



# Youth Mental Health in Singapore

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# Discover – Exploring the Problem Space

A 2021–2024 review identified worsening youth mental health as Singapore's most urgent youth issue.

**30.6%**

**Report Severe Distress**

Only ~20% seek help (MOH, 2023)

**#1**

**Cause of Death**

Suicide is the top cause of death for ages  
10–29

**0**

**Adequate Tools**

Existing tools lack timely, guided parent-facing support

A Weighted Impact vs Feasibility Framework confirmed this issue as the highest priority.

# Define – Root Cause, Opportunity & Hypothesis

Using the 5 Whys method, I traced the root cause to stigma and low emotional literacy—especially among parents.



## Problem Statement

Youths struggle with mental health due to cultural stigma, limited resources, and low awareness—preventing early support from both youths and their parents.



## Opportunity

How might we empower parents to recognize and support their children's mental health needs early, so youths feel safe and encouraged to seek help?



## Hypothesis

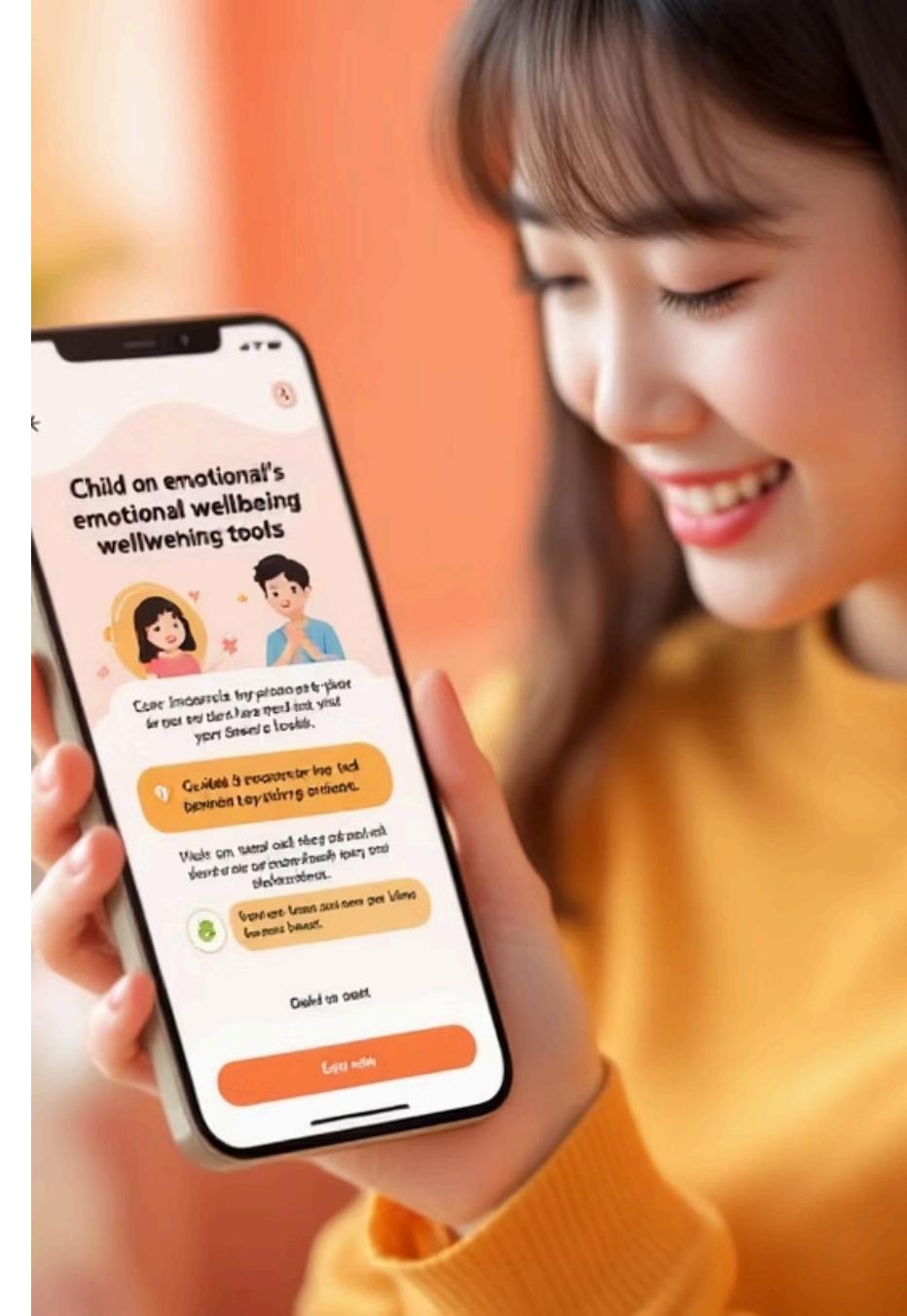
If parents receive timely emotional signals and guided response tools, they can intervene earlier—reducing stigma and improving outcomes.

