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**NEW MANPOWER DEVELOPMENT INITIATIVES ANNOUNCED AT
COMMUNITY CARE FORUM 2015**

Senior Minister of State (SMS) for Health and Manpower Dr Amy Khor announced four new manpower development initiatives at the Community Care Forum 2015 (CCF) today. Piloted by the Agency for Integrated Care (AIC), the new initiatives seek to strengthen the attraction, training and retention of community support care workers. This is a timely effort as more manpower is needed to support the increased healthcare and social care services for Singapore's growing number of seniors to age in place. More jobs are being offered by senior care centres, nursing homes, community hospitals, home care as well as hospices across Singapore.

2. In her opening speech at the Forum, Dr Amy Khor said, "The Community Care sector is a sunrise sector that offers many good job opportunities for Singaporeans who wish to pursue a meaningful career, be it as Senior Care Associates looking after the elderly in the centres, Therapy Aides working with seniors on their rehabilitation, or Healthcare Assistants who care for the daily needs of residents in a nursing home."

3. The four new manpower initiatives will be piloted for one year from 1 June 2015 to 31 May 2016. They include a Community Care Discovery Programme (CCDP) that offers potential job-seekers an opportunity to experience the sector and gain a deeper understanding of the diverse roles of community support care workers. In the pipeline are also plans for AIC to organise five regional Community Care job fairs between May 2015 and March 2016. These fairs will help Singaporeans find community care jobs near their homes. Singaporeans keen to join the sector can also sign up for a new

traineeship programme that will equip them with skills to become Senior Care Associates, Healthcare Assistants and Therapy aides. Finally, to retain good staff, Singaporeans who join the sector from 1 June this year as community support care staff can receive a “Welcome-to-Community Care” bonus which is equivalent to an additional month of their basic salary, at the end of their first year of employment. (***Refer to Media Fact Sheet – “Enhancing efforts to recruit, train and retain staff for the Community Care sector” – for more details***).

4. Also announced at the Forum was ToteBoard’s commitment of about \$100 million under the Community Healthcare Fund. The funding will support new pilots to test bed innovative care models and the scaling up and expansion of service models that have been shown to be effective to benefit more Singaporeans.

5. Said Chief Executive Officer of AIC Dr Jason Cheah, “With the ongoing expansion of care facilities and services, the Community Care sector offers a wealth of job opportunities in various care settings across Singapore. Manpower recruitment will remain a key priority for AIC and MOH. We will work closely with our service providers to accelerate the pace of hiring. We hope that the awareness-building efforts, as well as the targeted regional recruitment fairs and new training incentives will excite more Singaporeans to seriously consider pursuing a career in this sector. And by joining the sector, it is our hope that Singaporeans will find great fulfilment in being able to contribute towards improving the lives of seniors.”

6. More than 900 participants from the healthcare and social care sector, hospitals, intermediate and long-term care providers and private organisations are expected at the two-day CCF held at the Grand Copthorne Waterfront Hotel, Singapore. The Forum is organised by AIC. It is the second edition of CCF, which runs every two years, the first being the Up & Up Forum held in 2013.

7. This year’s Forum will focus on three key themes to encourage our health and social care professionals to imagine, rethink and develop better care for our elderly and

their caregivers in the community and home, to support ageing in place for the future. The three themes are:

- a) Community Care
- b) Imagine, Dream and Evaluate care for tomorrow
- c) Mental Health and caregiving

8. The Forum will highlight the importance of understanding the population trends to plan for the future care, empowering seniors and their families through innovation and well-designed environment to age-in-place and building a connected and engaged community. Prominent speakers include Professor June Andrews, an award-winning dementia care expert and author from the University of Stirling, UK; Professor Yeoh Eng Kiong, a veteran in health policies from The Chinese University of Hong Kong; Associate Professor Doris Barwich, a palliative and end-of-life care expert from the University of British Columbia, Canada and Professor Michael Kidd from World Organization of Family Doctors, Australia, who is a family doctor and primary care researcher.

9. There is a special breakout session titled “Immerse & Imagine!” which will showcase creative activities in the Intermediate and Long Term Care (ILTC) sector, with specific interest in art, music, movement and exercise. The interactive nature of this showcase, allows participants to experience the activity itself to better understand the objectives and how they might incorporate them into their own care activities. Bright Hill Evergreen Home will be demonstrating the arts activities using the “2D Arts Expression Toolkit” which was a collaboration between AIC and the National Arts Council. The music therapy session will showcase instruments such as guitars, ukuleles, glockenspiels and cabases by a professional music therapist. All Saints’ Home will conduct a dance “Everyday Waltzes for Active Ageing” incorporating movements such as washing one’s face into a dance movements with the aim of enhance the physical functions of the seniors. The dance was created by a profession dances from The Arts Fission Company. The exercise segment will showcase equipment and exercise

solutions for active ageing, rehabilitation and maintaining lifelong strength by HUR, an international company based in Finland.

10. Participants have the opportunity to view the Art pieces from seven ILTC providers to be displayed at the Forum. There will be an on-site art activity by residents from Ling Kwang Home and Sree Narayana Mission Home. The two homes, in their efforts to improve the well-being of their residents, had adopted arts activities using poster paints, pastel colours, beans, leaf printing and even clay sculpting. Complementing the arts exhibition is a resident band “Rubber Band”, from the Singapore Association for Mental Health who will perform a short music presentation. There will also be interactive photo booths where participants can pen down their aspirations on how ageing and care will be like by 2030.

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About the Agency for Integrated Care (AIC)

The Agency for Integrated Care (AIC) seeks to create a vibrant Care Community enabling people to live well and age gracefully. AIC coordinates and facilitates efforts in care integration to achieve the best care outcomes for our clients. We do this by empowering them with health and social care information and arranging for their care when they are discharged from hospitals. We enable stakeholders to raise the quality of care, and also enhance collaboration by working with health and social care providers to increase services to support the ageing population. Our work in the community brings care services and information closer to those in need. For more information, please visit www.aic.sg.