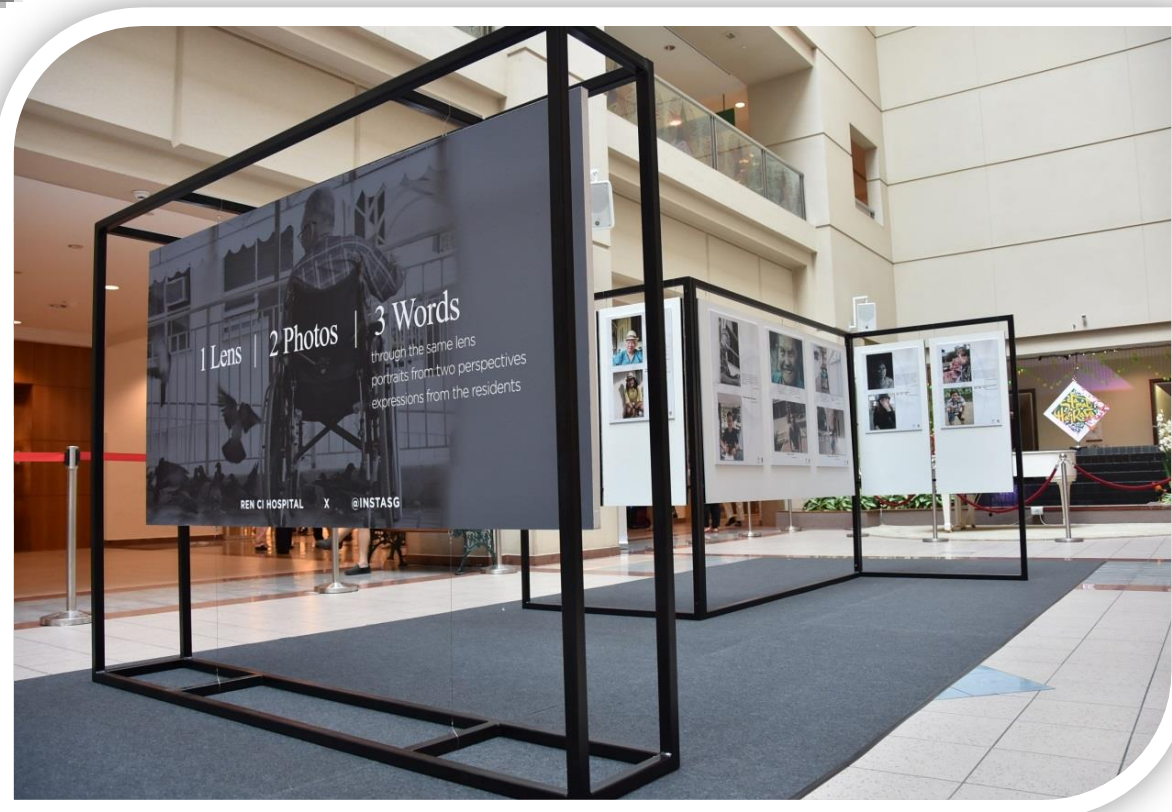
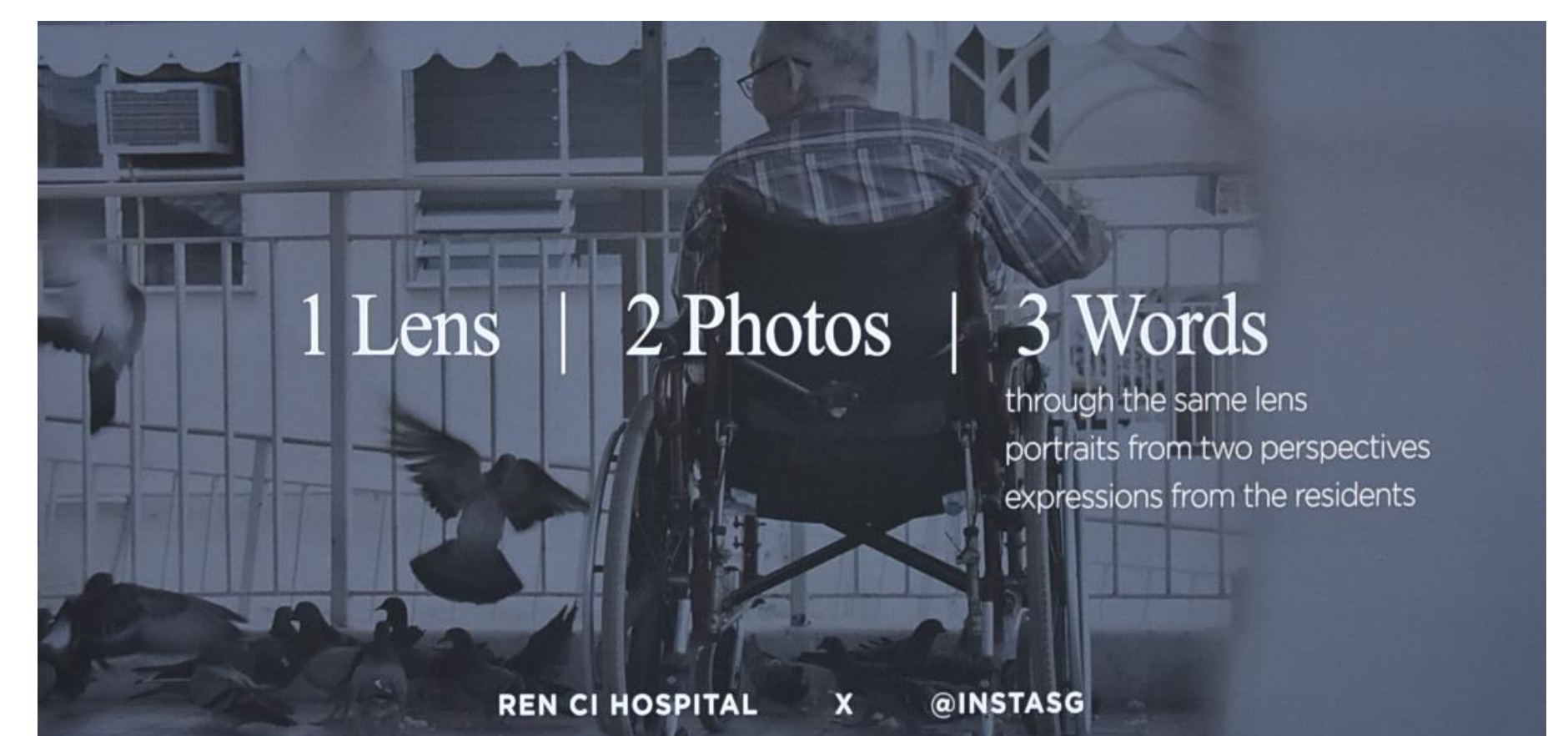