# Develop – Solution Concept

## Right Signal. Right Moment. Right Support.

I propose a real-time, parent-triggered support system that transforms silent emotional signals into timely care. Youths check in using emojis, journals, or wearables. An NLP triage engine detects distress patterns and triggers alerts via Parents Gateway, paired with empathy scripts and role-play tools guiding parent response.

Passive for youths, empowering for parents, optional for teachers—it integrates with SLS and PG, scaling emotional insight nationally. Wellbeing is tracked through check-in trends and parent feedback.



# Develop – Value Proposition & Rationale



## From crisis to cadence

Normalizes weekly emotional reflection before issues escalate



## Silent signals, surfaced

Detects distress in students who won't or can't speak up



## Parents first, teachers supported

Empowers family response while reducing school burden



## Plug-and-scale

Seamlessly integrates with PG, SLS, and GovTech NLP for national rollout



## De-stigmatises support

Makes check-ins feel routine, not risky



## Built with care

NLP safeguards ensure emotional data is used responsibly and ethically

# Deliver – MVP & Assumption Validation

**Assumptions:** This MVP validates three assumptions: students will engage with low-friction check-ins, parents will respond constructively with guidance, and parental intervention leads to improved student wellbeing.

## Scope

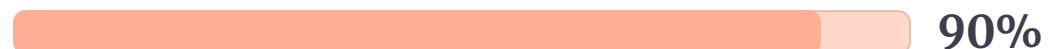
- Weekly emoji check-ins via Google Forms
- Reviews for distress patterns
- WhatsApp alerts with guided responses
- Follow-up reminders to unresponsive parents
- Parents provide feedback; mood tracked via emoji trends and observation
- Tool to track success metrics

**Pilot:** 1 secondary school class in a high-stress streaming year over 8 weeks

## Success Metrics



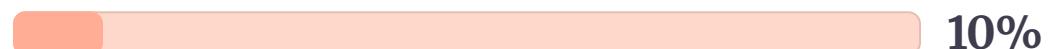
### Student participation



### Parent response within 24h



### Guided tool use



### False positives (less than)

Observed mood improvement from student feedback/check-ins

If metrics are unmet, iterate. Pilot success depends on collaboration with schools and MOE.



# Deliver – Scaling Strategy

## Digitise triage for automation

Implement automated NLP processing of student check-ins

## Integrate PG for national delivery

Connect with Parents Gateway for seamless communication

## Expand within school to validate across classes

Test effectiveness across different student demographics

## Onboard clusters in phases

Gradually roll out to school clusters based on readiness

## Embed in SLS + toolkit to normalize SEL

Integrate with Student Learning Space for wider adoption

## Add wearables for high-needs contexts

Expand data collection methods for at-risk students

*Scaling depends on MOE readiness—managed via phased onboarding and engagement.*

This solution builds emotional insight into existing infrastructure—empowering families, supporting schools, and scaling policy impact through GovTech-aligned systems.

# How This Reflects My Product Practice

## What this case shows:

- 1 Starting with **deep listening and system mapping** — to uncover quiet blockers and emotional signals.
- 2 Working across **policy, people, and platform**, with clarity on what's feasible now vs. what needs co-shifting.
- 3 Blending **progressive improvements and bold bets**, always grounded in real system constraints.
- 4 Designing not just for output — but for **emotional infrastructure** and long-term trust.

## This is how I lead product strategy:

Calmly, clearly, and always in service of systems that support people — especially where care, regulation, and complexity intersect.

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