

NEWS RELEASE



FOR IMMEDIATE RELEASE

OUR LITTLE RED DOT'S SILVER LINING



Singapore, 4 November 2021 – With rising rates of dementia, depression, and suicides among the elderly, the Ministry of Health (MOH) and Health Promotion Board (HPB) have come together to tackle the ever-growing issue of mental health faced by the “Silver Generation” of Singapore.

Silver Lining Singapore is a one-year campaign that seeks to raise awareness on the mental well-being of the elderly. The campaign will be launched at **Suntec City Convention Centre Hall 3** on **1 December 2021**, with a string of events lined up for visitors with free walk-in entry. The first 200 visitors will also receive a goodie bag which includes healthier-choice snacks and drinks from our various sponsors.

Minister of Health, Dr Desmond Tay, will be gracing the launch event as the guest of honour. Dr Tay said, “Mental health issues can affect anyone, and the elderly are no exception. The proportion of elderly in Singapore is rising steadily, and it is about time we pay close attention to them.”

The event kicks off with a talk by gerontologist Dr Lawrence Seah from National University Hospital, who will be sharing on tell-tale signs of dementia, how to prevent it, along with early diagnosis of ageing-related illnesses among the elderly.

Following which are talks by counsellors Ms Angela Tan from Tsao Foundation, and Mr Gerald Lim from Ren Ci Hospital. They will talk about the importance of social interaction and healthy living for the elderly.

The next key event at **3.00pm** will be the **Know-Brainer Quiz Show** on ageing-related diseases hosted by Mr Kevin Lee, from the popular TV show *"Singapore's Got Talent"*.

Prizes up for grabs include a pair of tickets to Sydney, Australia sponsored by Qantas Airways, and three sets of Huawei Mate 40 Pro smartphones.

Members of public are invited to register, and 20 lucky registrants will be chosen to participate. Interested parties should apply at www.silverliningsg.com/registration before 11 November 2021.

Facebook: Silver Lining Singapore | Instagram: @silverlining.sg

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About the Ministry of Health

The Ministry of Health (MOH) is a government organization established in 1955. MOH aims to promote good health and reduction of illness, while also ensuring access to good and affordable healthcare, and maintaining medical excellence. Through MOH, the government manages the public healthcare system to maintain good and affordable medical services to all Singaporeans. MOH has a vision of "Championing a healthy nation with our people - To live well, live long & with peace of mind."

About Health Promotion Board

The Health Promotion Board (HPB) is a government organization established in 2001 that aims to promote healthy living in Singapore, with a vision "to see a nation of healthy people". HPB is responsible for programmes that promote health, including but not limited to disease prevention, healthy ageing, mental health, nutrition, and physical activity. HPB seeks to create a health-supportive culture in Singapore, for its people to attain optimal health, increase the quality and years of healthy life, and to prevent illness, disability, and premature death.

For media clarifications:

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Annex A: Event Details

Silver Lining Singapore Launch Event

Guest of Honour: Minister of Health Dr Desmond Tay

Date & Time: Wednesday, 1 December 2021, 12.00pm – 5.00pm

Venue: Suntec City Convention Hall 3
1 Raffles Blvd, Singapore 039593

Website: www.silverliningsg.com

Social Media: Instagram: @silverlining.sg
Facebook: Silver Lining Singapore

Annex B: Event Schedule

Time	Event
1200-1230	Launching of campaign featuring Guest of Honour Dr Desmond Tay
1230 - 1430	Talks by gerontologist Dr Lawrence Seah and counsellors Ms Angela Tan and Mr Gerald Lim.
1430 - 1500	Break
1500 -1600	Know-Brainer Quiz Show with Host Mr Kevin Lee
1600 -1700	Prize Presentation and Closing

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SOCIAL MEDIA POSTS



INSTAGRAM – BEFORE (3 Images + Caption)



silverlining.sg



Silver Lining Singapore

WWW.SILVERLININGSG.COM



LAUNCH EVENT

Join us to learn more
about healthy ageing and
elderly mental health!

