



Journeying with Families through Life, in the Community

Asian Family Conference 2024

Presenter: Mr Ishak Ismail
Families for Life Council Chairman

Visit Our Website
go.gov.sg/ffl





Our Vision

Inculcating a “Families for Life” mindset and value among Singaporeans, cultivating family as a key priority across life stages.

Our Mission

To build strong and resilient families for stronger communities and better individual well-being.

Families for Life Strategic Outcome:

Strong and Resilient Families



Key Strategy 1:
Preventive and
Proactive
Approach



Key Strategy 2:
Life-stage
Focused
Programming



Key Strategy 3:
Collaborative
Ecosystem
Building

Key Strategy 1

Preventive and Proactive Approach



Support couples & parents upstream

- Normalise marital health checks for couples through “Our Marriage Journey Quiz (OMJQ)” and strengthen couples' marriage
- Empower parents with skills & practical tips on parenting
- Forge family-centric environment & mindset through public education campaigns

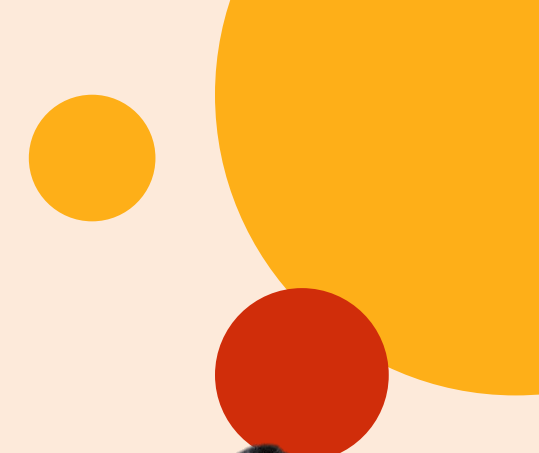
Foster strong family values from young

- Engender an appreciation of family values from young - “Love”, “Care and Concern”, “Commitment” and “Respect”
- Leverage schools & preschools to forge family values through curriculum & activities
- Reinforce family values among children through endearing mascot, Becky Bunny



Key Strategy 2

Life-Stage Programming



Life-Stage

Children

Married Couples

Parents

Families

**Public
education
campaigns**

"National Family Festival" is the marquee family celebration in Singapore

"Celebrating Our Grands" spotlights intergenerational bonding

"I Still Do" celebrates strong marriages

**Programmes
& Resources**

- Resources for preschool teachers and parents to reach family values
- Family values embedded in school activities (songs, games, learning journeys and interactive drama)

