

JAN - APR 2022

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SOUTH EAST



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SE BUZZ

Every
Footstep
Counts



pg 12

**COMMUNITY
CHAMPIONS**

Youth
Power



Supporting Our Seniors

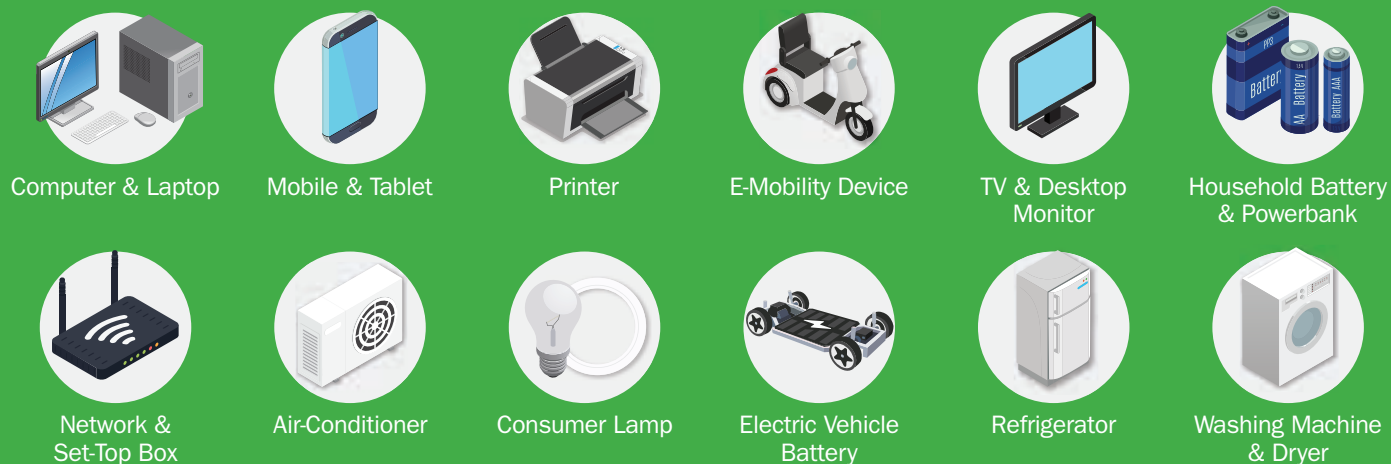
PG4

**SOUTH EAST CDC JOINS HANDS WITH PARTNERS
TO POWER OUR PIONEERS THROUGH THE PANDEMIC**

Recycle your E-Waste

ALBA 
Treasure raw materials.

Types of Regulated E-Waste



ACCEPTED ITEMS

- ✓ Printer
- ✓ Computer & Laptop
- ✓ Mobile & Tablet
- ✓ Network & Set-top Box
- ✓ TV & Desktop Monitor
- ✓ Bulb & Battery
(Power banks included)

3-in-1 Bin



ACCEPTED ITEMS

- ✓ Household battery
- ✓ Bulb

Battery & Bulb Bin



ACCEPTED ITEMS

- ✓ Household battery

Battery only Bin

For Larger Regulated Consumer E-Waste

- Call your local town council for bulky waste removal (Free)
- Call us at +65 3105 1608 or visit our website to book a doorstep collection (Charges apply)

For more information, visit our website
www.alba-ewaste.sg

Disposal Tips

- Remove all packaging
- For damaged e-waste, put it in a secure container
- For data containing devices, wipe the data first whenever possible

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Win!
NTUC FAIRPRICE
VOUCHERS

P625



Contact
SOUTH EAST

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Bettering OUR COMMUNITY

» Dear Residents and Friends,

In what seems like the blink of an eye, we're well into the new year. 2022 promises to be a new normal for the community, as our children and students step up for their COVID-19 vaccination. With rising vaccination rates, we can look forward to slowly returning to the activities we all love, when the Safe Management Measures allow. I hope that parents reading this will consider the vaccine for your children to protect them. To readers who are not vaccinated, I also urge you to safeguard yourselves and your loved ones by stepping up to get jabbed. This simple act will ensure we each play a part in reducing the risk of getting and spreading COVID-19.

Indeed, community service need not be a Herculean task that requires us to sacrifice very much. As many residents show, it can be seamlessly integrated into our busy lives. Just take for example, our South East resident, Ms Karin Chua, a professional who has been befriending seniors over the telephone throughout the pandemic, under the auspices of the Community Outreach Programme for the Elderly (COPE). Just a simple phone call, made from the comfort of her home, can have a profound impact on someone who's having a rough time, especially the elderly.

And it's not just busy professionals who are stepping up to help: young ones are also balancing school and play with care for the community, just like our very own Community Champion Lee Young Kai. I hope that, as ever, these stories inspire you to lead better development and create a difference for our community.

Best Wishes,

MOHD FAHMI BIN ALIMAN

Mayor, South East District
Grassroots Adviser to Marine Parade GRC GROs
and MP for Marine Parade GRC

构建更美好的社区

» 亲爱的居民和朋友们，

转眼之间，我们又迎来了新的一年。2022年我们的社区已融入新常态时代，小孩和学生们也陆陆续续接种2019冠病疫苗。随着疫苗接种率的上升，我们可以期待在安全管理措施允许的情况下，慢慢地恢复我们往常的活动。我希望阅读这篇文章的父母们会考虑为孩子接种疫苗，让他们获得健康保障。而那些尚未接种疫苗的读者，我也敦促你们尽快接种疫苗，以保护自己 and 亲人。这个简单的行为将确保我们每个人都发挥自己的作用，减少2019冠状病毒疾病在新加坡的传播和感染风险。

实际上，为社区服务并不意味着是需要巨大牺牲的艰巨任务。许多居民已经做出了榜样，将社区服务融入忙碌的日常生活中。就拿我们的东南居民，蔡竞纬，她虽是一名专业人士，但在疫情期间，她在东南社区关怀乐龄计划的支持下，一直通过电话为年长者提供协助。仅仅是一通简单的电话，从自己舒适的家中打出，也能对那些面临困境的弱势群体产生深远的影响，尤其是年长者。

不仅忙碌的专业人士在伸出援手，正如本期刊的“社区冠军”李扬凯，青少年也在兼顾学习和娱乐以及同时为社区做出自己的贡献。我希望，这些事迹能够一如既往地激励您思考如何为我们带来改变与引导更优良的社区发展。

东南社区发展理事会将随时为您提供支援，在您的无私服务旅程中助您一臂之力。无论是提供援助联系方式、资源亦或是工具，我们将一直是您值得信赖的社区合作伙伴。我谨代表东南社区发展理事会的全体同仁，预祝所有居民新春快乐。愿大家在虎年里虎虎生威，健康幸福！

நமது சமூகத்தை மேம்படுத்துவோம்

» அன்பார்ந்த குடியிருப்பாளர்களே மற்றும் நண்பர்களே,

கண் சிமிட்டியது போலத்தான் இருக்கிறது, நாம் புத்தாண்டில் நலமுடன் அடியெடுத்து வைத்துள்ளோம். 2022 ஆம் ஆண்டில் இந்தச் சமூகம் ஒரு புதிய இயல்புடன் இருக்கும் என்று இந்த ஆண்டு நமக்கு உறுதியளிக்கிறது. ஏனெனில் நமது குழந்தைகளும் மாணவர்களும் கொவிட்-19 தடுப்பூசி போட்டுக்கொள்வதற்கு முன்வந்துள்ளார்கள். தடுப்பூசி போட்டுக் கொண்டோரின் விகிதங்கள் அதிகரித்து வருவதால், பாதுகாப்பு மேலாண்மை நடவடிக்கைகள் அனுமதிக்கும் போது, நாம் அனைவரும் விரும்புகிற செயல்பாடுகளுக்கு நாம் மெல்ல மெல்ல திரும்பலாம் என்று எதிர்பார்க்கலாம். இதனைப் படிக்கும் பெற்றோர்கள், தங்கள் குழந்தைகளைப் பாதுகாக்க அவர்களுக்குத் தடுப்பூசி போடுவது குறித்துப் பரிசீலிப்பார்கள் என்று நம்புகிறேன். இதுவரை தடுப்பூசி போடாத வாசகர்கள், தங்களையும் தங்கள் அன்பிற்குரியவர்களையும் பாதுகாத்துக் கொள்ள தடுப்பூசி போடுவதற்கு முன்வருமாறு கேட்டுக்கொள்கிறேன். இந்த எளிய செயல் கொவிட்-19 நோய்த்தொற்றால் பாதிக்கப்படுவதிலும், அவை பரவ்வதிலும் உள்ள அபாயத்தைக் குறைப்பதில் நமது ஒவ்வொருவரின் பங்களிப்பையும் உறுதி செய்யும்.

உண்மையில் சொல்லப்போனால், சமூகச் சேவை என்பது நாம் மிகவும் தியாகம் செய்ய வேண்டிய அளவுக்கு ஒரு கடினமான பணியாக இருக்க வேண்டுமென்ற அவசியமில்லை. இதற்குப் பல குடியிருப்பாளர்கள் முன்னுதாரணமாக இருப்பது போல், பரபரப்பாக நகரும் நமது வாழ்விலும் இதனை தடையின்றி ஒருங்கிணைத்துச் செயல்படுத்தலாம். நமது தென்கிழக்கு குடியிருப்பாளரான திருமதி கரின் சுவா அவர்களை உதாரணமாக எடுத்துக் கொள்ளலாம்; தொழில் நிபுணரான இவர் முதியோர்களுக்கான சமூக நலத்திட்டத்தின் (COPE) அனுசரணையின் கீழ், தொற்றுநோய் காலம் முழுவதும் முதியவர்களுடன் தொலைபேசியில் நட்பாக உரையாடியவர். வசதிக்கேற்ப வீட்டில் இருந்தபடி, இவர் செய்த ஒரு எளிய தொலைபேசி அழைப்பு, வாழ்வில் கடினமான நேரத்தைக் கடந்து கொண்டிருக்கும் ஒருவருக்கு, குறிப்பாக வயதானவர்களுக்கு நல்ல விதமான முறையில் ஆழ்ந்த தாக்கத்தை ஏற்படுத்தியிருக்கலாம்.

