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**AIC Launches Singapore Silver Pages (SSP) v2.0 at the
iCare Carnival to empower caregivers with information to provide
better care for their elderly loved ones**

*Presently, SSP attracts about 40,000 visitors a month, bearing testimony to its
usefulness as an information and resource tool*

About 1,000 residents from the southwest district turned up this morning at the iCare Carnival, co-organised by the Agency for Integrated Care (AIC) and Southwest Community Development Council (CDC), to learn about the importance of caregiving, the critical role that caregivers play as well as to find out more about available eldercare resources.

2. To better support caregivers in their noble role, Minister of State for Health and Manpower, Dr Amy Khor launched AIC's enhanced version of the eldercare and caregiving resource portal, the Singapore Silver Pages (SSP), at the carnival.

3. SSP v2.0 (www.silverpages.sg) is the first and one of the ways that AIC seeks to provide a holistic approach to eldercare following the integration of Centre for Enabled Living (CEL)'s aged care functions with AIC's in April this year. This integration benefits the seniors as they can be better cared for with consolidated resources on social and health aspects. For caregivers, it means enhanced accessibility to more holistic eldercare resources.

4. SSP v2.0 is the first portal to integrate social care, healthcare and caregiving resources under one roof for Singaporeans, seniors and caregivers. There is more information to heighten the public's awareness of the caregiving journey, what it entails and the types of programmes and services available to support them in caregiving.

There are also resources to promote caregivers' and seniors' well-being such as tips on fitness, healthy eating, and mental wellness, beyond eldercare information. In order to draw and engage a younger audience who are potential caregivers, SSP v2.0 is now more interactive with DIY nutritious recipes, videos and on-going contests. For more information on SSP v2.0 and its enhancements, please refer to factsheet.

5. Chief Executive Officer (CEO) of AIC, Dr Jason Cheah said, "Families are the core of our society. In an ageing one like Singapore's, the role of caregivers becomes even more important, especially in the area of eldercare. Caregiving comes with its own rewards and joys, and it can be very edifying both for the caregiver and society as a whole. AIC recognises the importance of caregivers and supports the cause of caregiving. I hope that that SSP v2.0 can raise awareness of caregiving as a whole, and empower our selfless caregivers with knowledge so they can care even better for their loved ones."

6. Besides learning about SSP v2.0 and its features, participants of the iCare Carnival also had the opportunity to find out first-hand the different programmes and schemes that support caregivers and seniors in their caregiving journey. AIC and Southwest CDC representatives were on hand to share about the Caregivers Training Grant (CTG), the Foreign Domestic Worker (FDW) Grant, the Community Health Assist Scheme (CHAS), and the enhanced Seniors' Mobility and Enabling Fund (SMF). Details of these initiatives are available on SSP v2.0.

7. Said Dr Cheah, "This iCare carnival is an example of how AIC together with its stakeholders, community partners, grassroots leaders and volunteers, and service providers will continue to actively engage the ground to raise awareness on health and social programmes and schemes so that more and more people who qualify can enjoy their benefits. I would like to thank all our working partners for their time, contributions and networks to serve as key touch points for our elderly residents and their caregivers."

8. Mr Liak Teng Lit, Chairman of CDC Healthy Lifestyle Functional Committee said, “We are happy to partner AIC to organise the iCare Carnival as it aligns with the South West CDC’s goal to care for our silver community. This carnival will improve our residents’ knowledge on caregiving for our seniors. The launch of the silver pages portal will provide another channel for our residents to seek eldercare information at a more convenient and faster way. At the CDC front, we have various community programmes organised by interest groups which cater for all ages, particularly the seniors. Regular activities such as health qigong, brisk walking and community gardening are organised to inculcate a positive mindset in our seniors to age gracefully.”

9. Also partnering AIC for iCare Carnival are ABLE Studio, Asian Women's Welfare Association, Aaxonn Pte Ltd, Health Promotion Board, Infocomm Development Authority of Singapore, NTUC Eldercare, Jurong Medical Centre, One Care Zone and Thye Hua Kwan Moral Society. Through them, the 1,000 residents who came enjoyed great performances, fun games and many other “stay healthy and happy” activities.

10. The public can now access the improved SSP at www.silverpages.sg.

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About the Agency for Integrated Care (AIC)

The Agency for Integrated Care (AIC) is set up by the Ministry of Health (MOH) to oversee, coordinate and facilitate all efforts in care integration. Our mission is to achieve best health outcomes for our patients 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.