

FORGET ME NOT

Alzheimer's is the most common form of dementia. It causes progressive intellectual decline. It causes the brain cells to die quick leading to the mental abilities to decline, failing memory, deterioration of intellectual function and personality changes.

82000 ELDERLY HAS ALZHEIMERS IN SINGAPORE!

CAMPAIGN OVERVIEW

I WANT TO BE LIKE FAISAL!! SO COOL <3



EH ALZHEIMERS VERY SCARY.. :(I HOPE I DONT 'KANA'



Our group aims to tackle the onset of Alzheimer's by educating elderly living in an elderly residential area on how to mitigate its symptoms with a comprehensive campaign that focuses on the present and the future. We preventing Alzheimer's through a fun and active lifestyle

Our approach consists of three parts:

1. Raising awareness via a video advertisement
2. Imparting knowledge and skills with a campaign
3. Designing a structure for continual engagement

1. AWARENESS

An video advertisement will juxtapose 2 people's lives against each other. Characters will perform activities that the target audience are doing daily. Since these activities are relatable, according to Elaboration Likelihood Model, the message of alzheimers will go through the central route of processing, and is more persuasivesuch and well received

Using Theory of Entertainment Persuasion the video is an entertainment education strategy to teach about alzheimers. Since the characters are of the same age group and have similar troubles as the audience, they may perceive similarity with the characters. As Faisal (the healthy man) represent the ideal state for the target audience, they may desire to be more like the character due to wishful identification

2. EVENT

A day event is to be conducted with multiple booths such as:

1. Exercise booth
2. Cooking booths
3. Household chores booth

Our aim is to teach the target audience ways that they can incorporate an active and engaging lifestyle into their daily lives via the Foggs Behaviour Model. By teaching them new exercises and healthy eating to them, their ability to engage in an active lifestyle increases. Furthermore, by living health as a group of friends, it increases their motivation to live healthier due to 2 reasons: they will be more aware on the implication of alzheimers, and having a sense of belonging with their group of friends.

All booths are teaching in fun way using the same mental framework.



1. Ready: Preparing materials and risk assessment
2. Steady: Set up 'workstation', warm-up
3. Do: Execute the task

3. CONTINUITY

Initiatives to ensure that elderly maintain an active lifestyle:

1. A guide book for the various cooking, folding and exercise methods that they learned during the event.
2. The elderly will gather at the Senior Activity Corner (SAC) fortnightly, where they can submit and showcase a new recipe new exercise routine
3. There will be a leaderboard at the SAC whereby the elderly can gain points by participating and sharing new ideas.

Participants are to note the drop-outs. The active members can come together, cook up a dish from one of the recipes that the dropped-out member submitted in the past and gift it to them as a form of re-invitation to the program.

Using the theory of social norms and behavior. By target small cliques of elderly, the initiatives will enhance their group identity and motivate one another to combat alzheimers.

STORY

Adam and Faisal are senior citizens residing in HDB rental blocks with Senior Activity Centres (SACs). They lead very different lifestyles.

SCENE 1

Adam, aged 65 Suffers from mild Alzheimer's



Adam leads a sedentary lifestyle that consists largely of watching television at home alone. He keeps to himself most of the time.

Adam hardly cooks his own meals. Instead of going out to buy food, he orders takeout for most of his meals.

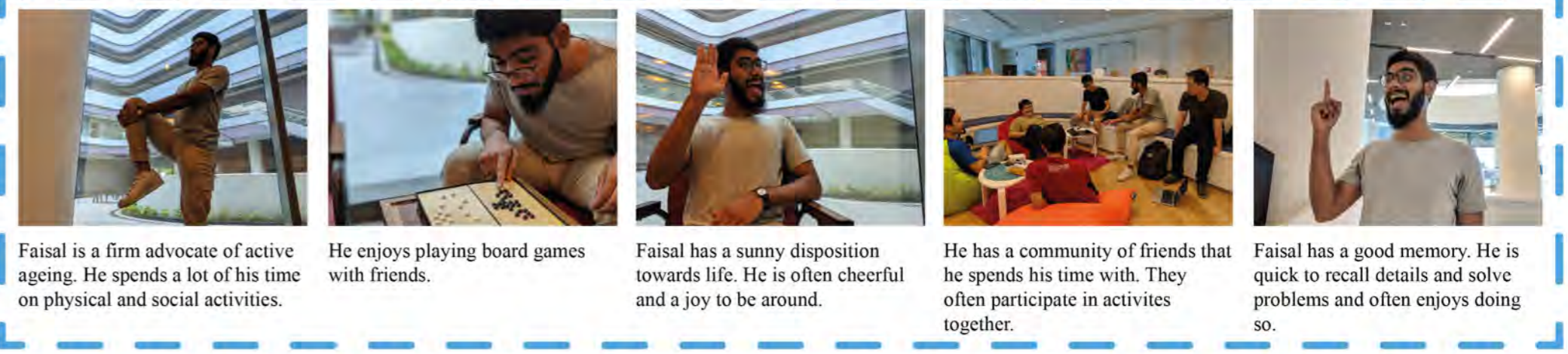
He has a strong tendency to get moody and depressed. Often, he is easily bored and listless.

Adam spends much of his time alone and is often lonely and anti-social.

Adam often forgets things. He gets extremely stressed and frustrated when he cannot recall simple details.

SCENE 2

Faisal, aged 71 Suffers from nothing



Faisal is a firm advocate of active ageing. He spends a lot of his time on physical and social activities.

He enjoys playing board games with friends.

Faisal has a sunny disposition towards life. He is often cheerful and a joy to be around.

He has a community of friends that he spends his time with. They often participate in activities together.

Faisal has a good memory. He is quick to recall details and solve problems and often enjoys doing so.

SCENE 3

Faisal reaches out to Adam. He shows him the way to delay onset of Alzheimer's:



Faisal meets his long lost friend from NS days. Adam barely remembers him. They talk and catch-up.

They talk about how forgetful they could become at their age. Faisal tells him that he knows a way to delay this, and points him to the event.

Adam promises to head to the event. He is extremely thankful and gives Faisal a hug to thank him.

He participates in the event and makes new friends. Adam learns how to exercise and finds a group of new friends to do it with.

END.

READY

EXERCISE



Equipment and hydration is important!

STEADY



Don't forget to warm up and visualise

DO



A simple sit down and stand up can make you healthier :)

COOKING



Learn recipe and find ingredients



Preparation for cooking



Cook your meal!

LEADERBOARD

Chef	Score
1. Mr Tan	25
2. Mr. Isaac	17
3. Mdm Poh	0

The purpose of this leaderboard is to motivate the active members and keep track on less active ones

WE CAN COOK FISH FOR HER! HMM WHY MDM POH THIS MONTH NOT ACTIVE? SHOULD WE GIVE HER A VISIT?



KAMPONG COOKBOOK