

## PRESS RELEASE

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### **NTUC Health and National Heritage Board sign Memorandum of Understanding to enhance seniors' social well-being through programmes at the National Museum**

*Both organisations will also launch a pilot programme for virtual inter-generational (IG) activities in September 2021*

- 1 NTUC Health and the National Heritage Board (NHB) signed a Memorandum of Understanding (MOU) today, to develop and offer arts and heritage-based programmes designed to improve the quality of life for seniors. This is the first-ever MOU to be signed between NTUC Health and the National Museum of Singapore (National Museum), an institution under NHB. As part of the collaboration, both organisations also announced the launch of a pilot programme for virtual inter-generational (IG) activities to foster bonding and bridge communication between seniors, and children and youths in the midst of the global pandemic.

#### **First-ever MOU between NHB and NTUC Health**

- 2 This partnership is in line with the National Museum's efforts to be more accessible and inclusive to underserved communities including seniors under NHB's Our Heritage Plan, the first masterplan for Singapore's heritage and museum sector. It is also part of NTUC Health's ongoing efforts to enrich the lives of seniors and to bridge the generation gap between young and old. A total of 500 seniors from NTUC Health's Day Centres for Seniors are expected to benefit from this partnership.
- 3 The MOU entails both onsite and virtual activities for seniors, including:
  - Regular senior-friendly guided tours facilitated by the museum's Care Facilitators who will engage the seniors in conversations, using artefacts in the museum. For example, seniors can tour the *Growing Up* gallery at the National Museum and reminisce about what life in Singapore was like in the past;

- Senior-friendly and IG programmes with opportunities for seniors from NTUC Health to showcase their artworks or put up performances onsite at the National Museum's events, and/or hosted on online platforms for public viewing;
- Structured programmes for virtual IG activities between seniors from NTUC Health and children from partner organisations, co-organised with the National Museum, to encourage IG conversations;
- Opportunities for engagement of NTUC Health's seniors to contribute their life stories and experiences for museum-based programmes and/or content for the National Museum's exhibitions.

4 “Having lived through Singapore's defining moments, our seniors have a wealth of stories and experiences that we can learn from and pass on to our future generations. Through this collaboration, the National Museum hopes to capture these memories and thoughtful contributions, such as stories and artworks, and showcase them in our exhibitions and programmes. In the process, we also hope to support the seniors' well-being and encourage reminiscing and active sharing of memories with the younger participants. We look forward to co-creating meaningful content with our seniors and encouraging inter-generational exchanges among our visitors,” said Ms Chung May Khuen, Director of the National Museum of Singapore.

#### **Pilot structured programme for virtual IG activities to kickstart in September 2021**

- 5 As part of the MOU, NTUC Health and the National Museum will also be launching a structured pilot programme that will bring the young and old together through virtual and interactive IG activities in September. Prior to this, the partners have introduced over five virtual IG tours of the *Growing Up* gallery for seniors and children under the NTUC group. Positive response and demand for these once-off tours led to this development of a structured and sustained programme where participants can also work with an artist to create artworks inspired by the artefacts, with showcase opportunities at the museum.
- 6 For the pilot launch in September, the seniors will go on a virtual tour of the *Singapore History Gallery* at the National Museum together with children from NTUC First Campus, My First Skool, over four weeks. The tours are led by the museum's Care Facilitators – a dedicated group of volunteers who support the museum's senior and access-related initiatives. As part of this programme, seniors and children will explore and discuss selected artefacts to learn

more about Singapore in the post-independence years, covering various topics such as Singapore's identity and Housing and Development Board living of the 1970s – 1980s to the present. This will be accompanied by an artist-led hands-on activity at their own premises, where they will get to create artworks inspired by the artefacts, with the opportunity for display at the National Museum at the end of this year.

- 7 IG activities have always featured prominently in NTUC Health's programmes for seniors. In 2017, together with sister social enterprise, NTUC First Campus, they incorporated structured and regular IG activities into seniors' monthly programmes at their day centres for seniors, active ageing hubs and nursing homes. Engagement with seniors also became a core part of the curriculum for the preschoolers. NTUC First Campus also has an existing MOU signed with the National Museum to promote IG exchanges between preschoolers and seniors.
- 8 "We were a little concerned initially that the regular IG sessions which our seniors loved may be halted because of the pandemic. However, we soon found out that the physical distance did not dampen the joy and enthusiasm between our seniors and the children. With the support of our IG partners, components of our onsite activities were brought online so both the young and old can continue to meet each other and do some of the things they used to enjoy. In fact, technology has enhanced the joy of learning as seniors and children alike have to think out of the box and pick up simple digital skills to continue engaging with one another!" said Ms Cheryl Lim, Assistant Manager, Senior Day Care, who oversees the IG programming across NTUC Health's 23 Day Centres for Seniors.
- 9 Said Ms Linda Chew, Head of Senior Day Care and Home Care, NTUC Health, "At NTUC Health, we have always believed that our community as a whole can play a part in bridging the generation gap. There is so much our seniors can impart to the younger generation by way of their personal experiences and life lessons. The young can also help seniors to reignite that spark of curiosity and excitement to learn something new, and to live agelessly. Telling our heritage through new technology is a great way for both the young and old to bring something to the table, and to create a shared experience that will bring both generations closer together."