Guest of Honour
Dr Desmond Tay
Minister of Health





**FREE Goodie bags for
the first 200 visitors!**



12PM - 5PM



Suntec City Convention Hall 3



1 Dec 2021

Jointly organized by:



MINISTRY OF HEALTH
SINGAPORE



Health
Promotion
Board

Talks on Healthy Ageing



Dr Lawrence Seah

Gerontologist, National University Hospital



Ms Angela Tan

Counsellor, Tsao Foundation



Mr Gerald Lim

Counsellor, Ren Ci Hospital



12:30PM - 2:30PM

Tune in to our talks as our experts discuss the importance of **social interaction** and **healthy living** among the elderly.

Find out more about **dementia** and how to spot signs of **ageing-related illnesses** early on.

Know-Brainer Quiz Show

Think you know about **ageing-related diseases**? Participate in our quiz show and stand to win attractive prizes!



1x Pair of air tickets to Sydney, Australia



3x Huawei Mate 40 Pro Smartphone



3:00PM - 4:00PM

Hosted By:
Mr Kevin Lee

from Singapore's Got Talent



Proud Sponsors:



Register by **11 Nov 2021** on
www.silverliningsg.com/registration
Only **20** places available!

silverlining.sg Did you know? 1 in 10 people above the age of 60 in Singapore suffer from dementia. This number is projected to increase, and with an ageing population, it's time to pay more attention to the mental health of our elderly.

Join us at Suntec City Convention Hall 3 on 1st December 2021 to celebrate the launch of [#SilverLiningSG](https://www.silverliningsg.com/) and learn more about healthy ageing. Visitors may walk-in for free, and the first 200 visitors receive a free goodie bag!

Stand to win attractive prizes, including air tickets to Sydney or a new Huawei P40 Pro smartphone by taking part in our Know-Brainer Quiz show happening on the same day. Interested parties can register on our website by 11th November 2021, and 20 lucky entrants will be chosen to participate.

For more information, visit www.silverliningsg.com. Terms and conditions apply.

