



Info Pack on Supporting “Stay Home for Singapore” Initiative

For “Circuit Breaker” period (From 7 Apr)

RESTRICTED



Call to action for community & partnership efforts in support of our COVID-19 response; and to build cohesion and confidence in the process. Initiated by MTF, and supervised Min Desmond; and co-ordinated by RED/MCCY

Key Messages thus far

By staying united, and working together, we will overcome this as one nation. Let us care for and support one another; remain positive and appreciate the people who are keeping us safe.

1. Be confident, take precautions and carry on with life
2. Practice social responsibility, to keep yourself and those around you healthy
3. Take care of the vulnerable
4. Appreciate those working hard to keep us safe
5. Speak up for hope and care, and stand against the negative
6. Support neighbours and co-workers on home quarantine/ leave of absence – they are being responsible and keeping rest of us healthy

Approach for #stayhomeforSG

As directed by MTF & HCEG, MCCY is the lead-coordinator for the “Stay Home for Singapore” initiative (as part of SG United / SG Together), to mitigate the expected weariness and uncertainty during the circuit breaker period by:

- Reinforcing the message - *stay at home to care for others and save lives; and can be shared experience for solidarity*
- Helping people stay at home and stay connected through suggested actions and content, delivered primarily through digital means
- Encouraging individuals and groups to share and contribute resources
- **Considerations**
 - Enhance SG United narrative with SG Together framing – for the circuit breaker to be effective requires the partnership of everyone
 - Suggest, nudge, but not prescribe, a spectrum of actions
 - Provide options for the key citizen segments (families, seniors, youths, vernacular options)
 - Sustain across circuit breaker period, and avoid peaking early
 - Respond to sentiments and needs, and amplify relevant content to media (see [Annex A](#))
- **Coordination**
 - Via a virtual operations hub supervised by DS(CYS)/ MCCY (see [Annex B](#) for details and list of agencies/partners).

Content Strategy for #stayhomeforSG

Government to provide backbone content and catalysts; community and partners to help scale.

- **Week 1: Govt to curate whilst seeding community efforts (7 – 14 Apr)**
 - Govt. agencies and partners to lead with content;
 - SG United will curate/package for targeted segments and amplify across media and govt; and push content through community networks
 - Seed community content contribution, and resource the appropriate partners
- **Week 2 to 3: Govt to sustain, and support community contribution (15 – 29 Apr)**
 - Govt. agencies and partners to adjust content and produce new offerings
 - Amplify and resource community partners that contribution to emerging needs and to keep the menu “fresh”
 - Assess if community and private sector are beginning to self help
- **Phase 4 onwards (From 30 Apr): Recalibrate balance between Govt, partner, and ground-up efforts (TBD)**



Link to SG United
Stay Engaged Page
for #stayhomeforSG

4 Themes for Content #stayhomeforSG

Thrive	Connect	Help Others	Get Help
<ul style="list-style-type: none">• Keep informed of latest measures (new)<ul style="list-style-type: none">• gov.sg infobot• Gowhere.gov.sg• Entertainment<ul style="list-style-type: none">• Various agencies' content (STB, NLB, SSG, NAC, NHB, SportSG, NYC)• Free-to-air and payTV suggestions• Tailored by archetype (e.g. youth, senior, family)• Be Active & Learn<ul style="list-style-type: none">• Listicles of food delivery services, online grocers• Digital tools for safe distancing (NParks, SpaceOut.gov.sg)• Parents' HBL kit (MOE)• Cooking, exercising, art, wellness tips etc. (SportSG, SSG, NAC, etc.)	<ul style="list-style-type: none">• Ways to participate in community activities while at home.<ul style="list-style-type: none">• Every Household A Seed (NParks)• FFL activities for kids, online games, mental wellness, sew masks• Ways to keep in touch with family and friends<ul style="list-style-type: none">• Suggested digital touchpoints e.g. virtual meals; online games;• Suggested routines to keep connected with family friends (e.g. say hi everyday at 6pm)• Suggested notes workers/managers can send to encourage colleagues/employees at home	<ul style="list-style-type: none">• Ways to support the community.<ul style="list-style-type: none">• Donate to courage fund• Volunteer virtually (e.g. online tuition)• Virtual appreciation for frontliner (Pen e-appreciation, create art for SG Healthcare heroes)• Buy gift vouchers from local small businesses (ChopeandSave)• Continue to support our local businesses and service provider• Offer to help neighbour (GoodHood)• Join ground-up networks for mutual support (e.g. SHN Helpers FB Group)• Download TraceTogether• Point people to resources (see next box →)	<ul style="list-style-type: none">• Community resources for workers in essential services, economically-disrupted, vulnerable groups.<ul style="list-style-type: none">• Maskgowhere• Temporary Relief Fund• SGUnited jobs portal• COVID-SG Support Grant• Ask for help from neighbour (Goodhood)• E-counselling, National Care Helpline• Contact for emergency services• Other community resources

Content Line-up / Amplification for #stayhomeforSG

Note to Agencies: This is a suggested amplification approach and not a prescriptive line-up.

