



PROPOSAL : DESIGN FOR GOOD #CHALLENGE 1

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How might we keep our community safe and healthy
(in body and mind) during the global COVID-19 pandemic?

Inspiration:

Stay Home, Stay Safe

While many Singaporeans are savvy with technology and social media, there is a group of elderlies that are left behind, uninformed of current news and unaware of the seriousness of the pandemic.

The solution is to create a direct mailer in a form of a first aid kit to educate and engage this group and bring awareness right to their doorstep. The kit, designed to offer keepsake value, contains some useful essentials like mask, Dettol soap, traditional medicated oil/plaster and an elderly-friendly colouring activity book. Besides providing the elderly a stay-at-home activity, the colouring book provides visual information to educate them on the fundamentals of staying safe and maintaining hygiene. A help hotline number will be printed in the book and they will be encouraged to call the hotline should they be unwell physically or if they are mentally affected.

Target Audience:

Elderly group

- The elderly group above 65 with early stage of dementia
- Those that are staying in rental flats area
- Still mobile and independent.
- Have their own activities during the day (eg. Roaming around neighbourhood, day centres and etc)
- Some of them might be staying alone and without family



A photograph of an elderly couple walking away from the camera on a cobblestone street at night. The man on the left is wearing a dark jacket and carrying a white plastic bag. The woman on the right is wearing a red and black plaid jacket and carrying a red bag. The background is blurred with city lights.

Why do the elderly have a tendency to want to go out?

- For those staying in rental flats (and sometimes by themselves), they could be affected by loneliness and claustrophobia
- Socially isolated, they are not connected to media and the community, and thus are unaware of the seriousness of the pandemic
- They are used to their daily routine e.g. A hawker centre visit is like a breather for them especially after being cooped up for a long time in a small, confined space

How do we engage them?

- Traditional media like a direct mailer - something tactile and 3D will attract them rather than just a flyer.
- Simple illustration to educate them especially the illiterate among them
- Freebies that will help them improve their hygiene and keep them safe (get sponsorship for products)
- Keep them healthily occupied with simple, therapeutic craft like colouring. The drawings illustrate the importance of hygiene and social distancing.
- Send volunteers to distribute the Kit and explain how to use it.

Proposal:

Stay Home, Stay Safe Kit

To use traditional media to reach out and educate this group of elderly. A Stay Home Stay Safe Kit that will educate them to :

1 . Stay safe by staying at home

2 . Reach out for help with Hotline contact

3 . Information Booklet illustration as colouring book

4 . Goodies that is useful and practical for elderly

Proposal:

Stay Home, Stay Safe Kit

(printed or silk screen on the reusable pouch)

1. **Reusable Mask**
(they might have missed the mask given by the govt)
2. **Dettol Soap**
(to use soap for hand cleaning because they might not know the usage of hand sanitiser)
3. **Tiger Balm Plaster / Medicated Oil**
For body aches and pains
4. **Colouring Activity Book w Colour Pencils**
illustration of some hygiene, social distancing drawings and get them to colour and participate in the challenge. Complete to receive vouchers (ntuc, Sheng Shiong)

* To find sponsors for the item above



Proposal:

Colouring Activity Book & Colour Pencils - educational tool

1. Will be use as a tool to educate the elderly. Colouring is also used as a tool for dementia patients hence might be a great tool for elderlies
2. To encourage the elderly to participate in the colouring competition, we could give a small token like a \$10 supermarket vouchers. For mode of delivery, working with volunteers groups or home care services eg. Thye Hua Kwan. They may need someone to explain the package to them.
3. Occupied their time by giving them 6 different illustrations for colouring
4. To submission of the colouring book. To pick up by the volunteers groups.



Proposal:

Colouring Activity Book



We could do up illustrations and activity book to talk about hygiene and safety measures during the pandemic

1. Washing of hands - The importance of washing of hands often, and properly with soap
2. Safe distancing - The one-metre rule for social distancing when buying things or queuing for food
3. Stay home - Avoid going out - call the hotline to get help to buy daily essentials and food
4. Wear Mask - To wear a mask all the time when you step out of the house

Proposal:

Colouring Book - Example of Illustration



- 4 different languages
- different activity for every page besides colouring

Suggest engaging different illustrators for different topics. While helping the elderly, we can also give the creative freelancers a hand in this difficult period

Proposal:

Colouring Activity Book



Back Cover :

A help hotline number will be printed in the book and they will be encouraged to call the hotline should they be unwell physically or if they are mentally affected.

Impact :

Stay Home, Stay Safe Kit

To bring that urgent awareness to the elderly - the most vulnerable group amid COVID-19. There is a need to overhaul their mindset and get them to listen. The colouring book in the kit will help them occupy their time and keep them safe at home, but most importantly to ingrain in them the important rules to abide by during the pandemic.

System Thinking :

Washing Of Hands, Safe Distancing, Staying Home and Wearing Masks have been at the core of messages constantly communicated to us through media, such as TV and news. The proposed idea, which is to be implemented on-ground, ensures that the communication channel is extended to the non-media-savvy elderly who is gravely uninformed or who need more constant reminders due to poor memory. This colouring activity could help them have a better grasp of the current situation and make the lifestyle adjustments to stay safe. The door-to-door distribution of the kits by volunteers, such as SAC Befrienders, allows the elderly to clear their doubts or answer any burning questions about the latest developments. The kit serves as the perfect tool to create an occasion for volunteers to reach out to the elderly and ensure their well-being.

Timeline :


Stay Home Kit

Keep things simple and inexpensive. Can be done in 3 months timeline provided with minimum changes. To have some buffer for changes, printing and production

Participation :

Colouring Activity Book

To encourage participation: Gifts like vouchers to be redeemed once they have completed the colouring book and volunteers have collected them At the end of it all, we can do a showcase of all the completed colouring books at the various Community Centres, hold sharing sessions about the whole exercise and tell the public how it had helped the elderly through the pandemic



Protect our elderly.
Together we can
overcome this.

STAY HOME. STAY SAFE

THANK YOU

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