



Based on the checklist on this page, **how would you score yourself in becoming a dementia-inclusive organisation?**

This is only the beginning of making progress! To learn more on how you can make your business dementia-inclusive, check out this comprehensive toolkit by **Dementia Singapore**:
<https://dementia.org.sg/business-toolkit/>

5 Key Sectors to Engage Deeper For a Dementia-Inclusive Singapore

TRANSPORTATION

Objective: Enhance Commuting Experience

Rationale: Transportation is an essential service for PLWDs and their caregivers to travel from place to place.

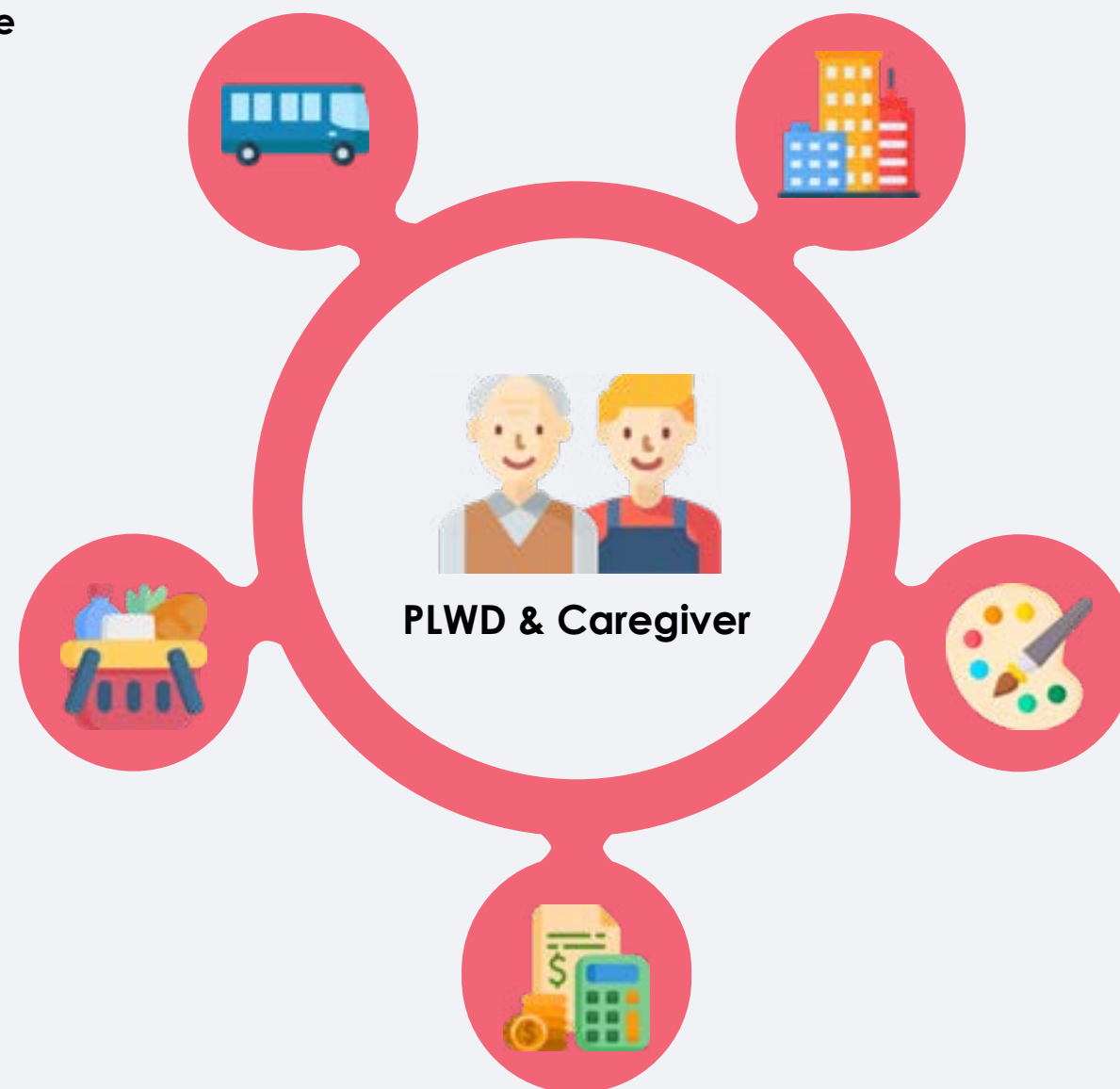
Outcome: Develop a guide for inclusive transport