பணியில் மும்முரமாக இருக்கும் தொழில் நிபுணர்கள் மட்டும் உதவ முன்வரவில்லை: நமது சொந்த சமூகத்தின் சாம்பியானான லீ யங் காய் முன்னுதாரணமாகத் திகழுவது போல, இளைஞர்களும் சமூகத்தின் மீதான அக்கறையுடன் பள்ளியையும் விளையாட்டையும் சமநிலைப்படுத்தி வருகிறார்கள். எப்பொழுதும் போல, இந்த ஆண்டும், நமது சமூகத்தை சிறந்த வளர்ச்சியை நோக்கி வழிநடத்தவும், மேலும் நமது சமூகத்தில் அற்புதமான மாற்றத்தை உண்டாக்கவும் இந்தக் கதைகள் உங்களுக்கு ஒரு உந்துசக்தியாக இருக்கும் என்று நம்புகிறேன்.

இந்த உன்னதமான விஷயத்தில் உங்களுக்கு மென்மேலும் உதவ தென்கிழக்கு CDC தயாராக உள்ளது. அது தொடர்புடைய இருக்கட்டும். ஆதாரங்கள் அல்லது கருவிகள் என எதுவாக வேண்டுமானாலும் இருக்கட்டும், நாங்கள் உங்களின் நம்பகமான சமூகத் தரக்கர்களாக என்றும் இருப்போம். தென்கிழக்கு CDC மொத்தக் குழுவின் சார்பாக, உங்கள் அனைவருக்கும் சந்திர புத்தாண்டு நல்வாழ்த்துக்கள். இந்தப் புவி ஆண்டு உங்களுக்கும் உங்கள் அன்புக்குரியவர்களுக்கும் செழிப்பு, ஆரோக்கியம் மற்றும் மகிழ்ச்சியைக் கொண்டு வரட்டும்!

MEMPERTINGKATKAN MASYARAKAT KITA

» Para Penduduk Dan Rakan-rakan Yang Dihormati,

Dengan sekeli mata sahaja, kita sudah pun berada di tahun baru. 2022 menjanjikan norma baru bagi masyarakat kita, dengan anak-anak dan para pelajar kita tampil untuk mendapatkan vaksinasi COVID-19 mereka. Dengan kadar vaksinasi yang semakin meningkat, kita boleh jangkakan untuk perlahan-lahan kembali melakukan kegiatan-kegiatan yang kita gemari, apabila Langkah Pengurusan Selamat mengizinkan. Saya berharap ibu bapa yang membaca mesej ini akan mempertimbangkan vaksinasi bagi anak-anak mereka untuk melindungi mereka. Kepada para pembaca yang belum lagi divaksinasi, saya juga menggesa anda untuk melindungi diri anda dan orang-orang yang tersayang dengan tampil untuk mendapatkan suntikan anda. Tindakan kecil ini akan memastikan kita semua memainkan peranan dalam mengurangkan risiko mendapat dan menyebarkan COVID-19.

Sememangnya khidmat masyarakat tidak semestinya suatu tugas berat yang memerlukan pengorbanan besar dari kita. Seperti yang dikongsi oleh ramai penduduk, ia boleh disepadukan ke dalam kesibukan kehidupan harian kita. Sebagai contoh, seorang penduduk Kawasan Tenggara, Cik Karin Chua, merupakan seorang karyawan yang telah mendekati warga emas menerusi panggilan telefon sepanjang pandemik ini, di bawah naungan Program Mendekati Masyarakat untuk Warga Emas (COPE). Hanya satu panggilan telefon ringkas dari keselesaan rumah beliau, telah memberi kesan yang mendalam kepada seseorang yang sedang mengalami masa-masa sukar, terutamanya golongan warga emas.

Dan bukan sahaja para karyawan yang sibuk yang telah tampil untuk membantu: golongan muda juga dapat mengimbangi kerja sekolah dan kegiatan riadah mereka dengan sifat prihatin untuk masyarakat, seperti yang ditonjolkan oleh Wira-Masyarakat kita Lee Young Kai. Saya berharap, seperti lazimnya, kisah-kisah ini dapat memberi inspirasi kepada anda untuk menerajui pembangunan yang lebih baik dan membuat perubahan di dalam masyarakat kita.

CDC Tenggara bersedia untuk membantu anda melangkah lebih jauh dalam usaha murni ini. Sama ada untuk mendapatkan nombor telefon, sumber atau peralatan, kami adalah, dan kekal, sebagai penghubung sosial anda yang boleh dipercayai. Bagi pihak seluruh pasukan CDC Tenggara, saya mengucapkan Selamat Tahun Baru Cina kepada semua pembaca kami. Semoga Tahun Harimau ini membawa kemakmuran, kesihatan dan kebahagiaan kepada anda dan orang-orang yang tersayang.

GET IN Touch

If you have any questions or concerns that you would like to highlight to the Mayor, please write in to:
Contact_South_East@pa.gov.sg
or mail your enquiries to
Contact South East – Mayor
South East Community
Development Council,
Wisma Geylang Serai
1 Engku Aman Turn, #03-02
Singapore 408528

» *Leaving No One Behind*

SUPPORTING OUR SENIORS

Singapore's seniors are an important part of our society, having contributed immensely to nation-building over the years. Find out how the South East CDC and its partners are helping these pioneers even amid the pandemic.

TEXT KEENAN PEREIRA PHOTO SOUTH EAST CDC

FRIENDSHIP CALLING

"Stay home, save lives" was a phrase often repeated in the early days of the pandemic. This was well and good if your social networks were easily accessible — but for vulnerable seniors, it could have meant isolation and loneliness. Thankfully, volunteers from House of Joy, an elderly centre under City Harvest Community Services Association, stepped up to support seniors in the South East District by befriending them over the telephone.

For volunteer Ms Karin Chua, it was a novel experience. The mother-of-two admits that she is not a chatty person on the phone, preferring to text instead. "After calling seniors during the initiative, I realised the elderly are a very

Ms Chua (using earpiece) talking to the seniors at House of Joy earlier in 2021.



cute bunch of people," she reveals.

"They like to talk about their day-to-day routines and also educate me with their marketing tips — which is great for someone who does not cook much!"

House of Joy's telephone befriending service was strengthened thanks to its partnership with the South East CDC. This partnership, under the auspices of the **Community Outreach Programme for the Elderly (COPE)**, saw the South East CDC value-adding to House of Joy's resources and capabilities, so that they could better engage and befriend seniors. As one volunteer recounts, it was important to educate seniors that these calls could be answered without fear, as many had concerns about scam calls. "It required considerable effort and consistent education for the centre staff and volunteers before we could successfully engage these seniors via phone calls," she says.

Thankfully, these efforts paid off and seniors were engaged throughout this period. The benefits were also enjoyed by volunteers like Ms Chua. The 44-year-old says, "It has made me more aware of our elderly parents and in-laws living in our midst, and has reminded me to engage them during this period as well."



GIVING THE GIFT OF WELLNESS

For many seniors, Traditional Chinese Medicine (TCM) is a key lifeline that helps them treat ailments of all kinds. The **Mobile TCM Clinic** is valuable to residents living in East Coast GRC, as patients can access TCM services at their convenience, for instance, at a carpark near their home. This partnership is a joint initiative by the East Coast Group Constituency Director's Office and Tao One, a Taoist non-profit organisation that helps all communities. The service is targeted at all East Coast residents aged 50 years old and above who face mobility issues, making it difficult for them to attend TCM services elsewhere. Seniors get to receive the treatments at a subsidised rate and those who are Blue Community Health Assist Scheme (CHAS) card holders can receive treatment free of charge.

One beneficiary of the Mobile TCM Clinic is Mdm Soon Siang Teck. The 67-year-old East Coast resident suffers from stiff shoulders and regularly seeks acupuncture treatment to relieve her discomfort. She was



introduced to the service in April 2021 and found it to be professional, convenient and friendly. She appreciates the service's appointment system as it minimises the waiting time, allowing her to better plan her days. Twenty minutes of acupuncture is all she needs to feel better, Mdm Soon tells *Contact South East*. "Convenient, cheap and effective, while also having no queue and within walking distance — I would highly recommend this service."

Beneficiaries of the service have also been inspired to pay it forward so that more can enjoy the healing properties of TCM. Mdm Chua Khah Khiang had previously been treated by the Mobile TCM Clinic and donated money so that more could benefit from it. When asked why, the 61-year-old says, "We should pay it forward. The smallest act of kindness can make the biggest difference."



Combating social isolation among seniors has been a key thrust of many of these initiatives, and technology has helped with this.

ENGAGING AND ENRICHING

For five students from Ngee Ann Polytechnic, participating in the South East CDC's **Community Laboratory @ South East** has helped them put their ideas for community engagement to the test. The students decided to partner GoodLife! Marine Parade by Montfort Care, a social service agency in Marine Parade, to see how they could help the centre better engage with seniors.