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#### About NTUC Health Co-operative Limited

**NTUC Health Co-operative Limited (NTUC Health)** is an NTUC social enterprise that provides a comprehensive and integrated suite of quality and affordable health and eldercare services to meet the growing needs of families and their dependents. Building on more than four decades of experience and expertise, NTUC Health is among the largest senior day care, nursing home and home personal care providers in Singapore. We also offer other services for seniors such as active ageing programmes at our active ageing hubs and senior activity centres, community support for vulnerable seniors, and a sheltered / senior group home. In addition, we run a chain of dental clinics, and a family medicine clinic.

We also aim to enable 'Ageless Seniors' by supporting every senior to maintain a youthful enthusiasm for life, and to embrace their potential to make a difference to our community.

For more information, please visit <https://ntuhealth.sg/> or follow @NTUCHealth on Facebook and Instagram.

**Services:** Senior Day Care | Home Care | Nursing Home | Active Ageing | Rehabilitation and Wellness | Family Medicine | Dental

**Community Support:** Senior Activity Centres | Community Care | Henderson Home

## 职总保健合作社简介

职总保健合作社是全国职工总会所属社会企业，负责提供即优质又平价的全面及综合性安老和医疗保健服务，以满足每户家庭日益增长的多元化需求。职总保健合作社在这领域累积四十多年的经验和专业知识，是新加坡最大的乐龄护理中心、疗养院和居家照顾服务提供者之一。我们也为乐龄人士提供其他服务，如活跃乐龄中心和乐龄活动中心所举办的各类活跃乐龄活动，为有需要的乐龄人士提供社区支持，以及老年人合居单位等。此外，我们也经营连锁牙科诊所以及一家全科医疗诊所。

我们也鼓励和支持乐龄人士对生活抱持朝气和热情，充分发挥自己的潜能为我们的社区尽一份力，以此达到我们的目标：让每一位乐龄人士都能够永葆青春。

欲知详情，请浏览 <https://ntuchealth.sg/> 或在面簿和 Instagram 上关注 @NTUCHealth。

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## About National Heritage Board

The National Heritage Board (NHB) was formed on 1 August 1993. As the custodian of Singapore's heritage, NHB is responsible for telling the Singapore story, sharing the Singaporean experience and imparting our Singapore spirit.

NHB's mission is to preserve and celebrate the shared heritage of our diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, and sets policies relating to heritage sites, monuments and the National Collection. Through the National Collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans. NHB is a statutory board under the Ministry of Culture, Community and Youth. Please visit [www.nhb.gov.sg](http://www.nhb.gov.sg) for more information.

## About the National Museum of Singapore

With a history dating back to 1887, the National Museum of Singapore is the nation's oldest museum with a progressive mind. Its galleries adopt cutting-edge and multi-perspective ways of presenting history and culture to redefine conventional museum experience. A cultural and architectural landmark in Singapore, the Museum hosts innovative festivals and events all year round—the dynamic Night Festival, visually arresting art installations, as well as amazing performances and film screenings—in addition to presenting thought-provoking exhibitions involving critically important collections of artefacts. The programming is supported by

a wide range of facilities and services including F&B, retail and a Resource Centre. The National Museum of Singapore re-opened in December 2006 after a three-year redevelopment. It refreshed its permanent galleries and re-opened them in September 2015 for Singapore's Golden Jubilee. In 2017, it celebrated its 130th anniversary. For more details, please visit [www.nationalmuseum.sg](http://www.nationalmuseum.sg).

#### Chinese Translations

Terms used in the Press Release	Chinese Translation
NTUC Health Co-operative Limited	职总保健合作社
NTUC Health Senior Day Care	职总保健合作社乐龄日间照护
NTUC Health Day Centre for Seniors	职总保健合作社乐龄护理中心
Ms Linda Chew, Head, Senior Day Care, NTUC Health	周碧云, 乐龄日间照护总监, 职总保健合作社
Ms Cheryl Lim, Assistant Manager, Senior Day Care, NTUC Health	林君凌, 乐龄日间照护助理, 职总保健合作社