RETAIL

Objective: Increase Services Touchpoints

Rationale: More community nodes in retail spaces help to raise public awareness on dementia.

Outcome: Develop dementia-friendly business toolkit



BANKING & FINANCE

Objective: Improve Financial Literacy

Rationale: This allows PLWDs and caregivers to better their financial planning.

Outcome: Develop financial charter

BUILDING

Objective: Improve Infrastructure

Rationale: This enables PLWDs and caregivers to have better access (ie. way-finding) and navigate neighborhoods safely.

Outcome: Develop a blueprint-audit checklist and standard principles for dementia-friendly infrastructures

ARTS & LEISURE

Objective: Promote Mental Wellness

Rationale: The arts and leisure can promote services that help increase the quality of life and enjoyable activities for PLWDs and their caregivers.

Outcome: Develop programme catered to PLWDs and caregivers

WHAT YOU CAN DO | FOR ORGANISATIONS & COMPANIES

Video Resources For Organisations

There are videos with tips and anecdotes by and for caregivers on how to support people with dementia, and how businesses from different sectors can support customers and employees impacted by dementia.

Building dementia-inclusive communities

<https://youtu.be/wLOYCoXsc78>



Tips and personal stories by and for caregivers on how best to support persons with dementia

<https://www.forgetusnot.sg/videos.html>



Interacting with persons with dementia in F&B

<https://youtu.be/vHUIdaoYdfg>



Interacting with persons with dementia in retail

<https://youtu.be/PU0ePz1XYNY>



Managing persons with dementia for private-hire vehicle operators

<https://youtu.be/vebPSS2SxTs>



Managing persons with dementia for train operators

<https://youtu.be/fz1iUlks-fU>



Managing persons with dementia for bus operators

<https://youtu.be/TLq7Of5sPM>





Appendix A

—
Inspiring Initiatives In
Singapore

Inspiring Initiatives in Singapore



Building Dementia-Friendly Transport

Agency for Integrated Care has collaborated with SMRT, in partnership with Dementia Singapore, with an aim to provide assistance to PLWDs to travel safely and equip SMRT staff with the necessary training to spot and help PLWDs. They are also working towards listing all 98 SMRT train stations as dementia Go-To-Points by end 2022.

Find out more here: <https://www.channelnewsasia.com/singapore/dementia-help-smrt-staff-train-stations-2521801>

ComfortDelGro MedCare

ComfortDelGro MedCare provides specialised transportation services to those with mobility issues (e.g. wheelchair users, persons with disabilities and senior citizens), as well as groups from healthcare or day care centres, medical institutions and social service agencies. MedCare also helps ensure the safety and well-being of PLWDs who might be lost outside of their homes.

Website: <https://www.cdgmedcare.com/>

Community Intervention Teams (COMIT)

COMIT is similarly community-focused, however it offers counselling and therapy support by allied health professionals to enable individuals to live in their communities well. Counsellors, social workers, psychologists, mental health nurses, case managers, and programme coordinators work together to support clients and caregivers with their mental health needs.

Website: aic.sg/body-mind/mental-health-assessment-counselling



APPENDIX A | INSPIRING INITIATIVES IN SINGAPORE

Community Resource, Engagement, and Support Teams (CREST)

CREST is a network of Community Outreach Teams driven by social service agencies offering support services to provide a safety network for individuals facing various mental health conditions, including dementia, as well as for their caregivers. CREST focuses on public outreach, education, screening, and emotional support.

