



Family Matters! Singapore

ANNUAL REPORT 2001/2002

Family Matters! Singapore

ANNUAL REPORT
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Photo taken at Changi Sailing Club

Background

Family Matters! Singapore (FM!S), [previously known as the Public Education Committee on Family (PEC)], together with the Working Committee on Marriage and Procreation headed by Permanent Secretary (PMO), Mr Eddie Teo, supports the Ministerial Committee headed by Minister Lim Boon Heng to promote the importance of marriage and family life. The background of the then PEC is at Annex A.

This 21-member Committee is headed by Mr Chan Soo Sen, Minister of State, Prime Minister's Office and Ministry of Community Development and Sports (MCDS). It aims to engage key partners in the community to help realise the vision of building strong and stable families in Singapore. The Terms of Reference and a list of the Committee members are at Annex B.

The work of the then PEC culminated in 70 recommendations, presented in a report, entitled, "Family Matters". This report serves as a public education blueprint that complements the government's initiatives in creating a total social environment conducive to marriage and families. The full and abridged versions of the report can be found on the MCDS website at www.mcds.gov.sg and at www.aboutfamilylife.org.sg.

Two Task Forces have been set up to implement high-priority recommendations. They are:

- **Task Force for Romancing Singapore**
(Terms of Reference and list of members are at Annex C)
- **Task Force to promote Grandparenting and Intergenerational Bonding**
(Terms of Reference and list of members are at Annex D)



Scope of Public Education Efforts

The scope of FMIS public education efforts covers the following components:

- Resource and content development of Family Life Education (FLE) programmes through research and collaboration with content developers in the people sector, such as service providers and professional bodies (e.g. National Council of Family Relations in the United States);
- Capacity building for FLE practitioners and service providers to enhance capabilities (e.g. consultancy, professional expertise);
- Development of delivery channels for FLE materials and knowledge (e.g. Family life portals, resource centres); and
- Co-ordinated and active public communication activities (e.g. through mass communication platforms) to bring about a change in public mindset and attitude.



Key Strategies

Public Education Initiatives for Different Target Groups

In line with the 4 key thrusts below, public education initiatives (programmes, events and activities) have been carried out to reach out to the different *target groups* which comprise the youth, singles, grandparents, the elderly and the general public.

- Imbuing the young with positive values towards the family
- Reinforcing marriage as a lifelong commitment
- Promoting family life and Family Life Education for all
- Creating a family-friendly environment

Prioritisation of PEC recommendations

Recommendations were prioritised based on the following criteria:

- Can be institutionalised, with high exposure and impact
- Have high leverage, able to provide impetus for implementation of other recommendations
- Can be sustained by community partners in the long term

Outcome Funding for New Projects

- Conscious efforts were made by the Secretariat which supports the FMIS and the various Task Forces to explore all possible opportunities of impacting families in Singapore. When considering the various funding for new projects, three key questions were asked:
 - Our objectives for the project?
 - What is the probability that our objectives will be achieved?
 - What is the opportunity cost of the money invested?
- The premise for such a perspective underscores the Committee's objective of efficient fund utilisation – with maximum results. Such an investor perspective toward the fulfillment of the recommendations required that each funding application was assessed according to the following criteria:
 - Ascertainment of the market and target audience
 - Outcomes and targets

- Core know-how and past achievements of the service provider
 - Credibility of key individuals associated with the project. Also the multiplier potential of the partner
 - The programme, product or service itself
 - Verification of the programme
 - Results and avenue for learning from issues arising from project implementation/evaluation
- An investor-approach towards funding ensured that each project supported by Family Matters! Singapore held much promise in impacting families and changing lives. This approach reflects the commitment of FMIS and community partners (from a wide spectrum of sectors) to ensuring that funded programmes are successful in terms of influencing people's attitudes and behaviours with regard to family issues.

It is evident that there has been joint ownership of parties concerned in achieving the objective of strengthening Singapore families. This certainly has been the case as reflected in the following programmes.



Recommendations of the Public Education Committee on Family

As at 30 September 2002, 35 of the 70 recommendations presented by the Public Education Committee on Family (PEC) have been initiated or implemented. Attached at Annex E is a list of the recommendations which have been initiated or implemented. The implementation of the recommendations and programmes has been made possible by the financial support from Singapore Totalisator Board.

