



‘CELEBRATING OUR GRANDS’

SSDB 2020

About Families For Life



Our Vision

Build **strong and resilient families** because that makes for **stronger communities** and **better individual well-being**

Our Mission

Inculcate a '**Families for Life**' mindset and value among **Singaporeans**.

Our Council

People-sector Council comprising **15 volunteers** from the **people and private sectors**

We Explore and Promote

We bring people and organisations together to create platforms for family bonding and to engage Singaporeans in conversations about families.

We Voice

We voice out concerns that people have on family issues and continue this conversation with our partners and the community.

We Listen

We listen to the issues that Singaporean families are facing.

Theme for SSDB 2020 - 'Celebrating Our Grands' Initiative



Objectives

1. **Instil positive family values** such as care and concern for older extended family members
2. **Encourage inter-generational bonding** and forge closer family ties
3. **Earmark the occasion to show appreciation** for older extended family members

1. An annual celebration to **encourage children to cherish their Grands (grandparents/senior extended family members)** and build strong bonds with them.
2. The celebration anchors the **International Day of Older Persons on 1 Oct** and takes place on **Saturday, a day after Children's Day school holiday.**
3. FFL reaches out to **schools and community organisations**, encouraging children to make a gift and present it to their Grands. Some preschools and organisations organise **intergenerational bonding events** and invite the Grands to participate.



Other Info

Learning Outcomes	Encourage children to cherish their Grands (grandparents/senior extended family members) and build strong bonds with them.
Submissions	<p>Completed projects need not be collected back. Appreciate it if the teachers can snap photos of the completed projects and share it with us so that we can post them on our social media platforms.</p> <p>We would also like to encourage the pre-school centres to post their completed projects on their social media platforms and tag #celebratingourgrands</p>
Showcase	Within individual centres and social media platforms
Additional info/resources	<p>Families for Life: www.familiesforlife.sg</p> <p>Celebrating Our Grands 2019 microsite : https://www.familiesforlife.sg/unite-at-an-event/Pages/Celebrating-Our-Grands.aspx</p>
Contact	<p>ASK-FAMILIESFORLIFE@msf.gov.sg</p> <p>Michelle Chah : 6708 7037 Felicia Chan : 6708 7021</p>

Collaboration Timeline



28 Feb	Delivery of e-resources to centres to crowdsource for ideas
End Mar	Interested centres suggest activities to engage pre-schoolers
By Mid Apr	<ol style="list-style-type: none">1. Review and shortlist projects2. Confirm COG2020 activity and inform the schools and community partners
Mid Apr – Mid Aug	Production of COG2020 activity materials based on the shortlisted project.
Mid Aug – Mid Sep	Activities are carried out in schools and community spaces
Mid Sep	Showcasing of selected projects @ SSDB finale event
1 Oct	COG Community event (to identify partner to co-organise)

Thank You.