



*Touching Lives,  
Honouring Our Seniors*



## **MEDIA FACTSHEET**

### **STRENGTHENING SILVER GENERATION OFFICE OUTREACH CAPABILITY THROUGH RECRUITMENT AND TRAINING OF SILVER GENERATION AMBASSADORS**

As Singapore prepares for a rapidly ageing population in the coming decades, the Silver Generation Office (SGO), under the Agency for Integrated Care (AIC), plays an increasingly important role to help our seniors age well at home and in the community.

As announced by Minister for Finance Mr Heng Swee Keat in his 2018 Budget Statement, the Community Networks for Seniors (CNS) programme will be progressively expanded to achieve nationwide coverage by 2020. CNS promotes active ageing among seniors to keep them well, extends befriending services to seniors living alone, and links up health and social support for seniors with needs.

Volunteers, also known as Silver Generation (SG) Ambassadors, are the cornerstone of our efforts to create local communities of care. To establish a strong system of community-based support, SGO intends to grow its 3000-strong pool of volunteers by 10% this year. SG Ambassadors are our front-liners in reaching out to seniors, identifying those who may be lonely or in need of care, and encouraging them to step out of their homes to lead a more active lifestyle. Their ground outreach also informs the efforts of SGO and AIC in developing and building a tightly-knitted community care system that closely integrates the health and social needs of seniors.

SGO supports the SG Ambassadors by providing them with the necessary training to develop and build their capabilities to engage seniors. All SG Ambassadors undergo 12 hours of classroom training which equips them with engagement skills and knowledge of relevant government schemes, including services under the AIC. The opening of the new training facility at SGO headquarters will allow us to continue upskilling and building the capability of our SG Ambassadors to sense and respond to the social and health needs of seniors.

<b>Training Module</b>	<b>Training Duration</b>	<b>Topics Covered</b>
Basic Training	8 hours	<ul style="list-style-type: none"> <li>• Pioneer Generation Package</li> <li>• MediShield Life</li> <li>• Support Schemes for Seniors</li> </ul>
Community Networks for Seniors Training	4 hours	<ul style="list-style-type: none"> <li>• Active Ageing Programmes</li> <li>• Health Services</li> <li>• Engagement Skills</li> </ul>

All SG Ambassadors now attend training at a centralised and convenient location, and are able to learn more about SGO as an organisation through the wall displays and interactions with other volunteers from different parts of Singapore.

Since 2017, 20 SGO staff have been trained to impart content knowledge and soft skills to SG Ambassadors. More than 1,700 SG Ambassadors have been trained at the new training facility set up this year.

Since January 2018, SG Ambassadors have engaged more than 55,000 seniors on the Community Networks for Seniors (CNS) outreach. There are regular Active Ageing Programmes (AAPs) in more than 360 neighbourhoods today. Over 7,000 seniors have also attended Functional Screening sessions to have their eyesight, oral health and hearing checked. More than 100 seniors have also expressed interest to volunteer with the Silver Generation Office, RSVP Singapore – The Organisation of Senior Volunteers, Team Nila and the National Library Board.

To date, SG Ambassadors have successfully engaged over 420,000 seniors or 7 out of 10 seniors aged 65 and above.

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## **About Silver Generation Office**

Silver Generation Office (SGO, previously known as Pioneer Generation Office), was set up in August 2014 as a community based organisation which oversees senior engagement. There are currently 300 staff at 16 Satellite Offices located at communities all across the island and SGO's headquarters at MND Tower Block, Maxwell Road.

SGO has over 3,000 volunteers, who are trained to engage seniors on various government policies and schemes as well as community activities and health services. Together with our Silver Generation (SG) Ambassadors, we thank, assure and honour our seniors through face-to-face, personalised outreach and work with our partners to help our seniors age gracefully.

### **Key Milestones**

- Aug 2014 - Start of Pioneer Generation Office & PG Ambassador Programme to reach out to our Pioneers and to explain to them the benefits of the Pioneer Generation Package (PGP).
- Jul 2015 - PG Ambassadors started to engage Pioneers and their caregivers on MediShield Life
- Aug 2016 - PG Ambassador outreach extended to all Singapore Citizens aged 65 and above, regardless of Pioneer status
- Apr 2018 - Pioneer Generation Office renamed as Silver Generation Office and merged under Agency for Integrated Care (AIC) as its outreach arm in implementing Community Networks for Seniors (CNS)

### **What We Do**

Silver Generation Office trains and mobilises volunteers, known as Silver Generation (SG) Ambassadors. Our SG Ambassadors go door to door to:

- (i) Explain policies and schemes to our seniors;
- (ii) Connect our seniors to activities and events in the community;
- (iii) Where needed, help our seniors apply for assistance

After the house visits, full-time staff of the Silver Generation Office will follow up with other agencies and community partners to provide care for seniors with needs.

SGO also collates information and data pertaining to needs of our seniors which is shared with various Government agencies for better service delivery.