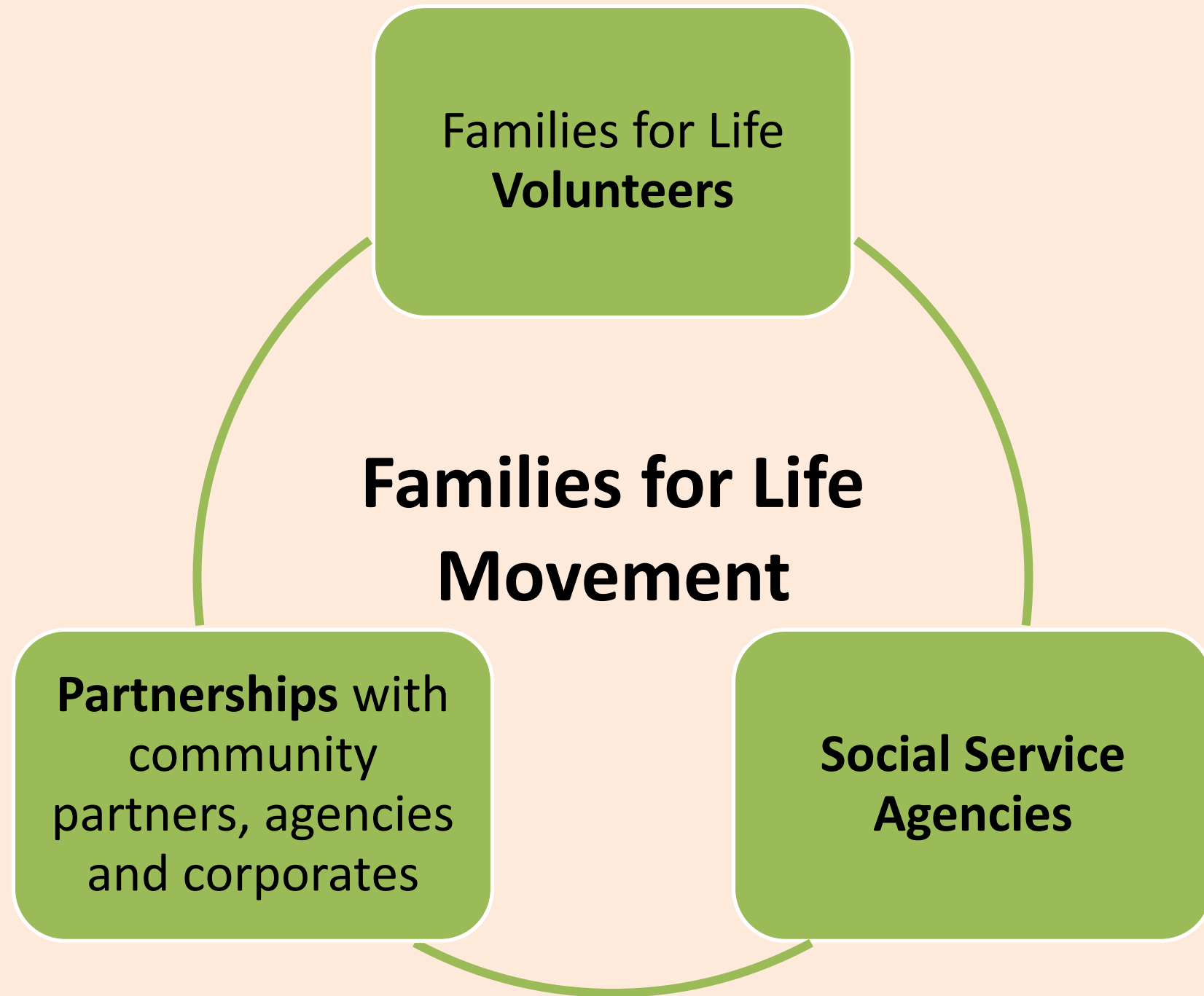
- Marriage mentoring
- Relationship health checks (online self-assessment)
- Marriage preparation or enrichment programmes
- Relationship tips and conversation starters

- Parenting programmes for different needs
 - Lunch-time talks in workplaces
 - Concise online modules
 - Hands-on scenario-based learning
 - Seminar-style
- Parenting tips via social media
- Parents' support groups

- Family bonding activities in the community
- Resources on parenting and family life from Families for Life partners


Key Strategy 3

Collaborative Ecosystem Building



Families for Life leverages key partnerships to build an ecosystem of support for families.

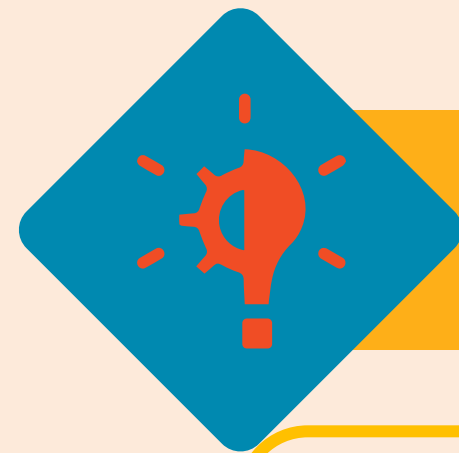
To bring the movement into the community, local partnerships are forged through **Families for Life @ Community initiative.**



From National Vision to Local Action:

Empowering families in their
community through
Families for Life@Community

Families for Life (FFL)@Community aims to achieve:



Outcomes

Supported Families

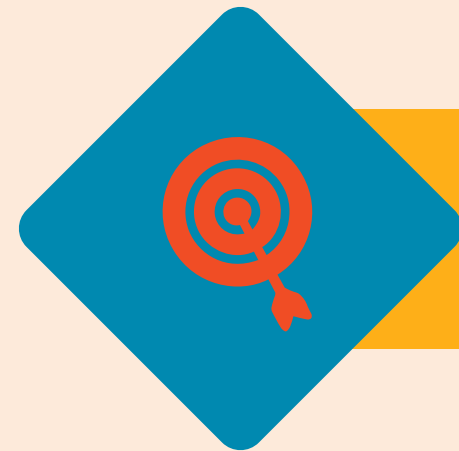
Families feel supported through the community-level family support ecosystem