Website: aic.sg/body-mind/mental-health-support-referrals

DementiaHub.SG

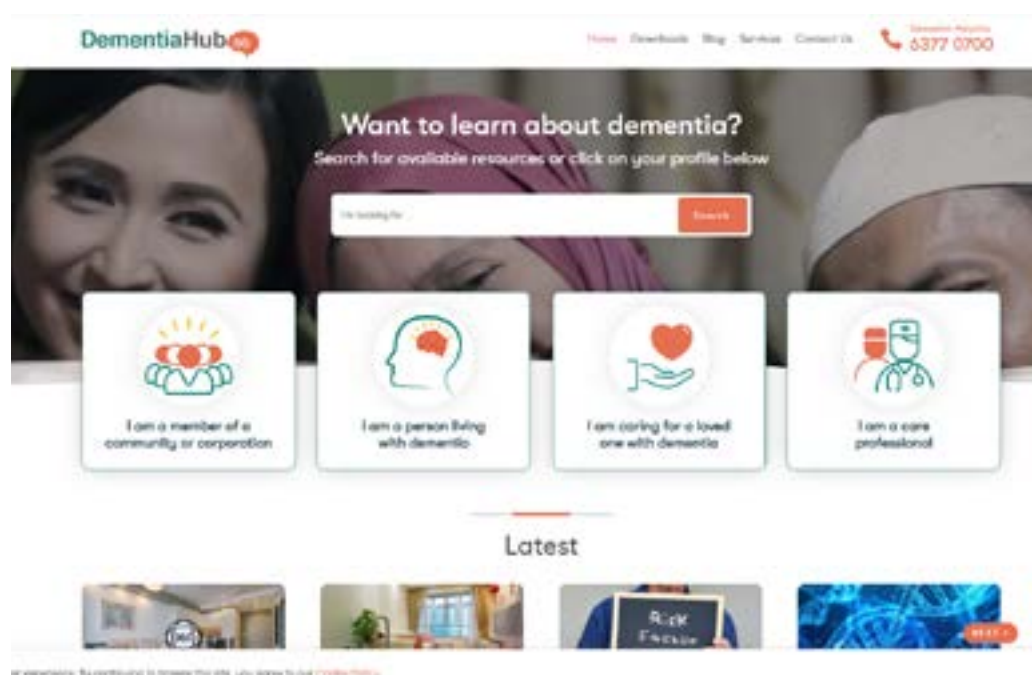
This initiative by Dementia Singapore and AIC is a one-stop resource portal for all things related to dementia, including information about the condition, treatment and intervention options, as well as products and services related to dementia.

Website: dementiahub.sg

Dementia Singapore x National Library Board: Time of Your Life

Time of Your Life (TOYL) is a publication and programme in NLB with a focus on seniors. Pre-Covid, this platform was used to conduct informal caregiver support groups, dementia talks in the library and art exhibitions to raise awareness at different locations of NLB.

Website: <https://www.nlb.gov.sg/SearchDiscover/ExploreourPublications/TimeofYourLifeGoodReadsforthe50plus.aspx>



• Learning From Life's Speed Bumps On the Record

• Aktif Selepas Bersara Rakaman Kehidupan

• 生活紀事

• 疫情人生一瞥

A special edition published for the Time of Your Life Celebration.

Scan this QR code to download a copy of this magazine!





“I’ve forgotten where to go...”



Dementia-Friendly Communities (DFC)

Singapore’s Agency for Integrated Care (AIC) has set up DFCs across the island to equip local communities with the awareness of dementia and how to support PLWDs and their caregivers in their neighbourhoods. Yishun, Hong Kah North, Macpherson, Queenstown, Bedok, Fengshan, Bukit Batok East, Woodlands are some of the existing DFCs in Singapore.

