SGO plays the "Touch" role in AIC's Touch-Hold-Care community care model to support seniors
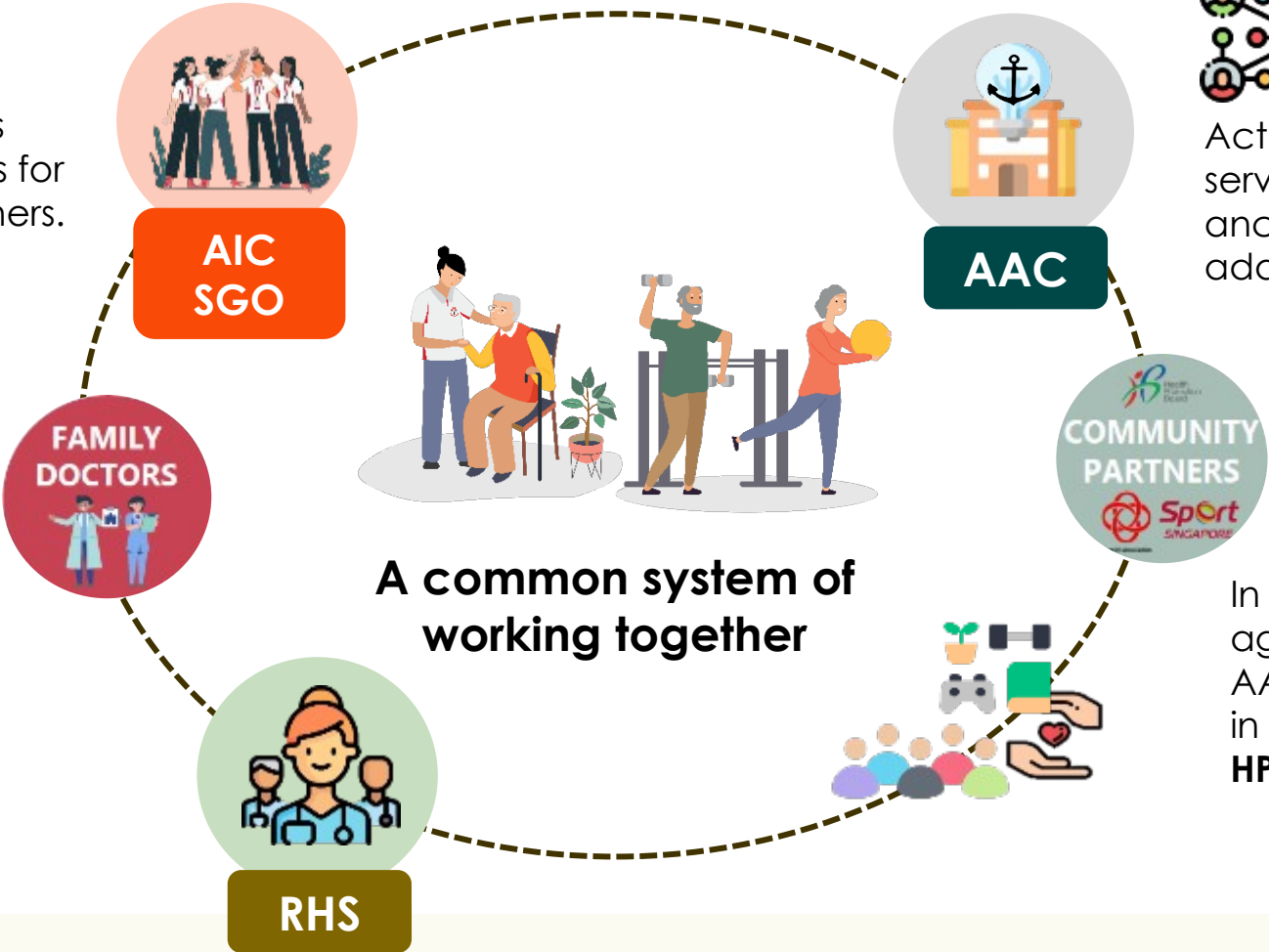
1. TOUCH

SGO leads outreach to seniors through **SGAs,** identifies needs for follow-up by community partners.

2. HOLD

Active Ageing Centre (AACs) serve as community nodes to anchor social community and address seniors' needs.

3. CARE

Primary and community care providers manage seniors at risk, in partnership with AACs

In addition to the active ageing programmes offered at AACs, seniors can participate in activities organised by **PA, HPB. ActiveSG**.

AIC SGO

FAMILY DOCTORS

AAC

COMMUNITY PARTNERS
Sport SINGAPORE

RHS

A common system of working together

Our key role as SGO is to be the communicator, connector for seniors and provide their feedback to the government.

Communicates
key national
messages and
initiatives

Connects
seniors with the
support they
require

Gathers
feedback and
ground
sentiments

7,000 Volunteers & **17 Satellite Offices** located all over the island averaging **300K visits yearly**

Ageing trends requires a transformation in the way SGO engage and communicate to Seniors aged 60 and above

Singapore's ageing population in 2030

An estimated **1 in 4** Singapore citizens will be aged 65 and above.