Strong Relationships

Couples enjoy increase in relationship stability, satisfaction and quality

Equipped Parents

Parents with relevant skills to manage child behavioural/emotional issues, stress & conflict



Impact

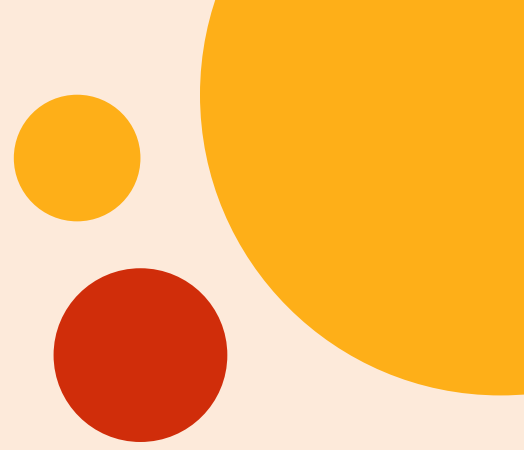
Stronger Marriages

Lower 10th year Cohort Dissolution Rate

Resilient Families

Higher Walsh Family Resilience Score

Bringing the Families for Life Movement closer to home



video

Hub-and-spokes concept in FFLC town

- Each town has a **Families for Life @ Community (FFLC) team** who works with partners and volunteers to support families. [hub]
- **Families are encouraged to prioritise marriage, parenting & family time**, participate in family programmes and activities and offer peer support to other families