Website: dementiafriendly.sg/

Forget-Us-Not campaign (FUN)

Partners: DSG (formerly Alzheimer’s Disease Association) x Lien Foundation x Khoo Teck Puat Hospital

In collaboration with Moove Media, FUN decked out two North-East Line (NEL) trains in June 2018 to raise awareness of dementia, promote understanding of dementia symptoms and educating commuters on how they can support.

Find out more here: <https://www.straitstimes.com/singapore/raising-awareness-of-dementia-on-nel>

IDeAL@115

IDeAL@115, short for Integrated Dementia (Home-based) Assisted Living, is a project between Kebun Baru Grassroots Organisations and Dementia Singapore. Launched in Kebun Baru, the assisted living facility features an administrative office, a telehealth room, an activity room and a kitchen on the second level of Block 115. This new care model aims to help seniors age in place in the community.

Find out more: <https://www.straitstimes.com/singapore/community/assisted-living-facility-for-seniors-launched-as-part-of-ageing-in-place-pilot-in-kebum-baru>

Dementia Services & Support

Arts & Dementia

Dementia Singapore, the National Arts Council, and various museums such as The Peranakan Museum and the National Museum of Singapore have specially curated museum experiences and activities for PLWDs and their caregivers.

Caregiver Support Groups & Training

Organisations such as Dementia Singapore, Dementia & Co, and the Caregivers Alliance Limited each run support groups and training courses to offer caregivers a space to engage with one another and deepen their knowledge of how to support persons living with dementia.

Day Care Services

Dementia day care services are operated by various parties in Singapore, offering structured programmes such as mind stimulating games, music therapy, and reminiscence therapy in the centres.

DAI SG P2P support group

DAI Singapore Peer-to-Peer Support Group or fondly referred by members as 'La Kopi, Lim Teh' session is a free online support group for PLWDs who are seriously affected by the COVID-19 social restrictions. Members meet every Tuesday at 10 am for an hour of social engagement, music, brain health topic and 10 minutes exercise on Zoom.

Website: <https://www.dementiaallianceinternational.org/services/online-support-groups/>

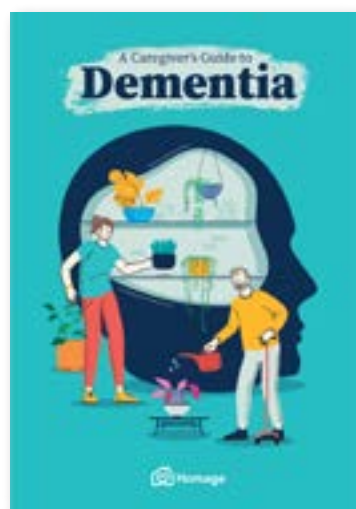




Appendix B

Acknowledgement,
Credits & Resources

Additional Resources



A Caregiver's Guide to Dementia

Homage has specially curated a caregiver's guide to help deal with issues that could arise from caring for people with dementia. The process of caring could be especially daunting to caregivers who may feel helpless at times.

Website: https://www.homage.sg/dementia-guide/#free_guide



Active Global's Activity Toolkit:

Active Global's team of professionals have put together an activity toolkit to engage the seniors through cognitive and physical activities. Gain some inspirations and plan for fun activities for your loved ones using the "Home Activities" booklet and other additional resources here.

Website: <https://www.activeglobalcaregiver.sg/activities-home-bound-seniors>



AIC Dementia Brochure

To allow the public to better understand and support people with dementia, this brochure provides a comprehensive guide to understand the signs and symptoms of dementia, and how to communicate with people with dementia.

