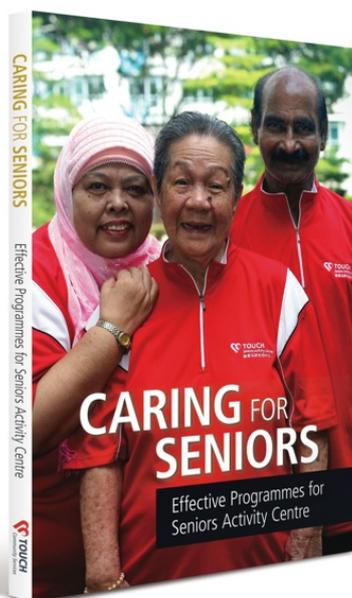


## NEW RELEASE

## CARING FOR SENIORS

### Effective Programmes for Seniors Activity Centre



In the light of Singapore's fast greying population, an innovative community-based eldercare service — Seniors Activity Centre (SAC) — has been introduced to reach out to seniors in housing estates, especially the vulnerable.

The guidebook **Caring for Seniors: Effective Programmes for Seniors Activity Centre** is dedicated to inspire and impart knowledge, skills and experiences to staff of different SACs, so that they can be enabled to extend effective services to meet the all-compassing needs of a senior — physical, mental, social, emotional, living conditions, etc. Its contents have been produced by one of SAC pioneers in Singapore, TOUCH Seniors Activity Centre, which opened in 1998. The 10 chapters are written to help SAC managers to realise the overall philosophy of setting up and running a SAC, and provide frontline staff step-by-step guidance in developing effective programmes for seniors. The topics include:

- Roles of Seniors Activity Centre
- Principles in Caring for Seniors
- Planning for Desired Outcomes
- Systems Approach to Programme Management
- Growth Cycle of a SAC
- Comprehensive list of Annexes, featuring useful forms and templates

Heads and management of VWOs, government agencies, SACs managers and staff, and community leaders will find *Caring for Seniors* truly an invaluable resource — a roadmap to guide them in caring for seniors, so that seniors may live well and age in grace and dignity.

Recommended Retail Price **S\$25.00** | Singapore & Malaysia  
 e-Book version available in early 2013  
 ISBN13: 978-981-07-3532-6 | No. of Pages: 160 pages | 210mm x 140mm  
 Enquiry: [publisher@writeeditions.com](mailto:publisher@writeeditions.com) | [tcs@touch.org.sg](mailto:tcs@touch.org.sg)  
 Published by **TOUCH Community Services & National Council of Social Service**  
 Produced by **Write Editions®**, 2012 | [writeeditions.com](http://writeeditions.com) ■  
 Distributed by MarketAsia  
 Available at all major bookstores from end 2012

## ABOUT TOUCH

### ABOUT TOUCH SENIORS ACTIVITY CENTRE

TOUCH Seniors Activity Centre aims to promote active ageing and volunteerism among seniors. It seeks to be a second home for seniors aged 60 and above and strives to improve their quality of life in the Geylang Bahru estate. This is done through an array of programmes, such as art and craft, festival celebrations, wellness events, interactive group sessions, games and regular outings. Besides organising social activities, the Centre also conducts regular home visits and provides information and referral service, financial and welfare assistance and pastoral care. In April 2011, TOUCH Seniors Activity Centre was appointed by the National Council of Social Service as a Centre of Specialisation with the aim of transferring its knowledge and expertise to other voluntary welfare organisations in the eldercare sector. This partnership seeks to enhance service delivery standards and competencies, and ensure greater effectiveness and utilisation of resources.

### ABOUT TOUCH COMMUNITY SERVICES

TOUCH Community Services is committed to the well being of all people, reaching out to various levels of needs in the community. TOUCH has an integrated network of 17 services, 12 centres and 15 children's clubs located at different parts of Singapore, including Bukit Merah, Clementi, Geylang Bahru, Hougang, Serangoon, Toa Payoh, Ubi and Yishun. Over the last 20 years, TOUCH has reached out to many individuals from all races and backgrounds, including children, youths, families, those with special and healthcare needs and the elderly.