

ANNUAL REPORT

2016



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ABOUT CENTRE FOR SENIORS

Centre For Seniors (CFS) founded in 2006 is a non-profit, Voluntary Welfare Organisation (VWO) that is committed to promoting the total well-being of older persons in Singapore, specifically their vocational, financial and psycho-social health

Mission

To encourage seniors to be gainfully employed for as long as possible, and to remain actively engaged in the community in order to foster an active ageing mind-set in our seniors.

What CFS does

CFS manages training programmes, activities, and projects that help promote an active ageing culture in Singapore. The main goals are to advocate ageing with dignity, and fostering a society which enables seniors to continue to be gainfully employed.

Our goals are represented by two pillars:

Positive mindset on ageing

- Be active & healthy
- Work as long as you can
- Lifelong learning

Home & Community Support

- Care for elderly at home
- Plan for richer purpose in life
- Be relevant & connected with family & friends

Chairman's Message

2016 has been an eventful and reflective year for CFS.

We celebrated our 10th anniversary and took stock of how we have grown from a fledgling organisation with 4 staff and 3 programmes back in 2006, to where we are now. Today, we are running 20 programmes, reaching out to more than 3000 seniors and their caregivers, in support of the national active ageing effort.



We refreshed our logo to make it simpler for today's audience. We also reviewed and reaffirmed our mission, which is now anchored on a simple theme: meaningful work and purposeful life. Most importantly, we went back and we listened. We listened to what was important. We listened to what was desired. We listened to what really mattered. We listened to you, our seniors. And we refocused our programmes for you.

We have heard our older adults wanting to be financially resilient, wanting to feel secure about their health, and wanting more opportunities to feel fulfilled. We heard their desire to retain mobility and independence, to work in age-friendly workplaces and live within an inclusive community. We noted their eagerness towards embracing technology and their longing for employers who honour their wisdom and expertise.

These voices guided us to a successful year of collaboration with various government agencies to launch a LifeWork series of workshops. These workshops enable and empower seniors to engage in more proactive planning and management of their work-life transition, especially at critical age junctions. We were also able to bring technology to the classroom, making learning more accessible, more interactive, and more effective.

We have teamed up with businesses and unions to promote re-employment, and

foster a more inclusive workplace and community, be it at supermarkets or even travelling in taxis. We have also worked with our older adults to harness their talent and wisdom through active volunteering initiatives like mentoring children in schools.

The voices of our older adults have underpinned the programmes of 2016, and will continue to drive our work for 2017. We look forward to doing more, with you, for you.

Last but not least, we want to express our deepest gratitude to all our donors, sponsors and believers for your continued support. We listened to your hopes and concerns too, and with your contributions, we will strive to drive the real and positive changes that you seek.

Here's to another innovative, collaborative and exciting year ahead, as we embark on the next decade together.

Thank you.

Tan Kian Chew

Chairman

Centre For Seniors

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Board of Directors

CFS is governed by a Board of Directors that provides strong corporate governance.

Patron

Mr Lim Boon Heng

Advisors

Dr Carol Tan

Mr Kevin Kwok

Board Members



Chairman	– Mr Tan Kian Chew
Vice-Chairman	– Mr Laurence Wee
Secretary	– Mrs Susana Concorde Harding
Treasurer	– Ms Adeline Kee
Director	– Mr Mohamed Idris Bin Mohamed Ibrahim
Director	– Dr Thang Leng Leng
Executive Director	– Ms Lim Sia Hoe

Founder and Institutional Members

NTUC Health Co-operative Ltd (Founder)	NTUC Fairprice Co-operative Ltd
NTUC Income Insurance Co-operative Ltd	NTUC LearningHub Pte Ltd
Gerontological Society of Singapore	Seacare Co-operative Ltd
Tsao Foundation	NTUC Foodfare Co-operative Ltd
NTUC First Campus Co-operative Ltd	NTUC Link Pte Ltd
	NTUC Club

CFS Programmes

SEG & READY

LifeWork Programme

Serving Senior Customers

Caregivers Training

Inter-Generational Mentoring

SEG & READY

CFS' **Seniors Employment Guidance (SEG)** and **Re-Employment: Equipping And Developing Yourself (READY)** programmes aim to educate senior workers on attaining a positive mindset, through understanding the challenges of the human ageing process, while equipping self with skills to stay employed and active for as long as possible. Participants learn financial management skills of reviewing current and future trends to cope with impending retirement. The programme also sheds light on other social and economic factors which impact senior workers, and introduces to them resources to assist them in staying engaged and relevant.



