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MEDIA RELEASE

YEAR OF CELEBRATING SG FAMILIES KICKS OFF WITH LAUNCH OF NEW FAMILYTREES INITIATIVE FOR FAMILIES TO CREATE A LEGACY TOGETHER

- *The Year of Celebrating SG Families is officially launched with the FamilyTrees event.*
- *It is a joint initiative by Families for Life and the National Parks Board, as part of the YCF and the OneMillionTrees movement.*
- *Families can plant a tree to commemorate the birth of their baby, within three years of their baby's birth date.*



SINGAPORE, 12 March 2022 – The **Year of Celebrating SG Families (YCF)** was officially launched through **FamilyTrees** – a new initiative jointly presented by Families for Life (FFL) and the National Parks Board (NParks). FamilyTrees provides parents with the opportunity to commemorate the birth of their baby by planting a tree. It aptly signifies what the YCF logo projects – strong families with the deep-rooted bonds.

2. The launch event, held at East Coast Park's Coastal PlayGrove, was co-hosted by Minister for National Development Desmond Lee and Chairman of FFL Council Ishak Ismail, and attended by Guest-of-Honour Minister for Social and Family Development Masagos Zulkifli. Together with ten families, both Ministers and Mr Ishak officially kicked off the Year of Celebrating SG Families with the planting of ten 'Family Trees' to celebrate and mark this significant milestone for the families.

3. FamilyTrees provides Singaporean families the opportunity to commemorate their baby's birth by planting a tree, within 3 years of their baby's birth. After planting the tree, families will also receive a commemorative FamilyTrees e-certificate. FamilyTrees is part of the OneMillionTrees movement, a nationwide effort to plant a million more trees across Singapore by 2030 as Singapore transforms into a City in Nature.

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4. Minister for Social and Family Development Mr. Masagos Zulkifli said: “Our family is a crucial pillar of support as we navigate our life journey. Across the seasons, family keeps us rooted to our identity, and grounds us so we can overcome challenges. Families in Singapore are strong, which has been demonstrated by how they have navigated the uncertainties of the pandemic over the past two years. Thus, MSF has designated 2022 as the Year of Celebrating Sg Families. I am pleased to kick off YCF with FamilyTrees, a joint initiative by Families for Life and NParks. Just like a strong tree has many different parts to buttress it, all of us whether as children, spouses, parents, grandparents or extended family have a part to play to strengthen our family. This is why we’ve used the symbol of a tree in our newly-launched YCF logo, which signifies the values of strength, stability, rootedness, and the generations that comprise within a family. Each of the 4 leaves represents the important family values of love, care and concern, commitment, and respect which we all hold dearly in our hearts. Just as a strong tree needs good soil and good weather to flourish, we as employers and as a community must create a supportive and nurturing environment for families to thrive. I invite everyone to honour our families and join in YCF!”

5. Mr. Desmond Lee, Minister for National Development and Minister-in-Charge of Social Services Integration said: “The FamilyTrees initiative is part of the OneMillionTrees movement. We want to encourage families and communities to come together not only to plant trees, but to forge closer bonds through this shared experience. Tree planting is instrumental in our push towards becoming a City in Nature. It restores and enhances our natural habitats, allows Singaporeans to connect with nature, provides Singaporeans with greater access to the benefits of nature on their health and well-being. By planting trees together, families can leave a lasting legacy of a highly liveable, greener and more sustainable Singapore for their children and grandchildren.”

6. Mr. Ishak Ismail, Chairman of FFL, said: “It is important to build resilient families as they are the building blocks of Singapore society. We are extremely pleased to partner NParks in this meaningful initiative that marks an important milestone for a family – the birth of a baby. As they track the growth of their family tree over the years, we hope this will be a treasured memory that inspires families to create more shared memories together and to deepen their family roots.”