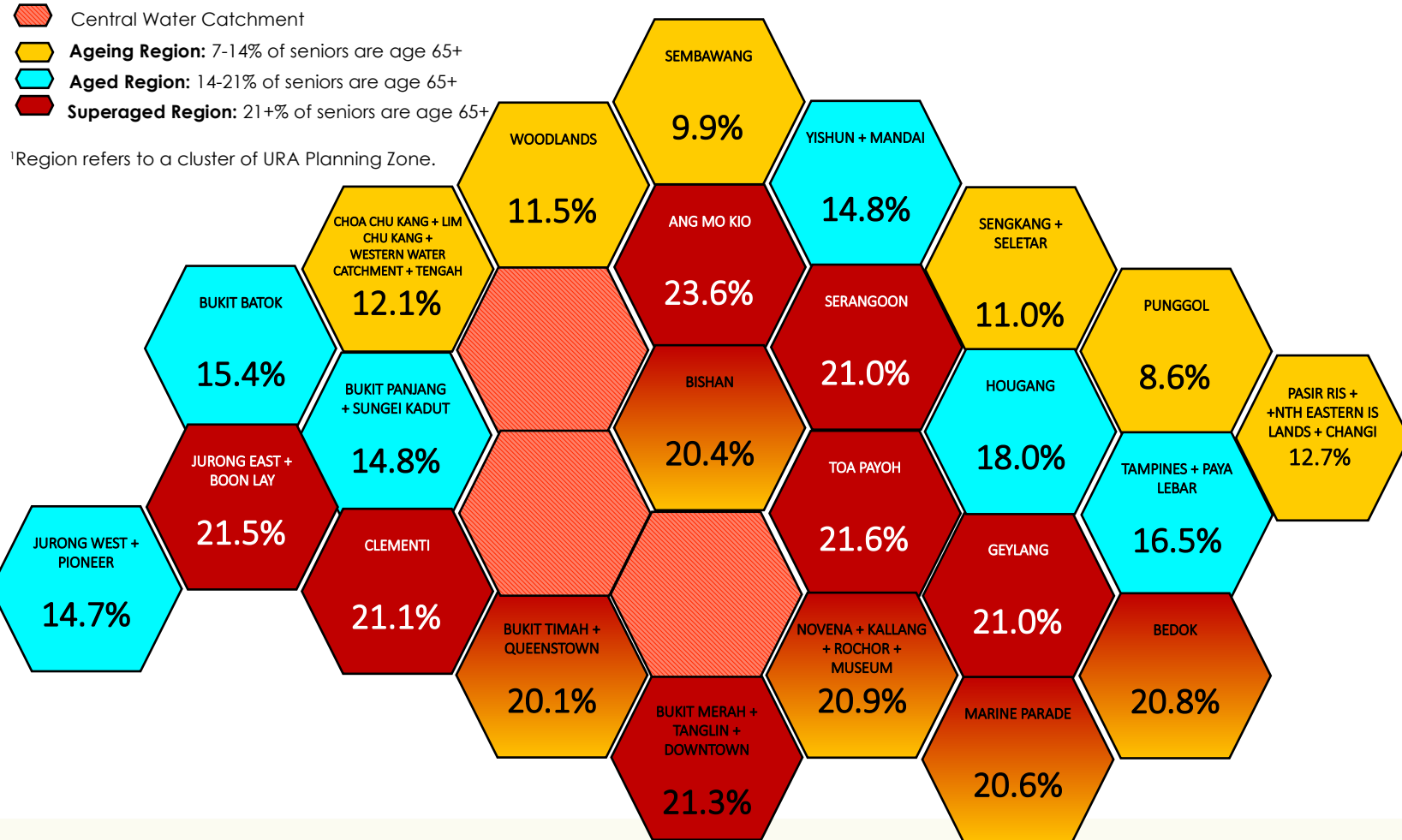For every senior above 65 years old, there will be **2.7** working adults in the population.

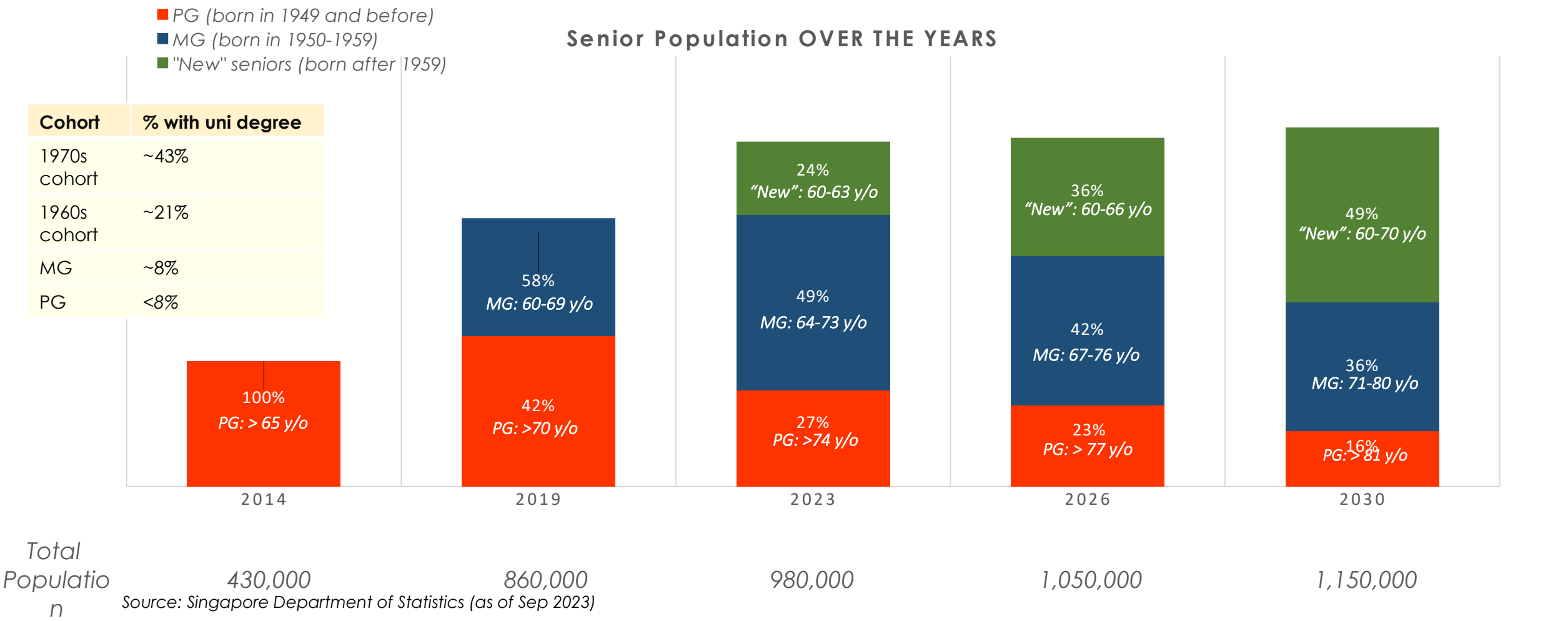An estimated **83,000** seniors will live alone.

