The Council for Third Age logo consists of two elements - the fluid ribbon and tagline. The fluid ribbon represents the energy, dynamism and sense of infinite possibilities which C3A hopes to inspire in the ageing landscape. The bright colours - purple, red and yellow convey the vibrancy and passion of seniors.

The tagline “Ageing Well” completes the logo. It embodies C3A’s vision of creating a society in which seniors can age purposefully.
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A period of preparation for life in the early years, where skills and knowledge are developed through education.

A stage when seeking employment and financial security are primary.

A stage in life of mature adulthood of self-discovery, making choices, and taking actions that lead to purposeful contributions towards self and others.

A dependency stage which requires physical and other forms of care from others.

Source: 1st, 2nd and 4th age definition taken from: A Fresh Map of Life: The Emergence of the Third Age, Peter Laslett (1991), 3rd age definition coined by C3A
OUR VISION

Fostering a society where seniors live full, active and meaningful lives.

OUR MISSION

To make active ageing a way of life.
The ageing population in Singapore has been growing at a rate faster than that of the world’s ageing population. The growth rate of those aged 65 years and above is double the world ageing population’s rate.

Looking at the trends and degree of incorporation of the active ageing concept in Singapore over the past few years, I am excited about the way C3A is moving and growing. We will continue to provide even more innovative programmes and options for seniors with different needs and interests. Be it lessons in the classroom, or fun-filled learning through movie screenings, we hope that eventually we will have activities that cater to everyone’s likings and interests.

C3A is the umbrella body that promotes active ageing in Singapore. As such, we have strategically placed our focus to be in line with the needs of our seniors. Our three focus areas are Positive Ageing, Lifelong Learning and Senior Volunteerism.

In our signature initiative, the Intergenerational Learning Programme (ILP), we had 19 new schools joining our programme in the past year. Warmly-received by seniors, it helped them bond better with youths, developing deeper ties and better understanding of
each other through the activities. To date, the ILP has benefited close to 12,000 seniors and students, serving as a platform to bridge communications and strengthen bonds between generations.

The National Silver Academy (NSA) is a national initiative under the Action Plan for Successful Ageing, administered by C3A. The NSA is established by Ministry of Health together with Ministry of Education, to enable seniors to pursue learning in diverse areas. Comprising a network of course providers, the NSA offers a wealth of learning opportunities that were never before so widely available to the public. Universities such as NUS, NTU, SMU and UniSIM, the various polytechnics as well as ITE are now open to seniors pursuing courses without taking the exams. Beyond the universities and polytechnics, the art institutions and community-based organisations offer courses on life skills in fields as varied as gerontology, media, design, finance, IT, the humanities and the arts amongst others.

With the Positive Ageing concept gradually gaining recognition, we organised our first Positive Ageing Conference to reach out to seniors, sharing about positive ageing and giving out tips on ageing well.

C3A engaged 31 partners under PPOE (Engagement with Private and Public Organisations) last year. This includes establishing strategic partnerships and forging new collaborations. Through these engagements and partnerships, we reached out to close to 7,200 senior participants who had benefited from the learning programmes supported by C3A.

In our efforts to create a culture of active ageing amongst third agers, inculcating the importance of positive ageing for third agers is a continuous process. To be able to achieve our goals, we will continue to work closely with our partners across various industries. We will stay true to our mission to make active ageing a way of life as well as to our vision of fostering a society where seniors live full, active and meaningful lives.

**Mdm Chua Foo Yong**
Chairman
BOARD OF DIRECTORS

Mdm Chua Foo Yong
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Mr Willie Cheng
Board Member, Caritas Humanitarian Aid & Relief Initiatives Singapore

*as of 18 August 2016
Lifelong learning can be a rewarding journey for many seniors. They can make new friends, sharpen their minds and discover new interests. Acquiring new knowledge and skills in a group through shared discussion can also expand one’s ability to think creatively and to remain curious.

“The notion of active ageing should not only be inculcated in seniors’ mindsets but in their families as well. Family support can cultivate a stronger family bond, resulting in positive emotions and encouragement to empower seniors to live well and age purposefully.”

