

# Ling Ling Time 邻龄欢乐时光

## Growing Positive Self-Identity through Social Engagement



### Theme: Neighbourhoods

#### Addressing Social Engagement in the community

## WHAT IS THIS INITIATIVE ABOUT?

**Ling Ling Time** is a community-building program rooted in the Chinese concept of "守望相助" (watching out for one another). This initiative creates a neighborhood-based support network where seniors become active agents in promoting well-being rather than passive service recipients.

The name carries special significance:

• **邻 (Ling)** from 邻居/邻里 means "neighbor/neighborhood"

• **龄 (Ling)** from 乐龄 represents "senior/elderly"

• **欢乐时光** translates to "happy time"

Through regular gatherings, peer outreach, and collaborative projects, Ling Ling Time establishes a community intelligence network where engaged seniors identify vulnerabilities, share resources, and create supportive connections throughout the neighborhood.

#### CREATING A HOLISTIC COMMUNITY MODEL

By intentionally designing connection points across all demographic groups, Ling Ling Time creates a holistic model where:

- Seniors remain engaged and valued
- Working adults find meaningful ways to contribute despite time constraints
- Young people develop empathy and community connection

This integrated approach transforms fragmented community segments into an interconnected ecosystem that promotes well-being across the lifespan.



## INITIATIVE'S IMPACT

#### Breaking Barriers to Engagement

Ling Ling Time has successfully engaged populations traditionally resistant to formal health and social care services:

- ✓ **Isolated seniors** who previously avoided community programming
- ✓ **Senior men** who typically underutilize preventive health services
- ✓ **"Hard-to-reach" individuals** who had declined previous outreach efforts

By meeting seniors in familiar, non-clinical settings like **local coffee shops**, we've overcome the institutional barriers that often prevent engagement with health and social services.

**Nearly 1,000 unique seniors** have participated, demonstrating significant community penetration and acceptance.



## PLANS AHEAD

Ling Ling Time has successfully completed its **proof-of-concept and initial scaling phase**.

With implementation across two MWS Active Ageing Centres (GreenTops@Sims Drive and MWS AAC Kebun Baru) and engagement of nearly 1,000 unique seniors, we have:

- ✓ **Validated the core model** of neighborhood-based engagement in informal settings
- ✓ **Demonstrated effectiveness** in reaching previously isolated seniors and men
- ✓ **Established successful partnerships** with community venues like coffee shops
- ✓ **Developed preliminary protocols** for identifying and engaging vulnerable seniors
- ✓ **Created pathways** from informal coffee shop gatherings to structured AAC programs
- ✓ **Built a core team** of befrienders and buddies who serve as community connectors

The program has proven its effectiveness in strengthening neighborhood connections while improving access to health and social care resources. We are now positioned to move from the validation phase to systematic expansion and enhancement.

#### VISION FOR THE FUTURE

Our long-term vision is to transform **Ling Ling Time** from a program into a movement — creating a Singapore where every neighborhood has informal gathering spaces where seniors build connections that support their health and well-being.

By systematically expanding while maintaining the core principles of neighborhood-based, senior-led engagement, we aim to fundamentally shift how communities care for their aging members—from institution-centered to community-powered approaches that honor seniors' contributions while meeting their evolving needs.

Through strategic partnerships, thoughtful scaling, and continuous improvement, Ling Ling Time will serve as a model for how simple, relational approaches can transform health and social care delivery in the community setting.

## OUR OFFER

#### WHAT WE OFFER TO SHARE FOR LEARNING

##### Implementation Knowledge

- ✓ **Coffee Shop Engagement Model:** Our proven methodology for conducting meaningful activities in everyday community spaces
- ✓ **Outreach Strategies:** Techniques for engaging isolated seniors who don't respond to traditional approaches
- ✓ **Program Structure:** Framework for organizing gatherings that balance social connection with purposeful health promotion

##### Impact Insights

- ✓ **Participation Data:** Metrics on engagement of nearly 1,000 seniors including demographics and attendance patterns
- ✓ **Success Factors:** Analysis of what makes the program effective in reconnecting neighbors and reaching isolated seniors
- ✓ **Challenge Navigation:** Honest sharing about obstacles encountered and solutions developed

#### WHAT WE OFFER TO HELP OTHERS ADOPT

##### Implementation Support and Knowledge Transfer

- ✓ **Program Design Consultation:** Guidance on adapting the Ling Ling Time model to your specific community context
  - ✓ **Staff Training:** Orientation sessions for staff implementing the program in new locations
- ##### Capacity Building
- ✓ **Volunteer Development:** Training for senior volunteers who will lead sessions
  - ✓ **Staff Coaching:** Mentoring for professionals overseeing program implementation

#### WHAT WE OFFER FOR COLLABORATION

##### Joint Development Opportunities

- ✓ **Cultural Adaptation:** Partner to develop culturally-specific variations of the program
- ✓ **Digital Integration:** Collaborate on adding appropriate technology components to the model
- ✓ **Resource Development:** Joint creation of multilingual support materials

##### Partnership Possibilities

- ✓ **Cross-Agency Implementation:** Coordinated rollout across multiple service providers
- ✓ **Shared Evaluation:** Collaborative impact assessment across implementation sites
- ✓ **Learning Community:** Facilitated exchange of best practices among implementing organizations