About **100,000** seniors will have at least mild disability.

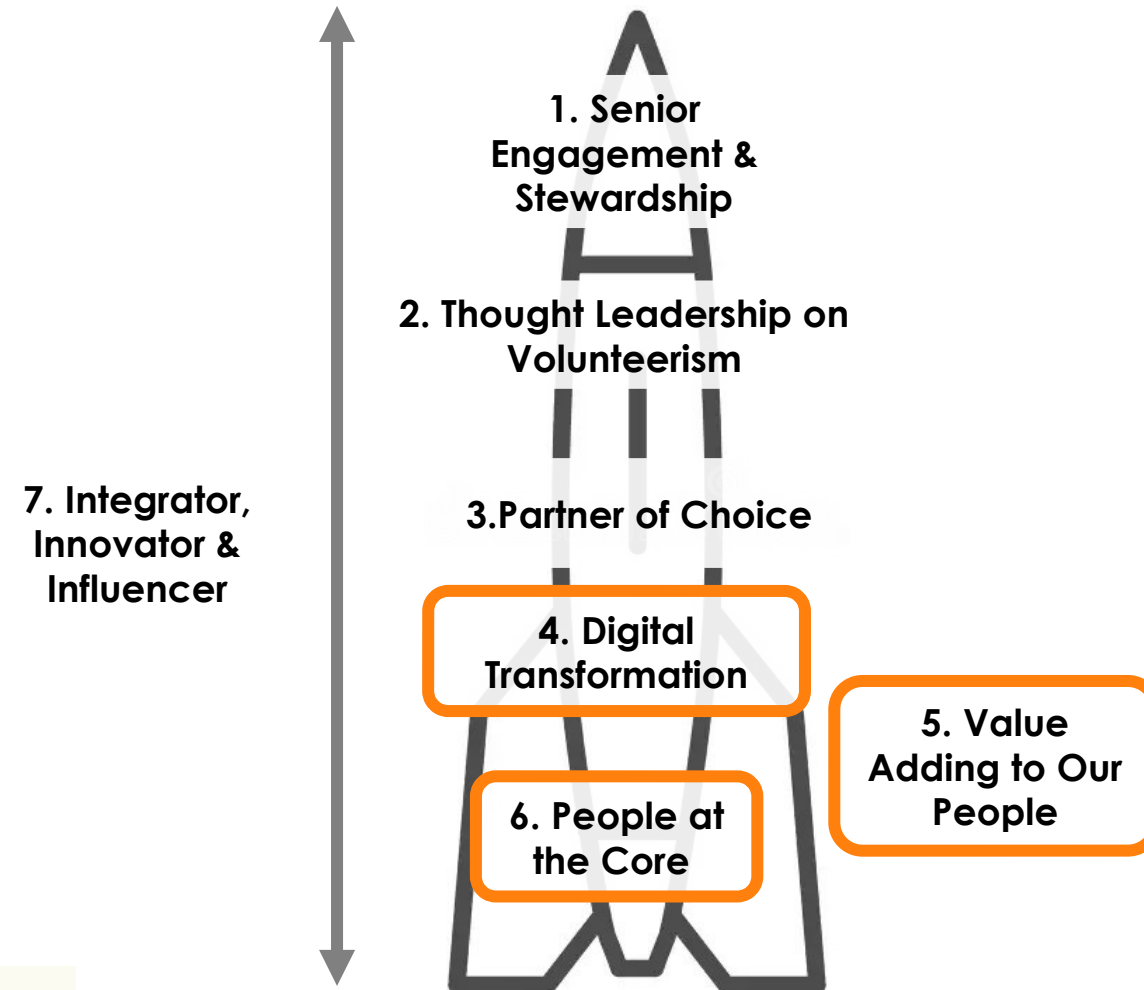Source: 2023 ACTION PLAN FOR SUCCESSFUL AGEING STRAITS TIMES GRAPHICS

Legend:
- Central Water Catchment
- **Ageing Region:** 7-14% of seniors are age 65+
- **Aged Region:** 14-21% of seniors are age 65+
- **Superaged Region:** 21+% of seniors are age 65+

[1]Region refers to a cluster of URA Planning Zone.

Regional data:
- SEMBAWANG — 9.9%
- WOODLANDS — 11.5%
- YISHUN + MANDAI — 14.8%
- ANG MO KIO — 23.6%
- CHOA CHU KANG + LIM CHU KANG + WESTERN WATER CATCHMENT + TENGAH — 12.1%
- SENGKANG + SELETAR — 11.0%
- BUKIT BATOK — 15.4%
- SERANGOON — 21.0%
- PUNGGOL — 8.6%
- BUKIT PANJANG + SUNGEI KADUT — 14.8%
- BISHAN — 20.4%
- HOUGANG — 18.0%
- PASIR RIS + NTH EASTERN ISLANDS + CHANGI — 12.7%
- JURONG EAST + BOON LAY — 21.5%
- TOA PAYOH — 21.6%
- TAMPINES + PAYA LEBAR — 16.5%
- JURONG WEST + PIONEER — 14.7%
- CLEMENTI — 21.1%
- GEYLANG — 21.0%
- BUKIT TIMAH + QUEENSTOWN — 20.1%
- NOVENA + KALLANG + ROCHOR + MUSEUM — 20.9%
- BEDOK — 20.8%
- BUKIT MERAH + TANGLIN + DOWNTOWN — 21.3%
- MARINE PARADE — 20.6%

In 2030, 50% of our seniors would be "young" seniors and have different needs and preferences from older seniors