SEG in Mandarin (NTUC FairPrice)



READY @ COURTS

400
Training Places Filled

CFS LifeWork Programme

The LifeWork programme comprises a series of five workshops where participants go through a journey of self-discovery, finding their life goals, their strengths and weaknesses, and how to have positive mindset on work and life. These workshops also cover the importance of health and staying active as well as the importance of family and community engagement. A total of 389 participants from NTUC Unions and government related organisations came onboard the pilot programme in 2016 of which 86% of them attended at least three and more workshops.

Here are what some of the past participants have to say about LifeWork:

"I joined the workshops to find out what makes life meaningful. We ask ourselves, "What are we actually chasing after?" We need to learn effective communication and learn to live with each other, and turn negative situations into learning opportunities."

William Soh Ah Chiew, 55



"We feel the topics are so relevant to us at our age and help us to decide if we want to continue working or retire. At the moment, I still want to work and have to stay relevant by upgrading myself through training and learning constantly."

Haiyati Binte Latif, 59

"This program helps you re-examine your life. It gets us to stop and think about the meaning of our lives, our purpose, and where we want to go from here."

Serene Seng, 41



"This LifeWork programme helps me to find out about myself, how I can help others, how I can relate and communicate with people, and how I can make use of opportunities that are being provided."

Mary Chia, 62



Serving Senior Customers at the Workplace programme

In 2016, CFS embarked to refine the **Serving Seniors Customer at the Workplace** programme, with a class conducted on 25 April 2016 to 20 retail staff of NTUC Fairprice. Moving forward, CFS intends to explore expansion of the programme, through marketing and introducing it to other service industry related sectors, such as transport and banking, and will customize the programme to suit these sectors.

10 Workshops | 201 Frontline & retail staff trained



(Left) Dr Oon Chiew Seng, Founder and Chairman of Dr Oon Chiew Seng Trust with Mr Lim at the programme official launch, November 2015



Caregivers Training

Caring for an elderly person, especially one with existing health conditions requires the right skills and training.

The **Caregivers Training** is a 10-day comprehensive programme consisting of three main modules – Core, Carer, and Self Care & Ethics. The entire course comprises theory, practical skills and assessments.



The 2-day **Basic Eldercare Training** course trains caregivers, including Foreign Domestic Workers (FDWs) to be better equipped to look after the elderly at home. It focuses on personal care and activities of daily living (ADL), and other skills such as monitoring vital signs, monitoring and assistance in taking medications, fall prevention, infection control, and basic first aid. In addition, a 3-hour home based visit is available for FDWs.



Inter-Generational Mentoring



Since its launch in June 2015, there has never been a dull moment! It has been a fruitful and rewarding year for CFS; more so, when we received positive feedback from the schools. Many children's lives were undoubtedly touched through the engagement with our mentors.



The mentors encourage their youth mentees to learn skills like goal setting, dealing with peer pressure, communication skills and building healthy relationships. Through these sessions, the mentors gain a positive attitude towards themselves as well by adding value to the community and providing guidance to impressionable youths and children.



CFS OUTREACH

Prime Talk – Priming Yourself for Positive Ageing

Dementia is Everybody's Business

Dementia awareness – ComfortDelGro

Caregivers Wellness Talk

U Live Roadshow

Public Messaging

Priming Yourself for Positive Ageing

Prime and CFS organized the “**Priming Yourself for Positive Ageing**” seminar to educate the general public on the importance of gearing for their silver years. The 200 participants of the seminar were introduced to topics which include physical wellness, maintaining passion in life as well as practicing of mindfulness. CFS’ life and leadership mentor of the LifeWork program, Ms Jenaline Low, spoke at the event by delving into the steps for self-discovery of core values and translating them into thoughts. All the themes and subject brought up in the seminar are key components of the LifeWork program, and through this seminar, CFS has raised public awareness about active ageing and LifeWork program, with more than 80% of the attendees expressing interest in the topics of the seminar, and indicating that they desire to prepare themselves for active ageing.