They brainstormed several solutions, among them a gardening activity and an on-site game of Bingo. These were warmly received by seniors, who were observed to be more engaged and participative than usual. For Ms Jill Quek, a liaising programme staff from Montfort Care GoodLife! Marine Parade, the experience was a win-win for all. "Seniors who attended the programme come to the centre more often to join the activities," she explains. "They also expressed more interest in plants and shared how to take care of them. Overall, they were very interested to join our upcoming indoor gardening activities."

Through such interactions, Community Laboratory @ South East hopes to immerse students in "real" community experiments and raise their social consciousness. Participating in these activities allows participants to identify service gaps in the community and try to meet these, ultimately supporting and benefiting residents.

◀ The Mobile TCM Clinic brings treatments closer to seniors, making it much more convenient for them.

A SOCIAL CONNECTION

Engaging the elderly is important as they are prone to feeling socially isolated, even among their loved ones. That's according to a recent study by the Healthy Longevity Translational Research Programme at the NUS Yong Loo Lin School of Medicine. Researchers also found that:



Social disconnection is the lack of social, emotional and physical engagement with other people, and is strongly linked to social isolation and loneliness.



Among those who lived alone, men were twice as likely to experience social disconnection than women.



6% of seniors felt socially disconnected.



Mayor Fahmi Aliman and Mr Seah Kian Peng giving the thumbs-up to another three years of collaboration for FairPrice Walk For Rice+ @ South East.

EVERY FOOTSTEP COUNTS

13 years on, FairPrice Walk for Rice+ @ South East continues to champion wellness while giving back.

TEXT KEENAN PEREIRA PHOTO SOUTH EAST CDC



80 KILOMETRES (KM) — that's how much one participant of the 12th edition of FairPrice Walk for Rice+ @ South East clocked back in 2020, raising a whopping 266 bowls of white rice, brown rice and oats each for underprivileged residents in the South East District. That achievement is in addition to all the good that exercise has done for the participant's health and wellness.

Such feats were repeated during the 13th edition of the annual event, which ran from 28 October 2021 to 20 January 2022. Each of these 13 weeks commemorated the growth of FairPrice Walk for Rice+ @ South

East, which is jointly organised by FairPrice and South East CDC: in its first year, the total mileage clocked was 61,583 km. This had swelled to 683,771 km in 2020, despite the pandemic.

Mayor of South East District Mr Fahmi Aliman welcomed the community's active participation in the initiative. He said, "The FairPrice Walk for Rice+ @ South East not only empowers us to uplift the lives and bring cheer to the most vulnerable among us, but also encourages us to stay active. I urge you to join me in running or walking, to keep ourselves healthy while helping the vulnerable."

MORE CHANCES TO DO GOOD

The most recent edition of FairPrice Walk for Rice+ @ South East was once again a virtual affair, with participants logging in their mileage online. For every 300 metres of walking or running logged by participants during the campaign, FairPrice Foundation donated one bowl of white rice, one bowl of brown rice and one bowl of instant oats to needy families in the South East District.

To Mr Seah Kian Peng, Group Chief Executive Officer, FairPrice Group, this simple formula offers an easy way to do good. "The



COVID-19 pandemic has brought about unprecedented challenges disrupting the lives of many, especially the less-fortunate within our community," he said. "Through initiatives such as the FairPrice Walk for Rice+ @ South East, we remain committed to reaching out to extend a helping hand to those in need during these difficult times."

FairPrice Foundation has pledged to raise 500,000 bowls of white rice and brown rice, and 50,000 bowls of instant oats worth S\$100,000, which will benefit over 7,000 needy families in the South East District. Participants could also support the initiative by

buying a participating product at FairPrice stores islandwide during the campaign period.

Both Mayor Fahmi and Mr Seah also celebrated the announcement that FairPrice and South East CDC would be extending their partnership for another three years. For Serangoon resident Mr Nigel Lim, this means that he can continue to make a difference in an easy and engaging way. "For busy professionals like myself, it can be hard to set aside time to volunteer," said the 31-year-old finance manager. "So that's why I really appreciate FairPrice Walk for Rice+ @ South East, which lets me do good, both for the community and my health."

Corporate partners, stakeholders and participants lending their support during the recent FairPrice Walk For Rice+ @ South East virtual event.

HOW FAR WILL YOU GO?

What walking for one hour will do:

FOR YOU

Lower your blood pressure, maintain a healthy weight, and decrease stress levels by taking a daily walk, according to *Prevention* magazine.



FOR THE COMMUNITY

Raise 16 bowls of white rice, brown rice and oats each*.



FOR THE ENVIRONMENT

Walking releases up to 75% less greenhouse gases than we would produce from driving the same distance.



*Assuming that one walks 5 km every hour.



Over the course of its 13 editions, support for the campaign has grown from strength to strength.

FOUR FOR THE FUTURE

Via a new platform, the South East CDC brought together a range of partners and stakeholders to discuss emerging issues.

TEXT KEENAN PEREIRA PHOTOS SOUTH EAST CDC

IN PREVIOUS YEARS, the South East District Conference was a chance for the community to come together to delve deeper into needs on the ground and catalyse initiatives among various stakeholders. The session, usually held over one day, was also a chance for these stakeholders to network with one another and find opportunities for partnerships and collaborations.

These aims were once again met, albeit in a different format, at the recent CHAT @ South East, which replaced 2021's South East District Conference. Instead of being held on just one day, these conversations were organised

into multiple small virtual engagements and conversations held between 10 to 24 Nov 2021.

Explaining the new format, Mayor of South East District Mr Fahmi Aliman said, "While we cannot meet up as freely as before, we still want to continue to build new relationships and deepen existing ones. That is why we have organised the CHAT series. We want to explore how we can work together as a community to address some of the pertinent issues in our District."

There were four sessions in all, with each focusing on a unique theme:



» INTERFAITH AND INTERRACIAL HARMONY

Singapore's multicultural harmony has been critical to our success as a nation. But this was not achieved easily and should be continuously nurtured: that was the takeaway for participants of the second CHAT @ South East session, which honed in on these issues. Participants grappled with ways to foster stronger interfaith and racial harmony among the South East community.

DID YOU KNOW?

Singapore's interfaith harmony will be immortalised in a sculpture, as part of a competition organised by the DialogueSpace SG Interfaith Forum for Young Adults, a group for those aged 18 to 35 from different religious groups.

Source: *The Straits Times*



» SUSTAINABILITY

"We need to ensure a Singapore for our future generations. All of us have to work together and make Singapore a bright green spark for the world." This was Prime Minister Mr Lee Hsien Loong's message to Singaporeans at the launch of the Singapore Green Plan 2030, a nationwide movement to advance sustainability. SG Green Plan, as the initiative is also known, will transform the way people live, work, study and play. Participants of

the third CHAT @ South East session discussed how the community could be empowered and encouraged to be active participants in this vision for a more sustainable Singapore. The session was organised by the South East CDC's Sustainability task force.

DID YOU KNOW? As part of the SG Green Plan 2030, the energy consumption in existing HDB towns will be reduced by 15%.

Source: *SG Green Plan 2030*

» MENTAL RESILIENCE

According to the *Singapore Mental Health Study 2016*, one in seven Singapore residents has experienced a mental health condition in their lifetime. But public attitudes haven't kept up with this reality: the *NCSS Study on Public Attitudes towards Persons with Mental Health Conditions in Singapore* found that seven in 10 respondents believed that people with such conditions experienced stigma and discrimination in their daily lives. So the South East CDC's Resilience task force spearheaded a brainstorming session where partners could discuss ways of raising awareness on mental health in Singapore.



DID YOU KNOW? The five most common mental health conditions that are seen at public hospitals are schizophrenia, depression, anxiety, bipolar disorder and substance abuse.

Source: *Ministry of Health*

» EMPLOYMENT AND EMPLOYABILITY

The pandemic's impact on work patterns has been momentous: flexiwork will likely be a permanent fixture, thanks to growing familiarity with remote working tools. But the pandemic's impact doesn't end there. For some, it has also prompted a change in career or industry and for others, it encouraged them to upgrade their skills to keep up with the changing times. This evolving employment landscape was the focus of the final session of CHAT @ South East, organised by the South East CDC's Employment and Employability task force. It saw partners and the South East CDC weighing in on the issue of residents' employability, both in the present and future.



DID YOU KNOW? More than 146,000 people have been placed into jobs or attachment and training opportunities under the SGUnited Jobs and Skills Package.

Source: *CNA*



BRIDGING COMMUNITIES

The Being Human dialogues give youths a safe space to find common ground, regardless of race or religion.

TEXT ZHI WEI CHO PHOTOS SOUTH EAST CDC

LIKE MANY OF HIS PEERS, 17-year-old Aqil Nuzhan bin Ahmad Rifa'ai devotes a good part of his waking hours to activities in the virtual space. Recently, the student from Madrasah Wak Tanjong Al-Islamiah found a new way to spend time online: learning more about Singapore's many races and religions and finding common ground with them. As he explained, "We can use technology to share our experiences, as well as gain knowledge about each other's races and religions. We can then forge a common understanding between one another."

Aqil's interest in interfaith issues was sparked by a recent dialogue organised by the South East CDC's Resilience task force.

The virtual dialogue, titled **Being Good: Finding Meaning and Beauty Through Cooperation**, was launched by Mayor of South East District Mr Fahmi Aliman. Held on 20 November 2021, it attracted 71 students from 10 schools and two youth pastors from the Calvary Assembly of God in the District.

