



FACTSHEET

SILVER GENERATION OFFICE (SGO)

About Silver Generation Office

Silver Generation Office (SGO)¹ was set up in August 2014 as a community-based organisation to honour our seniors through face-to-face, personalised outreach and to work with our partners to help seniors age gracefully in Singapore. In April 2018, it merged with the Agency for Integrated Care (AIC) to better integrate and streamline the delivery of social and health care services to seniors.

As AIC's outreach arm, SGO supported the scale-up of the Community Networks for Seniors (CNS) initiative islandwide. Silver Generation (SG) Ambassadors reach out to and engage seniors and connect them to active ageing programmes, befriending and care and support services, if needed.

Building the Community Networks for Seniors through SGO Outreach

CNS aims to develop a strong community-based support system which complements family-based support to keep seniors well and help them age in place. It was piloted in 2016 at Chua Chu Kang, Marine Parade and Tampines. CNS, which is overseen by the Ministry of Health and AIC, brings together different stakeholders in the community to better integrate health and social care services for the seniors. These stakeholders include social service agencies, People's Association's (PA) grassroots organisations, regional health systems and government agencies.

Through CNS, SGO supports seniors so that they can age well based on the "ABC" aspects below:

<u>A</u>ctive Ageing	CNS works with community partners such as Residents' Committee (RC) centres, Senior Activity Centres (SACs) and Community Centres (CCs) to bring preventive health services, health education, exercise and social programmes to seniors. With this, we hope to encourage them to stay active, healthy, and socially engaged.
<u>B</u>efriending	Seniors who live alone or are at-risk of social isolation are linked with a befriender who will check in on them regularly. To further support seniors who live alone, Care Line provides round-the-clock tele-befriending support service.

¹ Previously known as Pioneer Generation Office.

C are and Support	CNS provides care coordination and assistance for frail seniors with health and social care needs, working with partners such as Social Service Offices, VWOs and public healthcare institutions.
--------------------------	---

Over 55,000 seniors have attended functional screening in the community scheduled at RCs, CCs and SACs to get their vision, hearing and oral health checked since January 2018. Over 1,100 seniors have been linked to befriending, care and support services.

Merdeka Generation Outreach by SGO

From April 2019, SGO started outreach efforts to communicate the Merdeka Generation Package (MGP) benefits to eligible seniors. Through the outreach, Merdeka Generation (MG) seniors are also encouraged to age actively by exercising, volunteering and lifelong learning.

To date, SGO has engaged 140,000 MG seniors. Many of them are active, with one in two MG seniors still working. To better engage them, SGO also reaches out to MG seniors at their workplaces and other community nodes where they are likely to gather (e.g. hawker centres, polyclinics, religious organisations, etc.). This is on top of ongoing home visits. This has made it more convenient for MG seniors to learn about the MGP and its benefits.

About the SG Ambassador Programme

SGO trains and mobilises volunteers known as SG Ambassadors to engage seniors on various government initiatives and schemes (e.g. Pioneer Generation Package, MGP, MediShield Life and eldercare schemes), and encourage them to attend community activities and health screenings. To date, SGO has around 3,000 SG Ambassadors who have made more than one million engagements.

SG Ambassadors play an important role as front-liners in actively reaching out to seniors. They identify those who may be lonely or in need of care, and encourage them to step out of their homes to lead a more active lifestyle. Their ground outreach supports AIC's efforts in building a vibrant care community enabling our people to live well and age gracefully.

Key responsibilities of SG Ambassadors include:

- a) Explaining and connecting seniors to government initiatives and schemes to our seniors (e.g. Pioneer and Merdeka Generation Packages, healthcare schemes, etc.)
- b) Encouraging and connecting seniors to active ageing programmes (e.g. exercises) and preventive health activities (e.g. functional screening)
- c) Helping seniors to apply for assistance, where needed.

SGO supports SG Ambassadors by providing them with training and skills to better engage seniors, e.g. e-learning, classroom and on-the-job training.