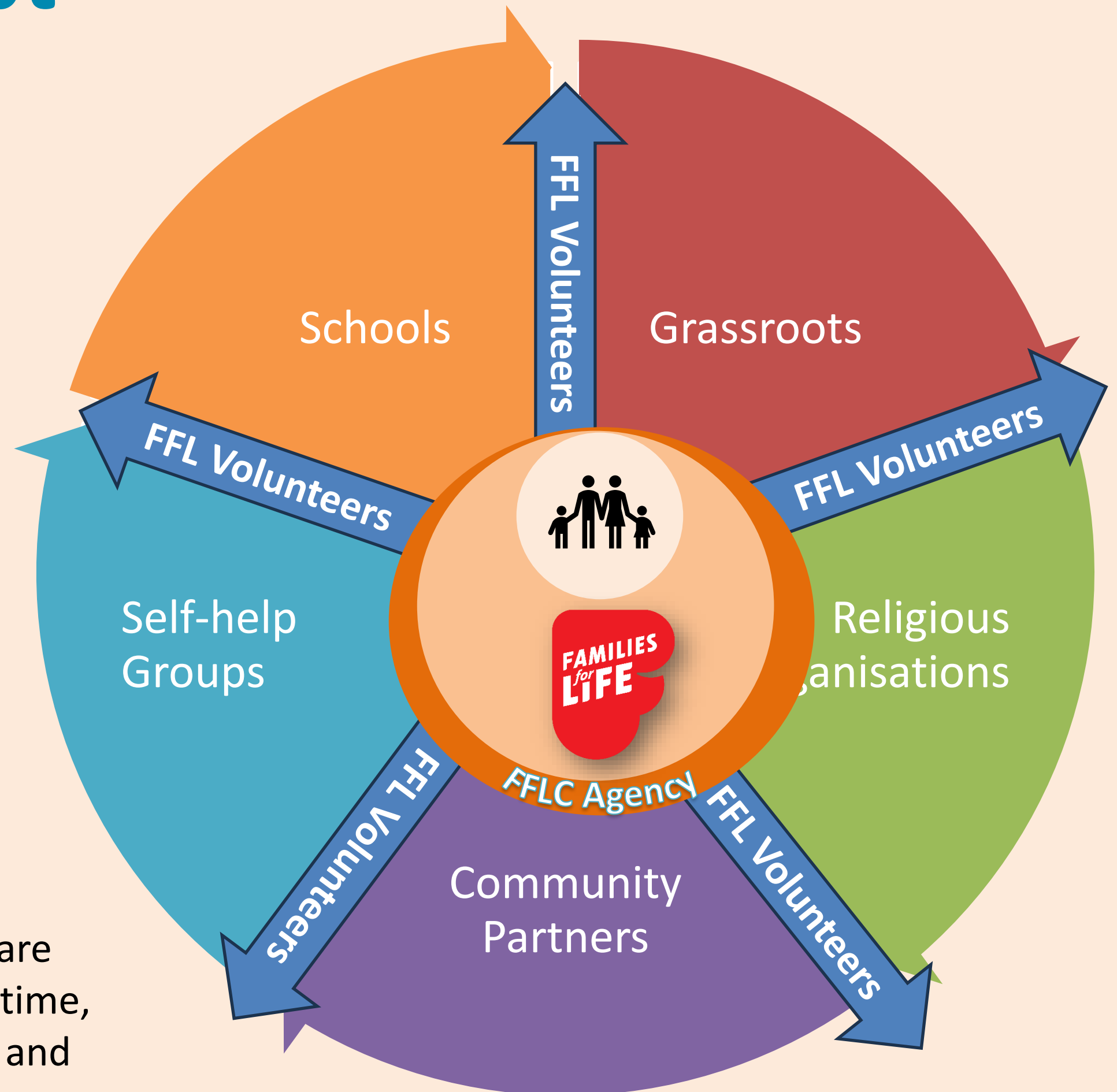


Hub-and-spokes concept in FFLC town

- **FFLC agency**, typically a social service agency, and **network of partners** (grassroots, religious organisations, self-help groups and public agencies) offer family programmes, resources and events . [spokes]



- **With the dedicated support of FFL volunteers**, families are encouraged to prioritise marriage, parenting and family time, actively participate in family programmes and activities, and offer peer support to other families in their community.





An appointed agency in each town offers Families for Life programmes.

