

Future Trends Report
Based on Analysis of the Future Scene in Mid-Term and Final Evaluation

STEP 1. Identify Challenges

Read the Future Scene carefully and generate ideas for challenges, concerns, and possible related problems. Choose the 5 most important challenges and write them in the space provided. Include applicable research with appropriate in-text citations.

Challenge #1 (Most Original Problem):

A commercial ("Moonbucks Coffee Commercial") in the future scene states that the elderly has "one foot in the grave" and that they are "rotting away". (Fact from scenario) The negative portrayal of elderly in commercials could be a problem in the future as the elderly might be influenced by these commercials and end up thinking of themselves as useless which would make them depressed. (Inferred Problem). This would ultimately lead to a generation of elderly with poor mental health. (Larger Consequence)

Research:

According to a paper titled "HOW OLDER PERSONS ARE PORTRAYED IN TELEVISION ADVERTISING: IMPLICATIONS FOR EDUCATORS" by professors from Syracuse College and Elmira College, the elderly is "seldom seen in companionship or interpersonal roles" and as being "less healthy today than they were in earlier years", they also "watch a considerable amount of television. Furthermore, they were "generally are portrayed negatively in television commercials". (Hiemstra et al., 2005)

Challenge #2 (Best Researched Problem):

It is stated in the future scene that the son of the elderly complained about the burdens of his mother. (Fact from scenario) The next generation might not have sufficient money, time and energy to care for their parents as they might be struggling themselves. (Inferred Problem) Apart from economic burdens, conflicts might arise. The younger generation might not want to care for the elderly due to increasing expenses. The elderly might be abandoned or receive little concern from their children. (Larger Consequence)

Research:

Professor Goh Lee Gan, President of the Gerontological Society of Singapore, mentioned in a speech titled "Ageing in Singapore in the Next 50 Years" that a Silver Tsunami might occur, whereby:

1. On the economic front, our ageing population may bring about a shrinking workforce, tightness in the labour market and constraints on our economic growth.
2. On the social front, ageing leads to higher demand on healthcare and aged care provision, but our shrinking local workforce makes it doubly challenging to support these needs.
3. On the fiscal front, higher healthcare and social spending to support our seniors will be an increasing burden on the young and the inter-generational tensions that will strain our social cohesion. (Moh.gov.sg, 2015)

According to an article from Forbes, an American Business Magazine, caring for elderly parents "starts out low key" but over time, with the decline of health, "the tasks mount and burden increases". If the parents do not have the funds to pay for the high cost of long-term caregivers or other care, "the financial burdens hits the rest of the family", and with not all equally able to pay the costs, "the result can be resentment, even hostility". (Rosenblatt, 2017)

Challenge #3:

The future scene states that there is little or no need to interact with others physically in the future. (Fact from scenario) Less empathy towards the elderly could be a problem in the future. This could be a problem in the future as people would feel less empathy for others due to there being less physical interactions in the future. This would ultimately lead to a society where people are not empathetic towards the elderly.

Research:

Ageism might be the most commonly-experienced form of discrimination. For example, while 93% of people in the UK support older people's right to equal access to healthcare, once within the health and social care system, older people are often treated with a lack of dignity, respect, and attention (Bousfield & Hutchison, 2010)

Young children easily identify age categories and have negative stereotypes of age out-groups. Young adults also hold negative attitudes toward older adults in ways that resemble their feelings about other out-groups. (Harwood, Hewstone, Paolini, & Voci, 2005)

Challenge #4:

The future scene states that “Elderwatch sensor” would monitor the behaviour of the elderly. (FACT from Scenario) This could be a problem in the future as the Elderwatch sensor might make the elderly feel like they do not have privacy anymore as their every action would be monitored by the sensor. (Inferred Problem) This would lead to a generation of elderly that feel cynically towards the government as they feel that their privacy has been invaded by the government and fear that the government may abuse it. (Larger Consequence)

Research:

In an online journal from OMICS International, titled: Smart-Home Technologies to Assist Older People to Live Well at Home, it is stated that:

“privacy issues arises from utilization of smart-home technologies”, with most participants in the study documented in the paper reporting that “cameras and monitoring systems invaded their privacy and left them with a sense that they were being watched”. (Miller, 2013)

Challenge #5:

It is stated in the scenario that the abilities of independent entities providing subsidies for the various forms of technology are questionable (Fact stated in the scenario) Independent organisations are not funded by government, yet they promise to provide many services for the elderly. If they do not have enough funds they might collapse. (Inferred problem) The elderly and their family members would be left in the lurch and have to end up being cheated for their money, did not received the promised service or suffer from other forms of loss if they trust these organisations for their services. (Larger consequence)

Research:

According to an online journal named ‘Exploring the meaning(s) of sustainability for community-based social entrepreneurs’, it is stated that “the majority of social enterprises, especially those engaged in community development” are unlikely ever to be “financially sustainable”.