Overview of Family Life Education (FLE) Programmes

In 2002, MCDS supported more than 600 family life education (FLE) programmes conducted by various community partners (such as schools, Family Life Ambassadors, family service centres, voluntary welfare organisations). More than 200,000 participants have attended these programmes with much positive feedback from the community that the programmes have been very useful and empowering in facing challenges

pertaining to family life. This is an increase of about 40,000 participants or 25% over 2001.

Key Programmes and Public Education Media Efforts

MCDS in collaboration with various partners has initiated and supported many key programmes and public education media efforts (through TV, radio and print media) as listed below to reach out to the various target groups.

Imbuing the young with positive values towards the family

- The *School Family Education (SFE) Programme* is one of the recommendations of FM!S. The programme was launched in April 2002, and involved two primary and two secondary schools in its pilot run. SFE aims to develop and empower parents, teachers and students holistically through talks, workshops, parent education programmes etc. During the pilot phase, the programme saw

20,000 participants subscribing to the 200 events organised for the four schools. The programme will be extended to interested schools after the pilot phase.

- The *Journey of Life (JOL) Programme* is a family life education programme designed specially for adolescents from a developmental framework. It seeks to inculcate healthy values and positive views about love and family relationships through fun-filled experiential learning that facilitates learning through self-discovery. JOL will bring students through 4 different phases of life – in courtship, as newlyweds, as parents and as elderly persons. The programme supported by South West CDC, was piloted in St Andrew's Junior College in May 2002. It received very positive response from the students. Plans are underway to bring JOL to ITEs and Polytechnics.



Recommendations of the Public Education Committee on Family

Reinforcing marriage as a lifelong commitment

- A 7-part English drama, entitled "*Love Matters*", on love, dating and marriage was commissioned by Singapore Broadcasting Authority and produced by MediaCorp TV. First broadcast on 5 January 2002, it was well received, attracting a viewership of 104,000 households per episode.
- An English medical drama, entitled "*First Touch*" which focuses on fertility issues was produced by MediaCorp TV. Commissioned by the Ministry of Community Development and Sports, the drama series made its debut on 18 January 2002. With a viewership of 170,000 households per episode, it ranked second in viewership ratings for a local English drama series.
- In January 2002, interviews were held with couples from all walks of life to share on their recipes for a successful marriage. These were telecast over Channel News Asia as 1-minute interstitials with the full-length interviews published in "I-Weekly" magazine and TODAY. The *marriage interstitials and articles* serve as a source of inspiration to singles and couples who learn that they too, can build both successful careers and fulfilling family lives. More than 35% or 220,000 of PMEBs had seen the interstitials.
- A "*Healthy Marriage*" programme, initiated by the Registry of Muslim Marriages was launched in February 2002. The programme seeks to raise awareness pertaining to sexuality and relationship issues amongst Malay youths and empower them to make informed decisions.
- A guide entitled "*When Boy meets Girl – A Chemistry Guide*" on dating tips was produced by SDU in April 2002. The guide, targeted at singles, aims to raise awareness and educate singles on basic social etiquette and personal deportment. It generated much discussion and interest from the public and both the local and foreign media.
- "*I Do, I Do*" – *An Exhibition of Weddings and Marriages in Singapore* was launched in May 2002. This year-long exhibition is a joint collaboration with Singapore History Museum. It aims to be a powerful visual icon in promoting and celebrating marriage as an institution through the showcasing of marriage rituals and practices of the different races in Singapore.
- In June 2002, a customised training programme for *Deputy Registrars of Marriage (DRM) and Licensed Solemnisers (LS)* was introduced. The training aims to equip and empower DRMs and LSs to provide pre- and post-solemnization follow-through with couples, in terms of encouraging couples to attend marriage preparation programmes, providing simple marriage education, information and referral to couples. About 100 DRMs and LSs have attended the training. The training programme will be conducted twice a year.



Recommendations of the Public Education Committee on Family

- A 3-part TV documentary series on fertility-related issues entitled *“My Little Angel”* was commissioned by Singapore Broadcasting Authority and produced by MediaCorp TV . The series in Mandarin with a viewership of 305,000 households per episode was aired in September 2002 to positive feedback from viewers.
- *“Power of Two”*, a full-page coloured advertorial published in The Straits Times once every 4 months is a public education effort by the Social Development Unit (SDU) to promote dating and matchmaking. The publication enjoyed a readership of more than a million. In September 2002, a Chinese version of *“Power of Two”*, targeted at readers of the Chinese language newspapers, was published in the 3 main Chinese language newspapers (Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily) by the Social Development Service (SdS).
- *Marriage Specials* is a month-long event held in October

each year to celebrate marriage and highlight the importance of marriage preparation and marriage enrichment. Marriage Specials 2001 was well participated with a series of marriage programmes and activities organised by several of our partners. With effect from 2003, this event will be integrated as part of the Romancing Singapore Festival.