7. Eligible families can register for tree-planting events under FamilyTrees, and track the growth of the tree alongside their baby’s growth via NParks’ TreesSG website, <https://www.nparks.gov.sg/treesg>. **Please refer to Annex E for more information on the Family Trees eligibility criteria and registration details.**

8. Beyond FamilyTrees, families can also look forward to interesting activities that have been lined up by YCF and its partners throughout the year to promote greater family interaction

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and strengthen family bonds. For more information about the Year of Celebrating SG Families and how to join the movement, please visit go.gov.sg/celebratingsgfamilies.

- End -

About YCF

YCF is led by the Families for Life (FFL) Council with support from the Ministry of Social and Family Development and the Alliance for Action to Strengthen Marriages and Family Relationships (AFAM). It is a whole-of-society movement which celebrates the importance of our families. The YCF logo is based on the design of a tree, and celebrates the deep-rooted bonds that families in Singapore enjoy. Presented in the shape of a person with arms outstretched and feet on the ground; the tree signifies the values of strength, stability, rootedness, and the generations that comprise a family. The deep roots represent strong foundations that children need to grow up with. The leaves are in vibrant and colourful hues; each representing the four family values of love, care and concern, commitment, and respect; and highlighting the unyielding shade, protection and care that families provide. Generations to come will continue to enjoy its shade, flowers, and fruits for sustenance. **Please refer to Annex A for more information.**

About Families for Life

The Families for Life (FFL) Movement aims to building strong and resilient families. The FFL Movement rallies like-minded individuals, families and organisations to strengthen family bonds through large-scale events, national celebrations and online digital campaigns.

FFL365 offers a suite of complementary evidence-based parenting and marriage programmes while FFL Parenting is an online repository of localised, research-backed parenting resources. FFL also runs Parent Support Groups, particularly for those with preschool children. FFL@Community brings all these offerings to local communities.

Visit <https://familiesforlife.sg> for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities as FFL volunteers.

About National Parks Board (NParks)

The National Parks Board (NParks) is responsible for enhancing and managing the urban ecosystems of our City in Nature. We are the lead agency for greenery, biodiversity conservation, and wildlife and animal health, welfare, and management. We are also working closely with the community to enhance the quality of our living environment.

NParks manages some 400 parks, 3,347 hectares of nature reserves, the Singapore Botanic Gardens, Pulau Ubin and the Sisters' Islands Marine Park. Adding to this is the extensive network of Nature Ways, and the over 300 km Park Connector Network that links major parks,

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nature areas and residential estates island-wide. Every year, we run over 3,500 educational and outreach programmes across our various green spaces.

NParks has developed an urban biodiversity conservation model, which aims to conserve representative ecosystems in land-scarce Singapore. NParks also monitors and coordinates measures to enhance the presence of biodiversity in our urban landscape.

NParks is working closely with partners in the landscape, horticulture, veterinary and animal sectors to increase productivity, and provide training for all levels of the workforce. Enhancing competencies of the industry will support Singapore's vision of being a City in Nature.

For more information, visit www.nparks.gov.sg and www.facebook.com/nparksbuzz.

About the OneMillionTrees movement

The OneMillionTrees movement is a key component of efforts to further extend nature into our urban landscape as we transform into a City in Nature. It aims to redouble Singapore's efforts to green its urban infrastructure on an unprecedented scale, to achieve the vision of making Singapore a City in Nature. As the lead agency for greenery in Singapore, NParks will work with the community to carry out the OneMillionTrees movement to plant a million more trees across Singapore by 2030. This will take place throughout the island, including streetscapes, gardens, parks and park connectors, nature reserves and nature parks by 2030. For more information, visit <https://www.nparks.gov.sg/treesq>.

Since the launch of the OneMillionTrees movement in April 2020, over 330,000 trees have been planted across Singapore to date, with the help of over 31,000 members of the community.

