

FOR IMMEDIATE RELEASE

## **3,000 elderly to STEP OUT into Active Life**

*TTSH and Standard Chartered aim to boost health and quality of life of the silver community*

**19 May 2012, Singapore** – At Tan Tock Seng Hospital's (TTSH) Fall Awareness carnival held today at Teck Ghee Community Club, TTSH and Standard Chartered Bank announced their three-year partnership to help the elderly stay healthy in the community through TTSH's *Stepping Out Into Active Life (Stepping Out)* programme. Graced by Minister for Health, Mr Gan Kim Yong, and assisted by more than 200 volunteers from Standard Chartered Bank together with TTSH's multidisciplinary care teams, the carnival was well attended by 1,000 elderly beneficiaries who achieved a better understanding of fall prevention, by engaging in exercise activities and undergoing key medical screenings.

With a focused intention to help the elderly in Singapore, Standard Chartered also marked the occasion with the launch of Standard Chartered Silver Lining community initiative, which aims to help at least 3,000 elderly in Singapore to improve the quality of their lives over the next three years. The Bank's support of the *Stepping Out* programme is the first project under its Silver Lining initiative.

### **TTSH's Partnership with Standard Chartered Bank**

TTSH's *Stepping Out* programme, which is backed by the Ministry of Health, will see the Bank commit at least 1,500 volunteers and S\$300,000 over three years. Standard Chartered is the first corporate organisation to partner TTSH for this programme.

### ***Preventing Falls in the Elderly***

Statistics shows that one in three persons above the age of 65 experiences a fall each year. People often dismiss falls as part of ageing. However, falls in the elderly is often associated with deterioration in overall well-being. Under the *Stepping Out* programme which was launched in 2009, some 500 elderly have been assessed and screened for risk factors such as vision, hearing and walking problems by a multidisciplinary team of TTSH's doctors, nurses and physiotherapists.

Intervention is introduced after the screening for the elderly who are assessed to be at risk of falls. They are guided as to how to balance themselves better and are taught to improve their overall health through weekly physical exercises, health talks, home visits by the hospital's occupational therapists and nurses and guidance by TTSH-trained volunteers. Out of more than 900 elderly who received intervention, more than half showed an improvement in their balance and progress in their walking speed and core strengths.

Professor Philip Choo, Chief Executive Officer, TTSH said:

"We are caring for an increasingly ageing population, who are staying frail longer in their lives. To address this we have to care for them not only in the hospital but also in the community, the place they call home. Through projects like *Stepping Out*, we are reaching out to more people around us, encouraging them to be aware and take ownership of their health. Through this partnership with Standard Chartered, we will be able to reach out to even more elderly and their care givers and bring up the overall level of care for our community."

### **Launch of Standard Chartered Silver Lining Initiative**

The Standard Chartered Silver Lining initiative will provide both financial and manpower resources in the form of Bank volunteers from its 7,000-strong staff to enhance the elderly's quality of life during their golden years. The first programme that Silver Lining has undertaken is TTSH's *Stepping Out* programme, with an objective to empower the elderly toward a healthy and active lifestyle, and to help prevent falls.

Ray Ferguson, Chief Executive, Singapore, Standard Chartered Bank said:

"Standard Chartered has a strong tradition of caring for and helping the communities where we operate. In Singapore, we have been actively supporting various groups in the community, for example, via the Standard Chartered Singapore Marathon; raising awareness about HIV; and spending time with and extending a hand to the less privileged.

Late last year, we decided to have a targeted community initiative for the elderly in Singapore because the issue of a rapidly ageing population presents a unique set of

socio-economic issues and corporates such as ourselves can do our part to serve the needs of the elderly.

With the launch of Standard Chartered's very own Silver Lining initiative, we aim to raise awareness and promote the cooperation between both private and public sectors to address this concern. We are committed to rally our resources and stakeholders to encourage volunteering and make a difference. Our aim is to help at least 3,000 senior citizens in Singapore and put a silver lining on this particular group who have been a major contributor to the local society and economy."

Beyond the partnership with TTSH, the Standard Chartered Silver Lining initiative aims to touch the lives of more elderly groups in other ways, such as enhancing their living conditions and preventive health care by working with other partners in the public sector.

Employee volunteering is an essential component of the Silver Lining initiative. The Bank's volunteering days come from time outside of the employees' working hours. To support the employees' contribution to the local community, the Bank offers employees three days of paid volunteering leave annually. In 2011, Standard Chartered in Singapore contributed 38,860 volunteering hours, an increase of 18 per cent year-on-year. Standard Chartered is a key player with a higher than national average volunteerism rate – 61 per cent versus 23.3 per cent. These efforts are part of the Bank's Sustainability agenda and its brand promise to be Here for good.

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**Photos: At TTSH and Standard Chartered Bank’s announcement of their three-year partnership to boost the health and quality of life of the silver community**

**Photo A**



**Standard Chartered commits 1,500 volunteers and presents a S\$300,000 cheque to TTSH in support of its *Stepping Out* programme.**

**From Left:**

- **Ray Ferguson, Chief Executive, Singapore, Standard Chartered Bank**
- **Professor Philip Choo, Chief Executive Office, TTSH**
- **Minister Gan Kim Yong, Minister for Health**

**Photo B**



**Minister Gan Kim Yong at the launch of Standard Chartered’s Silver Lining initiative and partnership with TTSH**

**From Left:**

- **Ray Ferguson, Chief Executive, Singapore, Standard Chartered Bank**
- **Professor Philip Choo, Chief Executive Office, TTSH**
- **Minister Gan Kim Yong, Minister for Health**

**Photo C**



**Exercise demonstration led by Ray Ferguson, Philip Choo, Minister Gan Kim Yong, TTSH Physiotherapists and 12 active elderly**

**Photo D**



**Minister Gan Kim Yong at the muscle strengthening station with the elderly**

### **About Tan Tock Seng Hospital (TTSH)**

TTSH is one of Singapore's largest multi-disciplinary hospitals with more than 160 years of pioneering medical care and development. The hospital has 36 clinical and allied health departments, 15 specialist centres and is powered by more than 6,000 healthcare staff. TTSH sees over 2,000 patients at its specialist clinics and some 460 patients at its emergency department every day. TTSH is part of the National Healthcare Group, providing holistic and integrated patient care.

With a strong quality culture steeped in patient safety, TTSH constantly challenges itself to provide faster, better, cheaper and safer care for patients. To achieve this, the hospital keeps abreast and believes in investing in its staff, facilities, medical technology and system improvements. In recognition of its commitment to excellent patient care and its comprehensive range of quality healthcare services, TTSH has been awarded the ISO 9001 certification and the prestigious Joint Commission International (JCI) accreditation.

For more information, please visit [www.ttsh.com.sg](http://www.ttsh.com.sg). Follow us at [TTSH.fbadd.me](https://www.facebook.com/TTSH.fbadd.me).

### **About Standard Chartered in Singapore**

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

Standard Chartered has a history of more than 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's longstanding commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 7,000 people in Singapore and has a network of 20 branches, 6 Priority Banking centres and 30 ATMs. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking – are managed out of Singapore, as is its global Technology & Operations function.

For more information please visit [www.standardchartered.com](http://www.standardchartered.com)