Mayor Fahmi welcomed such sessions, sharing that they "are essential to connect Singaporeans from various backgrounds to start conversations, and acknowledge and learn about one another through creative approaches". Mr Mohamed Irshad, Vice-Chairperson of the South East CDC's Resilience task force, added, "Facilitating interfaith and interracial collaborations will help

to strengthen the bonds among all of us."

ENGAGING STUDENTS

During the dialogue, students learnt more about other faiths and beliefs from leaders of two



religions: Ustazah Lina Sakinah Salim and Mohamed Imran Mohamed Taib, who are Muslims, as well as Dr Alfred Pang, a Catholic. After explaining their faiths, beliefs and practices in great detail, the leaders then guided students on pertinent and contemporary issues surrounding religious and racial harmony.

All the while, they took great care to foster a safe space for students to share their perspectives and questions without fear of being judged. Students were also invited to share their personal experiences in an open and frank manner.

The experience left a deep impression on Fukushima Mizuki, a 17-year-old student from Victoria Junior College. She told *Contact South East* that attending the event had reminded her of the importance of speaking up against racism, even in cyberspace, where such acts can go unreported because of the anonymity of the perpetrators. "I learnt that youths can use social media to spread awareness of racial and religious matters, and also speak up against discrimination that they may encounter on social media," she said.

For Aqil, the session was also a timely reminder to be responsible online. "As members of the 'digital generation', we have a part to play in ensuring that we do not spread falsehoods or online content that may cause discord."

The 'Being Human' dialogue was first piloted in February 2021 and was well-received by students and teachers in the South East District. The series is targeted at youths, with the intention of consciously developing the next generation of leaders.

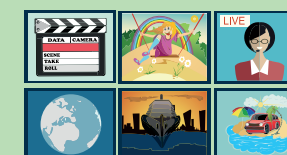
Our Online Lives

The average Singaporean spends **6 hours and 17 minutes** online. The most common activities are:

Social media



Streaming movies and TV shows



Emails



Source: Human Resources Online



Lee Young Kai →

VICE-CHAIRMAN
MARINE PARADE
YOUTH NETWORK

YOUTH POWER

Think young people are apathetic and unconcerned about the world around them? Think again, urges this young Tanah Merah resident.

TEXT KEENAN PEREIRA PHOTOS COURTESY OF LEE YOUNG KAI

ONE OF THE FIRST QUESTIONS we ask 19-year-old Lee Young Kai is about youth volunteerism, and whether it's true that the next generation of Singaporeans really just do not care. "I'll have to politely disagree with that statement," he says. "A lot of the youths I know are passionate about some cause or another and are teeming with ideas to help."

In fact, Young Kai himself is a good example of a youth who puts community before self. For most of us, 2020 was a life-changing year because of the pandemic. But Young Kai also had to grapple with



his A-Level examinations. Despite this, he stepped up to volunteer as a Safe Distancing Ambassador for a few nights every week. "As a young person, I knew that I was less vulnerable to the virus and so I felt it was my responsibility to help," he shares.

However, his parents had their reservations. "They were concerned because of the virus and my exams. But when I told them about the precautions I would take and how I would still manage my studies, they relented." Fortunately, Young Kai went on to ace his exams and

is set to read Economics in the United Kingdom after completing his National Service obligations.

EXPLORING THE POSSIBILITIES

His rational approach to setbacks and challenges helps him in his role as Vice-Chairman of the Marine Parade Youth Network. He cherishes the opportunity to give back through its multiple projects, which range from beach clean-ups to bonding activities with senior citizens. "I'm not really sure where I want to focus my community work just yet, so I'm having a great time trying different things," he says.

But while Young Kai mostly enjoys his community activities, he admits that he can sometimes feel discouraged. "Take for example a beach clean-up. It can be hard to see the direct impact of your actions, because litter always comes back. When I start to have thoughts like these, I remind myself that it's not about how big an impact I make — what matters more is that I am playing my small part to help the community."

Young Kai encourages fellow youths to step up and do their part too. "It doesn't have to take a lot," he shares. Whether it is spending time with a senior or giving a vulnerable resident a goodie bag — these actions, he believes, go a long way in making a difference in someone's life.



Finding A Community

Although he lives in Tanah Merah, Young Kai volunteers in Marine Parade because that's where he first got involved in the community, through his alma mater, Victoria Junior College.

FOOD FOR BODY AND SOUL

How a simple desire to feed the community has led to a world of good.

TEXT KEENAN PEREIRA PHOTOS COURTESY OF MUMMY YUMMY



Volunteers from Mummy Yummy feed and engage vulnerable residents around Singapore.

IN 2013, FOUR SISTERS noticed that vulnerable residents in the community would often forgo meals to save a little money. Hoping to improve the way of life for the less-fortunate, they decided to pool their resources and kickstart Mummy Yummy, an initiative that provides food to residents of rental flats across the island. That humble mission continues today, out of a central kitchen in the heart of Bedok.

The initiative is run by the family members of the four mummies, and is currently headed by Mr Ralph Lim. The 27-year-old was a regular in the Singapore Armed Forces before he joined Mummy Yummy full-time. "I joined as I thought it would be a meaningful way to give back to the community, and I hoped to inspire more youths to volunteer and participate in this meaningful cause," he explains.

Mr Lim oversees the entire operation of the organisation. He

starts his day by planning the logistics and ensures that the hundreds of packets of food are delivered on time. This is no easy feat as the team has to take note of which residents will not be requiring food for that day and adjust the delivery routes and orders accordingly. "This is one way we prevent food wastage," explains Mr Lim.

A MULTI-FACETED MISSION

Mummy Yummy does more than just distribute food; it also spreads cheer among the communities it helps. In 2019, the group's volunteers were praised by netizens for going beyond the call of duty to help a senior who was suffering from back pain. Volunteers went so far as to schedule Traditional Chinese Medicine (TCM) appointments for the elderly woman. Thanks to these efforts, her pain reduced considerably and she was able to enjoy a peaceful night's rest.

No Two Meals

Nasi lemak one day, *hokkien mee* the next. The Mummy Yummy team whips up all sorts of local delights to keep beneficiaries' spirits up. The twist? All the food they deliver is vegan. Says Mr Lim, "We opted for vegan food to promote sustainability among our beneficiaries and be accessible to as many people as possible."



» Mummy Yummy is located at 20 Jalan Pari Burong, Singapore 488686



HOPES FOR A Brighter Future

How the community rallied together to empower and support this vulnerable family.

TEXT KEENAN PEREIRA PHOTOS ALVIN TEO

MR FIRDAUS, 35, BEAMS AS HE OPENS the door to his rental flat in Kembangan-Chai Chee. “Welcome, welcome,” he beckons, inviting the *Contact South East* team into the house where he lives with his wife and their four children, aged between 10 and four.

Looking around, it is clear that Mr Firdaus' family does not have much by way of material possessions. But what they do have in heaps are optimism and the confidence that brighter days are ahead. That is because the family has seen for itself how the community comes to the aid of those who need assistance. Two years ago, Mr Firdaus and his wife, Mdm Azizah, faced challenges that seemed insurmountable to them.

“We couldn't afford a flat, my wife was ill and we were worried that our children would be trapped in the poverty cycle, and there was no one to look after them after school,” says Mr Firdaus.

But things started to turn around when Mr Firdaus got in touch with the Thye Hua Kwan Family Service Centre (THKFSC) @ Bedok North. Mr Abdul Rahman, a social worker from THKFSC who has been handling their case for just six months, explains that the family's challenges are so complex that it would be difficult for any one agency to solve them. “So the team — through Community Link (ComLink) — was linked up with the various help

agencies that could support the family,” he recalls. The Regional Services officer at the Social Service Office @ Bedok/Geylang Serai also played an integral role in facilitating this partnership.

LOOKING AHEAD

The partnering agencies involved in this effort included MUIS, the Singapore Police Force (SPF), Housing and Development Board (HDB), and the Agency for Integrated Care (AIC) as well as the Kembangan-Chai Chee Social Team, a grassroots organisation. This blend of public, private and people organisations enabled Mr Firdaus' family to receive help in several areas. For example, the allocation of a rental flat for his family was expedited. Necessary support was also provided to ensure his children attended school, as well as after-school care. Mr Firdaus and his children also took part in ComLink programmes for children to engage them meaningfully during the school holidays. For instance, the children

took part in arts and craft activities while the entire family participated in a healthy recipe contest. “A few years ago, I would have been very embarrassed to seek help that way,” shares Mr Firdaus. “But this time, I was determined to get the help that my family needed and progress together.” Seeing his family's concerns tackled gave him the confidence to move beyond odd jobs and enter a career in the catering industry. Today, he works as a sales representative and has impressed his bosses with his commitment to both the job and upskilling himself.

And he knows that there are brighter days ahead. “We are currently applying for a larger rental flat,” he says. This new flat would allow them to live closer to Mdm Azizah's mother, allowing her to be a caregiver so that Mdm Azizah can re-enter the workforce. “A few years ago, these things seemed impossible. But bit by bit, and with help from those around us, we are taking baby steps towards a brighter future.”

IN A NUTSHELL

ComLink is an initiative by the Ministry of Social and Family Development. It was piloted in 2019, and is now being scaled up nation-wide to benefit 14,000 families with children living in public rental housing. Here are three key features of ComLink:

PROACTIVE OUTREACH. Reaching out to families to better understand their needs, hopes and aspirations.

ACTION PLANNING. Community partners, government agencies and befrienders will journey with and support families in addressing their needs and achieving their goals.