“While many channels and support are made available to encourage positive ageing, senior learning and volunteerism, the person himself has an equally important role to play. The decision lies with the seniors themselves to make informed choices to achieve better quality of life in their silver years.”
2015-2016 HIGHLIGHTS
From language to singing to childcare training skills for grandparents, the National Silver Academy (NSA) has a course for everyone. An initiative under the Action Plan for Successful Ageing, the NSA was launched in May 2016 to support seniors in keeping their minds active and staying engaged with the community. More than 500 courses were available from June to December 2016.

Three types of courses include Short Courses, Exam-free Modules and Ad Hoc Learning Opportunities. For short courses offered by post-secondary education institutions, Singaporean seniors aged 50 years and above can receive a subsidy of up to 50% of course fees. Seniors can also take up exam-free modules from ITE, polytechnics and publicly-funded universities and attend these classes together with regular, younger students, and only for a token fee. At the same time, there are Intergenerational Learning Programme (ILP) and other ad hoc learning opportunities such as talks and seminars organised by the community-based organisations. Most of the National Silver Academy courses are also eligible for the use of SkillsFuture Credit.

With the wide network of NSA partner institutions spread across the island, seniors can find various types of learning opportunities in the community that are closest to them.

These are the 6 categories of courses under NSA:

- HEALTH & WELLNESS
- FINANCE & BUSINESS
- IT & SCIENCE
- AGEING & LIFE SKILLS
- HUMANITIES
- MEDIA, ARTS & DESIGN
In the spirit of the SG50 celebrations, the Ministerial Committee on Ageing put together a SG50 Senior Package as a reward and appreciation towards our seniors to thank them for their contributions. One of the 200 types of offers in the package was the SG50 free courses administered by Council for Third Age. C3A worked with senior learning partners such as the polytechnics, art institutions and ITE as well as community-based organisations.

Altogether, about 680 course runs in areas such as health and wellness, arts and culture, and IT and social media were conducted between April and December 2015.

Some of the popular courses touched on topics such as TCM and healthy eating, active ageing as well as IT and social media. Seniors got to gain invaluable understanding, knowledge and insights that will aid them in ageing healthily and actively.

Some 11,200 learning places were taken up for the SG50 senior learning courses.
On 30 September 2015, C3A organised the inaugural Positive Ageing Conference – Happiness in Your 3rd Age, inviting 3 inspiring speakers to share their expertise and insights on mental wellness and how to stay happy in senior years. The conference was a huge success, with participants feeling better equipped with more information on positive ageing and happiness to aid them through their third age.

At the conference, C3A launched the Do-It-Yourself Positive Ageing Toolkit. It is an assessment tool, rich in content, and presented in a light-hearted way. The toolkit is a personalised toolkit for one to understand their wellness levels in each of the 7 Dimensions of Wellness. This exercise can be done for personal awareness and self-monitoring.
The “C3A Networking Event for Religious Organisations” was held on 16 March 2016. More than 40 faith-based organisations attended the event, which consisted of a talk on 7 Dimensions of Wellness and the sharing of the lifelong learning programme grant.

Intergenerational Learning Programme (ILP)

Initiated in 2011, C3A’s Intergenerational Learning Programme (ILP) has seen impactful and positive growth. The programme’s uniqueness lies in its structure of pairing students to teach seniors, thereby allowing them to achieve and strengthen intergenerational bonding.

4,500 seniors and students benefited
C3A’s 3 Focus Areas

Positive Ageing

Senior Learning

Senior Volunteerism
“Live life to the fullest, and focus on the positive.”

– Matt Cameron
POSITIVE AGEING

It involves maintaining a positive attitude and embracing ageing. Our positive ageing initiative aims to instil a positive mindset towards ageing, and help seniors better understand this stage in life so as to make more informed choices while understanding and seeking new possibilities.
C3A organised its first Positive Ageing Conference – Happiness in Your 3rd Age on 30 September 2015. The keynote speaker, Professor Lim Siong Guan, and two other inspiring speakers, namely Dr. Christopher Cheok and Dr. Tambyah Siok Kuan were invited to speak at the conference, which had a total of 500 participants.

“I would like to learn more ways to stay healthy and be happy as a blessing to myself and others.”

- Patricia Yeo
67 years old
The speakers broached on subjects concerning positive ageing and ageing healthily, sharing stories and tips on how seniors can develop a better understanding of themselves and make more well-informed choices about their lives. Seniors were inspired to self-discover and follow what sparks their interest to seek out opportunities to lead an enriched and meaningful life.