STEP 2. Select a Fundamental Problem

Using the challenges listed in Step 1, identify a problem of major importance to the Future Scene situation. Write your Underlying Problem making sure your question clearly explains the action that will be taken and the desired results/goal of that action.

Incorporating Challenge(s) # 1, 2, 3 and 4

Underlying Problem:

Given the inference we have made that there seems to be little care towards the elderly in the future scene (Condition Phrase), how might we promote active involvement between the elderly and the young (Key Verb Phrase) so that they will be more understanding towards the elderly (Purpose) in the year 2030 and beyond (Future Scene Parameters).

STEP 3. Produce Solution Ideas

Generate solution ideas to the Underlying Problem in Step 2. Choose the 5 most effective solutions and write the elaborated ideas in the space provided. Include applicable research with appropriate in-text citations

Solution #1 (Best Researched):

We, the Active Elders Association (Who), will start a initiative named ElderVan, a series of mobile vans that will house F&B businesses run by a mixture of youth and elderly. (What) These vans will be outfitted with technologies that'll help the elderly and youth operate their businesses smoothly. (How) These vans will change locations monthly to different neighbourhoods island wide (Where). This initiative will allow the elderly and young to bond and form friendships with each other which would promote greater mutual understanding amongst them and bridge the intergenerational gap. (Why) This initiative will be rolled out island wide by 2040.

Research:

Based on a working paper by The Young Foundation, research from Canada shows that among the over 65s the activity that brings greatest satisfaction is paid work – significantly more enjoyed than going to the cinema or dining out. This is a reminder that being valued is one of the most important sources of wellbeing. Also, the World Health Organisation talks of active ageing as involving “opportunities for health, participation and security, in order to enhance the quality of life as people age”. This change can be seen as representing a movement away from a deficit model of old age, to one focusing on capabilities, recognising that society as whole can benefit from older people’s experience and wisdom, and indeed their skills. The paper also states that “The most interesting innovations for better ageing look not only at how we can provide services for the elderly, but how we can facilitate platforms for collaboration between public, private and civil sectors, enabling the elderly themselves to participate in developing their own solutions” (O’Sullivan, Mulgan, & Vasconcelos, 2010).

This is what we want and will achieve through the ElderVans.

Solution #2 (Most Original):

We the Department of Elderly Awareness and Education (Who), will work with the Ministry of Education to create a programme called "Elderly Awareness" for students to interact with the elderly. (What) There will be elderly workers going to schools to share their experiences in the workforce with these students. (How) This is to educate all the citizens since young about the contributions of the elderly, so they can understand the elderly more and have interactions with them. (Why) This programme policy will be used in primary and secondary schools island wide (Where) and the programme is to be tested out by 2045 (When).

Research:

Straits Times Singapore reported that students from the National University of Singapore's (NUS) Yong Loo Lin School of Medicine attended a new syllabus whereby eight weeks of the five-year course are devoted to the subject, including a compulsory two-week foundation course on geriatrics in the second year and a three-week posting in geriatric wards in the fifth year. This curriculum was first introduced in 2008 in line with the rising elderly population, and since then, not only had the student's knowledge of the elderly patients increased, the "students have also been showing more interest in geriatrics", a field that was not popular. The course also allowed the students to understand the needs of the elderly and "communicate from their point of view".
(Teng, 2016)

Solution #3:

We, the Ministry of the Elderly Workforce (Who) will enforce and encourage a Sustainable Retirement Plan (What)

which is a policy that enables older workers (past retirement age) to remain in the workforce but work for fewer hours and less workload and to often work in groups containing youths who are new to the workforce (How).

This not only provides a more sustainable workforce, it also allows younger workers to appreciate and learn that the elderly can be useful with their experiences and skills (Why).