Website: <https://www.aic.sg/resources/Documents/Brochures/Mental%20Health/Dementia%20Friends/AIC-Knowing%20Dementia%20Eng%20Brochure.pdf>



AIC Wellness Programme, Toolkits & Activity Guide

The AIC Wellness Programme engages seniors through the provision of meaningful activities to enhance their wellbeing and quality of life. In this link below, you will find an array of resources for a wide spectrum of seniors – those well and living in their own homes and those requiring assistance at Community Care facilities (e.g., Nursing Homes, Centres).

Website: <https://www.aic.sg/care-services/aic-wellness-programme>



Business Toolkit For A Dementia-inclusive Singapore

This toolkit offers companies a three-stage dementia-inclusive framework that can be easily integrated into their business practices. It contains a checklist and also includes personal experiences from PLWDs and their caregivers to help companies better understand their challenges.

Website: <https://dementia.org.sg/wp-content/uploads/2021/08/DSG-Business-Toolkit-for-a-Dementia-Inclusive-Singapore.pdf>



Colour Perception and Contrast Guide

This is a guide for consideration in selecting and applying colours for dementia-friendly designs. It explores various colours, contrast, their impact as well as psychological effect when perceived by PLWDs.

Website: <http://www.enablingenvironments.com.au/colour-perception-and-contrast.html>

APPENDIX B | ADDITIONAL RESOURCES



The Dementia Friendly Communities Environmental Assessment Tool

This tool kit was developed to create a more supportive environment for PLWDs within the public spaces and services based on the problems identified and assessed.

Website: https://www.enablingenvironments.com.au/uploads/5/0/4/5/50459523/alzheimers_enviro_assess_tool_a4-signoff.pdf



Elderly- and Dementia-Inclusive Environment Checklist for HDB

In partnership with DSG and NYP, AIC has formed the Elderly- and Dementia-Friendly HDB Review Team. The team looks into suitable infrastructures and environments at HDB flats to provide a supportive elderly- and dementia-friendly physical environment. This book serves as a guidance and offer a starting point for transformation.

Website: <https://www.aic.sg/resources/Documents/Brochures/Mental%20Health/AIC%20NYP%20Guidebook%20Eng.pdf>



Grief Matters by MontfortCare

This pool of resources covers tips and guidance on coping with grief after one has lost their loved one. This includes easy to read resources for the bereaved, family, friends, school, workplaces and community.

Website: <https://www.griefmatters.org.sg/>



Hack Care

This DIY hacking guide hopes to inspire and encourage caregivers to come up with their own hacks that are suited to their homes and personal needs. The aim is to help keep their loved ones with dementia engaged, empowered and enabled to age in place for as long as possible.

Website: <https://hackcare.sg/>



Looking to the Future Second Edition

This guide aims to provide the fundamentals on dementia-friendly design through enhancing the environment with retro-fits and minor adaptations such as choice of furniture. Optimising the dementia-friendliness of the environment can enable and support PLWDs, as well as empower care staff in the delivery of person-centred care.

Website: <https://www.aic.sg/resources/Documents/Brochures/Mental%20Health/Looking%20to%20the%20Future.pdf>



Tripartite Advisory on Mental Well-Being at Workplaces

This document provides practical guidance for employers to adopt and support employees' mental well-being, as well as providing resources for employers, employees and self-employed persons to practice.

Website: <https://www.mom.gov.sg/-/media/mom/documents/covid-19/advisories/tripartite-advisory-on-mental-well-being-at-workplaces.pdf>

APPENDIX B

Image Credits & Research

This is a list of online resources the NVPC Colabs team came across during the Dementia Colabs series. Please note that the list is nonexhaustive. Internet websites and other sources cited here may have changed or been removed since the time they were accessed during the compilation of resources.

Any views or opinions represented in any of these resources are those of the respective authors and do not represent those of NVPC or its employees, nor does inclusion in this list represent an endorsement of the respective views by NVPC or its employees.

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If you need more information on Colabs, you may visit [cityofgood.sg/colabs](https://www.cityofgood.sg/colabs). Do write in to connect@colabs.sg if you have any questions or would simply like to get in touch.

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