C3A also launched a DIY Positive Ageing Toolkit at the Positive Ageing Conference to encourage seniors to discover and chart their wellness levels in the 7 Dimensions.
To help seniors in their journey of self-discovery, C3A designed and created an exclusive DIY toolkit - The Positive Ageing Toolkit.

Officially launched at the Positive Ageing Conference, it is a practical Do-It-Yourself tool for seniors to discover and track their wellness levels using the 7 Dimensions of Wellness. It encourages seniors to embark on the journey of self-discovery by understanding themselves better and making informed choices to age meaningfully.
The Chinese version as well as the online version have also been developed and put up on the C3A portal.

The toolkit comprises of individual sets of questions on the 7 Dimensions of Wellness, a Self-Discovery Wheel, information on C3A’s network of resources, a progress chart, as well as inspirational cards.

Since October 2015, 18,000 have benefited from the Positive Ageing Toolkit
SENIOR LEARNING

Lifelong learning is the pursuit of knowledge throughout life. It is a continuous learning process and can take place in both formal and informal settings. C3A recognises that lifelong learning is an essential component to successful and active ageing and aims to cultivate the passion for lifelong learning amongst third agers.
In conjunction with the celebration of Singapore’s Jubilee Year in 2015, seniors were offered free learning opportunities via the SG50 Senior Package. It is a time-limited initiative presented by the Ministerial Committee on Ageing (MCA), organised by the Ministry of Health (MOH) and administered by C3A. A total of 680 complimentary course runs were offered by 14 partners (8 Post-Secondary Education Institutions (PSEIs) and 6 VWOs) in the areas of Arts & Culture, Health & Wellness, Business & Finance, Computer & IT, Culinary, and General. Some 11,200 learning places were taken up for these courses held from April to December 2015.

“The lecturer was very knowledgeable and willing to share his experience and does not hold back information from the class. I enjoyed the lessons and got along well with the other students of diverse background in class.”

- Mdm Loo Sok Tin, 58

14 partners 11,200 learning places
I’M SENIOR AND I’M LOVING IT! (ISL)

This practical Social Gerontology programme serves as a platform allowing seniors to learn about the various aspects of ageing. It endeavours to equip them with practical knowledge and skills to age well through 6 interactive workshops and 1 field trip.

Now available in both English and Mandarin, this 27-hour programme lets participants learn about the physical, psychological and social aspects of ageing. It also encourages volunteerism by helping seniors understand how to be involved in community activities and know the avenues to volunteering opportunities. This would further strengthen their self-esteem and promote social connectedness within the society.

Seniors have been very receptive to this initiative. Many have also expressed their interest in taking up volunteer work to contribute back to the society following the introduction of the community project component and have also pledged to keep with a healthy and active lifestyle and be good role models for active ageing.
The National Silver Academy (NSA) is a network of Post-Secondary Education Institutions (PSEIs) – i.e. ITE, polytechnics, universities and art institutions and community-based organisations that offer learning opportunities for seniors.

From June 2016 onwards, seniors aged 50 and above can attend a wide variety of courses in the areas of Health & Wellness, Finance & Business, IT & Science, Media, Arts & Design, Humanities and Ageing & Life Skills.

Most of the courses are also SkillsFuture Credit eligible.

**Short Courses**

These courses touch on a wide range of life-skills and work-skills. Topics covered include business, humanities, IT, health & wellness and the arts. Eligible seniors aged 50 and above will receive a subsidy of up to 50% of the course fee for courses offered by PSEIs. Final fees payable by seniors for courses by community-based organisations take into account the support given to them by the government.

**Exam-free Modules**

These modules are drawn from existing full-qualification programmes offered by ITE, polytechnics and the universities and offered at a token fee. Seniors may attend these modules alongside regular students who are taking these modules for credit i.e. to earn a certificate like a degree or diploma, but while the regular students need to sit for the examinations, seniors do not.

**Ad Hoc Learning Opportunities**

These comprise of the Intergenerational Learning Programme where students are paired with seniors to learn about selected topics, as well as other programmes such as short talks catered to the seniors, offered by our PSEIs and community-based organisations.
www.nsa.org.sg
Seniors can view the full listing of National Silver Academy (NSA) courses on the NSA website. C3A has also set up various channels to cater to seniors’ enquiries about the NSA via hotline, email, walk-in and community helpdesks.

