



MEDIA RELEASE

FAMILIES FOR LIFE LAUNCHES NEXT PHASE OF ITS #ICHOOSFAMILYTIME CAMPAIGN

*Upcoming initiatives aim to get families talking about family time
and making deliberate efforts to prioritise family time*

SINGAPORE, 18 May 2016 – The Families for Life (FFL) Council announces the next phase of its #IChooseFamilyTime campaign today. The next phase of the campaign will see the launch of its new series of FFL picnics at the Families for Life Celebrations (FFLC) on 29 May 2016, together with expanded public engagement platforms that promises to get Singaporeans thinking and talking about what is quintessentially unique about family time and being a family in Singapore.

A recent “Family Bonds” survey commissioned by the Families for Life Council found that more than 90% of Singaporeans perceived ‘having family meals together’ and ‘celebrating family occasions’ to be most conducive in enhancing family life. The finding underscores the strategic role of FFL’s highly anticipated picnic series that is set to return on a larger scale to celebrate family occasions such as Fathers’ Day and Grandparents’ Day at different parts of Singapore. The first edition will be held at FFLC, on the weekend of “Eat with Your Family Day”, in conjunction with Car-Free Sunday SG at the Civic District. With Mr Tan Chuan-Jin, Minister of Social and Family Development, as Guest-of-Honour, the keynote event will comprise a variety of family-friendly activities including the Families for Life Walk, a specially catered Breakfast Picnic at Empress Lawn and an evening “Drive-in” Movie Screening cum Picnic to encourage families to have fun bonding together. More details of the event can be found in **Annex A**.

FFL will also be stepping up its engagement activities with families in Singapore. While it currently provides avenues to enrich family time such as through Marriage Convention and Singapore Parenting Congress, it aims to deepen its engagements with families, particularly through its social media platforms. In fact, more than 40% of the “Family Bonds” survey respondents felt engaging in online activities together helped enhance family life. In the first of such engagement, FFL will be organising its first ever “Facebook Live” chat session on 27 May 2016. Mr Tan Chuan-Jin, Minister of Social and Family Development, together with special guests and panellists from different walks of life including popular bloggers and senior corporate executives, will engage the online community and share their personal experiences on the topic of family time. More information on the “Facebook Live” session will be shared on the Families for Life website at a later date.

FFL Council Chairman, Mr Ching Wei Hong said, “While the work at FFL evolves each year, it is consistently driven by the Council’s belief that quality family time is necessary in building strong families. Our initiatives in the last year have largely centered on providing families a reason to spend meaningful time together. These have been well received by corporations and the public alike. However, we recognise that a myriad of factors can affect family time. This comes from the intrusion of the latest technology and gadgets, to the ubiquitous availability of social media and work-centric culture for some.¹”

¹ FFL commissioned a survey polling 700 respondents on their attitudes towards family time. A summary of key findings can be found in Annex B.



Over the past year, FFL has reached out to over 50,000 participants to promote family time through various initiatives. The popular FFL picnics attracted over 22,000 participants and over 40 companies have come on board for its FAMILY 365 talks at workplaces and communities. FFL also actively engaged Singaporeans in conversations through social media and its website with a full suite of useful content for families.

“The Council endeavours to provide as many platforms and activities as possible for families to spend time together, and we have organised an exciting 2016 line-up to help them achieve this. However, this means Singaporeans need to make conscious efforts to sacrifice their usual “screen time” on their smartphones, laptops, TVs, and spend quality “face time” with their families away from all of these distractions,” said Mrs Claire Nazar, Families for Life Council Member. “If they can make the conscious decision to do this on a regular basis, they may find that they do have the time to bond with their families on a meaningful basis after all.”

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About Families for Life

Families for Life’s vision is to build strong and resilient families because that makes for stronger communities and better individual well-being.

We Listen. We listen to the issues that Singaporean families are facing.

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.