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ANNEX A

Year of Celebrating SG Families

YCF Media Release

2022 DEDICATED AS YEAR OF CELEBRATING SG FAMILIES

- Year of Celebrating SG Families (YCF) will kick off with the FamilyTrees initiative
- Highlights include: celebratory events, roll out of family values resources, regional conference, and Celebrating SG Families Plan
 - National Family Week will be held from 4 to 12 June 2022
- Families for Life @ Community (FFLC) will be rolled out to more regions from 2022
- Strengthening Families Programme@Family Service Centre (FAM@FSC) will be scaled up to 10 FAM@FSC centres, up from five today, by end 2022

Strong families are the bedrock of our society – they are crucial in developing resilient individuals and building up a caring society. Even as household structures shift, families remain a strong pillar of support for Singaporeans¹, especially during the COVID-19 pandemic. Against this backdrop, the Ministry of Social and Family Development (MSF) has dedicated 2022 as the **Year of Celebrating SG Families (YCF)**.

2. Led by the Families for Life (FLL) Council with support from the Alliance for Action to Strengthen Marriages and Family Relationships² (AFAM), the YCF is a whole-of-society movement which celebrates the importance of our families. Throughout the year, the movement will see collaborations involving government agencies, corporates (such as Gardens by the Bay), community partners (such as Centre for Fathering, CDAC, Muis, MENDAKI, MESRA and SINDA) and individuals.

3. Minister for Social and Family Development Masagos Zulkifli said: “Families play an important role in our lives, and this was evident during the pandemic when families rallied to overcome the challenges that came their way. With strong support from our families, each of us is empowered to pursue our aspirations. We want to journey alongside families – to strengthen family bonds; and for all of us to collectively prioritise our family. The Year of Celebrating SG Families is a whole-of-society movement, and we encourage the people, public and private sectors to join us in celebrating families and nurturing a family-friendly ecosystem.”

¹ MSF's 2019 Social Attitudes of Singaporeans (SAS) show that 93% of Singaporeans aged 15 years old and above reported that they have close-knit families. The majority also reported that they would provide emotional (97%), physical (97%) and financial (92%) support if their family members needed it.

² The Alliance for Action to Strengthen Marriages and Families Relationships (AFAM) was launched by Minister of State Sun Xueling on 4 August 2021, and brings together stakeholders, community partners and Singaporeans together to co-create solutions and implement them to strengthen marriages and families. (<https://www.msf.gov.sg/media-room/Pages/Launch-Of-Alliance-To-Strengthen-Marriages-And-Family-Relationships.aspx>). Please refer to **Annex C** for more information on AFAM.



Celebrating SG Families and spotlighting our family values

4. YCF will kick off on 12 March 2022, with the launch of the **FamilyTrees** initiative – a collaboration between NParks and the FFL to celebrate our strong, inter-generational family bonds. The event will see parents commemorating the birth of their baby by planting a tree, which will serve as a reminder of the role that families play in our lives through the seasons. This will be an ongoing initiative for every baby, even after YCF.

5. YCF will also see the introduction of a **National Family Week (NFW)** in the month of June (4-12 June 2022), an annual event to celebrate and reiterate the importance of family bonding. The FFL and its partners will be curating an exciting line-up of events and promotions to bring families together for a week-long celebration. Featuring a family carnival with fun-filled activities and performances, families can look to sign up for evidence-based marriage, parenting programmes and interactive parent-child workshops. The NFW will also see the launch of FFL's family values resources and its new mascot, Becky Bunny, which embodies the core family values of love, care and concern, commitment and respect. These resources will be progressively rolled out in the community through visits by Becky Bunny to community events and through various FFL collaterals. YCF will also see the launch of a new family zone at Gardens by the Bay in the later part of 2022.

6. Come November 2022, MSF, together with the Social Work Department of the National University of Singapore and the Consortium of Institutes on Family in the Asian Region (CIFA), will co-host the **CIFA Regional Symposium & MSF Asian Family Conference 2022**. Riding on the theme of "Empowering Asian Families: Embracing Challenges & Building a Better Future", the Conference aims to bring together policymakers, practitioners and academics from Asia to discuss emerging trends, policies and practices in supporting and strengthening Asian families.

7. Through YCF, we encourage everyone to build positive relationships with immediate and extended families by putting the family values in action. Families can look forward to a slew of family-friendly events and programmes, as well as a curated playlist of family-themed videos produced by the private and public sector over the years, which showcase the importance of our families as a source of strength and support in our lives. FFL's other annual mainstays include My Family Weekend and Celebrating Our Grands, and special occasions such as Mother's Day and Father's Day.