The 5 Community-based Organisations are:
- Family Central (A service of Fei Yue Community Services)
- RSVP Singapore – The Organisation of Senior Volunteers
- Singapore Association for Continuing Education (SACE)
- Women’s Initiative for Ageing Successfully (WINGS)
- YAH! (Young-at-Heart)

The 12 Post-Secondary Education Institutions (PSEIs) are:
- Institute of Technical Education (ITE)
- LASALLE College of the Arts
- Nanyang Academy of Fine Arts (NAFA)
- Nanyang Polytechnic
- Nanyang Technological University (NTU)
- National University of Singapore (NUS)
- Ngee Ann Polytechnic
- Republic Polytechnic
- Singapore Polytechnic
- SIM University (UniSIM)
- Singapore Management University (SMU)
- Temasek Polytechnic
INTERGENERATIONAL LEARNING PROGRAMME (ILP)

A signature initiative of C3A, the Intergenerational Learning Programme (ILP) provides seniors with opportunities for interaction with youths and encourages more intergenerational bonding. It has been very well-received by seniors as they can learn through a variety of programmes and also helps them have a deeper understanding and make more fruitful interactions and connection with the younger generations.

70 Schools since inception

43 Schools ran ILPs in FY15

1,854 Seniors benefited

2,697 Students benefited

“The ILP provides us a very good platform to share our experiences and values, and let us have more in-depth understanding of the current youths.”

- Mr Chang Swee Wah
  62 years old
The Mini Medical School (MMS) @ KTPH is a public education programme initiated by Khoo Teck Puat Hospital in 2013. C3A has partnered KTPH since it started. The programme aims to educate and share the science behind ageing issues with seniors in layman’s terms, in a simple and creative way. The programme format is a series of 6 one-hour lectures held over 3 sessions. The curriculum is developed by healthcare experts such as doctors, dietitians and pharmacists.

“I was a student of Mini Medical School and was very impressed by the quality of presentation and the professionalism in the way the school was run. As a result of attending and learning from your school, I was able to preempt my heart attack through proactive medical screening in a timely manner.” -Mr NS Nathan, 60

“Very enlightening, easy to absorb knowledge, some nuggets of information come from direct experiences of speakers (not available in text books). Turning up personally to attend the MMS allowed me to make enquiries and get doubts removed right away.” -Mr Morris Ng, 75
C3A’s collaboration with corporate organisations serves to inculcate the importance of ageing well amidst work demands and commitments. As such, talks and workshops were conducted to create positive perceptions and induce behavioural changes to encourage mature workers to lead active and purposeful lives.

The engagement with Private and Public Organisations (PPOE) increased to 31 partners this year. Amongst this includes establishing strategic partnerships with partners such as the National Library Board (NLB), Chinese Development Assistance Council (CDAC), Khoo Teck Puat Hospital and NTUC U Live, as well as forging new partnerships with 16 Senior Activity Centres (SACs) operated by NTUC Health, Econ Healthcare and Pacific Healthcare.
KOPI & TOAST PROGRAMME

The C3A’s Kopi & Toast programme is a senior buddy programme which encourages seniors to discover an active interest through a nurturing buddy relationship over a six-month period. A trained “Kopi” buddy voluntarily pairs with a same-gender “Toast”, supporting one’s journey to discover a new hobby or interest.

2 runs including a public run and an organisation-based Mandarin run, were conducted last year. The runs were completed in the fourth quarter of FY15. To mark the completion of the six-month buddy journey for our seniors, 2 celebration events were held on 20 January 2016 and 24 February 2016.

To ensure En Community Society Services (ECSS), the programme provider, has necessary support and that their trainers are confident in conducting the training effectively, Fei Yue Community Services (FYCS) was appointed to carry out a 2-day Train-the-Trainees workshop as well as to provide consultation support throughout the upcoming run.