Promoting family life and Family Life Education for all

- From 2000 to 2002, four seasons of the highly-rated TV documentary series, *“My Home”*, which focuses on the real-life stories of extraordinary families, were broadcast during primetime in both English and Chinese. It attracted a viewership of about 700,000 households per episode (Mandarin version). The series was consistently the top-rated Chinese documentary/current affairs programme as reflected by the viewership numbers. The production of the series has been

sponsored by various Family Life Ambassadors (FLAs) and partners, like City Development Ltd, Singapore Pools, NTUC Income, NTUC Fairprice, Hong Leong Singapore Finance, Hong Leong Foundation, Delgro Corporation and the Shaw Foundation.

- The *“About Family Life” website (www.aboutfamilylife.org)* was launched in May 2001 in response to calls from MCDS partners and the public for a website that covers issues pertaining to family life, such as marriage, parenting, grandparenting, family values and work-family matters in a holistic manner. The website receives about 500,000 hits per month. The website will be enhanced to include new features like on-line marriage preparation programmes; on-line parenting programmes; chat rooms for users to interact with experts on a range of family life issues in Singapore and each other; and multilingual translations.



Recommendations of the Public Education Committee on Family

- In October 2001, a forum, entitled “*Forum Adam*” was held in collaboration with partners for Malay men to discuss issues affecting them as husbands, fathers and breadwinners. The event attracted more than 300 participants. “*Visi Adam*”, a publication to document and serve as a reference for Malay men on the current issues that they face as husbands, fathers and breadwinners was launched at this event.
- A *Grandparenting Seminar*, organised by the PEC Action Group on Community was launched in November 2001. President S R Nathan was the guest-of-honour. Targeted at the grassroots organisations, the seminar drew a response of 1,000 participants. All participants received a brochure containing tips on grandparenting.
- Adopting a life-span family life education framework, the *Diploma in Family Life Education* which started in November 2001, aims to enable participants to gain understanding on key concepts such as human development and sexuality, interpersonal relationships, family interaction, family resource management and education about parenthood. This programme is a collaboration with Edith Cowan University, Perth, Western Australia. 26 candidates are on this programme.
- “*Family Connection*” *Family Life Centre* at Downtown East resort was launched in December 2001. An initiative of the PEC Action Group on Unions/Workers and a collaboration with FLA, NTUC Club, the family life centre is a one-stop centre for the public to gain access to family life education materials and programmes. This pilot project may be replicated at other public places eg the libraries, community clubs and places of interest.
- “*Family Matters – Better Family, Better Life*” *Carnival* is a large-scale, fun-filled family life event targeted at union members and their families, to raise awareness of family life programmes, resources and family messages among participants. Held in December 2001, it attracted about 3,000 participants.
- *National Family Week*, celebrated annually in May each year, aims to recognise the role of families and their contributions to society and encourage as well as support healthy family life and values. National Family Week 2002 was fronted by Family Matters! Singapore for the first time and this saw 75 partners organising more than 60 events for families.
- As part of National Family Week 2002, four *TV interstitials* were produced in the 4 languages to promote family life messages through TV personalities like Mr Gurmit Singh and Ms Xiang Yun. The interstitials were aired for one week and reached about 60% of Singaporeans or about 1,800,000 Singaporeans in Singapore.
- A Malay version of “My Home” TV series, entitled “*K Inc*” was produced and shown in May 2002. It focuses on parenting issues, and aims to provide the Malay community with sound and practical parenting tips and advice, and inculcating good parenting values. The series had a viewership of 92,000 households per episode. *Interstitials* in Malay that help teenagers to make life choices were also produced.