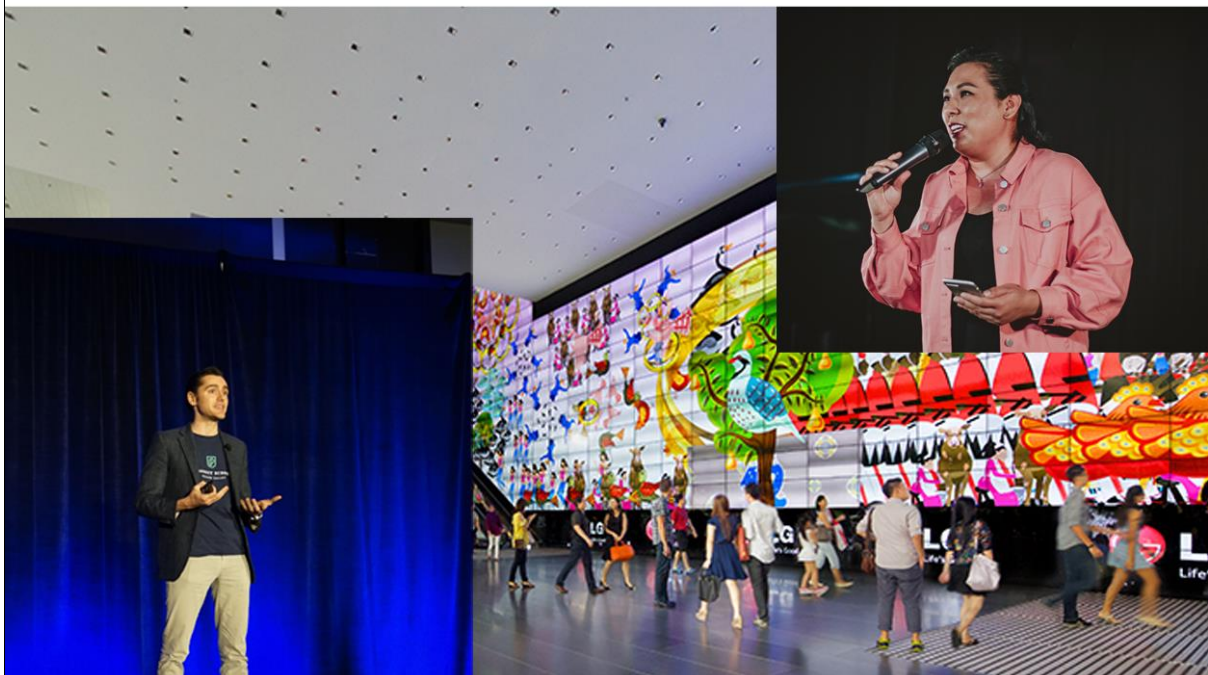


INSTAGRAM – AFTER (3 Images + Caption)



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THANK YOU FOR COMING!



Silver Lining Singapore

WWW.SILVERLININGSG.COM

Jointly organized by:



MINISTRY OF HEALTH
SINGAPORE



Health
Promotion
Board

Key Takeaways

Tips for ageing gracefully and avoiding dementia

Build **positive relationships** by interacting with friends and family.



Stimulate your **mind** and **body** by engaging in **activities** and **exercise**.



Have a **balanced diet**, limit **alcohol** and **quit smoking**.
Get enough **sleep**.



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Silver Lining Singapore

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Key Takeaways

How to spot early signs of dementia

Some signs:



- Forgetfulness, confusion of time and place
- Difficulty doing familiar tasks, communicating
- Changes in mood, behaviour, and personality
- Poor or decreased judgement

For more information and help:

Dementia InfoLine:

1800 223 1123

Alzheimer's Disease Association Dementia Helpline:

6377 0700



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Silver Lining Singapore

Jointly organized by:



silverlining.sg Thank you to the 1000-over visitors for your overwhelming support! The launching of [#SilverLiningSG](https://www.instagram.com/silverliningsg) was a grand success! We hope you were able to learn something new about elderly mental health and illnesses.

Did you miss the event? Don't fret! Swipe  for some key takeaways from the talks.

Want to stay updated on future events? Follow us on Instagram (@silverlining.sg) and Facebook (Silver Lining Singapore) for updates and tips on staying healthy and ageing gracefully. You may also visit our website at www.silverliningsg.com.



FACEBOOK – BEFORE (Caption + 3 Images)



Silver Lining Singapore

Are you at risk of dementia? 1 in every 10 people above the age of 60 in Singapore suffer from the illness. This number is projected to increase, and it's time to pay more attention to elderly mental health and ageing-related diseases.

Join us at Suntec City Convention Hall 3 on 1st December 2021 to celebrate the launch of [#SilverLiningSG](https://www.silverliningsg.com) and learn more about healthy ageing. Visitors may walk-in for free, and the first 200 visitors receive a free goodie bag!

There will also be talks by gerontologist Dr Lawrence Seah, and counsellors Ms Angela Tan and Mr Gerald Lim. Join these experts as they share about the importance of social interaction, healthy living, dementia awareness, and how to identify early signs of ageing-related illnesses.

Stand to win attractive prizes, including air tickets to Sydney or a new Huawei P40 Pro smartphone by taking part in our Know-Brainer Quiz show happening on the same day. Interested parties can register on www.silverliningsg.com/registration by 11th November 2021, and 20 lucky entrants will be chosen to participate.

For more information, visit www.silverliningsg.com. Terms and conditions apply.

"Dear, what if I have dementia?"

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Silver Lining Singapore

Join us at our launch event to learn more about healthy ageing and elderly mental health.

