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Media Release



24 January 2018

News Editor

SUPERHEROES IN OUR MIDST: CAREGIVING @ SOUTH WEST TO CELEBRATE, SUPPORT AND EMPOWER THE COMMUNITY

- **First movement for Caregivers in the community, Caregiving @ South West celebrates and debunks caregiving myths by tackling different aspects of caregiving**
- **Part of SGCares initiative to rally community towards building a caring and inclusive community**

Superheroes are usually associated with somebody dedicated to saving the world decked out in capes and superhuman abilities. Many do not realise that there are superheroes in our midst. Based on the Singapore Survey on Informal Caregiving, three (3) in four (4) caregivers juggle between work commitments and caring for loved ones, spending 38 hours on average on caregiving duties. With one (1) in four (4) Singaporeans projected to be aged 65 and above by 2030, the number of caregivers will be expected to rise accordingly as well. Hence, to meet current caregiving needs and better prepare the community, the South West Community Development Council (CDC) will be launching Caregiving @ South West this Thursday to provide a robust and conducive environment for caregivers in the district.

2 As part of the South West Future Plan, the Caregiving @ South West aims to tackle the multi-faceted aspects of Caregiving via a three-pronged approach. The movement will span across three (3) years, to Celebrate Caregivers and Caregiving, Support Caregivers and Empower Caregiving.

Caregiving @ South West Partners

3 “Caregiving can get really tough, and when caregivers are at risk, they are not the only ones impacted; the people who depend on their care may also suffer. Through the Caregiving @ South West initiative, we aim to weave a net of support to equip, enable and empower caregivers in their journey. We also value and recognise the contributions they make through their work of caregiving. With a greying population, it is important that we put resources in place and rally the community together to become an asset and strength to caregivers.” says Mayor Low.

4 So far, a myriad of community partners and supporters have come on-board the Caregiving @ South West initiative to provide care and support to caregivers and care recipients. Key partners such as Agency of Integrated Care (AIC), National University Health System (NUHS), Pioneer Generation Office (PGO), SG Enable, and St Luke’s ElderCare Pte. Ltd. have committed to contributing content and expertise to Caregiving @ South West. Corporate organisations such as Ministry of Health Holdings (MOHH), Caregiver Asia and HUSH TeaBar will also be supporting the initiative.

Debunking Caregiving Myths

5 The common Caregiver archetype is typically one of a middle-aged, unmarried female daughter entrusted with the responsibility of caring for aged parents. However, this is not the case for Mr Richard Ashworth. By day, the 63-year-old retiree spends his time working on his award-winning community gardens around the South West District. The active Fun Walker also plays the role of a caregiver to his adoptive father, Mr John Ashworth, who is diagnosed with skin cancer. “I was very rebellious when I was younger, and my father was the one who took me in and gave me a second chance at life,” Mr Ashworth shares. “I do worry that I’m not taking good enough care of him but I will try my best. He was my superhero and I would be

nothing without him. Now that he needs me, it's my turn to be his. Caregiving is simple but not easy, you do not need to be a doctor or lawyer to take care of someone. Caregiving is all about your heart towards the care receiver. An initiative like Caregiving @ South West will definitely be beneficial in providing support for caregivers like myself.”

6 Most caregivers are seniors with chronic diseases themselves and a rising trend of male and young caregivers under the age of 40 has also been observed.¹ To debunk the myth and create greater awareness amongst the South West community, 10 roadshows will be roved to various locations, including schools, shopping malls, social service organisations to Celebrate Caregiving. Customised collar pins will also be given out during the roadshows to encourage care-recipients to show appreciation to their caregivers.

Roll-out of Caregiving @ South West @ St. Luke's ElderCare

7 The roll-out of Caregiving @ South West will include a sharing of caregiver journey by Mr Richard Ashworth, and the presentation of a Gerbera flower to signify cheer and happiness, a Caregiving @ South West Collar Pin and a “Help Kit’ comprising useful information from the various partners.

8 “In our interaction with family members caring for a loved one, we recognise the toll of caregiving and the need for self-care. It is only with self-care that caregivers can give more abundantly of themselves to provide high quality care. Through Caregiving @ South West, we wish to acknowledge the caregivers in our midst, provide a support network and equip them with the skills to continue to care for their loved ones,” says Dr Kenny Tan, Chief Executive Officer, St Luke's ElderCare Ltd. “At the same time, the community can also come to learn of the types of caregiving support available. We are appreciative of this opportunity to partner with South West CDC for Caregiving @ South West.”

9 Details of the event are as follows:

Event : Launch of Caregiving @ South West

¹ Source: National Alliance for Caregiving (NAC) and AARP Public Policy Institute, *Caregiving in the U.S. 2015*

Date : Thursday, 25 January 2018
Time : 5.30 pm – 6.30 pm (Media is invited at 5.15 pm)
Venue : St Luke's ElderCare (Ayer Rajah)
150A Pandan Gardens
Singapore 609342
Guest of : Ms Low Yen Ling
Honour Mayor of South West District
Special : Ms Foo Mee Har
Guest Adviser to Ayer Rajah Grassroots (GROs)

10 We would like to invite your reporter and photographer/TV crew to **Launch of Caregiving @ South West**. Interviews can be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officer

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About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community" which came into effect on 1 March 2004.

PROGRAMME

Timing	Administrative Programme
5.30 pm	Arrival of GOH
5.35 pm	Theraband Exercise
5.40 pm	Address by GOH
5.50 pm	Launch of Caregiving @ South West
6.00 pm	Sharing of Caregiving Journey by Mr Richard Ashworth
6.10 pm	Appreciation to Caregivers by Care Recipients
6.15 pm	Tour of Caregiving Exhibits
6.20 pm	Reception <i>*Media interview will be arranged, subjected to request</i>
6.30 pm	Departure of Mayor