Recommendations of the Public Education Committee on Family

- A drama cum comedy series entitled *"I Not Stupid"*, based on the successful movie of the same name, was launched in August 2002. This series focuses on issues that affect many parents and children with regard to the children's academic performance, highlighting the stresses that affect parent-child relationships. This is one of the top 5 Chinese programmes in Singapore, with a viewership of 629,000 households per episode.
 - A *Family Matters* roadshow was staged at Lot 1 shopping mall over a weekend in August 2002 to reach out to heartlanders. It attracted a crowd of about 25,000. More roadshows will be carried out every quarter. These live stage shows will use interactive games and skits to educate the public about pro-family messages. TV celebrities will also be present to draw in the crowds.
 - In March 2002, *Family Matters* became a regular advertorial with the purpose of reaching out to a large segment of the public through the print media. Printed monthly in all major newspapers in the 4 official languages with a circulation of about 800,000, two regular advertorials, *Family Matters* and *Family Diary* outline pro-family human interest stories and a bulletin of family education seminars/programmes respectively. An August 2002 survey carried out by Singapore Press Holdings Ltd (SPH) revealed that the readers of the *Straits Times* (ST) and *Lianhe Zaobao* (ZB) were very receptive to the public education messages in the contents of *Family Matters* and *Family Diary*.
The key findings are:
 - 79% of ST readers and 87% of ZB readers were motivated to take better care of their families after reading the articles.
 - 82% of ST readers and 80% of ZB readers would like family related information to be published regularly in the newspapers.
 - More than half these readers from both newspapers would like to have the information published either once or twice a week.
- Creating a family-friendly environment**
- The *Employer Alliance on Work and Family (EA)* mobile seminar-cum-exhibition was mooted to allow the EA members to share their personal experiences in the implementation of pro-family practices and policies. This initiative brings to the doorsteps of companies the practical knowledge, experience sharing and information of work-life practices, thereby facilitating companies' implementation of work-life programmes. The EA organised 8 exhibitions and gave 7 talks between August 2001 and August 2002. The audiences comprised mainly Chief Executive Officers, HR practitioners and internal staff who were interested to find out more about work-life initiatives. Feedback was very positive from all parties.
 - The *Training of Work-Life Consultants Programme* was organised in May 2002, tapping on the expertise of a US expert to equip local management consultants with work-life consultancy skills. The outcomes of the Programme were:
 - A pool of 19 local private sector consultants trained as work-life consultants.
 - 2 training workshops on Work Life Strategies and Flexible Work Arrangements attended by HR practitioners.
 - Consultants' Manual on Work-Life Strategies for Singapore Organisations, and Leaders Guide (for the trained work-life consultants) were produced.



Recommendations of the Public Education Committee on Family

- A *Sharing Session on Work-Life Practices among Uniformed Organisations* was held on 29 May 2002. Organised by the PEC Action Group on Youth, Educational and Uniformed Institutions, the sharing session was attended by 150 participants from the Singapore Police Force, the Singapore Armed Forces and the Singapore Civil Defence Force. The session served to highlight the work-life movement among the uniformed community in Singapore.
- The *Employer Alliance on Work and Family (EA) Website* was set up in July 2002 to provide a one-stop online resource centre to all those who were interested to find out more about family-friendly work practices and the benefits that one could reap from the implementation of these initiatives. It serves as an information centre for:
 - Agencies offering assistance related to work-life needs.
 - Resources and service-providers for families.
 - Resources and consultation service for employers on work-life.

Partnerships with the Community

As a people-movement, FM!S works in partnership with civic and community groups eg family service centres, voluntary welfare organisations, schools, CDCs, religious organisations as well as public and private sector organisations to bring greater awareness on marriage and parenthood, mutual support among couples and preparation for the different stages of family life. Its work will complement the Government's policy initiatives to create a total social environment conducive to marriage and families. New partnerships are continually being forged with the community through collaboration on programmes and events or through sponsorship by partners. Below are the key partnerships that have been forged.

Born to Read, Read to Bond

- MCDS collaborated with the National Library Board (NLB) to develop the "Born to Read, Read to Bond" (B2R, R2B) programme. This programme is a manifestation of the synergy between MCDS and NLB in reaching out to families to

reinforce the importance of bonding and reading to children. More than 2,000 families have supported the parenting and reading talks held at the NLB community libraries organised under the B2R, R2B programme.

- In addition, partnerships have been fostered with the maternity hospitals and schools to be major distributing agencies for the programme's collaterals. Other community partners such as DUMEX, Johnson and Johnson's, Motherhood magazine and Tumble Tots were also roped in to sponsor items such as toys and children's products, and reading materials. It is envisaged that this programme will reach out to more than 50,000 families annually.
- Family Service Centres such as Shan You Counselling Centre has also organised parenting talks at NLB community libraries to empower parents with positive parenting skills. 2,000 families have supported the parenting and reading programmes last year.



