



Singapore Healthcare Management 2018



National Neuroscience Institute
SingHealth

Bringing Care to the Community

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INTRODUCTION

There is a pressing need to raise awareness of the neurological conditions such as dementia, stroke, Parkinson's disease and brain tumours in a rapidly aging population in Singapore as the prevalence of such conditions increases with age.

In line with MOH's focus to shift care beyond the hospital to the community, National Neuroscience Institute (NNI) aims to provide optimal care with partners in the community, promote prevention and early detection of neurological diseases.

NNI Brain Awareness community event was organised to achieve these goals. It raised interest in and attention to neurological conditions through displays with easy-to-understand facts and highly interactive activities. With an increased awareness, families and the community can make informed decisions to get healthy and prevent the onset of neurological diseases.



Mass exercise sessions got people moving and showed them how to keep fit anywhere.

Free on-site screenings for dementia and Parkinson's disease made them accessible and convenient.



RESULTS

METHOD



Carnival-like roadshow reached out to everyone - young and old, in the heart of the community.



Health Education panels on NNI and neurological conditions, e.g. dementia and Parkinson's disease.



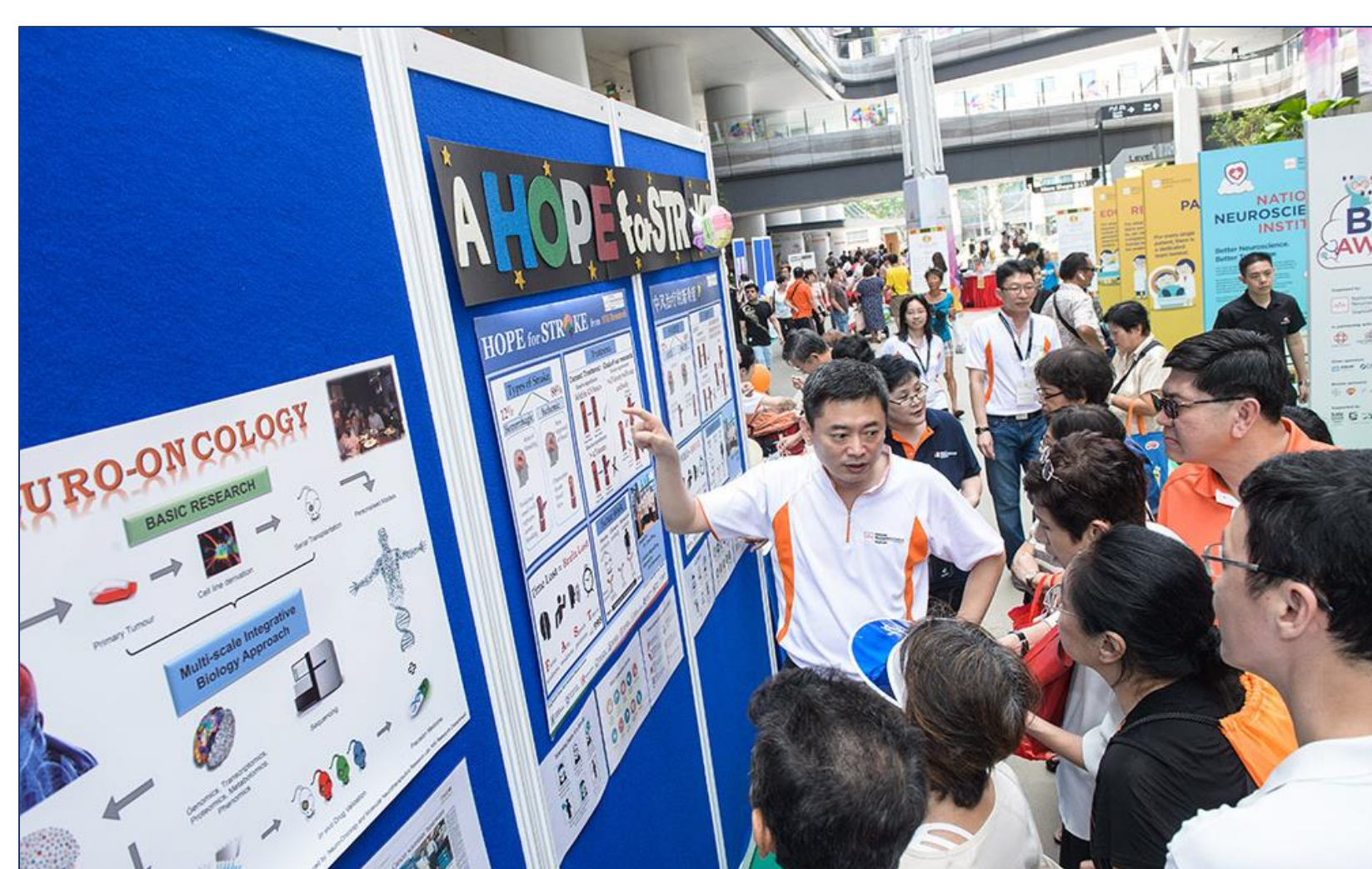
Performances, skits and games drew attention and made it a fun experience for all.



Public talks by NNI specialists provided in-depth information.



NNI Information booths staffed by NNI and patient support groups answered questions by the public.



22
Media coverage on TV, radio and print

18
Partners participated in the event

1,200
PARTICIPANTS

266
Registered for Dementia and Parkinson's Disease screenings

120
Staff and external volunteers

IMPACT

- Large turnout signaled strong interest in neurology conditions by the community
- Wide media coverage across multiple channels increased the reach to even more members of the public
- Presence of NNI neurology specialist was a highlight and helped to answer questions on NNI and services
- People's Association and Our Tampines Hub, inspired by the success of Brain Awareness, will partner NNI in future community outreach events
- Our Tampines Hub extended the display of the Health Education panels within the Hub for another two weeks
- People's Association showcased the Health Education panels at neighbouring community centres in the East.