CUSTOMISED PROGRAMMES AND SERVICES. Together with community partners and other government agencies, ComLink provides tailored programmes and services based on the families' interests and needs, to strengthen the existing ecosystem of support.



பிரகாசமான எதிர்காலத்திற்காக நம்பிக்கை கொள்ளுங்கள்

எளிதில் பாதிக்கப்படக்கூடிய இந்தக் குடும்பத்தை வலுப்படுத்தவும் ஆதரிக்கவும் இந்தச் சமூகம் எவ்வாறு ஒன்றிணைந்து செயல்பட்டது என்பதைப் பாருங்கள்.

35 வயதான திரு .பிர்தௌஸ், கெம்பாங்கன்-சாய் சீ என்ற இடத்தில் உள்ள தனது வாடகை குடியிருப்பின் கதவைத் திறக்கையில் புன்னகைக்கிறார். “வாருங்கள், வாருங்கள்,” என்று அவர் Contact South East குழுவை தனது வீட்டிற்குள் அழைக்கிறார்; அந்த வீட்டில் தனது மனைவி மற்றும் 10 முதல் நான்கு வயதுக்குட்பட்ட நான்கு குழந்தைகளுடன் அவர் வசிக்கிறார்.

விட்டைச் சுற்றிப் பார்க்கையில், திரு .பிர்தௌஸ் குடும்பத்திற்குப் பொருள் சொத்துக்கள் அதிகம் இல்லை என்பது தெளிவாகத் தெரிகிறது. அவர்களிடம் குவியல் குவியல்களாக இருப்பது நேர்மறையான எண்ணங்களும், நாம் பிரகாசமான நாட்களை எதிர்நோக்கி இருக்கிறோம் என்ற நம்பிக்கையும்தான். ஏனென்றால், உதவி தேவைப்படுபவர்களுக்கு இந்தச் சமூகம் எவ்வாறு உதவி செய்கிறது என்பதை இந்தக் குடும்பம் தன் கண்களால் பார்த்திருக்கிறது. இரண்டு ஆண்டுகளுக்கு முன்பு, திரு .பிர்தௌஸ் மற்றும் அவரது மனைவி, மேடம் அசிசா, சமாளிக்க முடியாததாகத் தோன்றிய சவால்களை எதிர்கொண்டனர். “எங்களால் வீட்டிற்கு வாடகை செலுத்த முடியவில்லை, என் மனைவி உடல்நிலை சரியில்லாமல் இருந்தார், எங்கள் குழந்தைகள் வறுமையில் சிக்கிவிடுவார்கள் என்று நாங்கள் கவலைப்பட்டோம், பள்ளி நேரத்திற்குப் பிறகு அவர்களைக் கவனிக்க யாரும் இல்லை” என்று திரு .பிர்தௌஸ் கூறுகிறார்.

ஆனால் பிடோக் வடக்கில் உள்ள தை ஹுவா குவான் குடும்பச் சேவை மையத்தை (THK FSC) திரு .பிர்தௌஸ் தொடர்பு கொண்டபோது விஷயங்கள் மாறத் தொடங்கின. ஆறு மாதங்களாக இவர்களின் வழக்கைக் கையாண்டு வருகிற THKFSC இன் சமூகச் சேவகர் திரு அப்துல் ரஹ்மான் விளக்குகையில், இந்தக் குடும்பம் எதிர்கொண்ட சவால்கள் மிகவும் சிக்கலானவை, எந்தவொரு அமைப்பாலும் இவற்றைத் தீர்த்து வைப்பது கடினம் என்றார். எனவே சமூக இணைப்பு (ComLink) மூலம் - குழு அமைத்து, குடும்பத்தை ஆதரிக்கக்கூடிய பல்வேறு உதவி அமைப்புகளுடன் இந்த வழக்கு இணைக்கப்பட்டது,” என்று அவர் நினைவு கூர்ந்தார். பிடோக்கோவ் சிராய் என்ற இடத்தில் உள்ள சமூகச் சேவை அலுவலகத்தின் பிராந்திய சேவைகள் அதிகாரி, இந்தப் பங்காளித்துவத்தை எளிதாக்குவதில் முக்கியப் பங்கு வகித்தார்.

முன்னோக்கிய பார்வை

MUIS, சிங்கப்பூர்க் காவல் துறை (SPF), விடமைப்பு வளர்ச்சிக் கழகம் (HDB), மற்றும் ஒருங்கிணைந்த பராமரிப்பு அமைப்பு (AIC) மற்றும் வேரடி மக்கள் அமைப்பான கெம்பாங்கன்-சாய் சீ சமூகக் குழு ஆகியவை இந்த முயற்சியில் ஈடுபட்டுள்ள பங்காளித்துவ அமைப்புகளில் அடங்கும். பொது, தனியார் மற்றும் மக்கள் அமைப்புகளின் இந்தக் கலவையானது திரு .பிர்தௌஸ் குடும்பம் பல பகுதிகளில் இருந்து உதவி பெறுவதற்கு வழிவகைச் செய்தது. உதாரணமாக, அவரது குடும்பத்திற்கான வாடகை குடியிருப்பு ஒதுக்கீடு துரிதப்படுத்தப்பட்டது. அவரது பிள்ளைகள் பள்ளிக்குச் செல்வதை உறுதி செய்வதற்கும், பள்ளி நேரத்திற்குப் பின்பு அவர்களைக் கவனித்துக் கொள்வதற்கும் தேவையான ஆதரவு வழங்கப்பட்டது. திரு .பிர்தௌஸும் அவரது குழந்தைகளும் பள்ளி விடுமுறை நாட்களில் பிள்ளைகளை அர்த்தமுள்ள வகையில் ஈடுபடுத்துவதற்காக ComLink திட்டங்களில் பங்கேற்றனர். உதாரணமாக, பிள்ளைகள் கலை மற்றும் கைவினை செயல்பாடுகளில் பங்கேற்றனர், அதே வேளையில் முழு குடும்பமும் ஆரோக்கியமான சமையல் போட்டியில் கலந்து கொண்டனர். “சில ஆண்டுகளுக்கு முன்பு, அந்த வழியில் உதவி பெற நான் மிகவும் சங்கடப்பட்டேன். ஆனால் இந்த முறை, எனது குடும்பத்திற்குத் தேவையான உதவியைப் பெற வேண்டும், ஒன்றாக இணைந்து முன்னேற வேண்டும் என்பதில் நான் உறுதியாக இருந்தேன்,” என்று திரு. .பிர்தௌஸ் பகிர்ந்துக் கொள்கிறார். அவரது குடும்பத்தின் சிக்கல்கள் தீர்க்கப்படுவதை கண்கூடாகப் பார்த்தது, சவாலான வேலைகளைத் தாண்டி, கேட்டரிங் துறையில் நம்மால் நுழைய முடியும் என்ற நம்பிக்கை அவருக்கு ஏற்பட்டது. இன்று, அவர் ஒரு விற்பனை பிரதிநிதியாகப் பணிபுரிகிறார், தனது வேலையில் மிகவும் அர்ப்பணிப்புடன் இருக்கும் அவர், தனது திறமைகளையும் சிறப்பாக வளர்த்துக்கொண்டு தனது முதலாளிகளைக் கவர்ந்துள்ளார்.

மேலும், பிரகாசமான நாட்கள் எதிர்நோக்கி இருப்பதை அவர் அறிவார். “நாங்கள் தற்போது ஒரு பெரிய வாடகை குடியிருப்புக்கு விண்ணப்பித்து வருகிறோம்,” என்று அவர் கூறுகிறார். இந்தப் புதிய குடியிருப்பு மேடம் அசிசாவுடைய தாயின் வீட்டிற்கு அருகில் இருக்கும், இதன் மூலம் அவரது தாய் பிள்ளைகளைப் பராமரித்துக் கொள்வார், அசிசாவாலும் மீண்டும் வேலைக்குத் திரும்ப முடியும். “சில ஆண்டுகளுக்கு முன்பு, இந்த விஷயங்கள் சாத்தியம் இல்லாததாகத் தோன்றியது. ஆனால் சிறிது சிறிதாக, நம்மைச் சுற்றியுள்ளவர்களின் உதவியுடன், நாங்கள் பிரகாசமான எதிர்காலத்தை நோக்கி குட்டி குட்டி அடிகளை எடுத்து வைக்கிறோம்,” என்று கூறினார் அவர்.

HARAPAN UNTUK MASA DEPAN YANG LEBIH CERAH

BAGAIMANA MASYARAKAT BERSATU UNTUK MEMPERKASA DAN MENYOKONG KELUARGA YANG MEMERLUKAN INI.

ENCIK FIRDAUS, 35 TAHUN, kelihatan ceria ketika membuka pintu flat sewanya di Kembangan-Chai Chee. "Selamat datang, silakan," beliau memberi isyarat, menjemput pasukan *Contact South East* masuk ke rumah di mana beliau tinggal bersama isteri dan empat orang anak mereka, berusia antara 10 dan empat tahun.

Melihat di sekeliling, jelas kelihatan keluarga Encik Firdaus tidak mempunyai banyak harta benda. Tetapi apa yang mereka miliki adalah sikap optimistik dan keyakinan tinggi akan hari-hari mendatang yang lebih cerah. Ini kerana keluarga beliau telah menyaksikan sendiri bagaimana masyarakat tampil untuk membantu mereka yang memerlukan bantuan. Dua tahun lalu, Encik Firdaus dan isterinya, Puan Azizah, menghadapi cabaran yang tampak sukar untuk mereka atasi. "Kami tidak mampu membeli flat, isteri saya sedang sakit dan kami bimbang anak-anak kami akan terperangkap dalam kitaran kemiskinan, dan tiada sesiapa untuk menjaga mereka selepas sekolah," kata Encik Firdaus.