FY15 Runs:

55 pairs of Kopi and Toast Buddies participated.
Into its sixth year, the U Live Symposium was held on 29 August 2015 at the Lifelong Learning Institute. Organised by NTUC U Live and supported by C3A, the event encouraged seniors aged 50 and above to embrace lifelong learning and to keep healthy. The full-day event featured 20 topics that were relevant to seniors, such as productive re-employment or preparing for a purposeful retirement.

Whether it is to be better informed about their health in their silver years, to upgrade their skills or to hear more on how other seniors are leading an active life, the U Live Symposium covered all the bases on topics that were of interest to the seniors. Besides that, the Symposium also effectively promoted lifelong learning to the active ageing community, including educational talks on health matters and fun activities to engage seniors.
MOVIE SCREENING

Through this innovative initiative to promote active ageing, we have reached out to more than 8,700 seniors to date.

“Go Grandriders” is a documentary movie in Mandarin (with English subtitles) about a group of 17 senior citizens with an average age of 81 who embarked on an empowering 13-day motorcycle tour around the island of Taiwan, having to overcome obstacles and challenges along the way.

This movie aims to inspire and motivate seniors that it is never too old to discover their dreams or to pursue their interests. And seniors’ feedback was that this programme really helped inspire and urge them to be thankful for each day as an opportunity to live their lives to the fullest.

Another movie screened was “3688”, a nostalgic movie about a parking attendant who dreams of becoming a famous singer. However, her elderly father has dementia and she has to give up her dream to support him.

Through this movie, we seek to bring awareness to the signs and symptoms of dementia and also drill on the importance of active ageing by way of Positive Ageing, Lifelong Learning and Volunteerism to help delay dementia or prevent depression.

“The Go Grandriders movie reminds me to rethink about what I want to do with the rest of my life.”
- Ms Au Soon Lang, 60

Benefited more than 8,700 seniors
C3A reaches out to faith-based organisations to cultivate the culture of senior learning in Singapore’s society. To further support these organisations in spreading the message of active ageing to the community, C3A introduced the Lifelong Learning Grant in April 2015.

Since the introduction of the grant, 18 religious organisations (ROs) comprising 11 Churches, 2 Sikh Temples, 1 Buddhist Temple, 1 Mosque and 3 affiliated community services of ROs signed up for a 1-year grant to deliver learning programmes to their senior members.

On 16 March 2016, Lifelong Learning Grant was further enhanced and had its name changed to “Programme Funding”. The funding will provide more comprehensive support and be further extended to Senior Activity Centres (SACs) where their seniors reside in studio apartments.

**Grants aim to:**

- Enable senior members in Religious Organisations (ROs) or its affiliated centres to actively participate in the programmes organised while helping themselves to age actively and be better prepared for ageing.
- Nurture an environment which encourages lifelong learning and enhance social connectedness.
To proliferate senior learning culture in Singapore, C3A is reaching out to a new pool of untapped seniors staying in studio apartments by collaborating with Senior Activity Centres (SACs) located within the precinct. These SACs managed by NTUC Health, Econ Healthcare, Orange Valley and Pacific Healthcare are keen to adopt C3A’s initiatives such as “Go Grandriders” movie, “I’m Senior & I’m Loving It!” Practical Social Gerontology course, school-based Intergenerational Learning Programme (ILP) and our partners’ programmes such as MoneySENSE Financial Literacy talks, Will Writing, The Lasting Power of Attorney, to benefit their senior members.
“Giving is better than receiving because giving starts the receiving process.”

– Jim Rohn
SENIOR VOLUNTEERISM

Volunteering allows seniors to put their experience, knowledge and skills to use, sharing their knowledge, experience and contributing back to society. In doing that, it brings about a sense of self-discovery. It also helps maintain their physical and mental well-being, enhance social interaction and boost self-esteem, helping them mature as an individual and lead rich and fulfilling silver years.
The Silver Volunteer Fund which was launched on 4 September 2015 aims to encourage more seniors to share their time, expertise and energy to various social causes. The Fund will support the training of seniors as volunteers and build capabilities in various community organisations to recruit, develop and support seniors as volunteers.

Administered by C3A, the fund will go to supporting programmes that promote senior volunteerism, including the following areas:

- Activities to reach out to and recruit senior volunteers
- Training for senior volunteers through courses and training; and
- Awards to encourage seniors to come forward to volunteer

The Fund will support the training of seniors as volunteers and build capabilities in various community organisations.
Sandbox is a C3A initiative which aims to create peer-led learning opportunities among seniors. The courses are organised in small groups of informal setting, where a senior teacher shares his or her skills and knowledge with peers.

