

Project Curae

7-01

Single-Year

Timothy Goy (4S306)

Darrius Tan (4S327)

Roy Yang (4S332)

Brandon Hoon (4O101)

Ervin Lim (4P217)

Project Curae - Written Report

Section 1: Overview

A. Area of Concern

Lack of interaction between people with dementia and society is harmful. According to the Straits Times, 3 in 4 people with dementia feel rejected, mainly due to social isolation. Furthermore, the Alzheimer's Disease Association (ADA) showed that people who hold no connection to dementia tend to harbour many stereotypes towards people with dementia.

Around 50 million people have dementia, with nearly 10 million new cases every year. As a result of ageing populations around the world, dementia will become a more prevalent issue from a global perspective.

B. Challenges Identified

We have identified three problems we aim to address:

1. A societal stigma towards people with dementia
2. Need for self-empowerment
3. Lack of awareness for our beneficiary, the ADA

C. Underlying Problem

Given that dementia is becoming increasingly prevalent in Singapore and the lack of public awareness, social support and interaction with people with dementia, how might we be able to reduce any misconceptions regarding dementia; while supporting and empowering the dementia community to build a dementia-friendly society where the public can better empathise with people with dementia in the year 2020 and beyond?

D. Plan of Action

We formulated a suitable plan of action to build a dementia-friendly society. Initially, we aimed to create interaction opportunities between youths and people with dementia and raise awareness for our cause through physical campaigns. Due to COVID-19, we shifted our focus online and adopted a three-pronged approach.

1. Shifting large-scale educational campaigns online on social media
2. Organising and facilitating online interaction sessions

3. Creating resources to empower people with dementia

Through awareness campaigns, we aimed to raise awareness about dementia. We uploaded regular interactive social media posts featuring news articles and facts. Furthermore, we held presentations in school and online dialogue sessions with medical professionals.

Through online interaction sessions, we hoped to bring happiness to our clients and help them cope with symptoms of dementia. These interaction sessions would allow clients to remain physically and mentally healthy while giving us the opportunity to brighten their lives.

Through interactive resources, we aimed to equip our clients with the skills that help in self-empowerment. The resources will help to mentally stimulate and empower our clients in everyday tasks, boosting their confidence.

Section 2: Implementation of Action Plan

A. Actions and Outcomes to date

Month	Action	Objectives
<u>2019</u>		
December	<ol style="list-style-type: none"> 1. Formation of CORE 2. Goal setting 3. Research 	<p>Awareness</p> <p>Understanding the problem</p>
<u>2020</u>		
January	<ol style="list-style-type: none"> 1. Regular meetings with representatives from Alzheimer’s Disease Association 2. Preliminary Research on 170 people 3. Interaction sessions (Memories Cafe) 	<p>Interaction</p> <p>Awareness</p>
February	<ol style="list-style-type: none"> 1. Setting up of Instagram account 2. Start of conceptualizing ideas (theme, suitable events, etc) 	Awareness
March - April	<ol style="list-style-type: none"> 1. COVID-19 outbreak 2. Social media campaign 3. Adjusted underlying problem 4. Formulated new plans 	<p>Awareness</p> <p>Overcome restrictions</p>
June - July	<ol style="list-style-type: none"> 1. Created interactive resources <ul style="list-style-type: none"> ○ Origami and cooking videos ○ Puzzle Books 	Awareness

	<ul style="list-style-type: none"> ○ Care Package <ol style="list-style-type: none"> 2. Regular online interaction sessions (Bingo, Exercise) 3. Social Media Campaign: Art from the Heart 	<p>Interaction</p> <p>Welfare</p>
August	<ol style="list-style-type: none"> 1. Online Dialogue Session: “Our Memories, Our Experiences” 2. National Day presentation 	Awareness

Section 3: Scope of Impact

A. Accomplishments

We've been able to impact **2200** people through this project. Through our interaction sessions, we have impacted **46 clients** over **141 hours**, bringing joy into their lives. Our interactive resources were well received by caregivers and people with dementia, garnering over **2000** views across social media platforms. Our educational campaigns involved over **2000** youths and members of the public, sharing on how we can work towards a dementia-friendly society. In a letter of recognition, our beneficiary commended us for **impacting the lives of people with dementia**, as it was **seldom** that they were **able to interact with youths**; and **helping to raise awareness among them**.

B. Reflections

We are grateful for the opportunity to understand challenges faced by people with dementia and their caregivers. We could witness their optimism as we shared precious memories and stories. This was eye-opening for all of us, and we are grateful for this opportunity to forge friendships with people with dementia. We initially thought we would be the ones teaching our clients, yet the experiences gained with them helped us mature as individuals too. We also picked up simple dialect, and tips for winning Mahjong games! It reminded us to cherish the time we have with our grandparents and to truly embody the spirit of servant leadership.

We are proud to have overcome the restrictions brought about by COVID-19. It affected our initial plans and motivations. However, we knew people with dementia and their caregivers were affected too. We had to improvise, adapt, overcome, providing additional care and support. It served as a reminder for us that serving the community may not always be about making a big impact, but having meaningful and genuine impacts on our benefactors. We are grateful to have the opportunity to serve the community and champion for such a meaningful cause and be able to pass our project down to future batches.

C. Scope of Impact

Community Impact: Youths and members of the public could learn more about the ADA, as well as the plight and symptoms of dementia; spreading the cause of building a dementia-friendly society.

Impact on people with dementia and their caregivers: Through the interaction sessions, we encouraged people with dementia to remain mentally and physically active; sharing memories

and stories brought joy into the lives of us and the people we were interacting with. We managed to regularly interact with 46 clients, boosting their self-esteem and touching their hearts.

Resolution of UP: Given that we have identified a lack of awareness for people with dementia and their caregivers, we have raised awareness on how to build a dementia-friendly society to an estimated **1600** members of the public. Furthermore, our interaction sessions and resources have allowed us to empower the dementia community. Despite the COVID-19 restrictions, we are fortunate to have contributed significantly to efforts aimed at building a dementia-friendly society.