Tetapi keadaan mula berubah apabila Encik Firdaus menghubungi Pusat Khidmat Keluarga Thye Hua Kwan (THK FSC) @Bedok North. Encik Abdul Rahman, seorang pekerja sosial dari THKFSC yang telah mengendalikan kes mereka selama enam bulan, menjelaskan bahawa cabaran yang dihadapi keluarga tersebut adalah terlalu rumit sehingga sukar bagi mana-mana satu agensi untuk menyelesaikannya. Lantas pasukan mereka — melalui Community Link (ComLink) — telah dihubungkan dengan beberapa buah agensi yang dapat membantu keluarga ini," beliau mengimbas. Pegawai Khidmat Serantau di Pejabat Khidmat Sosial @ Bedok/Geylang juga memainkan peranan penting dalam memudahkan kerjasama ini.

MEMANDANG KE HADAPAN

Agensi-agensi yang terlibat dalam usaha kerjasama ini terdiri daripada MUIS, Pasukan Polis Singapura (SPF), Lembaga Perumahan dan Pembangunan (HDB), dan Agensi Penjagaan Bersepadu (AIC) serta Pasukan Sosial Kembangan-Chai Chee, sebuah pertubuhan akar umbi. Gabungan pertubuhan awam, swasta dan masyarakat ini membolehkan keluarga Encik Firdaus menerima bantuan dalam beberapa bahagian. Sebagai contoh, peruntukan flat sewa untuk keluarganya telah dipercepatkan. Khidmat sokongan penting juga disediakan bagi memastikan anak-anak beliau hadir ke sekolah secara dawan, serta penjagaan selepas sekolah. Encik Firdaus dan anak-anaknya juga mengambil bahagian dalam program-program ComLink untuk kanak-kanak bagi memastikan mereka terlibat dalam acara-acara yang bermakna semasa cuti sekolah. Sebagai contoh, anak-anaknya mengambil bahagian dalam kegiatan seni dan kraf manakala mereka seisi keluarga menyertai pertandingan resipi sihat. "Beberapa tahun yang lalu, saya sudah pasti berasa amat malu untuk mendapatkan bantuan melalui cara ini," kongsi Encik Firdaus. "Tetapi kali ini, saya berazam untuk mendapatkan bantuan yang keluarga saya perlukan dan melangkah maju bersama-sama." Melihat keperluan keluarganya ditangani memberinya keyakinan untuk beralih daripada pekerjaan sementara dan memasuki kerjaya dalam industri catering. Hari ini, beliau bekerja sebagai seorang wakil jualan dan penyelia beliau kagum dengan komitmennya terhadap pekerjaan dan juga mempertingkatkan kemahiran dirinya.

Dan beliau tahu bahawa hari-hari yang lebih cerah menanti. "Kami sedang memohon untuk flat sewa yang lebih besar," katanya. Flat baru ini akan membolehkan mereka tinggal lebih dekat dengan ibu Puan Azizah, agar ibunya dapat menjaga anak-anak mereka supaya Puan Azizah boleh bekerja semula. "Beberapa tahun yang lalu, semua perkara ini kelihatan mustahil. Tetapi sedikit demi sedikit, dan dengan bantuan daripada pihak-pihak di sekeliling, kami dapat mengorak langkah kecil ke arah masa depan yang lebih cerah."



给予未来的美好希望

社区的密切合作如何帮助这个弱势家庭掌握自己的未来。

住在景万岸-菜市租赁组屋单位的 35 岁 Firdaus 先生打开大门时，满面笑容。“欢迎，欢迎。”他连连招手，邀请 *Contact South East* 团队的到访，这间屋子里住着他和妻子，以及 4 个年龄介于 4 至 10 岁的孩子。

环顾四周，很明显能看出虽然 Firdaus 一家生活朴素。但他们溢出了对于将来生活会更加美好的乐观与信心。这是因为这个家庭亲身感受到了社区如何帮对于有需要的居民伸出援手。两年前，Firdaus 先生和他的妻子 Azizah 女士面对了对于他们来说似乎无法克服的挑战。“我们买不起房子，妻子又生病了，我们很担心孩子们以后会像我们一样无法摆脱贫穷的困境，而且也没有人能在放学后照顾他们。”Firdaus 先生说道。

一切情况在他联系了太和观家庭服务中心(勿洛北)之后，开始好转。太和观家庭服务中心的社工 Abdul Rahman 先生接手这个案仅 6 个月。他解释道，这个家庭面临的挑战非常复杂，没有任何一个机构能够独自帮忙解决。“因此，这个团队借助社区联系站 (ComLink)，联系了其他相关的机构，共同为这个家庭提供援助。”他回忆说。位于勿洛/芽笼士乃社会服务中心的工作人员在协调各个机构密切合作方面也发挥了不可或缺的作用。

展望未来

提供援助的合作机构包括新加坡回教理事会、新加坡警察部队、建屋发展局和护联中心，还有景万岸-菜市社区义工队。政府、私人机构以及社区团体之间的共同合作，让 Firdaus 先生的一家在多个领域获得援助。例如，加快了为其分配租赁组屋单位的办理手续。他的孩子们也得到了必要的支援，确保他们能够上学，并在放学后有学生托管中心的照管。Firdaus 先生和他的孩子们还参加了社区联系站组织的活动，让他们的学校假期过得更有意义。例如，孩子们参加了艺术和手工品制作活动，全家也一起参加了健康烹饪比赛。“如果几年前，通过这种方式寻求帮助会让我感到很不好意思，”Firdaus 先生分享道。“但这一次，我下定决心为家人获取必要的援助，共同前进。”家人获得妥善照顾让他没有了后顾之忧，也不再把工作范围局限于散工，并在饮食业找到了一份稳定的工作。如今，他担任销售代理一职，不仅对工作敬业乐业，还努力提升技能，这都给他的上司留下了深刻的印象。

他坚信他们一家的未来生活会更加美好。“我们目前正在申请一套更大间的租赁组屋单位，”他说。这个新单位离 Azizah 女士的母亲家更近，方便她来帮忙照顾孩子们，这样将能让 Azizah 女士重新返回职场。“几年前，这些事情对我们来说几乎是不可能的。但是在社区以及周围善心人士的帮助下，我们的生活正在一点一点地变好，我们对未来充满希望。”

SEE
HOW WE
Live

→ Life Hacks

BUDGET, SAVE AND PAY

Easy-to-follow money management tips for daily living.



Prepare a household budget. Every month, list all your sources of

income and expenses. This will help you keep track of and control your spending while enabling you to live within your means.



Practice the correct equation.

Income - Savings = Expenses; not Income - Expenses = Savings. If you follow this, you will cultivate the habit of saving before spending.



Save a fixed amount every month. When

working out your budget, aim to save at least 10 per cent of your take-home pay — more if you can.



Auto-save. Set up a recurring transfer from your salary to your savings. This account should be kept separate from your regular account, and you should avoid dipping into it.



Build an emergency fund. The amount should be at least 3 to

6 times of your monthly expenses.



Focus on "needs" if you have a monthly shortfall. Essentials

under this category include food, transport and groceries. Minimise or cut out expenditure on "wants", which are typically luxury items.



Service your debts in full and on time every month. These

include housing and car loans, and credit card and mobile phone bills. If your payments are late, you will incur late charges and fees. Furthermore, credit cards charge compound interest, which is interest on top of interest. If not settled promptly, the amount can snowball very quickly.

WAYS TO MANAGE YOUR HOUSING LOAN

- If you have the surplus cash, consider Partial Capital Repayments (PCR) for your housing loan to reduce the total interest payable.
- Upon making a PCR, choose to either shorten your loan tenure, or retain the existing loan tenure and reduce the monthly instalment.
- There are no early repayment penalties for making a PCR towards your HDB housing loan.
- Early repayments for non-HDB loans may incur charges, so check first.



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The advice is provided by the Institute for Financial Literacy (IFL), a collaboration between MoneySense and Singapore Polytechnic International. MoneySense is the national financial education programme introduced in 2003 that is funded by the Singapore Government.

IFL conducts free and unbiased talks and workshops online, at the Singapore Polytechnic and at venues across the island. Visit <https://ifl.org.sg/> for more information.

→ Life Hacks

GETTING YOUR WEB-BASED ENTERPRISE OFF THE GROUND

IF YOU HAVE NO PRIOR EXPERIENCE in running an online business but are thinking of giving it a shot, remember this: It is not just about setting up a website and then expecting sales to come knocking on your door. You need sufficient initial capital, appropriate planning and resources. Ms Angie Phang, a lecturer from the School of Business & Accountancy, Ngee Ann Polytechnic, offers tips on kickstarting your own online operation.

**Start a business that meets a need**

Most people focus on finding a product before considering a market, but starting with a market will give you a better chance of success. Identify a group of people who are seeking a solution to a problem, but not finding much success. Through online research:

- ✓ Learn what concerns people have and how they are seeking to solve them
- ✓ Conduct keyword research to discover commonly-searched words that are not "highly competitive"
- ✓ Consider competitors' tactics to satisfy the demand by visiting their sites

Use what you have learnt to build or package a product that is better than what is already on the market.

Next, explore digital commerce platforms and look at categories that are similar to your product. Are there ways you can differentiate yours from others?

IMPORTANT: Online commerce is always evolving, due to the changing needs of the consumers and the acceleration of technology. Stay updated on online commerce trends to ensure that your business remains competitive and relevant.