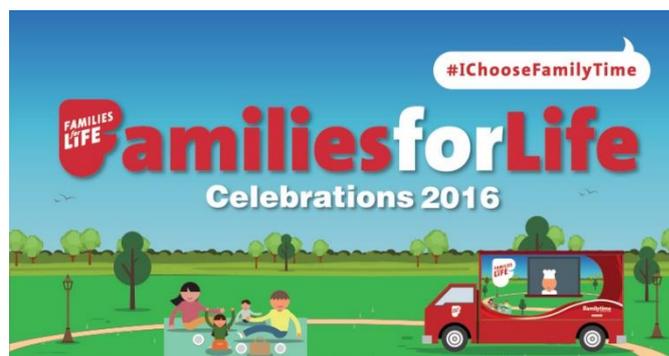
The Council is chaired by Ching Wei Hong, Chief Operating Officer of OCBC Bank. Visit us at www.familiesforlife.sg.



Families for Life Celebrations 2016

Families for Life will be kicking off the first in a year-long series of picnics with our Celebrations at the Civic District, held in conjunction with Car-Free Sunday SG on 29 May 2016. Come with your family and join us for a day of fun-filled activities!

Registrants can receive a Families for Life goodie bag (per family) and get a chance at our "sure-win" lucky dip – we are giving away prizes worth a total of \$30,000. Stand to win family staycations, premium Families for Life picnic bags, a set of special edition Families for Life NETS FlashPay cards with preloaded value and many more!



For more information, visit www.familiesforlife.sg.

Social Media Contests

Look out for the Families for Life Celebrations 2016 **#IChooseFamilyTime** Contest on Families for Life Facebook. You can participate in up to 5 categories and stand to win \$100 shopping vouchers and premium Families for Life picnic bags.

Like us on Facebook <https://www.facebook.com/familiesforlife.sg> to find out more!

Programming for Families

FOR THE ACTIVE FAMILY		
Get Active With Families for Life	Location	Timing
Families for Life Walk <ul style="list-style-type: none"> • Flag off in front of the National Gallery, by Minister for Social and Family Development, Mr Tan Chuan-Jin • 1.5km walk along St Andrews’ Road, Stamford Road, Esplanade Drive and Fullerton Road • Free umbrella-hats giveaway before the walk from 7am to 7.30am • The ‘Largest Family Contingent’ and ‘Best Dressed Family’ winners will stand to receive \$500 worth of dining vouchers! 	St Andrew’s Road	7.30am – 8.00am
Fitness Party <ul style="list-style-type: none"> • Get Active with Families for Life, HPB & SportSG! Come and sweat it out with family-friendly workouts like BollyDaZz®, Workout by iFit and Zumba, which are great ways to bond with your family and extended family! 	Empress Lawn	7.30am – 10.00am



<p>SportSG Record Setting Basketball Challenge</p> <ul style="list-style-type: none"> Join SportSG Record Setting Basketball Challenge and be part of the Singapore Book of Records for the “Most Number of People Bouncing Basketballs Together”. You’ll not only walk away with a memory of a lifetime, you’ll also receive an exclusive event T-shirt and size 5 ActiveSG Basketball. Pre-registration is required. 	<p>Connaught Drive</p>	<p>8.30am – 10.00am</p>
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FOR THE FOODIE FAMILY		
Programme	Location	Timing
<p>Breakfast Picnic @ Empress Lawn</p> <ul style="list-style-type: none"> Pack your favourite family breakfast picnic food and spread your picnic mat! Free Families for Life Goodie Bags Giveaway with Picnic mats and Frisbees (<i>while stocks last</i>) Local hawker delights such as prata, satay, chwee kueh and many more Milo Van - Come grab your free MILO beverage and be energised throughout the day 	<p>Empress Lawn</p>	<p>8.00am – 10.30am</p>
<ul style="list-style-type: none"> Food Trucks @ Connaught Drive - Enjoy a wide array of delectable offerings from The Travelling C.O.W, Coffee Bandits and Mr Bean 	<p>Connaught Drive</p>	<p>7.30am onwards</p>

FOR THE CHILLAX FAMILY		
Chill out with Families for Life @ Empress Lawn	Location	Timing
<p>“Drive-in” Movie Screening cum Picnic</p> <ul style="list-style-type: none"> Make your unique family cardboard car to enjoy a “Drive-in” movie experience. Music performances by celebrity couple Alfred Sim and Tay Ke Wei Outdoor movie screening of “Night at the Museum: Secret of the Tomb” 	<p>Empress Lawn</p>	<p>5.00pm – 10.00pm</p>
<p>Family Portraits by Roving Photographers</p>	<p>Empress Lawn</p>	<p>All day</p>
<p>Bouncy Castles</p>	<p>Empress Lawn</p>	<p>All day</p>
<p>Donation Booth for Charity</p> <ul style="list-style-type: none"> With a donation of \$10, you will receive a 	<p>Empress Lawn</p>	<p>All day</p>