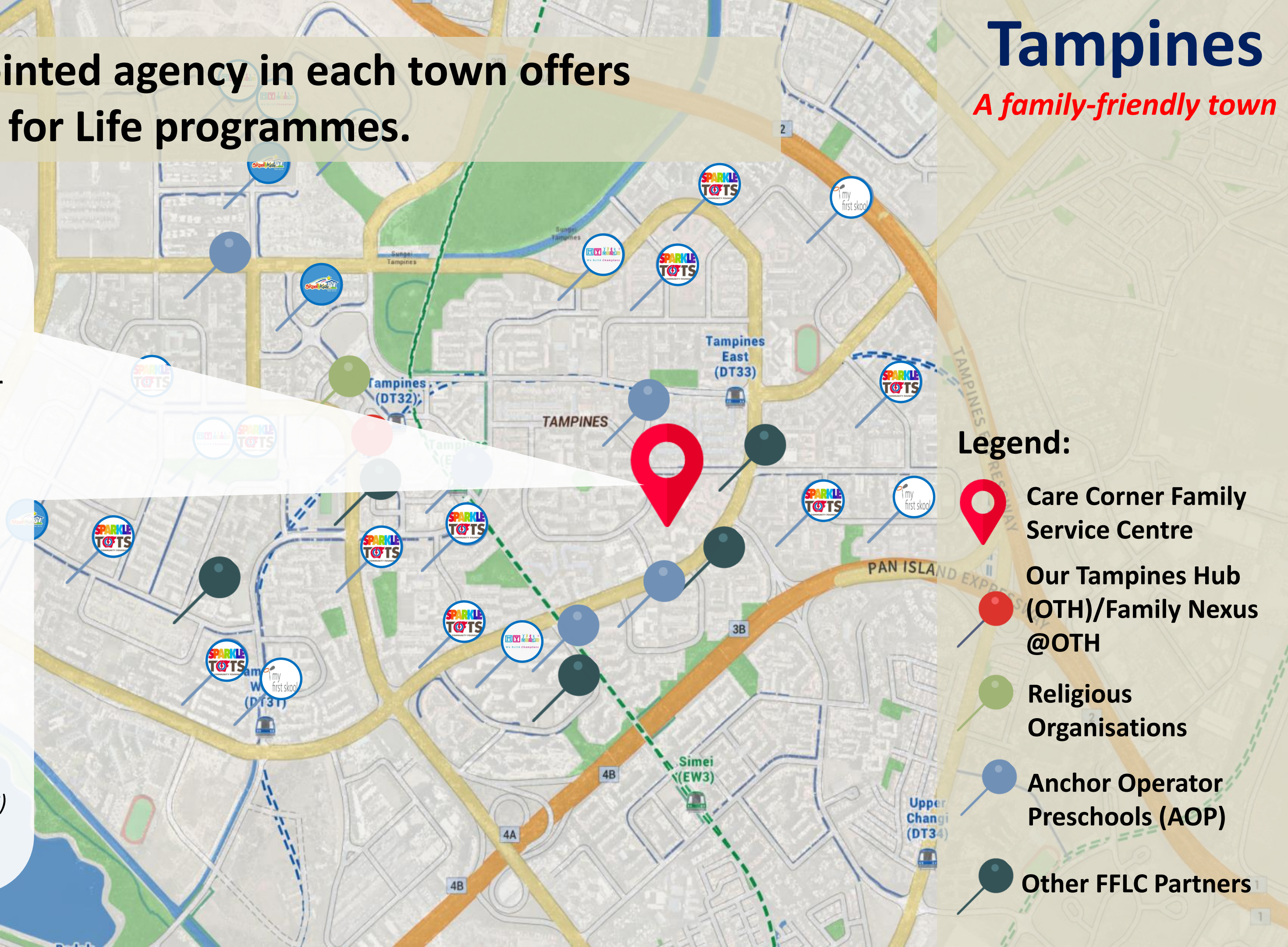
Tampines

A family-friendly town



The appointed Families for Life @ Community Agency for Tampines.

- Delivers Families for Life's marriage and parenting programmes
- Outreaches to families, leveraging on partners' events and venues
- *Refer families requiring more support to Strengthening Families Programmes@Family Service Centres (FAM@FSC) and social service offices (SSO)*



Legend:

- Care Corner Family Service Centre
- Our Tampines Hub (OTH)/Family Nexus @ OTH
- Religious Organisations
- Anchor Operator Preschools (AOP)
- Other FFLC Partners

**Not exhaustive*



Many community partners-engaging families in Tampines

Tampines

A family-friendly town

1 Work with Tampines grassroots' events, People's Association & ground engagements to reach out to families



2 Enhance social & health integration through Family Nexus@Our Tampines Hub (in collaboration with SingHealth)



3 Partner self-help and religious groups for family engagements with vernacular groups e.g. SINDA, M3, Masjid Darul Ghufuran



4 Leverage community partners' sites such as Tampines Regional Library for family bonding activities

5 Partner Enabling Services Hub and Active Agecing Centres in the neighbourhood for greater awareness of community care and support services for families of persons with disabilities and seniors.

- Legend:**
-  Care Corner Family Service Centre
 -  Our Tampines Hub (OTH)/Family Nexus @OTH
 -  Religious Organisations
 -  Anchor Operator Preschools (AOP)
 -  Other FFLC Partners





Partnership with Preschools to promote Family Values and parenting programmes

Tampines

A family-friendly town

6

- Dedicated talks and parenting programmes
- **Resource packages** to prechool teachers to bring family values into action in classrooms.
- Parent support groups facilitated by FFL Volunteers



Legend:

- Care Corner Family Service Centre
- Our Tampines Hub (OTH)/Family Nexus @OTH
- Religious Organisations
- Anchor Operator Preschools (AOP)
- Other FFLC Partners

Co-deliver target programmes at easily-accessible community venues within Tampines



Robust support by volunteer leaders & volunteers

Tampines

A family-friendly town

Each town has their own FFL Volunteer Leaders who are supported by a network of volunteers


- ✓ Organise parents' group meetup at Our Tampines Hub in Tampines to network with each other
- ✓ Update upcoming family-centric programmes and events in Telegram chat regularly



Legend:

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Soon-to-wed/newly wed couple attends marriage preparation programme by Care Corner Singapore, completes self-assessment on marital health and receives marriage mentoring

Seek support and access child and maternal health services and parenting resources through Family Nexus@OTH
(childhood development screening, dental care, sign up for FFL programmes etc.)