Bundling is an attractive strategy, as many buyers are looking for value rather than just products. Competing solely on price will not get you the sales you want.

**Write copy that sells**

Good sales copy should guide visitors through the buying process from the time they land on a webpage until they make a purchase. The text should:

- ✓ Engage with a compelling headline
- ✓ Establish the product's credibility by explaining its benefits and solutions
- ✓ Include customers' testimonials
- ✓ Bring urgency to the situation
- ✓ Ask for a sale

**Create the website**

Keep things simple when designing your website:

- ✓ Maintain consistent navigation across all pages
- ✓ Graphics, audio and video should only be used to enhance your message
- ✓ Offer a way to sign up for email updates
- ✓ Allow customers to buy in two clicks
- ✓ Provide flexible and secured payment methods
- ✓ Provide quick and reliable logistics services
- ✓ Ensure website is mobile-friendly

**Use search engines to attract shoppers**

A new website can gain immediate traffic by using pay-per-click (PPC) marketing. This method has two advantages:

- Allows you to test different keywords, headlines, prices and selling approaches because PPC ads show up on search pages instantly
- Helps you discover which keywords are best for your business. Your copy and code can then incorporate the keywords throughout your site, which will improve your ranking in organic search results. This means that people can find your website more easily.

**Engage with consumers on social media**

Social media is a useful tool to create brand awareness and build customer relationships. If done correctly, it can also help generate sales. To use social media for marketing:

- ✓ Tell compelling stories for higher engagement rate
- ✓ Use contests to gain organic followers
- ✓ Live-stream regularly to promote and sell your product/service

**Turn visitors into buyers via email marketing**

Email marketing is highly targeted, more effective and less expensive than print, TV or radio ads. Create a valuable business asset by building an opt-in list (when subscribers opt in, you are allowed to correspond with them via email). With this mode of communication:

- ✓ You are giving them what they have asked for
- ✓ Your relationship with them will last a lifetime
- ✓ 100 per cent of the response is measurable

» LEARN MORE

Sign up for the 'E-commerce for Start-ups' course from Ngee Ann Polytechnic CET Academy. You can use your SkillsFuture Credits to offset the course fees partially.

Scan QR Code:



→ Life Hacks

BE AN ENERGY SAVER!

Reduce your utility bills with these simple hacks.

WITH MANY ADULTS working from home and students involved in home-based learning in the past two years, electricity consumption has increased for many households. Adding to the surge is warmer weather brought about by climate change, which has led to some keeping their air-conditioners on for longer hours.

While we cannot change the default mode of working or how school lessons are conducted, there are some steps we can take to cut down on electricity use.

**Switch off and unplug**

Idle appliances i.e. equipment on "standby" or "sleep" mode still draw power, and they account for up to 10 per cent of a household's electricity bill. Switch the laptop, monitor and charger off when not in use. A good habit to practice is to unplug such devices nightly before bedtime.

**Opt for natural light**

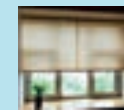
If you can, set up your workstation near the window where you can get a good amount of natural lighting during the day. Besides saving electricity, research has shown that natural lighting improves a person's overall mood and productivity. If natural lighting is not possible, use a desk lamp — it generally uses lower wattage than overhead lighting.

**Turn on the fan**

Data from the National Environment Agency shows that using a fan instead of an air-conditioner helps save up to \$840 a year. A fan utilises just 1/10th of the electricity of an air-conditioner.

**Watch the temperature**

If you must use an air-conditioner, set it to a minimum of 25°C. Households can save up to \$25 per year for every degree raised. Instead of keeping the air-conditioning on for long periods, set a timer to cool down the room, after which you can switch to a fan to circulate the breeze.

**Get some shade**

Install curtains, blinds or solar films on your windows to reduce the amount of heat entering the house.

**Take note of the "ticks"**

When buying appliances, choose energy-efficient models. The Energy Label affixed on appliances helps you compare the energy efficiency between models and make more informed purchasing decisions.



SAVE WATER, TOO!

1 REUSE "USED" WATER.

If you are boiling vegetables, eggs or pasta, or rinsing rice, keep the water and use it to water your plants.

2 MAXIMISE YOUR WASH LOAD

When you run the washing machine or dishwasher on full load, you will likely use them less often, which reduces energy consumption.

3 WATCH THE WATER

Turn off the tap when you do not need the water, such as when soaping during shower, or when brushing teeth.

4 USE HALF-FLUSH

If your cistern has the option of full- or half-flush, choose the latter for liquid waste and the former for solid waste.



→ Mind + Body

HEALTH GOALS FOR 2022

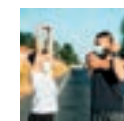
Setting realistic, bite-sized targets can make a world of difference.



Keep walking: If you're running an errand within the neighbourhood, walk instead of drive. Regular walking helps in losing weight, improving mood and reducing the risk of developing chronic diseases.



Start stretching: Devote 10 minutes to stretching every day to improve your posture, prevent back pain and relieve stress.



Partner Up: When people exercise in pairs or groups, they can encourage each other and achieve fitness goals together. Some push themselves harder in a competitive setting.



Soak up the rays: Vitamin D from sunshine keeps bones, teeth and muscles healthy, and promotes brain and immune system health. But do wear sunscreen and stay hydrated if you spend time out in the sun.



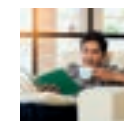
Eat "whole": Swap processed fare with whole foods e.g. skinless chicken breast prepared with healthful ingredients instead of chicken nuggets. This helps improve the body's functioning and prevents diseases.



Sleep well: Aim to get at least seven hours of sleep a night. Insufficient sleep can cause a slew of health problems, including weight gain, weakened immune system and risk of diabetes.



Volunteer your time: A growing body of evidence suggests that people who help others may be rewarded with better physical health, including lower blood pressure and a longer lifespan.



Read more: Read a book or magazine, instead of scrolling social media. Studies show that reading delays the onset of dementia, improves memory, lowers stress, and improves sleep and concentration.



Get checked: Through an annual health screening, you can find out if you have a medical condition, even if you do not have any symptoms. Early detection, treatment and control can result in better outcomes.



→ fEast

CELEBRATING WITH FOOD

A shared meal binds people together, especially during the holidays.

CHRISTIANS MAY TYPICALLY

feast on lamb during the Easter weekend, but if you are inviting guests who abstain from or eat less red meat for health reasons, you could try fish. Here is a dish you can whip up easily during this special occasion.

→ **BLACK COD WITH MISO**

INGREDIENTS

- 4 fillets sablefish (or salmon or sea bass; roughly 1 inch thickness)
- 2 tsp sea salt
- 2 tbsp *sake* (for cleaning and removing unwanted fish odour)

For the miso marinade:

- 6 tbsp miso
- 3 tbsp mirin
- 3 tbsp *sake*

PREPARATION METHOD

2 to 3 days before:

1. Sprinkle salt over the fish and set aside for 30 minutes. Then, pour 2 tbsp *sake* over the fish to rinse off the salt and pat dry.
2. Combine miso, mirin and *sake* to make the miso marinade.

3. Pour the miso marinade into a flat-bottomed, air-tight container.
4. Place the fish in the container and coat both sides of the fish with the marinade.
5. Cover the lid and keep in the refrigerator for 2 to 3 days. If you prefer less salty, you can cut down to 1 day (or even several hours).

To cook:

1. Place the fish skin side up on a baking sheet lined with parchment paper.
2. Preheat the oven to 200°C with a rack placed in the centre of the oven. Bake the fish for about 20 minutes until the surface is blistered and slightly browned.
3. You do not need to flip the fish.
4. Carefully remove the fish with a spatula and remove any burnt miso around the meat. Serve immediately.

Recipe adapted from *Just One Cookbook*



GOODNESS OF FISH

The benefits of eating one of the world's healthiest foods.

- Good source of lean protein that is low in saturated fat and cholesterol. Protein helps to build and repair tissues in the body.
- Oily fish such as tuna, sardine, salmon and mackerel contain omega-3 fatty acids. These are "good fat" that supports overall heart health.
- Natural source of all types of vitamin B, as well as vitamins A and D. Vitamins are necessary for the healthy functioning of our bodies.

PHOTOS SHUTTERSTOCK



TURNIP CAKE (LUO BO GAO)

When it comes to Lunar New Year feasts, every traditional dish bears a symbolic, auspicious meaning. This year, prepare a steaming plate of turnip cake to usher in festive blessings, as the Chinese characters of turnip (菜头) has the same pronunciation as "lucky" (好彩头)!

INGREDIENTS

- 6 shiitake mushrooms
- ¼ cup dried shrimps
- 900 g turnip (daikon radish)
- 120 g (approx. 3) Chinese sausages, diced
- 4 green onions, chopped
- ¼ tsp sugar
- 1 tsp salt
- ½ tsp white pepper powder
- 150 g rice flour

PREPARATION METHOD

1. Rinse the shiitake mushrooms and dried shrimps, then place each ingredient into a different bowl. Add hot water and soak for 15 minutes, or until the ingredients turn soft. Drain and dice into small pieces.
2. Peel and grate the turnip.

To cook:

1. Fry the Chinese sausages for about 5 minutes over medium heat until lightly browned.
2. Add the shiitake mushrooms and dried shrimps. Cook and stir for another 1 minute. Add the green onions and fry until fragrant. Transfer everything to a plate.
3. Add the grated turnip and 1 cup of water. Cover and cook for around 12 minutes over medium heat until translucent and soft but not browned.

RIISING TO THE OCCASION

Turnip cake is not the only steamed confection eaten during Chinese New Year.