Families for Life picnic bag and a Sharity Elephant keychain. (All donations will go to Community Chest).		
Roving Entertainers	Empress Lawn	All day
Chill out @ Esplanade Park <ul style="list-style-type: none"> • Free & Easy Picnic • Families for Life Picnic Mats Giveaway • Families for Life Bouncy Castles • Kids' Zone – Family Activities • Busking 	Esplanade Park	All day

FOR THE ARTS & CULTURAL FAMILY

Indoor arts & cultural programme <ul style="list-style-type: none"> • Victoria Concert Hall • National Gallery Singapore • Esplanade – Theatres by the Bay • The Fullerton Heritage Gallery, The Fullerton Hotel Singapore • The Arts House 	Civic District	Various timings
Self-guided Arts & Cultural Walking trails <ul style="list-style-type: none"> • Public Art Walking Trail • Jubilee Walk • Civic District Tree Trail • Monument Trail 	Civic District	Various timings



Families for Life's Family Bonds Survey

The Families for Life (FFL) Council conducted Singapore's first ever Family Bonds Survey from January to March 2016 to understand Singaporeans' perceptions on family and family time, and their stresses and needs at different life stages.

Key Findings

Amount of time spent with family

- Approximately half of all respondents spent more than 36 hours with their immediate family a week, while
- 1 in 10 spent 6 hours or less with their immediate families in a week.
- However, 50% of respondents spent 2 hours or less each week with their extended families.
- Only 3% spent 36 hours or more per week with their extended families.

The most popular family activities among respondents

- 96% liked to have family meals together
- 95% celebrated family occasions together
- 94% preferred to have heart-to-heart talks
- 91% went on family vacations
- 81% liked going for free family events and activities
- Other popular activities included visiting local attractions together; going shopping as a family; chatting on group chat (mobile phone apps); watching movies/performances together, playing sports and exercising together and going for seminars/talks.

Key Priorities for Singaporeans

- Family: 92% considered family as one of the top three priorities
- Health: 80%
- Financial Stability: 78%

State of relationship and communication between family members

Respondents were largely satisfied with their family life on the whole:

- 99% felt they have a good relationship with their children.
- 97% felt their family lends support to each other readily.
- 97% have a strong emotional connection to their family.
- 96% felt satisfied with their family life.
- 95% think their family members communicate openly and honestly.
- A slightly lower percentage, 91% felt they spend sufficient quality time with their family.

Barriers to spending time with family members

Some reasons why respondents do not feel they spend sufficient quality time with their family:

- 50% revealed that their long working hours prevented them from spending more time with their family.
- 34% stated that other family members worked long hours as well.

FAMILY BONDS SURVEY



FAMILIES
for
LIFE

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Key Findings

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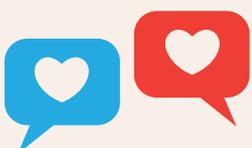
96%
LIKED TO HAVE FAMILY MEALS TOGETHER