Recommendations of the Public Education Committee on Family

Family Life Ambassadors

- The Family Life Ambassador (FLA) programme which aims to inculcate positive family values among the community and equip them with the necessary skills that would empower them to manage domestic issues through preventive programmes, now has a network of more than 600 ambassadors. These include organisations (unions, co-operatives, businesses, employers, not-for-profit organisations) and individuals.
- MCDS frequently partners FLAs in developing regular forums, seminars and courses for family life experts/professionals and the public on a range of family life education issues. To date, the FLAs have organised a total of 150 FLE programmes for their employees with more than 6,500 participants.

Funding Scheme for Intergenerational Programmes

- A funding scheme for Intergenerational Programmes

was launched in July 2002. The funding guidelines allow for 80% funding up to \$20,000 per project and is open to all organisations based in Singapore, including private organisations, family service centres, voluntary welfare organisations, self-help groups and not-for-profit organisations. 13 organisations have submitted a total of 18 projects to promote grandparenting and intergenerational bonding.

Family Matters Awards

- FM!S collaborated with the Institute of Advertising Singapore (IAS) to launch a new category of advertising awards, "Family Matters Awards" to recognise advertising agencies that have been family-friendly and responsible in its messaging and creativity. The categories are:
 - Family TV Commercial of the Year
 - Family Radio Commercial of the Year

- Family Print Advertisement of the Year
- Family Advertising Campaign of the Year

Winners will be selected in October 2002 and the awards given out in November 2002.

Family Friendly Firm (FFF) Award

- The biennial FFF Award is presented to companies with exemplary family-friendly practices. The 2002 FFF Award presentation ceremony was held in conjunction with the Conference on Work-Life Practices in July 2002. 300 people attended the award presentation event. The 2002 FFF Awards saw a significant increase in the number of winners over the previous FFF award event. There were 23 winners (compared to 9 previously) and 10 certificate of merit holders. A booklet "Family Friendly Firm Award – A Showcase of the 2002 Winners' Practices" – was produced for publicity and informational purposes.



Future Plans

In the next financial year, the following plans are in the pipeline:

- Three milestone programmes will be held annually – *Romancing Singapore Festival* in February, which celebrates love and spousal relations, *National Family Week* in May which adopts different parenting themes each year and *Senior Citizen's Week* in November. February 2003 will see the inaugural of Romancing Singapore Festival.
- FMIS will be the main driver for programmes and activities for the 10th Anniversary of the International Year of the Family. Its role will be as a resource panel to the various committees set up to carry out the various programmes. It will give expert advice as well as monitor the progress of the programmes. A Task Force will be formed to initiate ideas and co-ordinate programmes and activities for families as part of the celebration for *International Year of the Family 2004* (IYF 2004).
- The role of the *Family Life Ambassador* will be further enhanced to create a "marriage support" system to address the marital issues that may come up in an ordinary environment. This would involve training of FLAs who have regular contacts with individuals or families in their professional capacity e.g. family physicians, religious leaders, childcare or school teachers to identify marital problems and make referrals for remedial help as early as possible. This will prevent further deterioration of marriages that can be saved.
- A pilot *on-line marriage preparation programme* will be made available on the "About Family Life" website in June 2003. This on-line electronic classroom service will spell great convenience for busy and Internet savvy soon-to-be-married couples. Creating such an avenue will encourage couples to attend face-to-face workshops with other couples.



- *Married couples* will be equipped with skills to enable them to cope during critical life transition points e.g. when they have their first child, when their child enters Primary 1, when their child becomes a teenager or when their grown children leave home. These FLE programmes will help couples overcome their concerns about having children and may encourage them to have more children.
- A new *fertility awareness programme* will be introduced to encourage newly weds and young married couples on the need for “egg and sperm care” and the need to start a family early.
- FLE programmes will be developed to cater to the specific needs of the *low-income families*. Workshops will be interactive and will cover topics like building self-esteem/understanding self, money management, communication, stress management and couple relationship. The workshops aim to empower low-income families with skills to manage themselves and their families better and also assist them to break from the low-income cycle and its related social problems.
- The current pool of *family life education experts* will be increased through “training- the-trainers” programmes to increase the outreach of FLE programmes.
- SDU will formally roll out *Project Network*, to co-fund social interaction activities and empowerment programmes organised by student bodies at National University of Singapore, Nanyang Technological University and Singapore Management University. This project is aimed at encouraging gender interaction before graduation.
- Promotion of *elder-friendly features and child-safety features* in HDB homes.