- Attend parenting and marriage enrichment programmes delivered by Care Corner Singapore and workshops by Families for Life's partners
- Meet other ~1.5k parents in Tampines through Telegram chat-groups and parent group meetups
- Refer to Fam@FSC or SSOs for more support on family & financial issues



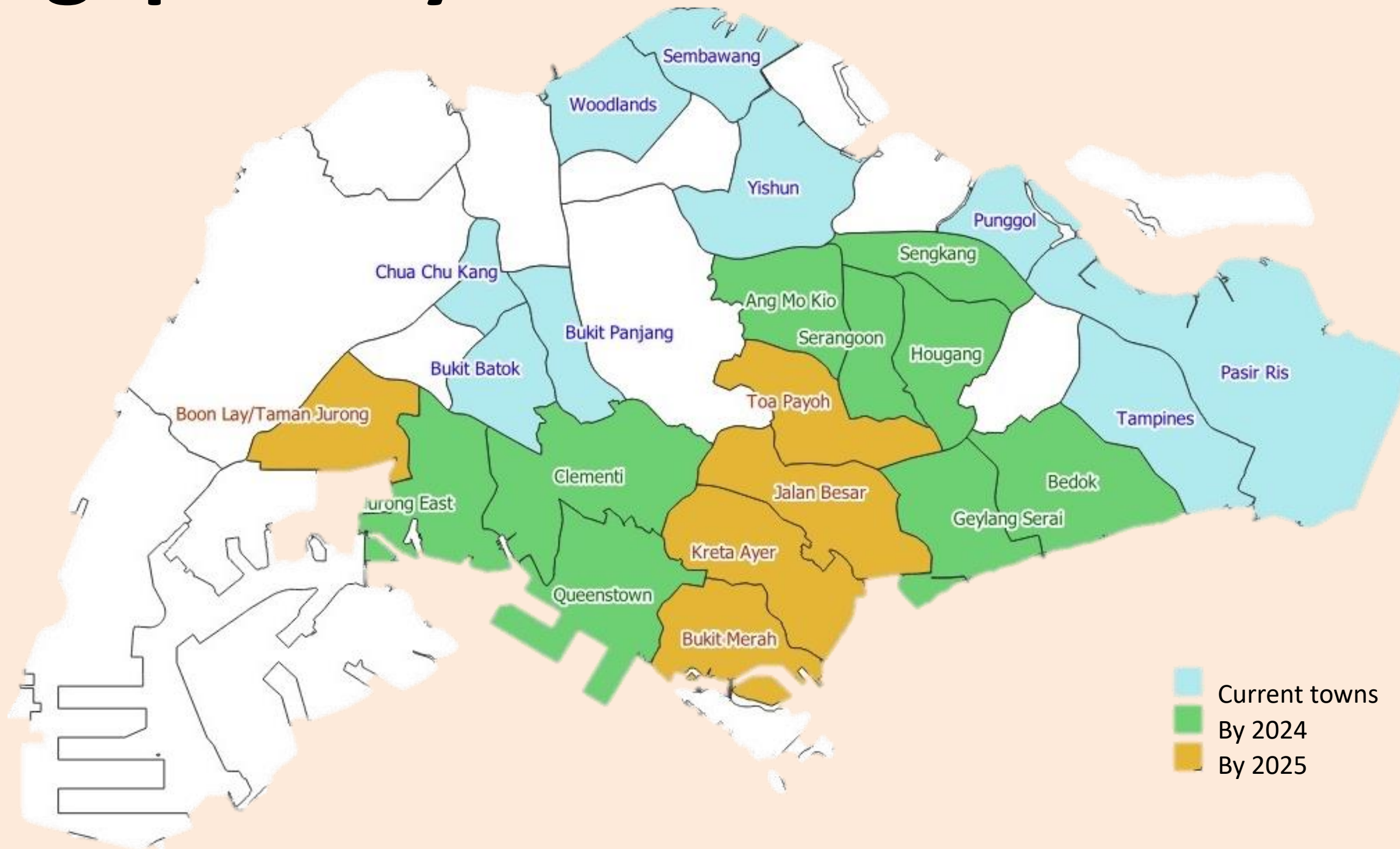
Attends family bonding events & family education workshops/talks in Tampines
incl local events organised in conjunction with national campaigns (National Family Festival, Celebrating Our Grands, I Still Do)

Supporting Families across the life stages within their local community



*Not exhaustive

Families for Life@Community will be expanded to all 24 towns across Singapore by 2025



Vision

- Families will be well-supported within their local community
- Easily accessible resources
- Robust network of support



THANK YOU

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