



MEDIA RELEASE

FAMILIES FOR LIFE COUNCIL CALLS ON FAMILIES TO “SHARE-THE-CARE”

1 The Families for Life (FFL) Council has initiated a “Share-the-Care” movement as part of the #SGUnited efforts, to encourage families to bond with one another and other families in showing support for our community’s unsung heroes.

2 Together with People’s Association (PA), Dads for Life (DFL), Mums for Life (MFL) and the National Library Board (NLB), FFL has put together a special “Share-the-Care” basket containing an assortment of games and activities for families to do together at home.

3 One of the activities is for families to make a simple FFL Share-the-Care red ribbon, which families can give personally to everyday unsung heroes in their community to show their appreciation. These include those who keep our community clean and safe or those who help us go about our lives normally such as the cleaners in our estates, bus drivers, school bus drivers and so forth. Families who receive the baskets can also “Share-the-Care” forward, by filling the baskets with their own care items and gifting them to these heroes in our community or to families who may need them.

4 In support for this family initiative, Minister for Social and Family Development Mr Desmond Lee joined family volunteers from FFL, DFL, MFL and PA’s Family Life Champions, to pack the “Share-the-Care” baskets. Some of these hand-packed baskets were then distributed to families who are keen to adopt the baskets.

5 Said Minister Lee, “This “Share-the-Care” initiative is a meaningful one, especially at times like this during COVID-19. When families rally together, it is a recognition that no one is alone in this fight against the virus. Families can play a big part to bring our country through these uncertain times, together. When we are able to look beyond their own needs and care for others, only then will we truly be able to overcome any challenges. I hope many families will come forward and be part of SG United.”

6 Said FFL Council Chairman, Mr Ishak Ismail, “We hope this initiative uplifts our spirits as families rally around FFL Share-the-Care. Through our FFL Share-the-Care baskets, we hope families can engage in meaningful activities together. We especially hope parents will help their children make the FFL Share-the-Care red ribbons, and be with them when they gift these ribbons to our unsung heroes in the community who are working tirelessly to keep our environments clean and safe during this time.”



7 Families who are interested in adopting a basket can find out more at go.gov.sg/fflsharethecaresg. Families are also encouraged to post photos showing how they are bonding creatively during this time, and how they “Share-the-Care” with the hashtags **#FFLSHARETHECARE** and **#SGUNITED**.

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About Families for Life Council

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 Singapore 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 Mr Ishak Ismail, Regional Director (Asia) of BAE Systems Hägglunds AB. For more information, visit www.familiesforlife.sg

About SG United

SG United is a rallying call to all Singaporeans to work together, and be confident that we will overcome the challenges arising from the COVID-19 virus. Let us be socially responsible, to keep ourselves and others around us healthy. Let us speak up for hope and care, and stand against the negative. Let us care for and support one another, and appreciate the people who are keeping us safe.

About People’s Association

The People’s Association (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community programmes and volunteering opportunities for Singaporeans from all walks of life. Our network includes more than 1,800 grassroots organisations (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and PASSion WaVe outlets. More information at www.pa.gov.sg.



About DADS for Life

DADs for Life seeks to inspire and mobilise fathers to become more involved with and a good influence to their children by being aware of the importance of a father's role; committing to being good fathers and role models to their children as well as spending time, acquiring tools and bringing transformation to lives. Under the DADs for Life umbrella are initiatives such as Dads@School Forum, Back to School with Dad, Eat With Your Family Day and Celebrating Fathers – to encourage fathers to spend time with their families and create a culture that promotes active fathering.

About MUMS for Life

MUMs for Life is a ground-up movement to celebrate a mum's unique identity as a woman, daughter, wife & mother. The movement aims to unite fellow mothers and mothers-to-be in embracing a mum's identity and role, so that every mum can better fulfil the 24/7 calling of nurturing the precious lives entrusted to her. Our key partner is DADs for Life because we believe that mums and dads play irreplaceable and complementary roles in parenting together.

About National Library Board

The National Library Board (NLB) nurtures Readers for Life, Learning Communities and a Knowledgeable Nation by promoting reading, learning and history through its network of 26 public libraries, the National Library and the National Archives of Singapore. NLB also forges strategic partnerships that encourage awareness, appreciation and greater discovery of Singapore's history through its rich collections on Singapore and the region.

NLB achieves excellence through innovation, focusing on citizen engagement and co-creation, resource and digital innovation. This creates learning opportunities, greater access to library resources, services and archival collections, as well as a continual development of innovative library spaces. Established on 1 September 1995 as a statutory board, NLB is under the Ministry of Communications and Information (MCI). For more information, please visit www.nlb.gov.sg, Facebook and YouTube.

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Annex A

Information on “Share-the-Care” basket



The “Share-the-Care” basket contains the following games and craft activities for family bonding:

- Families for Life (FFL) – FFL Council Chairman’s note to families, DIY materials for the FFL Share-the-Care red ribbons, traditional games (five stones, paper ball), FFL Tote Bag
- MSF Baby Bonus Parenting Resources – Fingerprinting kit, reading and rhyme cards
- Dads for Life - “Knowing Me, Knowing You” family card game, a note to Fathers and Mothers
- People’s Association - Playdate kit, containing 7 family games and activities
- National Library Board - Reading interest profiling toolkit for parent-child bonding



Annex B

Photo of the FFL Share-the-Care red ribbon