■ PG (born in 1949 and before)
■ MG (born in 1950-1959)
■ "New" seniors (born after 1959)

Senior Population OVER THE YEARS

Cohort	% with uni degree
1970s cohort	~43%
1960s cohort	~21%
MG	~8%
PG	<8%

2014 — 100% *PG: > 65 y/o*

2019 — 58% *MG: 60-69 y/o* / 42% *PG: >70 y/o*

2023 — 24% *"New": 60-63 y/o* / 49% *MG: 64-73 y/o* / 27% *PG: >74 y/o*

2026 — 36% *"New": 60-66 y/o* / 42% *MG: 67-76 y/o* / 23% *PG: > 77 y/o*

2030 — 49% *"New": 60-70 y/o* / 36% *MG: 71-80 y/o* / 16% *PG: >81 y/o*

Total Population	430,000	860,000	980,000	1,050,000	1,150,000

Source: Singapore Department of Statistics (as of Sep 2023)

To move towards 'SGO of the Future', we have 7 key strategic thrust

SGO of the Future – 7 Key Thrusts.

1. Senior Engagement & Stewardship

2. Thought Leadership on Volunteerism

3. Partner of Choice

7. Integrator, Innovator & Influencer

4. Digital Transformation

5. Value Adding to Our People

6. People at the Core

Through the use of AI-enabled tool, we gained the capability to analyse large amount of feedback data increasing efficiency

AI-enabled tool

Data collected during our engagements

Useful insights for our stakeholders and agency

Key benefits

1. Free up staff time for them to focus on other work

2. Able to conduct analyse on large dataset of uncategorised free text data

3. Uncover emerging trends to influence policy
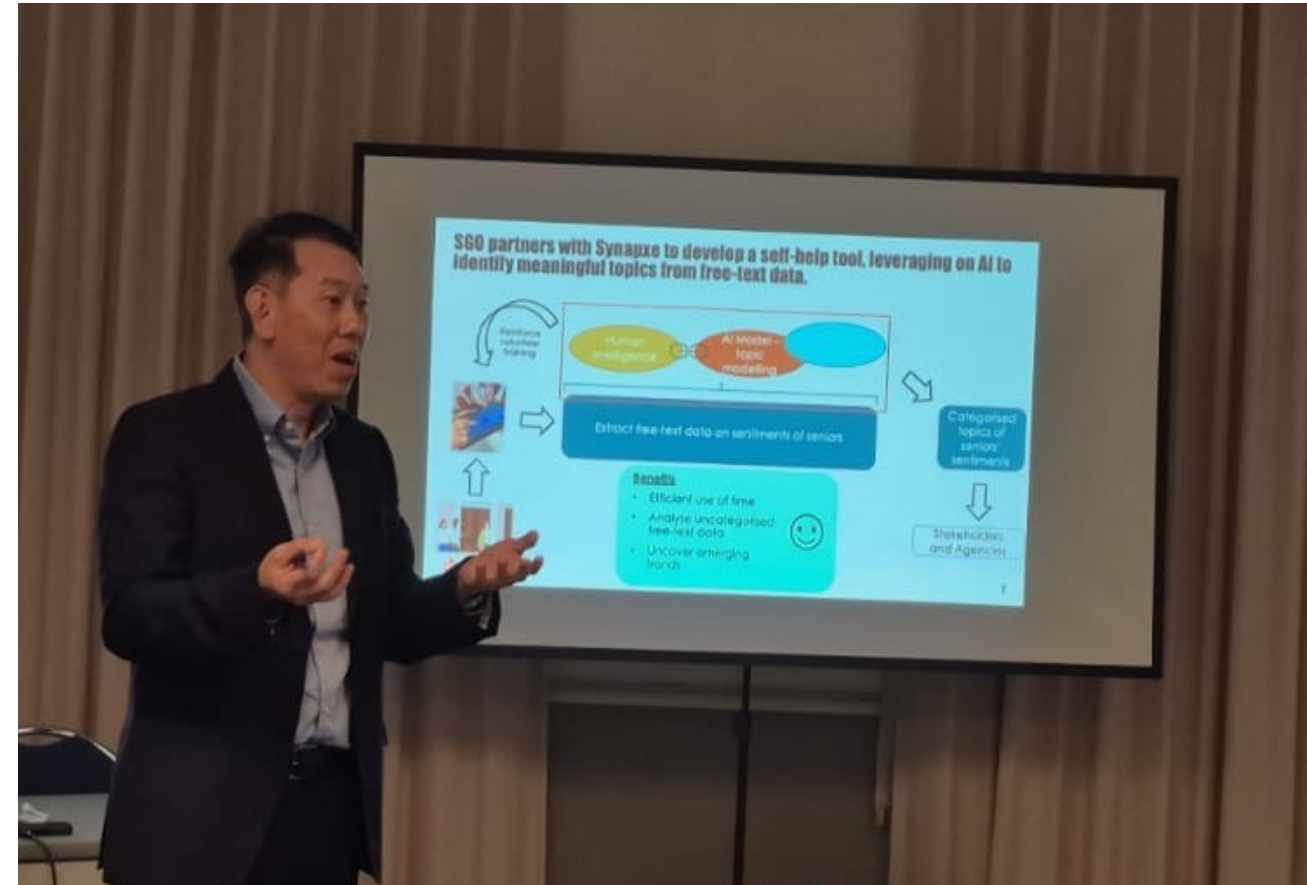
Sharing our AI-enabled Data Analytics model at the 11th Asian Conference on Aging & Gerontology (AGen2025)

