

FACTSHEET

AGENCY FOR INTEGRATED CARE – TEMASEK POLYTECHNIC VIDEO OUTREACH PROJECT

Overview

The Agency for Integrated Care (AIC) collaborated with Temasek Polytechnic (TP) to raise awareness about Community Care and ageing among the youths through video production. In the process, the students would also gain hands-on, industry experience in video production. This collaboration is a first for AIC and TP.

The objectives of this outreach project are to:

- Raise awareness of ageing in place and Community Care services so that the youths can share this knowledge with their families and friends.
- Interest the youths in a career in the Community Care sector if the call to make a difference in the lives of seniors appeals to them.

About the project

Between October 2016 and March 2017, AIC worked with 75 first-year students from TP School of Design's Diploma in Digital Film & Television to create story ideas for short videos. Of the 75 story ideas, seven were shortlisted for production. Mentors from AIC were assigned to guide and work with the seven teams on the production. The seven videos were then further appraised based on storyline, messaging and execution to select three winners (see below).

The winning teams will receive their prizes from the Guest-of-Honour at the CHAS Carnival 2017. The winning videos will also be launched on social media over the next few months.

At the end of this project, 90% of the students know more about Community Care options available. While 43% said that the topic of ageing and Community Care was currently relevant to them, 97% felt that this knowledge would be beneficial for the future.

Quotes from Participants

Ms Erika Prakash, Member of "The Bond" video team (second prize winner)

“It has been a pleasurable experience. Being able to witness the interactions between the seniors and the care staff at the eldercare centre opened up new perspectives. I have seen how the care professionals treat their elderly clients with great love and compassion, cherishing them like their own family.”

Mr M Nazrin Khairunan, Lecturer of Digital Film & Television, TP’s School of Design

“The project with AIC provided a golden opportunity for the students to work with a real-life client, dealing with real world issues. The challenge for the students was to apply their knowledge and skills in film production, to create content that is both engaging and technically sound, and at the same time, fulfil the client's needs. It was no walk in the park for the students who still have to juggle regular school work, but the mentors from AIC provided some hand-holding where needed to help them achieve their goals. The main takeaway for the students through these interactions was the soft skills they acquired when dealing with their AIC mentors and their respective partners. It also created a sense of awareness, understanding and compassion towards seniors among the students. In the end, the experience proved to be a win-win situation for all involved.”

Winning videos

- 1st Prize (cash prize of \$2,500) - Come Home
Story about the bond between a son and his mother with dementia. To celebrate her son's birthday, the mother, who was admitted in a nursing home, went home to cook her son's favourite dishes. Reminded of the care that his mother had shown for him, the son decided to reassess his mother's care arrangements. After learning there are home and day care options available, he finally brought his mother home.
- 2nd Prize (cash prize of \$1,500) – The Bond
Docu-drama about the bond between a senior, Angela Lim, and St Luke's ElderCare staff Catherine Leong. A simple cup of coffee brings out the care relationships between the care staff and their clients. Catherine, a mid-career switcher from the finance sector, shares about her interactions with the seniors and what inspired her to work in the sector.
- 3rd Prize (cash prize of \$1,000) – Unsung Hero
Docu-drama inspired by a true story of nurse educator and recipient of President's Award for Nurses 2015, Jocelyn Ng.. It focuses on the challenges, joy and meaning she found in her career journey as she rose up the ranks.