8. "Our family is important because it is our haven to rely on in time of need. For many of us, it is our family we turn to first for help when faced with setbacks. Everyone plays a part in recognising the value of families. I hope the movement will encourage individuals to take personal responsibility to nurture and build strong and vibrant family bonds. I welcome all, including corporates and community partners, to join in this celebration. In addition, as



the Champion of the AFAM's Focal Area 1: FAM Connections³, I look forward to forging synergies between the efforts under the AFAM and YCF to better support our families," said Mr Ishak Ismail, Chairman of the Families for Life (FFL) Council.

Strengthening the family-friendly ecosystem

9. YCF builds upon existing efforts by MSF to support all families across their life journey through various marriage and parenting programmes, as well as upstream intervention for families who are facing challenges. YCF will see continued holistic efforts, via FFL and our partners, to build a strong ecosystem that is supportive of families – from families requiring help to meet their basic needs, to provide a good start for their children or care for their family members, to those who desire to improve their family relationships. The AFAM will complement those efforts through its six focal areas and involve corporate, community and philanthropic partners. It will increase awareness and adoption of family-friendly practices, enhance upstream support for newly-weds and parents of young children, work with community partners to develop initiatives for single parents and vulnerable families, and work with religious organisations.

10. To strengthen support for marriages, MSF piloted the **Journey with You (JOY)** initiative in December 2021. MSF will also continue to work with our partner agencies and couples such as through the Registry of Muslim Marriages' **Bersamamu** Programme. Both programmes bring marriage solemnisers across civil and Muslim marriages, respectively, to walk alongside newly-wed couples and mentor them in adjusting to this major transition in life. Please refer to **Annex B** for more information on these initiatives.

11. MSF will support FFL to make marriage, parenting and grandparenting programmes more accessible in the community; and facilitate the formation of locale-based parents' support groups. These offerings, branded as the **Families for Life @ Community (or FFLC)**, were piloted in Choa Chu Kang and Nee Soon Central towns in 2021 and over 2,000 families participated. FFLC will progressively be expanded to more towns.

12. MSF will also provide upstream intervention and support via the **Strengthening Families Programme@Family Service Centre (or FAM@FSC)**⁴. FAM@FSCs provide a safe and confidential space for families facing relationship problems to reach out for professional help, and build resilience in families. MSF will increase the number of

³ Refer to Annex C for details on the AFAM's Focal Area 1: FAM Connections

⁴ FAM@FSC was launched on 9 November 2021 (<https://www.msf.gov.sg/media-room/Pages/Launch-Of-Strengthening-Families-Programme-At-Family-Service-Centre.aspx>)

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FAM@FSC centres to 10, up from five today, by end 2022. Please refer to **Annex B** for more information on these initiatives.

13. Under the auspices of YCF, MSF will also engage with the public and stakeholders via the AFAM members' network and their partners, to explore how we can strengthen families together as a society. This will culminate in the **Celebrating SG Families Plan**, which will set out our society's commitment and support for families.

14. For more information about the Year of Celebrating SG Families and how to join the movement, please refer to **go.gov.sg/celebratingsgfamilies**.

-End-

ANNEX B

About Families for Life

The Families for Life (FFL) Movement aims to building strong and resilient families. The FFL Movement rallies like-minded individuals, families and organisations to strengthen family bonds through large-scale events, national celebrations and online digital campaigns.

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Visit <https://familiesforlife.sg> for tips, resources and interesting family activities as well as a wide range of meaningful volunteering opportunities as FFL volunteers.

About Strengthening Families Programme@Family Service Centre (or FAM@FSC).

FAM@FSC brings together existing marriage and divorce support programmes and services, and introduces a new family counselling service for family relationship issues including marital, financial, parent-child issues, and ageing and extended families. Please visit www.msf.gov.sg/FAMatFSC for more information.