MOST POPULAR
FAMILY ACTIVITIES



95%
CELEBRATED FAMILY OCCASIONS TOGETHER



94%
PREFERRED TO HAVE HEART-TO-HEART TALKS

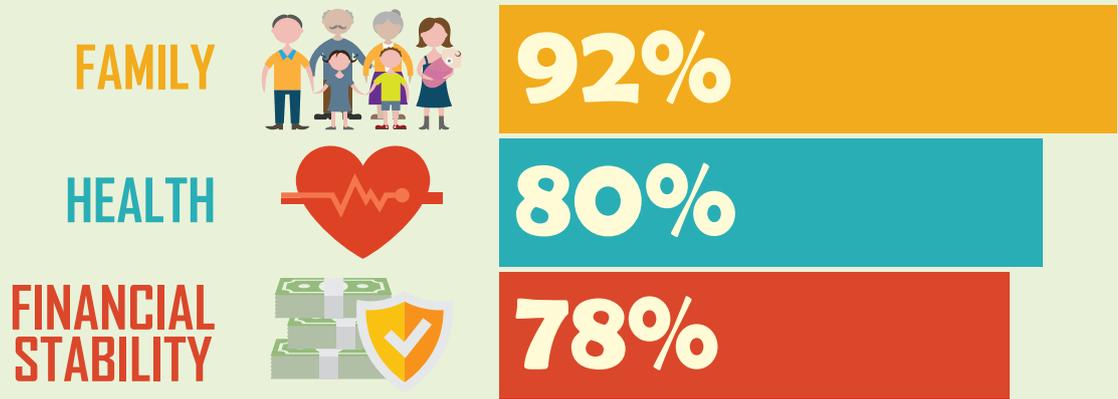


91%
WENT ON FAMILY VACATIONS

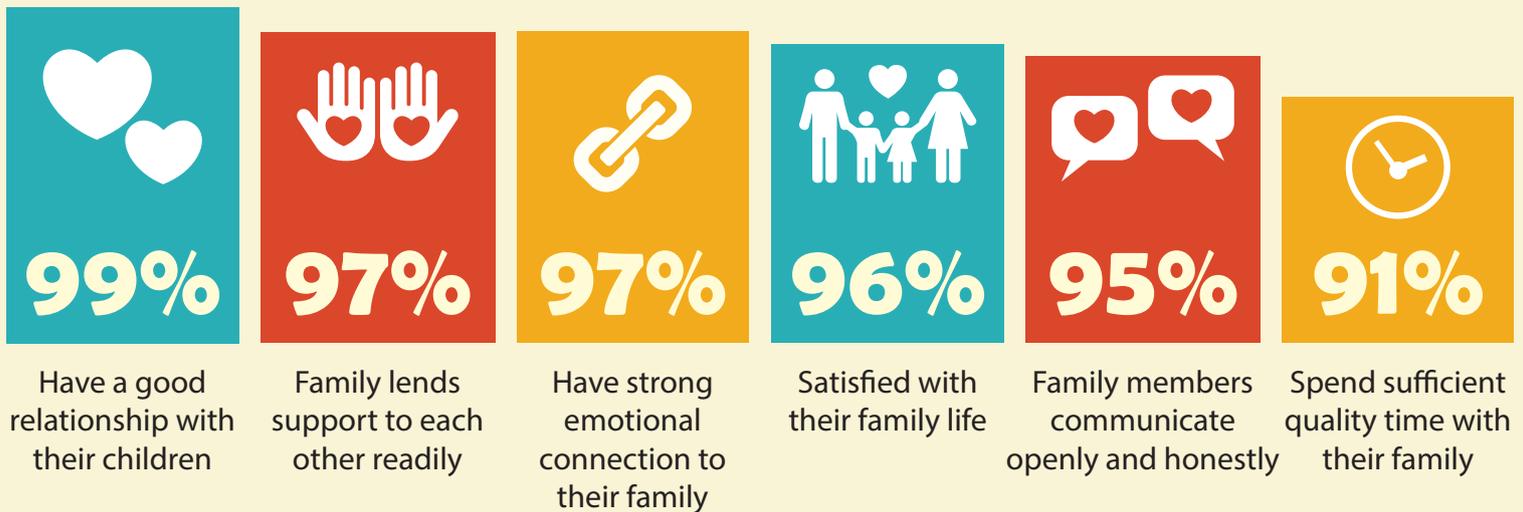


81%
LIKED GOING FOR FREE FAMILY EVENTS AND ACTIVITIES

KEY PRIORITIES FOR SINGAPOREANS



STATE OF RELATIONSHIP AND COMMUNICATION BETWEEN FAMILY MEMBERS



BARRIERS TO SPENDING TIME WITH FAMILY MEMBERS



50% of respondents revealed that their long working hours prevented them from spending more time with their family



34% stated that other family members worked long hours as well

*For those who do not feel that they spend sufficient time with their family

#IChooseFamilyTime

The Family Bonds Survey was conducted from January to March 2016 with more than 700 respondents. The methodology includes door-to-door, online and focus group discussions.