Through strategic partnerships, SGO expanded our outreach modalities from 1 to 3

1. Digital engagement with LifeSG for digital seniors

2. Embarked on tele-engagements with ServiceSG since 2023

3. The two modes serves to complement our home engagement modality which continues to be our main modality since PGO days
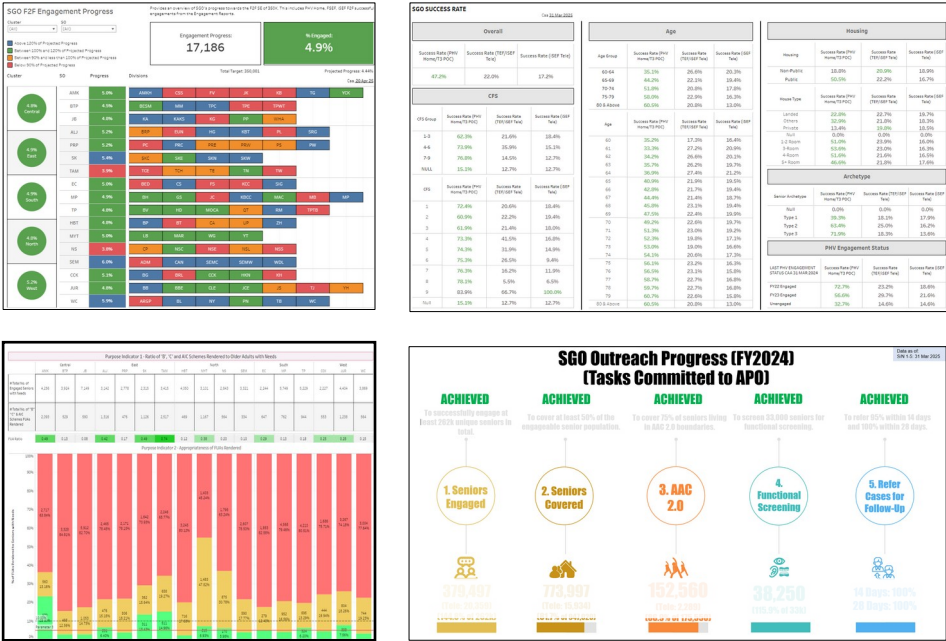

Light Touch

Digital Engagements

Tele Engagements

Home Engagements

Engagement Depth

Deep Sensing
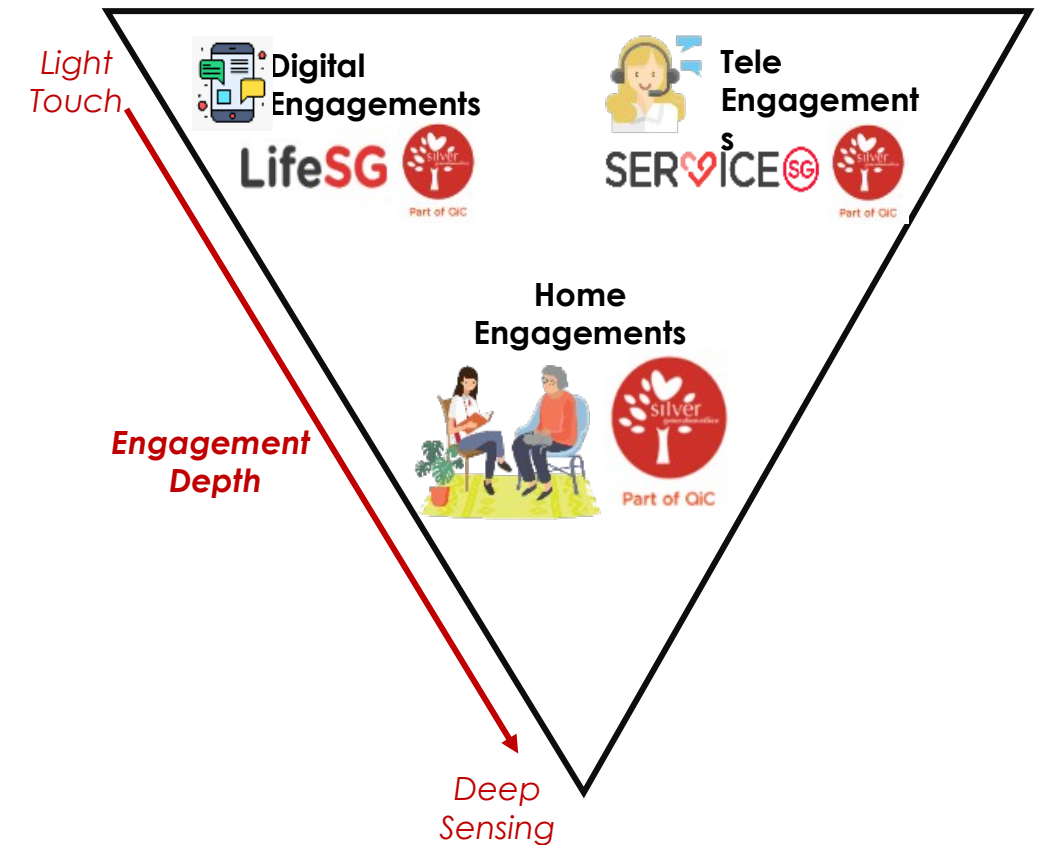
Customised Engagement based on seniors' preference and needs

