

Project Axon 7-10

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Fourth-Year Project

Section I: Project Overview

A: Area Of Concern

According to Parkinson's Society Singapore, about 6000 to 8000 people in Singapore have been diagnosed with Parkinson's Disease (PD). Parkinson's cannot be cured, though medication and therapy can remediate symptoms. PD is grouped into 5 different stages of seriousness, which in the later stages rids the person of being able to live independently, coupled with severe hallucinations and delusions. As such, PD poses a serious threat to many elderly.

B: Challenges Identified

According to our survey results that we conducted, out of the 157 respondents, 87.9% of respondents stated that they were unfamiliar with the disease, its causes and symptoms. 95.8% of respondents have not heard of any organisation in Singapore helping out PWP's. Thus, when diagnosed with the illness, many people unknowingly worsen their condition by not seeking help as the time between diagnosis and treatment is crucial.

C: Underlying Problem

Given that the general public lacks awareness of PD and that PSS has a general need of funds; how might we be able help spread awareness about PD to members of the public and fully utilise the limited resources that we have due to COVID-19 to raise funds for PSS?

D: Plan Of Action

We came up with a Two-Pronged approach, namely by raising awareness and raising funds.

Section II: Implementation of the plan

Date	Action	Objective
December 2020	Meetings with PSS Staff	Finalize partnership details
January 2020	Recruit Volunteers	Acquire manpower
	Volunteers Briefing	Event planning
1st February 2020	Chinese New Year Luncheon <ul style="list-style-type: none"> Organised activities such as Origami, Bingo, Sing along session and lucky draw Interaction with PWP during the games 	<ul style="list-style-type: none"> Allow PWPs to engage in activities with students Forge early bonds with the beneficiary
March - August 2020	Posts on social media <ul style="list-style-type: none"> Posted Information regarding Facts and trends related to the illness Decent-sized followers 	<ul style="list-style-type: none"> Keep audience well-informed of Parkinson's Stay connected to the masses during COVID-19
25 July, 1 and 8 August 2020	Public Sharing <ul style="list-style-type: none"> Google meet interacted with over 40 members of the public for 30 minutes each session Covered basic trivia Introduced them to importance of support networks Donate to PSS 	<ul style="list-style-type: none"> Raise awareness and overall understanding Raise funds after showing them the importance of our cause
11 July	Interaction with 15 Students from Mayflower Primary school <ul style="list-style-type: none"> Shared facts and conducted activities such as writing names with left hand and picking up marbles with chopsticks Kahoot quiz testing their knowledge, gave small prizes through mail Reflections 	<ul style="list-style-type: none"> empathise with PWP Have fun and learn valuable information
3 July 2020	Interview with Parkinson's Patients	<ul style="list-style-type: none"> Audience wanted to

	<ul style="list-style-type: none"> initiated a 15 minute session on Google meet Posted quotes 	<ul style="list-style-type: none"> understand PD through a PWP Raise awareness through a first person perspective
1 August 2020	Axon concert <ul style="list-style-type: none"> Instagram Live Invited 3 performers Shared facts about PWPs and provided a QR code to donate to PSS 	<ul style="list-style-type: none"> Raise funds and awareness Project gets greater visibility through a night of fun
February-August 2020	T-shirt sales <ul style="list-style-type: none"> Designed and printed before circuit breaker Sold 10 shirts, 8 dollars each Delivered through mail 	<ul style="list-style-type: none"> Donate the profits to PSS Support our project

Section III: Project Outcomes

A: Accomplishments

Parkinsons Society Singapore has managed to **receive funds** that benefits people with Parkinson's, allowing **more facilities to be built** to aid PWPs better. We have **contributed to the \$5000** raised on the **giving.sg** platform for the organisation. Through actively selling **merchandise** and **sharing about the cause**, **volunteers** and the **public** got the chance to **understand more about the disease**.

During our **public sharing** about Parkinson's, a total of **128 people** attended the Google Meet. We **shared interesting facts**, held **Q&A's**, and overall convinced them that **People with Parkinson's can still live fulfilling lives**. The feedback we received was **positive**, most found that they were able to **empathise with PWPs**, and we received multiple **vocal commitments to volunteer at PSS**.

B: Reflections on Outcomes

Stereotypes of different spectrums of society are inevitable. However, through our initiatives to raise awareness, we hope to curb some of these stereotypes. A total of 128 people tuned in for our sharings, we hope to continue doing so throughout our lives.

PWPs may feel dejected because of the disease, but through certain initiatives like interviews and encouragement posts on Instagram, we positively impacted the Parkinson's community. It is unlikely that we can identify each and every single PWP, but our efforts were not in vain, and seeing the smiles on the PWP's faces are more than enough to encourage us to carry on with our work.

We also learnt certain values, such as teamwork. We also should always think ahead of possible problems and have a greater understanding of the needs of the PSS to better aid them.

This year-long endeavour allowed us to appreciate what we have in life, and we hope to contribute back more to society in the future. We have also learnt to focus more on the good that we have brought to PWP's rather than the intricacies of our events and that we should remember that every activity should be PSS centric and cater directly to their needs.

C: Scope of the project

Community Impact: Members of the public learnt more about PSS, PD and the plight of the PWPs through fact sharing and interaction sessions with them. They could show support for these patients through donations and assisting in spreading awareness for our cause by sharing what they have learnt with their friends and family. We also changed their mindset in relations to how they perceive PWPs and inspired them to serve the community.

Community Involvement: We started off with 5 core team members and volunteers who helped us spread awareness and plan our events. The volunteers were key in ensuring our events ran smoothly and spreading our cause, especially when it came to the CNY lunch. However, it was a one-time off volunteering due to COVID-19.

Resolution of AOC/UP:

Given that we have identified a lack of awareness of Parkinson's and PSS, we conducted sharing sessions thrice for members of the public to participate in where we shared basic trivia regarding the disease. We also conducted interactive sessions with 15 primary school students. Coupled with our posts on social media and the interviews in which we held with PWPs, we have been able to tackle this problem. More importantly, we have been able to encourage members of the community to donate to PSS through our concert and raise funds by selling merchandise which we have designed, positively impacting the organisation. We hope that the future team leading this project will be able to build on this foundation, to provide new solutions for PWPs and tackle this problem.