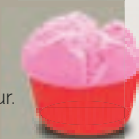
Sweet Rice Cake (Nian Gao)

A must-have dish that symbolises advancement and growth. Sticky and toothsome, it also makes a nifty gift when visiting family and friends during the festive season.



Prosperity Cake (Fa Gao)

This cake looks like a muffin but is steamed and made of rice flour. As its top splits after steaming resembling a smile or blooming flower, it is said to symbolise good fortune.



Add more water until there is approximately 1 cup of liquid left in the pan.

4. Add rice flour, sugar, salt and white pepper to the turnip and liquid in the pan. Stir to mix into a smooth and light batter.
5. Add the cooked Chinese sausages, dried shrimps and mushrooms into the pan. Stir to mix well.
6. Set up your steamer by adding water to the pan and bringing it to a boil.
7. Grease an 8-inch-by-8-inch glass container. Transfer batter into the container — it should come up to about 4 cm thick. Cook by covering over medium-high heat for about 1 hour, or until an inserted knife comes out clean.
8. Leave to rest until completely cooled.
9. To serve, unmould and cut into 1 cm pieces. Pan-fry on hot skillet until golden brown on both sides.

Recipe adapted from *Omnivore's Cookbook*

→ Up & Coming

1st and 3rd Sunday of the month

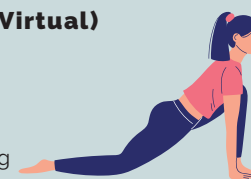
Surya Namaskar and Breathing Exercises (Virtual)

Online via Zoom

Time 10.30am to 11.15am

Organiser Fengshan IAEC

Contact Aishah ✉ noor_aishah_syed_akbar@pa.gov.sg



Surya Namaskar is a series of yoga postures that enhances muscle strength, shapes the lower body and improves resilience, particularly in the abdominal area and back muscles. Register for the free virtual exercise via go.gov.sg/iaecig.

4 and 5 March 2022

Seniors Go Digital Roving Counter

Venue Fengshan Cedar RN Centre

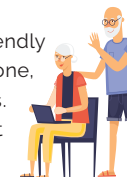
Time 10am to 6pm (by appointment)

Organiser Fengshan AAC and SCEC

Contact Cynthia Teo

✉ Teo_ai_ping@pa.gov.sg

Pick up digital skills from our friendly digital ambassadors in one-on-one, 45-minute consultation sessions. By appointment only. Register at Fengshan Community Club.



TAKING ON TOMORROW TOGETHER

As we go from pandemic to endemic, Grassroots Advisers in the South East District have been tirelessly supporting residents in their hopes and aspirations for the year ahead.



Kembangan
- Chai Chee

« **Grassroots Adviser Tan Chuan-Jin, Speaker of Parliament and Adviser to Marine Parade GRC GROs**, enlightening a food business stall holder on the Apricot fund — which provides non-NEA stallholders affected by COVID-19 with a one-off financial assistance of \$500 — during a walkabout at Ubi Avenue 1 on 6 September 2021.

» **Grassroots Adviser Edwin Tong (right), Minister for Culture, Community and Youth, Second Minister for Law, and Adviser to Marine Parade GRC GROs**, going the distance as part of an effort by the Siglap South Youth Network, to cycle in pairs for a collective distance of 50 km on 30 October 2021 in celebration of PAYM's 50th Anniversary, and to reduce carbon emissions.



Joo Chiat



Marine
Parade

« **Grassroots Adviser Dr Tan See Leng, Minister for Manpower, Second Minister for Trade and Industry, and Adviser to Marine Parade GRC GROs**, along with Grassroots Adviser Seah Kian Peng, sharing a candid moment with residents during the launch event for the Marine Terrace Community Fridges on 23 September 2021, which seeks to provide lower-income households with access to free groceries every week.



Braddell
Heights

« **Grassroots Adviser Seah Kian Peng, Adviser to Marine Parade GRC GROs**, encouraging senior residents to get jabbed against COVID-19 as the Mobile Vaccination Team rolled into action at Braddell Heights Zone B RC on 26 September 2021.

» **Grassroots Adviser Mohd Fahmi Aliman, Mayor of South East District and Adviser to Marine Parade GRC GROs**, marking the launch of the Mushroom Farming @ Aston Mansions and Galaxy Tower initiative — which encourages residents to take part in sustainable gardening within an urban setting, forge ties and develop a shared passion — on 19 September 2021.



Geylang
Serai



Mountbatten

« **Grassroots Adviser Lim Biow Chuan, Adviser to Mountbatten GROs**, (in purple T-shirt, with mask) participating in the planting of a native tree species known as *Cynometra Ramiflora* (Katong) as part of a wider community effort to transform Singapore into a City in Nature, in a session organised by Tanjong Katong NC at an open field along Haig Road on 18 December 2021.



MacPherson

» **Grassroots Adviser Cheryl Chan, Adviser to East Coast GRC GROs**, greeting a young resident during a house visit to Blk 188A Bedok North Street 4 on 2 September 2021.

« **Grassroots Adviser Tin Pei Ling, Adviser to MacPherson GROs**, distributing care packs sponsored by the Singapore Industrial and Services Employees' Union with support from NTUC U Care — an initiative of NTUC60 — at two blocks in Circuit Road while encouraging residents to get their booster shots during an outreach session on 23 October 2021,



Fengshan



Bedok

« **Grassroots Adviser Heng Swee Keat, Deputy Prime Minister, Coordinating Minister for Economic Policies and Adviser to East Coast GRC GROs,** thanking stallholders at Blk 16 Bedok Hawker Centre for their understanding during these trying times, and reminding them to take their booster jabs once they are eligible, during a market visit on 6 November 2021.

Grassroots Adviser Tan Kiat How, Minister of State, Prime Minister's Office & Ministry of National Development and Adviser to East Coast GRC GROs, trying his hand at floor curling — a sport that improves hand-to-eye coordination and promotes flexibility and increased range of motion, thus making it suitable for seniors — with members of the Singapore Floor Curling Association and the Community Sports Club at Heartbeat Bedok on 11 September 2021.



Siglap



Grassroots Adviser Dr Mohamad Maliki Osman, Minister in the Prime Minister's Office, Second Minister for Education, Second Minister for Foreign Affairs and Adviser to East Coast GRC GROs, engaging with a resident during a COVID-19 Booster Outreach exercise at Limau Estate on 26 September 2021, which sought to spread awareness of the enhanced protection that vaccination provides against the virus.

» **Grassroots Adviser Jessica Tan Soon Neo (right), Deputy Speaker of Parliament and Adviser to East Coast GRC GROs,** gathering feedback from a resident during a visit to the Home Improvement Programme (HIP) exhibition/polling site at Blk 134 Simei Street 1 on 7 November 2021.



Changi Simei



Kampong Chai Chee



GIVE THESE CHALLENGES YOUR BEST SHOT AND STAND TO REAP THE REWARDS!



JAN-APR 2022

Reader's Quiz

The answers to the questions below can be found among the pages of this issue.

1. (Supporting Our Seniors, page 4)

In the article, what is the initiative that House of Joy has rolled for seniors?

- a. A personal shopper service
- b. A telephone befriending service
- c. A dog-walking service

2. (Hopes for a Brighter Future, page 14)

Which of the following organisations was NOT involved in formulating the strategy to help Mr Firdaus' family?

- a. Singapore Police Force
- b. MUIS
- c. NParks

3. (Be An Energy Saver, page 19)

According to data gathered by the National Environment Agency, using a fan instead of an air-conditioner can save up to ____ a year.

- a. \$840
- b. \$25
- c. \$5,600

HOW TO SUBMIT YOUR ANSWERS

Head to South East CDC's Facebook page and drop us a private message with your answers. The format should be as follows:

Contact South East Jan-Apr 2022 Reader's Quiz

Answers:

- 1) (your choice of a, b, or c)
- 2)
- 3)

**Answer correctly
and stand to win
NTUC FairPrice
Vouchers worth \$10.**



'Like' us at [f www.facebook.com/secdc](https://www.facebook.com/secdc)

'Follow' us at [i www.instagram.com/southeastcdc](https://www.instagram.com/southeastcdc)

SPOT THE DIFFERENCE

Find 5 differences in these two photos and stand a chance to take home a \$10 NTUC FairPrice Voucher.



NAME (AS PER NRIC) _____

ADDRESS _____

CONTACT NO _____

EMAIL _____



Scan and email your entry along with your details to Contact_South_East@pa.gov.sg with the subject header: "Contact South East (Jan-Apr 2022) – Contest" or mail in your entries to:

Contact South East – Contest
South East Community Development Council,
Wisma Geylang Serai, 1 Engku Aman Turn, #03-02
Singapore 408528
Winners will be notified by post.

These contests are only open to the residents of the South East District (Bedok, Braddell Heights, Changi Simei, Fengshan, Geylang Serai, Joo Chiat, Kampong Chai Chee, Kembangan-Chai Chee, MacPherson, Marine Parade, Mountbatten and Siglap). South East CDC staff and their immediate family members are not eligible. Residents who have already won this contest in 2021 will not be eligible. Limited to one winner per household.

Closing date: **30 April 2022**


Contact

SOUTH EAST



 <http://www.cdc.gov.sg/SouthEast>

 facebook.com/secdc

 [@southeastcdc](https://www.instagram.com/southeastcdc)

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Contact South East is moving online! If you wish to catch up on the latest happenings in the South East District, or be in the know as we share news and updates, go to

<https://go.gov.sg/goingonline>
to update your contact details with us now!



**Latest
News!**

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