Incorporation of data visualisation and data analysis into our daily operations and inform decision-making
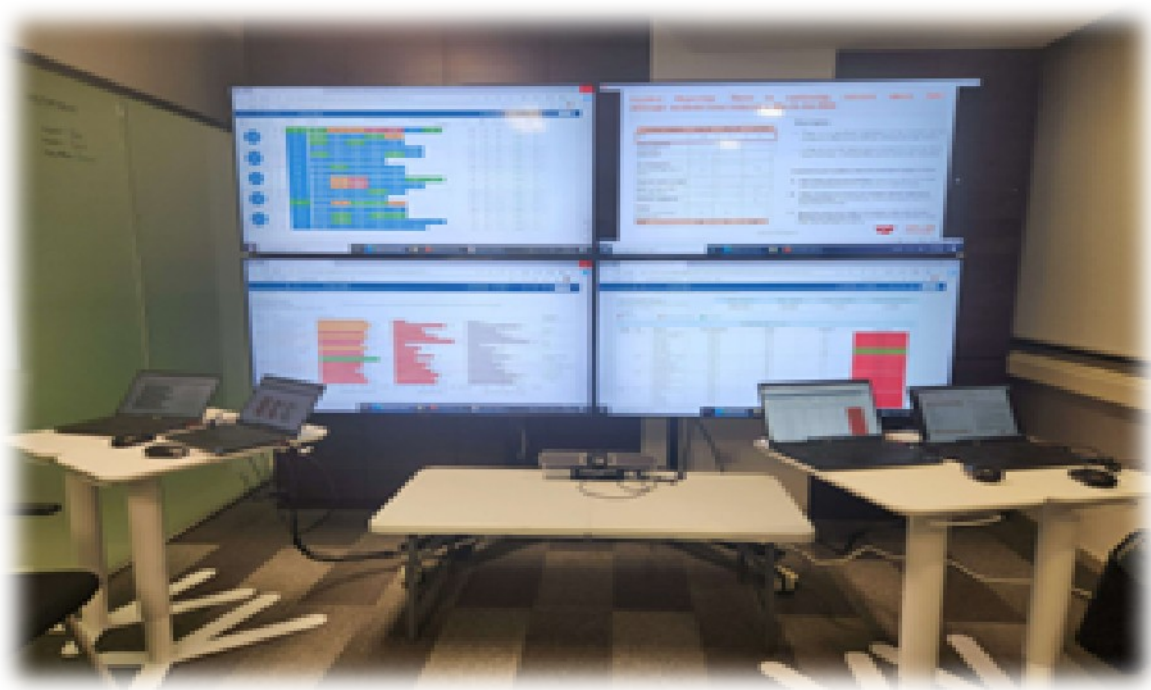
SGO's Operation Hub showing live outreach data

Democratising data access by **simplifying complexity.**

Every staff member, **regardless of expertise** can understand and use it to make informed decisions

Geospatial data visualisation of seniors heatmap to identify areas with higher concentration of seniors with needs

Key Features:

- Combines data visualisation with granular senior details to:
    - **Facilitate ground ops outreach,**
    - **Collaborate with partners to "hold" seniors with needs or engage active seniors.**

- **Simple and clear categories** (Health, Social, Mental Health)

- Allows users to select needs identified through SGO engagement and avoid terminologies such as "isolated", "frail", "vulnerable" which may have different parameters to different users.