About Bersamamu

Bersamamu enables Muslim marriage solemnisers to journey alongside soon-to-be wed and newly married Muslim couples during their first two years of marriage, to inspire strong and stable Muslim marriages. Bersamamu celebrates its third anniversary this year. For more information on Bersamamu, please visit www.marriage.gov.sg.



About Journey with You (JOY)

JOY was piloted in December 2021 with 20 selected Licensed Solemnisers. Through JOY, MSF intends to create a Community of Practice for Licensed Solemnisers to share best practices while mentoring newlyweds in the first year of marriage.

ANNEX C

About AFAM - Alliance for Action to Strengthen Marriages and Family Relationships

AFAM - The Alliance for Action to Strengthen Marriages and Families Relationships was launched by Minister of State Sun Xueling on 4 August 2021, and brings together stakeholders, community partners and Singaporeans together to co-create solutions and implement them to strengthen marriages and families.

The AFAM has a bias for action and has started off with six focal areas (FAs):

Focal Areas (FAs)	Scope
FA1: FAM Connections	<ol style="list-style-type: none"> 1. Raise awareness and expand effectiveness and outreach of programmes that support marriages and families by partnering grassroots, corporates, community organisations and individuals.
FA2: Support for young couples	<ol style="list-style-type: none"> 1. Raise awareness and adoption of MSF's marriage preparation and enrichment programmes. Raise awareness and expand effectiveness and outreach of programmes that support marriages and families by partnering grassroots, corporates, community organisations and individuals. 2. Engage couples on intimate topics like fertility health.
FA3: Parenting Together	<ol style="list-style-type: none"> 1. Identify key trends and challenges faced in parent-child and grandparent-grandchild relationships. 2. Shape parenting values to prioritise the social and emotional well-being of children through experts-sharing sessions. 3. Raise awareness among parents of the availability of evidence-based parenting programmes and community resources.
FA4: Support for Single Parents	<ol style="list-style-type: none"> 1. Partner the community and support ground-up initiatives to enable single parents to work, care for and raise their families.



	<ol style="list-style-type: none"> 2. Review the gaps in current social support services for single parents and strengthen the support rendered.
FA5: Support for Families with Early Risks	<ol style="list-style-type: none"> 1. Collaborate with stakeholders and engage the community to strengthen support for families showing early signs of stress. 2. Increase awareness on building healthy and respectful relationships. 3. Provide support for families going through challenging life transitions (e.g. incarceration) and/or with strained relationships (e.g. family violence) 4. Work with the Workgroup for the Review of the Maintenance of Parents Act, to co-create recommendations to better meet the needs of vulnerable elderly and community.
FA6: Faith and Families	<ol style="list-style-type: none"> 1. Organise cross sharing of experiences by religious organisations on their efforts to strengthen marriages and families and highlight learning points from each other.

The six focal areas can be reviewed over time, sunseting once they have completed their key plans while allowing new areas to be added as necessary. In this way, the AFAM is geared to evolve organically, responding to different needs in response to pertinent marriage and family issues over time.

ANNEX D

Key Event Highlights* and YCF Resources

Date	Event
May	<ul style="list-style-type: none"> • Mother's Day
June	<ul style="list-style-type: none"> • National Family Week (4 – 12 June 2022) – featuring launch of FFL's Family Values and official mascot Becky Bunny • Father's Day • Eat With Your Family Day
July	<ul style="list-style-type: none"> • Launch of new family zone at Gardens by the Bay
August	<ul style="list-style-type: none"> • National Day Celebrations – featuring a joint FFL and People's Association contingent
September	<ul style="list-style-type: none"> • My Family Weekend • ParentWise Launch

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	<ul style="list-style-type: none"> • Early Childhood Development Agency's (ECDA) Start Small Dream Big (SSDB) • Eat With Your Family Day
October	<ul style="list-style-type: none"> • Celebrating Our Grands • Golden Jubilee Wedding Celebrations • Launch of YCF Stamps
November 2022	<ul style="list-style-type: none"> • CIFA Regional Symposium & MSF Asian Family Conference 2022 • Eat With Your Family Day