**1 DEC 2021
Suntec City
Convention Hall 3
12PM — 5PM**












Guest of Honour
Dr Desmond Tay
Minister of Health

FREE Goodie bags for the first 200 visitors!

Jointly organized by:

MINISTRY OF HEALTH SINGAPORE

Health Promotion Board

<h3>Talks on Healthy Ageing</h3> <p>Tune in to our talks on the importance of social interaction and healthy living among the elderly. Find out more about dementia and how to spot signs of ageing-related illnesses early on.</p> <div>  <p>Dr Lawrence Seah Gerontologist, National University Hospital</p> </div> <div>  <p>Ms Angela Tan Counsellor, Tsao Foundation</p> </div> <div>  <p>Mr Gerald Lim Counsellor, Ren Ci Hospital</p> </div> <p> 12:30PM - 2:30PM</p>	<h3>Know-Brainer Quiz Show</h3> <p>Think you know about ageing-related diseases? Participate in our quiz show and stand to win attractive prizes!</p> <div> <p>Hosted By: Mr Kevin Lee <i>from Singapore's Got Talent</i></p>  </div> <p>Prizes to be won:</p> <div>  <p>1x Pair of air tickets to Sydney, Australia</p> </div> <div>  <p>3x Huawei Mate 40 Pro Smartphone</p> </div> <p>Proud Sponsors:</p> <div>   </div> <div>  </div> <p>Register by 11 Nov 2021 on www.silverliningsg.com/registration Only 20 places available!</p> <p> 3:00PM - 4:00PM</p>
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(Note: The proposed three images would be arranged as above if uploaded as a group. The above are actually two images, not three, to simulate the arrangement.)



FACEBOOK – AFTER (Caption + 3 Images)



Silver Lining Singapore

We would like to extend a heartfelt THANK YOU to the 1000-over visitors for your overwhelming support! The launching of [#SilverLiningSG](https://www.instagram.com/silverliningsg) was a grand success! We hope you were able to learn something new about elderly mental health and illnesses.

Did you miss the event? Don't fret! Click the photos to take a look at some key takeaways and learn more about preventing and identifying signs of dementia.

Want to stay updated on future events? Follow us on Instagram (@silverliningsg) and Facebook (Silver Lining Singapore) for updates and tips on staying healthy and ageing gracefully. You may also visit our website at www.silverliningsg.com.



THANK YOU
for your support!

Look out for
more events in the future!



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Silver Lining Singapore

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Key Takeaways

Tips for ageing gracefully and avoiding dementia

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Stimulate your **mind** and **body** by engaging in **activities** and **exercise**.



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Get enough **sleep**.



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Silver Lining Singapore

#SilverLiningSG

Key Takeaways

How to spot early signs of dementia

Some signs:

- Forgetfulness, confusion of time and place
- Difficulty doing familiar tasks, communicating
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1. All images and resources sourced from Canva.com unless otherwise stated.
2. Data and tips on dementia from:
[https://www.healthhub.sg/sites/assets/Assets/Programs/understanding-dementia/pdfs/Understanding-Dementia-Booklet-2019-\(English\).pdf](https://www.healthhub.sg/sites/assets/Assets/Programs/understanding-dementia/pdfs/Understanding-Dementia-Booklet-2019-(English).pdf)
3. Photo by [Nguyen Thu Hoai](#) on [Unsplash](#) (Elderly on bench)
4. Guest-of-Honour and Speaker photos from <https://www.moh.gov.sg/about-moh/senior-management>
5. Photo by [Aryo Lahap](#) on [Unsplash](#) (Celebrity Host)
6. Photo of Suntec City Convention Centre from: <https://www.ara-group.com/businesses/real-estate-management-services/suntec-singapore-suntec-international>
7. Photo by [Melyna Valle](#) on [Unsplash](#) (Speaker 1)
8. Photo by [Product School](#) on [Unsplash](#) (Speaker 2)