- **Easy identification of seniors** who may benefit from Community Monitoring Support or meet criteria for befriending and buddying programme provided by Active Ageing Centres.
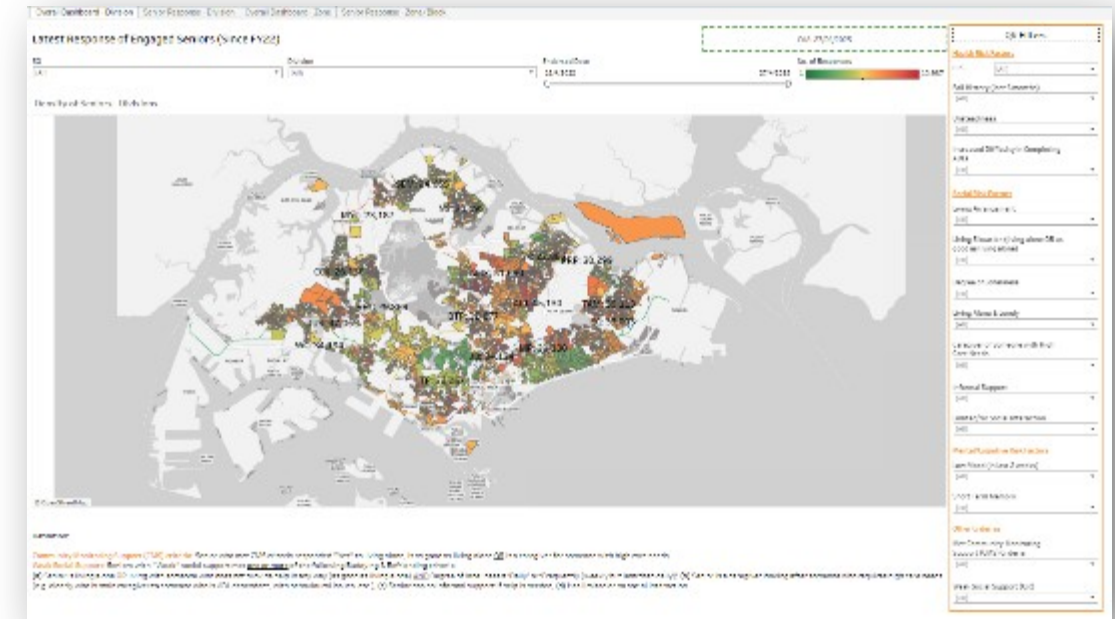
Use Case: areas in Red shows high concentration of seniors living alone or caregiver for someone with high care needs, who may benefit from Community Monitoring Support. Selecting the zone displays list of seniors for targeted follow-up.
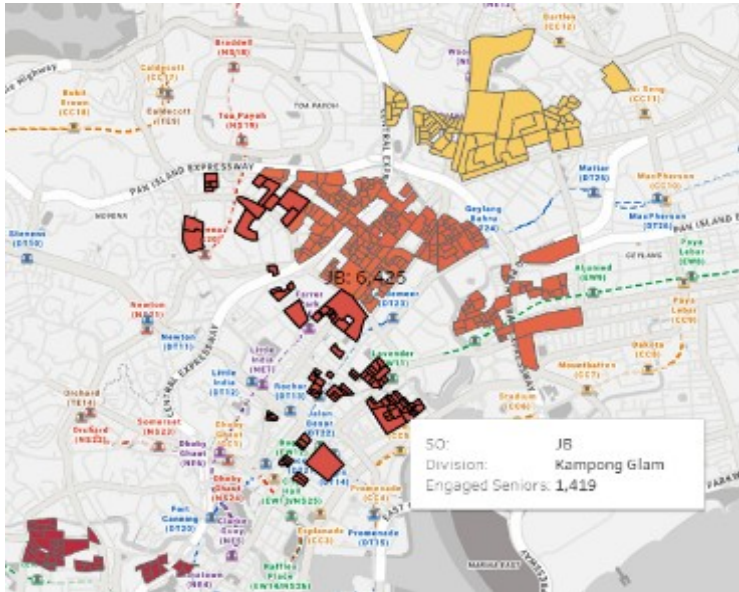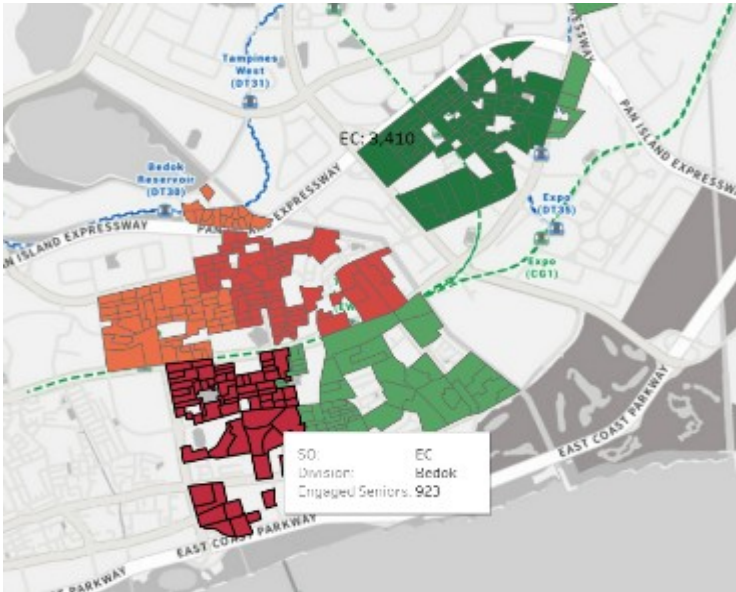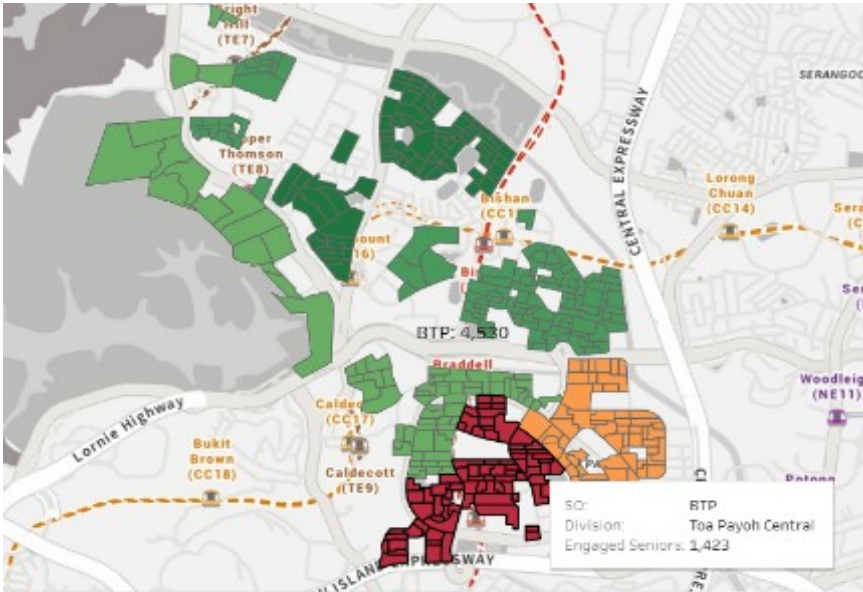

Zone (Rn/Nc/I)	Block	Endorsed Date	CFS (NR)	Fall History	Unsteadiness	ADL Difficulties	Living Arrangement	Living Situation (living alone or as good as living a..	Degree of Loneliness	Living Alone & Lonely	Caregiver for Someone with High..	Informal Support	Limited or Interaction
Toa Payoh Central Zone 1 RN	57	20/6/2024	3	No	No	No	Alone	Yes	Not lonely	No	No	Has inform..	No
Toa Payoh Central Zone 1 RN	56	27/3/2023	4	Yes	Yes	No	Alone	Yes	Not lonely	No	No	Has inform..	No
Toa Payoh Central Zone 1 RN	58	30/9/2024	3	No	No	No	Alone	Yes	Not lonely	No	No	Has inform..	No
Toa Payoh Central Zone 1 RN	60	10/6/2024	2	No	No	No	Alone	Yes	Not lonely	No	No	Has inform..	No
Toa Payoh Central Zone 1 RN	60	3/6/2024	3	No	No	No	With Spouse~Wit..	No	Not lonely	No	Yes	Has inform..	No
Toa Payoh Central Zone 1 RN	62B	30/1/2024	3	No	No	No	Alone	Yes	Not lonely	No	No	Has inform..	No

