Multigenerational approaches to social inclusion and community cohesion: **Building an Inclusive, Multigenerational Society in Singapore**

Presented by:
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*International Federation on Ageing*

**10th Global Conference**

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Overview

• What research says about intergenerational (IG) bonding
• Interweaving IG theme into C3A’s activities
• Co-opting Youths
• Building the ecosystem for IG initiatives
Council for Third Age (C3A)

Set up in May 2007, the Council for Third Age is an independent body that promotes active ageing to enable seniors to achieve a better quality of life in all the six dimensions of wellness – social, intellectual, physical, vocational, emotional and spiritual.
C3A believes that:

• Ageing does not happen in isolation.

• It takes place within the context of friends, colleagues, neighbours and family members, and in Singapore, the family is regarded as the basic building block of society.
What Research Shows

2008 Study on Public Perception and Attitudes towards Ageing and Seniors

• Stronger social and family networks – greater satisfaction in life
• 93% believes that strong intergenerational relationships are important
• Seniors still valued for their contributions

<table>
<thead>
<tr>
<th>Question</th>
<th>Base: Those aged below 50 years (n=1345)</th>
<th>TOTAL (T2B)</th>
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<tbody>
<tr>
<td>I would want to be included in the family decision making process when I am old.</td>
<td></td>
<td>87%</td>
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<td>I would consult senior family members for advice when making important decisions.</td>
<td></td>
<td>72%</td>
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<tr>
<td>I would turn to older family members for support and assistance when I face difficulties in life.</td>
<td></td>
<td>63%</td>
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What Research Shows

BUT...the research also shows that:

• The younger generation seemed to be less willing to take on care giving responsibilities

- There is also a difference between values and actions
Creating strategic platforms to empower seniors to continue to be closely and meaningfully connected to society
Weaving in the IG Theme in C3A’s Flagship Activities – Active Ageing Carnival

• Creating opportunities for intergenerational bonds via shared interests
  • Others - Weiqi, Clay Sculpting, Basketball, Archery, volunteerism, green projects, heritage dishes, trekking, art & craft, gym, roller-blading, etc
• Mentoring programmes
Weaving in the IG Theme in C3A’s Flagship Activities – Active Ageing Carnival

- Changing public perception about ageing & seniors
Weaving in the IG Theme in C3A’s Activities – Grandparents’ Day
Co-Opting Youths – YO! Forum
Co-opting Youths

‘Sensibilities and Limitations: A Design Workshop for the Silver Industry’

Public Consultations with the Youths

Public Education Talks with students from Hwa Chong Institution
Building the Ecosystem - Intergenerational Bonding (IGB) Awards 2009

• Encourage organisations to develop new programmes that promote intergenerational bonding while recognizing exemplary IG programmes

• SDG$ 2 million for IG activities
Building the Ecosystem - Intergenerational Bonding (IGB) Awards 2009

- With My Grandma & Grandpa
- The Bond Project
- Hand Me Down: The Great Cook-off
- Senior Mentors at Work

The Famili Club Project

- Adventures in the Great Outdoors
Learning the best IG Practices
International Consortium for Intergenerational Programmes (ICIP)

4th ICIP Conference 2010
26-29 April

Linking Generations: Family, Work, Community
Intergenerational Solidarity for Sustainable Society
4th ICIP Conference: Site Visits
THANK YOU