Singapore Healthcare Management 2017

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Ren Ci Hospital



## 1 Lens | 2 Photos | 3 Words Campaign (Social Media/ Community Engagement Outreach)

### INTRODUCTION

Ren Ci Hospital aims to foster intergenerational bonding between the youths and residents in Ren Ci Nursing Home (Moulmein), create awareness on elderly issues, through an outreach that lauded interaction and conversation in public and social media.

### METHODOLOGY



The campaign involved a number of collaborators as follows:

- **Intergenerational Bonding** – collaborated with @instaSG (a community group of Instagramers) whereby their members befriended nursing home residents and introduced the art of photography. The photos they took became the focus for a travelling photo exhibition, hosted by Tan Tock Seng Hospital (TTSH) and Square 2 mall.
- **Public Engagement** – During the launch of the exhibition, experiential learning booths were set up for public to experience conditions the elderly often face, such as arthritis and cataracts. Public also learnt to create craft work which they can bring home for a small donation.



### RESULTS

- **15 residents** learnt photography from **15 instagramers**.
- Support from **5 external partners**:
- **More than \$5,000 raised**, from pre-loved bags (donated by the public) and towel flower pots sales at the one-day event.
- **Instagram** followers **increased by 50%**.
- **Top Facebook posts** in the month of July 2016:

Organised by:



Venue Sponsors:



Event Contributors:



Shared post from The Straits Times with the highest reach of 3,259 (192 post clicks + 85 comments, reactions & shares)



Top viral post at 8.26 (Virality = Actions divided by Reach x 100)

571 People Reached



Media coverage by The Straits Times & Lianhe Zaobao:



### CONCLUSION

The outreach reconnected the younger group to Ren Ci's residents through **1 LENS** (photography/instagramming), **2 PHOTOS** (portraits of one another), **3 WORDS** (residents' feelings of the experience). The instagramers documented on their Instagram, witnessing that despite the conditions some residents may have, like arthritis and cataracts, it does not stop our residents from living a meaningful life.

C9

B8