Exploration of AI tools to strengthen Volunteer Training

Reinforce volunteer training

What Matters to You free-text analysis
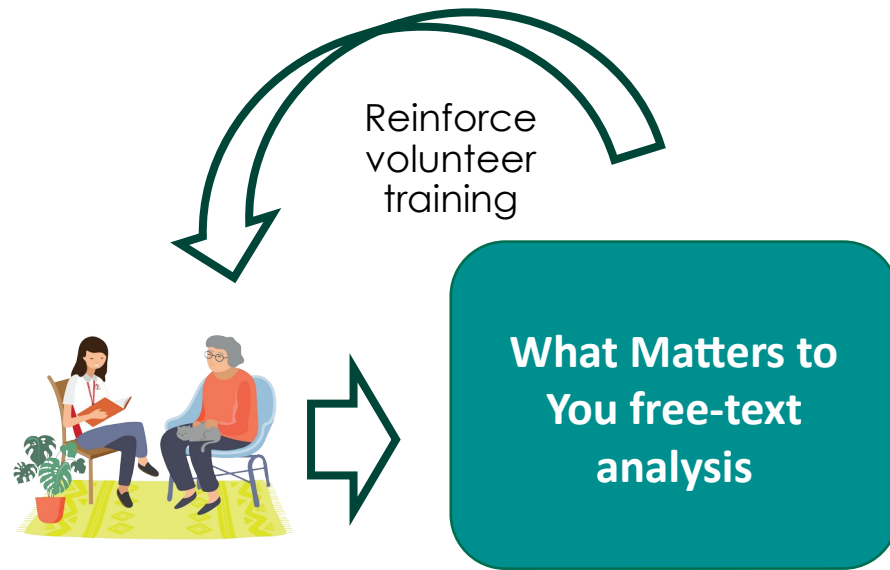
1. Using data feedback to **understand What Matters to You (WMTY) conversation** with seniors to reinforce volunteer training.
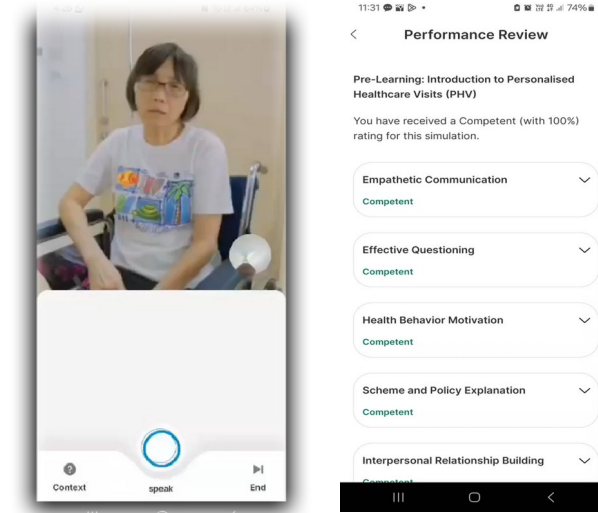
2. Exploring the use **of AI-enabled role-play** to strengthen communication and case sensing

Learning transformation in SGO is about empowering every staff to be Learner, Leader, Innovator

Learning Moments

Learning Journey to NParks

Reverse Mentoring

Learning transformation in SGO is about empowering every staff to be Learner, Leader, Innovator
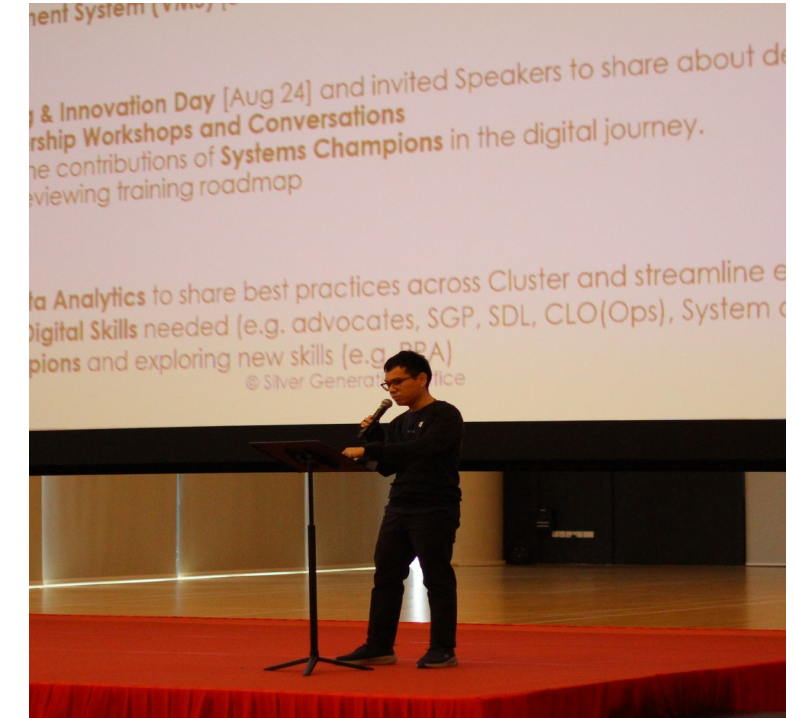
Leadership Conversation

Leadership Workshop

Sharing by Future Leaders

Learning transformation in SGO is about empowering every staff to be Learner, Leader, Innovator

Learning & Innovation Day

SGO Awards

#SGOoftheFuture Townhall

At our core is SGO Heart of Care Culture focusing on Care, Purpose, Trust

Care
Sustainable Change
Empathy, Nurture, Well being
Inclusivity (Diversity, Equity, Accessible-Learning)
Example: Inclusive learning, digital literacy for all.

Purpose
Intentional Growth
Learning & Reflection
Value-adding to self, organisation and beyond
Example: Performance with Purpose – Purpose Dashboard

Trust
Psychological Safety
Autonomy
Open & Prompt Communication
Learning from failures
Example: Leaders doing sharing during engagement sessions (MySngSng)

Affirmation & Celebration
Recognise & Reward Excellence
Work-Life Harmony
SGO Pay it Forward (Adopt a Charity)
Example: SGO Awards for Most Innovative Satellite Office

Innovation
Innovation
Solving for Future
Example: Annual Learning and Innovation Day

People shape Technology, Technology elevates our People

- **Reducing pain points** through augmentation and automation
- **Empowers decision-making** through better insights available
- Enables **Higher-value work** focusing on irreplaceable human touch

Digital Transformation

Silver Generation Office
Part of QiC

**People at the Core
Care, Purpose, Trust**

Value-adding to Our people

- **Human Intelligence** to shape system design
- **Human Evaluation** to guide improvement
- **Human Influence** to drive change and adoption

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