An Integrated Public Education Plan for Dementia: Raising Knowledge, Understanding and Empathy

Y. L. Sng, Daphne Koek
Health Promotion Board
VISION
A nation of healthy people

MISSION
Promote health excellence by empowering individuals to take ownership of their health

- A Nation of Healthy and Happy People
- Communicable Diseases
- Chronic Disease Mgt
- Mental Health
- Nutrition
- Obesity Management
- Physical Activity
- Screening
- Substance Abuse
- Student Health services
- Healthy Ageing
- Community Outreach
- Workplace Outreach
Singapore’s Dementia Challenge

- Percentage of elderly aged 65 and above increased from 6.0% in 1990 to 9.9% in 2012.
- By 2050, Singapore is projected to be the fourth oldest country in the world with a projected median age of 54 years.
- Projection of increase in dementia prevalence:

<table>
<thead>
<tr>
<th>Year</th>
<th>Prevalence</th>
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<tbody>
<tr>
<td>2003</td>
<td>22,000</td>
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<tr>
<td>2020</td>
<td>53,000</td>
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<tr>
<td>2030</td>
<td>70,000</td>
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National Dementia Strategy
A whole-of-society approach

Ministry of Health

Prevention, Awareness & Early Diagnosis
• Health promotion education campaigns and programmes
• Primary care services for early diagnosis

Management of Dementia
• Day-care facilities
• Long-term care facilities
• Respite and support facilities

Government & Public Agencies

Voluntary Welfare Organisations

Non-Profit Enterprises

Private Companies
**Warning Signs:**

Dementia is not a normal part of ageing

Adopt Healthy Lifestyle to reduce risk

Caregivers of dementia elderly

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**Communication Tactics**

- Mass Media: Film, TVC, Radio
- Print Resources / Media
- Outdoor Advertising
- Online/Social Media
- Artistic Modalities
- Community Engagement

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**Communication Messages**

**2009**

**Know Dementia: The Warning Signs**

**2010 - 2011**

The Warning Signs of Dementia:
It is not a normal part of ageing

Adopt Healthy Lifestyle to reduce risk

**2012 - 2013**

Warning Signs:
Dementia is not a normal part of ageing

Adopt Healthy Lifestyle to reduce risk

Caregivers of dementia elderly

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**Collaborative Partnerships**

Public Agencies | Hospitals | Voluntary Welfare Organisations | Academic Institutions
Mass Media
Ah Kong 阿公 (Sept 2010)

• Commissioned 5-minute short film targeted at the general population
• Aimed to evoke emotions and empathy to shape public perception on dementia
• Dementia depicted through the relationship between a grandfather and son
• Aired on major local television channel; supported by community engagement events, partner organisations, private video stores etc.

• Film was well-received, especially among those living with elderly.
• Most memorable recalled campaign element
Social Media Engagement

Project #forgetmenot (March – Dec 2012)

• Targeted at younger, web-savvy caregivers including non-primary caregivers
• Application on HPB’s Facebook page, integration with twitter and instagram
• Information on dementia, audio recordings of caregivers, photo-memory project with professional Instagram photographer to encourage participation

• Over 3,000 hits to the dementia Facebook app in the first month of launch
• Over 2,000 visitors clicked to read about dementia in the first month of launch
Community Engagement
Don’t Forget to Remember Me (March 2013)

• Targeted at family caregivers of the elderly

• Roadshows featured interactive exhibits:
  • Audio stories and photo exhibition of real caregivers
  • Caregiver’s self-care
  • Dementia warning signs from a caregiver’s perspective.

• Estimated outreach: 6,000 pax over 2 weeks

• Over 3,000 caregivers received resources on self-care.
Face-to-Face Education Programme

Mental First Aid Kit (MFAK) Programme

• Mental health programme for well seniors aged 50 and above in the community
• Conducted in English, Mandarin and Malay
• Focuses on raising awareness of mental wellbeing and knowledge of geriatric depression and dementia
• Comprises Interactive workshops, game sessions, cognitive training and practical lifestyle tips on memory, reasoning and speed of processing.

• Over 5,000 seniors have completed the programme
• In FGD study, Participants could easily recall dementia warning signs as covered in the programme
Collaborative Partnerships

Alzheimer’s Disease Association
Walk for Dementia 2011

• Memory Walk in conjunction with World Alzheimer’s Day 2011, in collaboration with ADA.
• Pit stops with experiential activities on dementia warning signs
• Activity stations at the finishing point to communicate healthy lifestyle tips to reduce dementia risk.

• Over 3,000 seniors took part in the 2-km walk, majority aged 50 and above.
Collaborative Partnerships
Tan Tock Seng Hospital
Safety at home for people with dementia (2012-2013)

• Home safety modifications exhibit modeled after local public housing units
• Developed by occupational therapist and geriatric medicine teams from TTSH with accompanying resource in 4 languages
• Exhibit was roved to hospitals and heartland malls.

Outreach of approx. 8,000 caregivers during the rove.
Measuring our efforts

Our indicators of success

• Population-wide survey
  • Provide population level data on awareness and knowledge
  • e.g., HPB Omnibus Survey
    • 65.3% recalled at least 1 dementia symptom (2010)

• Post Campaign Evaluation
  • Provide insights on communication and tactic-specific effectiveness
  • e.g., Ah Kong short film
    • Over 90.5% of those who watched the short film could recall at least 1 key message communicated in the film
Measuring our efforts

Our indicators of success

• **Focus Group Studies**
  • Provide deeper insights into programme impact and effectiveness through qualitative data
    • MFAK Programme Focus Group Study
      • Understand key areas of strengths in the programme

• Guide and inform programme development
  • Caregivers’ Needs Focus Group Study
    • Informed the development of Caregiver Resource Pack and guides potential areas of enhancement
Summary

Sophistication of communication messages
For sharpening the focus on dementia knowledge

Multi-faceted approach
For more effective reach of segmented target groups

Multi-sectoral approach
For synergistic efforts in dementia public education

Dementia is a complex illness
Multiple causes
Multiple risk factor
Progressive

Speaking to caregivers
Appeal to potential caregivers

Building sustainable partnerships
Aligning efforts
Thank You!