Photo taken at Event Square at Downtown East

Acknowledgements

Family Matters! Singapore would like to thank the Singapore Totalisator Board for its financial support which has made it possible for MCDS to carry out the wide range of programmes reaching out to myriad audiences through various partners from the people, private and public sectors.

We are grateful to the many individuals and organisations who have contributed to the work of FM!S.

We would also like to express our appreciation to the Secretariats of the FM!S Committee and its two Task Forces for their significant efforts in supporting the various Committees.

Annex A

PUBLIC EDUCATION COMMITTEE ON FAMILY

Background

The Public Education Committee on Family (PEC) was set up in September 2000. Mrs Yu-Foo Yee Shoon, former Senior Parliamentary Secretary, Ministry of Community Development and Sports, chaired the Committee with Mr Chan Soo Sen, then Senior Parliamentary Secretary, Prime Minister's Office and Ministry of Health, as Co-Chairman.

The PEC, together with the Working Committee on Marriage and Procreation headed by Permanent Secretary (PMO), Mr Eddie Teo, supported the Ministerial Committee headed by Minister Lim Boon Heng to promote the importance of marriage and family life. Conceptualised as a People Movement, the PEC sought to work in partnership with civic groups and the community to develop programmes that would reinforce family as an institution in Singapore.

The PEC adopted a two-phase approach. Through the Work Groups in Phase I, the PEC identified the issues in which public education would be useful and proposed recommendations. In Phase II, Action Groups were formed to implement the recommendations for the different target groups. The Committee presented its 70 recommendations to the Government in May 2001. The PEC and Work Groups completed their terms in September 2001. The term of the Action Groups ended in April 2002.

The PEC developed 4 key thrusts to meet its objectives. These address the vital elements of a family unit and the wider environment.

- Imbuing the young with positive values towards marriage and the family
- Reinforcing the institution of marriage as a life-long commitment
- Promoting family life education as part of the family life cycle
- Creating a family friendly environment in Singapore

Since 15 April 2002, Mr Chan Soo Sen, Minister of State, Prime Minister's Office and Ministry of Community Development and Sports, took over the reins as Chairman of PEC.

On 15 April 2002, Dr Yaacob Ibrahim, Acting Minister for Community Development and Sports released the PEC report entitled "Family Matters". The report represents the work of more than 150 individuals (comprising members of the various PEC Committees) from over 100 organisations. It serves as a public education blueprint that complements the government's initiatives in creating a total social environment conducive to marriage, families and the raising of children. The full and abridged versions of the report can be found on the MCDS website at www.mcds.gov.sg and at www.aboutfamilylife.org.sg.

PEC was re-constituted in October 2002 as Family Matters! Singapore (FM!S) to reflect its new role in driving programmes on marriage and family through the people sector. FM!S will continue to engage key partners in the community to help realise the vision of building strong and stable families in Singapore.

Annex B

FAMILY MATTERS! SINGAPORE

Terms of Reference

- To reinforce family as an institution in Singapore by positioning family wellness and unity as important life goals;
- To provide advice and feedback on the Ministry of Community Development and Sports' public education programmes on family (including public education on active ageing and retirement planning); and
- To front and promote pro-family messages and programmes to facilitate family formation (including procreation) and to build a family-friendly environment.

List of Members

(as at 30 September 2002)

Chairman

Mr Chan Soo Sen
Minister of State
Prime Minister's Office and Ministry of
Community Development and Sports

Members

Ms Indraneel Rajah
Member of Parliament
Tanjong Pagar GRC

Dr Jennifer Lee

Nominated Member of Parliament
Chief Executive Officer
KK Women's and Children's Hospital
President
Singapore Council of Women's
Organisations

Mr Paul Chan

Senior Vice President
Programming, Branding & Promotions
SPH MediaWorks Limited

Prof Cheong Hee Kiat

Deputy President
Nanyang Technological University

Ms Claire Chiang

Executive Director
Banyan Tree Gallery (S) Pte Ltd

Mrs Elsie Foh

Managing Director
& Head of Personal Banking
DBS Bank

Mr Han Tan Juan

Director
Youth Division
People's Association

Mr Koh Tin Fook

Deputy Chief Executive Officer
Singapore Broadcasting Authority

Mr Mohd Guntor Sadali

Editor
Berita Harian/Minggu
Singapore Press Holdings

Mrs Ong Choon Fah

Executive Director
DTZ Debenham Tie Leung (SEA) Pte Ltd

Dr Chitra Rajaram

Editor
Tamil Murasu
Singapore Press Holdings

Mr Seah Kian Peng

Deputy Chief Executive Officer/
Chief Operating Officer
NTUC FairPrice Co-operative Ltd
Chief Executive Officer
NTUC Media Co-operative Ltd