Participants enjoying the talk on CFS LifeWork - Rethink 50 by Jenaline Low, CFS’ LifeWork Trainer & Life Coach.



Dementia is Everybody's Business Seminar



CFS' Executive Director Ms Lim Sia Hoe was invited to present at the “**Dementia is Everybody's Business**” seminar organised by ACE Seniors. Her talk highlighted the importance of providing adequate training to domestic helpers as they form the big bulk of primary caregivers, especially to persons with dementia in the family. Eighty participants attended this enriching seminar filled with other stimulating activities.



Dementia Awareness Talks

The **Dementia Awareness Talk for ComfortDelGro Taxis** started in June to train its taxi drivers on the basics of dementia so that they can better communicate and help passengers with signs of dementia onboard their taxis. CFS conducted the fourth series of this talk on 22 October 2016. So far, over 200 drivers have gone through this training and most of them said that they have benefited a lot from this talk.



Testimony:

CabbyCare driver,
Tay Kee Hoong

I am now more aware of dementia and how to communicate and handle passengers with this disease. What I have learnt from this training is to be assuring by making passengers feel safe, engage them with eye contact, speak slowly and be patient. The information on where to seek help when I come across dementia passengers who are lost was also very useful to us drivers.

U Live Roadshow

CFS participated in two **U LIVE Roadshows**, one at Chevron House on 8 August, and another at Boon Lay MRT on the 31 Oct 2016. The CFS' team were on site to promote CFS' training programmes as well as inform the public of CFS' roles.



Caregivers Wellness Talk



CFS' trainer delivered the **Caregiver Wellness Talk** at Cherryloft in August to about 200 Foreign Domestic Workers (FDWs). The talk covers the importance of looking after own well-being, managing and coping with stress and skills training. Most of the FDWs feedback that they have benefitted from the talk.

Public Messaging

CFS invited senior workers as role models promoting the importance of purposeful live and meaningful work. These colourful and eye-catching posters with their catchy slogans serve to encourage and motivate others to remain active through work, and a healthy lifestyle.



CFS collaborates with the CDCs and NTUC Fairprice to display these posters at the following Community Centres and NTUC retail outlets, which are frequented by senior citizens.



Distribution Points

Community Development Council (CDC)

North
South
Central
Islandwide

North West CDC, North East CDC
South West CDC, South East CDC
Central Singapore, CDC
NTUC Outlets and Convenience Stores

CFS Technology Adoption

eBook App on Tablet

eCareApp

eBook App on Tablet

CFS has embarked on the eBook project which aims to provide every senior attending our training course an opportunity to acquire IT skills. To date, we have converted the curriculum material of three of our programmes (READY, SEG and LifeWork), onto this digital platform. We look set to implement teaching of these three programmes using the digital platform, from January 2017.



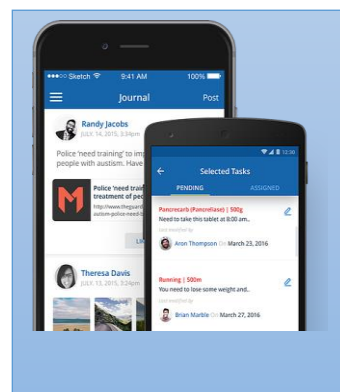
eCareApp

eCareApp, which is developed by Sierra Solutions, is a joint project between CFS and ACE Seniors.

It creates a private social network around elderly loved ones, connecting their caregivers with family members so that they can collaborate on tasks, support each other and track the care recipients' progress.

It is now possible to assign care tasks, divide the work among the team members, and share their experiences and outcomes via a group journal.

eCareApp is available for download on Apple's App Store. The developer has planned to release the Android version for testing by the first quarter of 2017.





Corporate Info

ROS Registration Number: 2108/2006

Charity Registration Number: 002065

IPC Registration Number: IPC 000608

Banker: DBS Bank Ltd Singapore

Auditor: KPMG LLP

Founder Member: NTUC Health Co-operative Ltd

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