This policy will be enforced island wide (Where) and to be tabled for Parliamentary discussion by 2025 (When).

Research:

Based on reports from Brooking Institute, a century-old research group:

1. Past retirement age workers working full-time or voluntary part-time were typically happier and more satisfied with their health than their retired counterparts.
2. Over-burdened middle-aged workers with children have more flexibility to work part-time, with late-life workers taking up some of the slack.
(Graham & Nikolova, 2017)
3. Older workers can be valuable to organisations and younger colleagues due to their experience and knowledge.
4. Phased-in Retirement (similar to our Sustainable Retirement Plan), allows continuity in tax revenues, and reduced expenditure on pensions. (Which is in turn vital for future Singapore to fund for recreational and healthcare subsidies for elderly.)
(Nikolova, 2016)

Solution #4:

SingMedia Productions (Who) will produce television programmes, serials and advertisements that tell stories from the perspective of the elderly (What). This will help the younger generation understand the needs of and empathise with the elderly more easily (Why). This is because entertainment has the ability help people to empathise with perspective that people would not normally empathise with (How). This will be implemented by 2025 across all channels island wide (When).

Research:

According to a team of researchers from Oxford who conducted a study, examining the impact of organ donation storylines of 4 U.S. television dramas on viewers' attitudes, knowledge, and behaviours. Viewers who were not organ donors prior to exposure to the dramas were "more likely to decide to donate organs if the drama explicitly encouraged donation, portrayed characters revealing how they had become donors and discussed the merits of donating."

Thus, it can be inferred that the same effect will happen with SingMedia television shows.

Solution #5:

We, the Intergenerational Connectors (Who), will invent an app, called Silver Network (What). This app will function similarly as a social media platform whereby the family members can post notifications and photos of their daily lives for other family members to view. You can either sign up a "Child", "Parent" or "Grandparent". Based on your identity, the app will also give tips and tricks on how to care for each other (How). This way, the different generations will form closer bonds, as they will have more opportunities to interact with each other (Why). This app will be released on the App Store island wide (Where) and to be tested out by 2025 (When).

Research:

According to a article by the Huffington Post, communications technology allows the family to connect quickly as we are at "many 'places' at once, nearly always available at a moment's notice" and that it can "continue to keep future generations better, and more closely connected". Examples include free messaging and calling apps as they "enhance family communication, leading to more frequent exchanges" and better understanding between the generations.

STEP 4a. Select Criteria

Generate criteria to determine which solution idea does the best job of solving your Underlying Problem and/or addressing the Future Scene situation. Select the 3 most important criteria for measuring solution ideas and write them in the spaces provided.

Criterion #1 :
Which solution will be the most effective in explaining the importance and contributions of the elderly (Superlative Adjective) for the younger generation (Who) so that they will care for the elderly? (Why)

Criterion #2 :
Which solution will be the fastest to implement (Superlative Adjective) for the Singapore Government (Who) so that the elderly will feel accepted by the society and receive support? (Why)

Criterion #3 :
Which solution will be humane and afford the most liberty (Superlative Adjective) for the elderly and the younger generation (Who) so that the elderly and younger generation do not feel oppressed by the government (Why).

STEP 4b. Apply Criteria

List the solution ideas from Step 3 on the grid. Use each criterion to rank the solutions on a scale from 1 (poorest) to 5 (best). The weighting for one important criterion may be doubled if necessary.

Step 3 Solution #	Solution Idea	Criteria			Total
		1	2	3	
#1	ElderVan, a series of mobile vans housing F&B business run by a mixture of youth and the elderly.	5	5	5	15
#2	Elderly Awareness Integrated Programme for students.	5	3	4	12
#3	Sustainable Retirement Plan for workers aged 65 and above.	4	5	5	14
#4	Production of television programmes, serials and advertisements that tell stories from the perspective of the elderly	2	5	5	12
#5	Silver Network App	3	4	4	11

STEP 5. Develop an Action Plan and Evaluate its Feasibility

Develop your top-scoring solution idea into an Action Plan. Thoroughly explain how the Underlying Problem is solved, how the plan will be implemented, and how the Future Scene will be affected. Explain how this Action Plan is feasible with research consulted.

Writing on the reverse side or in margins will not be scored.