In FY15, a total of 36 courses were conducted by 14 senior teachers, ranging from arts & craft, qigong, drama, to guided autobiography. A total of 470 senior learners benefited from these courses.
CHANGING PERCEPTION THROUGH PUBLIC EDUCATION

“The great aim of education is not knowledge, but action.”

– Herbert Spencer
C3A embarked on a 12-week Positive Ageing campaign, educating the public on positive ageing and the newly developed Positive Ageing Toolkit. Media channels and platforms for the campaign included:

**Print**
Weekly editorial-style ads in all mainstream media in four languages were run for 6 consecutive weeks.

**Radio**
Weekly chatroom programme with live interviews on Chinese radio channels and capsules on English radio stations.

**Digital**
A web page was added to the C3A Portal where seniors could find details on the roadshows to collect the Positive Ageing Toolkit. An instructional video on how to use the toolkit was also put up on the portal.

**Outdoor**
- Roadshows and Wallscapes at Bus Interchanges in Matured Estates
- Woodlands Regional Library Roadshow
- Heartlands Roadshow

In the heartlands, we initiated “On-The-Move-Billboard” — a truck with exterior wrapped with the Positive Ageing message. For 6 weeks, this truck routed around the island of Singapore and made a total of 65 stopovers, sharing the Positive Ageing message and toolkit to residents in the heartlands.
C3A PORTAL
The C3A portal is a one stop digital resource platform which aggregates senior-related news, articles, events, activities, special deals and a directory featuring a wide variety of organisations with products and services to cater to the needs and interests of seniors.

Seniors can go to www.c3a.org.sg to learn about information and activities that will help them lead an exciting life and stay connected to society.

The website features a directory which has a list of essential health, legal, financial and social services as well as training opportunities and community assistance. C3A partnered with about 367 commercial, voluntary welfare organisations and government agencies as well as overseas and local community to feature articles in various topics that are useful to seniors.

Besides the English portal, the C3A Chinese portal also incorporates senior-friendly features such as a choice to enlarge the font size to suit seniors’ preference for larger fonts, an easy-to-navigate layout as well as vibrant-coloured and image-rich content. Apart from the visual departure from normal websites, the content of this portal includes knowledge-building information such as articles on recipes, health, travel, culture and finance so that seniors can enrich themselves in a meaningful manner. The top four content categories that interest seniors are health, recipes, travel and exercises.
C3A looks into providing support to better encourage our seniors into a journey of self-discovery and galvanise them to live a purposeful life. C3A developed a sharing portal which allows seniors to share their active ageing photos or videos to encourage each other.

The 3rd Age Learners microsite is an online photo and video platform to support the senior learning initiatives through:

- A community of active seniors sharing their experience
- Active seniors influencing the less active seniors
- Resources and tools for seniors
- A call for action to seniors
- Encourage living a healthy and balanced life through the Seven Dimensions of Wellness
500,000 Visitorship

367 Partners

2.2 million pageviews
Our well-being directly affects our actions and emotions. It is an ongoing cycle. Therefore, it is important for everyone to achieve optimal wellness in order to subdue stress, reduce the risk of illness and ensure positive interactions.

The Seven Dimensions of Wellness: physical, intellectual, social, emotional, spiritual, vocational and financial. Each dimension is interrelated with another. Your silver years can be the best years of your life if you have the ability to maintain a balance of all dimensions to live life to the fullest.
MOVING FORWARD

In life, we live not to let age impose artificial limits on how we lead our lives. Rather, it is about doing things that can fulfil our needs and give meaning to our existence. It is about individuals making choices and taking responsibility for our choices.

For Lifelong Learning, we will work with various organisations to reach out to seniors. C3A seeks to work with grassroots and private organisations to promote the cause for Senior Volunteerism.

Under Positive Ageing, we will maximise our outreach through public education and establish new platforms to spread this message to the public and seniors.

C3A will continue to drive senior learning and volunteerism and instil optimism on ageing through education, outreach and partnership.
“In the end, it’s not the years in your life that count. It’s the life in your years.”

– Abraham Lincoln