Mr Sia Cheong Yew

Executive Editor
The Straits Times
Singapore Press Holdings

Dr Finian Tan

Managing Director
Credit Suisse First Boston (S) Ltd

Mr Kenneth Tan

Chief Executive Officer
MediaCorp Radio

Mdm Tan Siok Min

Council Member
North East Community
Development Council

Assoc Prof Tan Teck Koon

Vice-Dean
Office of Student Affairs
National University of Singapore

Mrs Tan-Kek Lee Yong

Deputy Director
Psychological and Guidance
Service Branch
Ministry of Education

DAC Denis Tang

Director
Manpower
Singapore Police Force

Mrs Toh-Chua Foo Yong

Chief Executive Officer
MediaCorp TV

Mr Mohd Suhaimi Mohsen

Journalist
Berita Harian/Minggu
Singapore Press Holdings
(Alternate to Mr Mohd Guntor Sadali)

Secretariat

Secretary

Mrs Tan-Huang Shuo Mei
Director
Family Education Department
Ministry of Community
Development and Sports

Secretary (Alternate)

Ms Amy Gay
Assistant Director
Family Education Department
Ministry of Community
Development and Sports

Assistant Secretary

Mrs Daisy Lee
Manager
Family Education Department
Ministry of Community
Development and Sports

Assistant Secretary (Deputy)

Ms Eunice Sui
Assistant Manager
Family Education Department
Ministry of Community
Development and Sports

Annex C

TASK FORCE FOR ROMANCING SINGAPORE

Terms of Reference

- To organise and institutionalise Romancing Singapore Festival as an annual festival to celebrate romance for the singles, for those in courtship and for the married;
- To promote the need for romance in personal relationships for better balance of our lives; and
- To encourage various sectors (commercial, voluntary and grassroots) and media organisations to come up with good programmes which would help promote romance throughout the year.

List of Members

(as at 30 September 2002)

Co-Chairman

Ms Claire Chiang
Executive Director
Banyan Tree Gallery (S) Pte Ltd

Co-Chairman

Dr Finian Tan
Managing Director
Credit Suisse First Boston (S) Ltd

Members

Mr Edmund Chua
Deputy Director
Thematic Development
Singapore Tourism Board

Mr Nigel Lin

Senior Manager
(Community Projects)
Central Singapore Community
Development Council

Ms Teo Sio Hoon

General Manager
North East Community
Development Council

Mr Sng Chan Kiah

General Manager
North West Community
Development Council

Ms Phua Mei Pin

General Manager
South East Community
Development Council

Mr William Chew

Director
South West Community
Development Council

Ms Divya Panickar

Assistant Manager
Thematic Development
Singapore Tourism Board
(Alternate to Mr Edmund Chua)

Ms Serene Chay

Manager (Community Outreach)
Central Singapore Community
Development Council
(Alternate to Mr Nigel Lin)

Ms Shari Mohd Ismail

PR Manager
North East Community
Development Council
(Alternate to Ms Teo Sio Hoon)

Mr Beh Tai Kuan

Deputy General Manager
North West Community
Development Council
(Alternate to Mr Sng Chan Kiah)

Ms Esther Quek

Manager
South East Community
Development Council
(Alternate to Ms Phua Mei Pin)

Miss Stephanie Au

Manager
(Projects Management)
South West Community
Development Council
(Alternate to Mr William Chew)

Secretariat

Mrs Tan-Huang Shuo Mei
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Annex D

TASK FORCE TO PROMOTE GRANDPARENTING AND INTERGENERATIONAL BONDING

Terms of Reference

- To organise and institutionalise the celebration of Grandparents' Day;
- To promote grandparenting; and
- To encourage various sectors including the voluntary sector, private and grassroots organisations to come up with good programmes which would help promote intergenerational bonding and grandparenting throughout the year.