Action Plan derived from Solution #1 and 3:

How does your plan address the KVP?

By getting the elderly and youth to work together, we are actively involving the elderly in work that would allow them to bond and interact with each other, this would allow the intergenerational gap to be bridged via meaningful work. (Refer to Research 1) Moreover, the elderly is meaningfully engaged in social activities instead of staying at home, thus, promoting active ageing. (Refer to Research 2).

How does your plan address the FP's Purpose?

As the elderly and young are working together in the ElderVan initiative, they will be able to bond with each other through work, this will bridge the generational gap. Research has shown that this is possible. When the elderly encounter any difficulties, the young can assist them, and vice versa, as the elderly also have a wealth of knowledge and experience. When the young learn that the elderly have the resources to help them and the business become better, they will willingly accept the assistance of the elderly. They will learn to build firm relationships with the elderly and allow them to be more understanding towards them.

What is your timeline for implementation?

By 2035, the Active Elders Association (AEA) will finalise the details of the ElderVan and to be proposed to the relevant authorities.

In 2038, the first 5 ElderVans will be pilot-tested in selected areas.

Between 2038-2039, The AEA will collect suggestions from the public and identify problems of the ElderVan and improvise. The final ElderVan adjustments shall be finalised by mid-2039.

In 2040, 35 ElderVans will be distributed island wide in the first-half of the year and another 50 in the second half of the year.

From 2043, AEA will design variants of the ElderVan, such as selling other goods like groceries or clothing, and also increasing the number of participants and number of ElderVan.

(Action Plan Continued)

Why is your plan humane?

Work is purely optional as the elderly have a choice in whether they would like to engage themselves in this activity, it is also this way for the youth who engage in this activity. Work is not physically taxing on the elderly or the youth as there would be technologies that would assist the elderly or youth in any work that might be tiring or that might require using too much energy. E.g. electric trolleys, robotic arms to assist in heavy lifting, etc.

How will your action plan impact the Future Scene?

The people in the future scene would be more empathetic towards the elderly as they have more interactions between the elderly and the youth and thus they would have a better understanding of each other. The elderly would also be more actively engaged in meaningful activities, rather than being cooped up at home. Moreover, the elderly receive up to 40% of the money earned for the ElderVan that they are in charge of, providing at least for some of their expenses, and thus reducing the burdens of their children like that in the future scene.

What obstacles might be encountered?

- Lack of sponsorship.
- Resistance from companies or individuals also involved in the F&B industries.
- Unpopularity among the public leading to reduced incomes and thus unable to continue the ElderVan initiative.

How would you solve these obstacles?

- Raising funds through meaningful activities that can be done with the members of the public, such as runs that may also be suitable for the elderly to participate.
- Promote the ElderVan initiative by adding new items every now and then. Also, social media can be used and the young can teach the elderly how to use them, at the same time engaging more with the public and gaining popularity.

(Action Plan Continued)**Assistors:**

- Relevant authorities; the government who wants to bring the elderly and youth together
- The families of the elderly who wish for them to make the most out of their time

Resistors:

- Other hawkers/companies involved in the F&B industry.
- Unwillingly youths who are not actively involved.

Research:

Based on an article by Covenant Places, a diverse community for the elderly, though younger children and older adults have the biggest gap in age, interaction between the two can provide unique benefits unlike any other type of relationship. Establishing connections and relationships between generations helps to assure that history will be kept alive, generations will be able to effectively communicate with one another, and that young and old will benefit from shared knowledge and companionship.

Interview:

Based on an interview during the Proposal Evaluation with the Pioneer Generation Bishan-Toa Payoh Branch Office, we have learnt that the elderly is mostly willing to come out and do some activities. Hence, we do not have to worry about insufficient involvement in this initiative.

Specifications of the ElderVan:**Funding:**

- Advertisement contracts.
- Activities for the elderly e.g. ElderWalk
- Government support

Collaboration with ElderWatch Sensor:

The ElderWatch Sensor will send messages to inform the elderly about the schedules of the ElderVan and when the ElderVan arrives at the neighbourhood. Also, the elderly can pre-order the food they want through the ElderWatch and they can choose for the food to be delivered to the elderly by the youths or they can go down to the ElderVan to collect the food themselves.

Bibliography

Cite the resources you consulted using the APA format.

List of References:

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