Week 1 **Aware & Informed**

Start with knowledge and awareness, reduce fear and anxiety as first step

Week 2 **Living Together**

Hygiene factors for the situation, helping people adjust to the new situation

Week 3 **Wellness & Connection**

Focus on personal resilience, and self getting through this in a healthy way

Week 4 **Reaching Out**

Leverage need for social connection to build civic capacity and social capital

The weekly focus for content is reflected in **orange**; all will operate at baseline level across the month. (e.g. opportunities for reaching out and volunteering will be available from Week 1).

Required Inputs from Agencies to Support #stayhomeforSG

1. Include SG United logo and these hashtags (#SGUnited, #stayhomeforSG, #SGTogether) in agencies' dissemination / sharing of content
 - Download the SG United Logo via the QR Code
2. Share agencies' plans, activities and programmes
 - Categorized by the four themes (see Slide 5)
 - Lined-up based on calendar / weekly schedule (see Slide 6)
3. MCCY will amplify agencies' relevant content on SG United Webpage and via partner networks



Link to download
SG United Logo

Annex A

Possible sentiments and needs for #stayhomeforSG content

	Week 1 – High Arousal Negative Affect (e.g. anxious, stressed)	Week 2 – As Week 1	Week 3 – Low Arousal Negative Affect (e.g. sad, lonely, bored)	Week 4 – As Week 3
General Population	<ul style="list-style-type: none"> • Need factual and trusted information • Need reassurance 	<ul style="list-style-type: none"> • Info and reassurance still needed 	<ul style="list-style-type: none"> • Need for entertainment and something to occupy time 	<ul style="list-style-type: none"> • As Week 3, but with greater search for meaningful activities
Seniors	<ul style="list-style-type: none"> • Need info in digestible modes (i.e. dialects, non-digital) 	<ul style="list-style-type: none"> • As Week 1, with emerging needs (e.g. family tensions) 	<ul style="list-style-type: none"> • Need connection – potential depression due to social isolation 	<ul style="list-style-type: none"> • As Week 3, but potentially more serious (mental health issues) as time goes on
Vulnerable (including economically disrupted)	<ul style="list-style-type: none"> • Need immediate support (e.g. childcare) 	<ul style="list-style-type: none"> • As Week 1, with additional emerging needs (e.g. low on savings) 	<ul style="list-style-type: none"> • Economic and social needs increasingly stressful • Potential mental health needs 	<ul style="list-style-type: none"> • Potential resignation about situation, may need opportunities
Youth	<ul style="list-style-type: none"> • Need info (e.g. grades, graduation) 	<ul style="list-style-type: none"> • Potential tensions with family as more time spent together 	<ul style="list-style-type: none"> • Increasing concern with their mental health and mental health of peers 	<ul style="list-style-type: none"> • As Week 3, with potential desire to expand their “inner circle” for more stimulation

Media Amplification for #stayhomeforSG and SG United (with MCI)

Pitched Media Coverage

- Fronts media facilitation and engagement of key SG United milestones (launch of SG United Portal, launch of appreciation zones, POHes' visits to support frontliners)
- Curates weekly newsletter sent to media, with opportunities to cover ground up initiatives and their acts of care

Content Partnerships

- Partners national broadcaster Mediacorp to create and broadcast content that carry SG United and social responsibility messages, leveraging their artiste network
- Partners popular third party content platforms (e.g. Millennials of Singapore, Mustsharenews, Honeycombers) to create content to drive messaging to their audiences, and to encourage actions through SG United Portal

Key Opinion Leaders' Amplification

- Leverages popular artistes and influencers to drive awareness of key messages among followers, and grow organic use of #SGUnited (over 30k organic posts) and unifying hand gesture
- Creation of WOG Comms workstream to build up POHes' social media content that are related to SG United

360 Integrated Messaging

- Physical campaign for public to share appreciation messages with frontliners, through appreciation zones and booths at over 200 locations. Campaign will evolve into a digital-based appreciation from April
- Amplification of stories of care, cohesion and social resilience through social media, SG United Portal and Telegram
- 3P partnerships to expand use of visual branding to increase public awareness and resonance of SG United



Print coverage of ground-up SG United efforts



Zoe Tay showing appreciation to frontliners. Video was shown on FTA, out of home screens & social media



"Two thumbs up" hand gesture grew a following after adoption by artistes and influencers



SG United logo displayed at MBS light show

Annex B

Key Agencies and Partners to support #stayhomeforSG

Production (To generate content and host on their own platform)	Dissemination (For Sharing and Amplification)
<u>MCCY-Family Agencies</u> NAC, NHB, MUIS, NYC, SportSG, NVPC, SKM	Comms Team through key platforms (e.g. YouTube, MediaCorp)
<u>WOG Agencies</u> Including NLB, HPB, STB, IMDA, MOE, SSG, NParks, SGO, NEXUS	Through POHs' social media posts (via POHs' comms team)
Community content partners e.g. We are Majulah, Braveheart, Families for Life, DramaBox	Through MCCY stakeholder networks (e.g. AIC/SGO, SG Cares, NIC, PA)

Coordination:

- Via a virtual operations hub supervised by DS(CYS)/ MCCY
- MCCY-Agencies – Sync up at the end of the bi-weekly MCCY Taskforce Sessions
- WOG Agencies – Link-up and coordinate directly via email (MCCY POCs: Glenda Yap and Juliana Chua)