List of Members

(as at 30 September 2002)

Advisor

Mr Chan Soo Sen
Minister of State
Prime Minister's Office and Ministry of
Community Development and Sports

Chairman

Mdm Tan Siok Min
Council Member
North East Community
Development Council

Members

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Deputy General Manager
North West Community
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Assistant Vice President
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International Programme
MediaCorp Radio

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National Council of Social Service

Ms Ong Pheng Yen
Superintendent East 5
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Dr Philbert Chin
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Retired and Senior Volunteer
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Mr David Chua
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Mr Leng Chin Fai
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Care Link, Care Corner

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Ms Salma Semono
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Mr Richard Giam Kee Choo
Elderly Development Executive
Elderly Development Division
Ministry of Community
Development and Sports

Ms Lim Pei Yee
Elderly Development Executive
Elderly Development Division
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Development and Sports

Annex E

PEC RECOMMENDATIONS INITIATED OR IMPLEMENTED

(as at 30 September 2002)

| Imbuing the Young with Positive Values Towards the Family | |
|---|--|
| Institute School-based Educational Programmes | <ul style="list-style-type: none"> • Work through network of School Family Educators • Raise awareness and provide resources for family and youth programmes to schools to support values and life skills education • Reinforce Civics and Moral Education (CME) and Pastoral Care & Career Guidance (PCCG) • Introduce more pro-family elements in the Community Involvement Programme (CIP) |
| Strengthen School-Family Co-operation | <ul style="list-style-type: none"> • Encourage family focus and family participation in school events and activities • Enable Parent-Teacher Associations (PTAs) and Parent Support Groups (PSGs) to conduct family life education and life skills programmes in schools |
| Promote Life Skills Training | <ul style="list-style-type: none"> • Initiate 'Social Trust And Relationship Training' (START) • Leverage on partners to promote and provide life skills training |
| Extend Beyond Families and Schools | <ul style="list-style-type: none"> • Engage the media in the promotion of positive values through a co-operative strategy • Raise parents' awareness on the media's effect on children and their responsibility in guiding them in their TV viewing habits and Internet usage • Develop mentoring and role-modeling as additional conduits for value transmission to youths |
| Reinforcing Marriage as a Life-long Commitment | |
| Facilitate Socialisation and Interaction Among Singles | <ul style="list-style-type: none"> • Set up a 1900-ROMANCE hotline and a <i>Romance.net</i> website • Organise a Valentine Gala/ National Matchmaking Day • Hold a Romancing Singapore Festival |
| Promote Marriage Preparation | <ul style="list-style-type: none"> • Promote marriage preparation programmes by partners |
| Promote the Institution of Marriage | <ul style="list-style-type: none"> • Expand Marriage Specials • Engage media to promote the idea of 'Power of Two' in marriages • Set up a Marriage Exhibition |
| Research | <ul style="list-style-type: none"> • Conduct a study on divorce in Singapore • Conduct a survey on marriage preparation and marriage enrichment |
| Promoting Family Life and Family Life Education for all | |
| Construct a Family Life Education Framework | <ul style="list-style-type: none"> • Develop an online Family Life Portal • Set up Family Life Education Resource Centres / Corner • Codify expertise and develop content for family life education (FLE) |
| Impart Parenting Knowledge and Skills | <ul style="list-style-type: none"> • Create awareness and understanding of fertility issues • Parenting eTalk: enhance the Family Life Portal with electronic forums for parents • Promote paternal involvement in childcare and household responsibilities • Provide would-be parents with ready information |
| Promote the Family and the Extended Family | <ul style="list-style-type: none"> • Strengthen the Family Life Ambassador Programme to promote the values of marriage, having children and the extended family • Promote and recognise the extended family |
| Promote Family Life and Activities | <ul style="list-style-type: none"> • Create directories for government policies impacting on families and available community services for families |
| Research | <ul style="list-style-type: none"> • Conduct a survey on Family Life Education in Singapore |
| Creating a Family Friendly Environment | |
| Build Awareness | <ul style="list-style-type: none"> • Present most Family-Friendly TV Commercial and Production Award |
| Foster a Family-Friendly Work Environment | <ul style="list-style-type: none"> • MCDS' Work-Life Unit to raise awareness of family-friendly work practices amongst employers • The Tripartite Committee to facilitate implementation of family-friendly work practices through formal structures at workplaces and to organise the biennial Family Friendly Firm (FFF) Award • Employer Alliance to organise talks/exhibitions/seminars at least once per year in their companies and provide resources on family life programmes for employees |



MCDS



Strengthen your family ties at
AboutFamilyLife.org.sg and *www.familytown.gov.sg*