**Please refer to YCF webpage (go.gov.sg/celebratingsgfamilies) for the latest events calendar*

S/N	Date (2022)	YCF Resources	Details
1	October	YCF video - 'Family For Life'	Through slice-of-life storytelling, a young man navigates through challenges of a typical Singaporean family, as caregiver for an ageing parent and an elder sibling who is based overseas. The video aims to inspire young people to realise the importance of strong familial ties and feel the joy of starting their own families.
2	March to December	YCF video curation playlist	FFL has curated a series of short videos from both public and private sectors championing the importance of family. These videos will be shared on FFL's social media channels, Facebook and Instagram page on a bi-weekly basis.

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ANNEX E

Eligibility and Registration Details for Tree Planting Events under FamilyTrees

For families to qualify for tree planting under FamilyTrees –

- Either one or both parents of a baby must be Singapore Citizens to register for tree-planting under FamilyTrees.
- Families should have a child under 3 years of age, at the point of event registration. Upon giving birth, families with a baby will have a 3-year time frame to register for a tree planting opportunity under FamilyTrees, commencing from their baby's birth date.

Families are encouraged to sign up for monthly FamilyTrees tree-planting events⁵ that serve to bond and reinforce family ties while leaving a meaningful legacy for their children. During the tree planting activity, families will be guided through the tree planting process, and can also plot the planted tree in NParks' TreesSG online portal, <https://www.nparks.gov.sg/treessg> so that they can search and locate the tree in the future to create a lasting memory for the family. Participating families will also receive a commemorative FamilyTrees e-certificate after planting the tree.

A dedicated FamilyTrees section with a list of upcoming tree planting listings is available at the NParks' TreesSG website <https://www.nparks.gov.sg/treessg/one-million-trees-movement/familytrees>, where families can learn more about the FamilyTrees initiative and register for an upcoming event. Members of the public who are interested to play an active role in the greening of Singapore may also join the OneMillionTrees movement by registering their interest at <https://www.nparks.gov.sg/treessg/one-million-trees-movement>.

⁵ All activities will be carried out in accordance with prevailing safe distancing measures.



ANNEX F

Glossary of Translated Terms

English	Chinese	Malay	Tamil
Year of Celebrating SG Families	欢庆新加坡家庭年	Tahun Meraikan Keluarga SG	சிங்கைக் குடும்பங்களைக் கொண்டாடும் ஆண்டு
FamilyTrees	家族之树	Salasilah keluarga	குடும்ப மரங்கள்
Alliance for Action to Strengthen Marriages and Family Relationships (AFAM)	加强婚姻及家庭关系行动联盟	Perikatan untuk Bertindak bagi Mengukuhkan Perkahwinan dan Hubungan Keluarga	திருமணங்கள் மற்றும் குடும்ப உறவுகளை வலுப்படுத்த நடவடிக்கைக்கான கூட்டணி
Families for Life Council	凝聚家庭理事会	Majlis Keluarga untuk Seumur Hidup	வாழ்வுக்காகக் குடும்பங்கள் மன்றம்
Families for Life @ Community (FFLC)	凝聚家庭社区推广计划	Keluarga Sepanjang Hayat@Masyarakat	வாழ்வுக்காகக் குடும்பங்கள்@சமுதாயம்
Strengthening Families Programme@Family Service Centre	位于家庭服务中心的巩固家庭计划	Program Pembangunan Keluarga di Pusat Khidmat Keluarga	குடும்பச் சேவை நிலையத்தில் குடும்பங்களை வளப்படுத்தும் திட்டம்
Celebrating SG Families Plan	欢庆新加坡家庭计划	Pelan Meraikan Keluarga SG	சிங்கைக் குடும்பங்களைக் கொண்டாடும் திட்டம்
OneMillionTrees Movement	百万树木运动	Pergerakan Menanam Sejuta Pokok	ஒரு மில்லியன் மரம் நடும் இயக்கம்
City in Nature	大自然里的城市	Bandar dalam alam semulajadi	இயற்கையில் ஒரு நகரம்