

NATIONAL FAMILY WEEK 2023

MESSAGES FOR NCCS COMMUNITY (IN PARTNERSHIP WITH NCCS)



INAUGURAL NATIONAL FAMILY WEEK 2022

- **Launched by PM Lee, as part of the Year of Celebrating SG Families**
- **Over 90k persons attended family-centric events organized by Families for Life (FFL) and partners**
- **4 large-scale events** organized by FFL (Suntec, Chua Chu Kang, Tampines, Yishun), comprising play spaces, marriage & parenting talks. Attended by >20k pax
- **55 family-centric activities** organized by PA in 18 constituencies. Attended by >70k pax
- **Jointly-organized family activities** with 8 CapitaLand Malls, 4 FairPrice Xtra Hypermarkets, Klook, Sentosa, Esplanade, Centre for Fathering
- **Over 100 family deals** offered by corporates (e.g. Bollywood Farms, Wild Wild Wet, The Coastal Settlement, Pastamania, MotherCare)



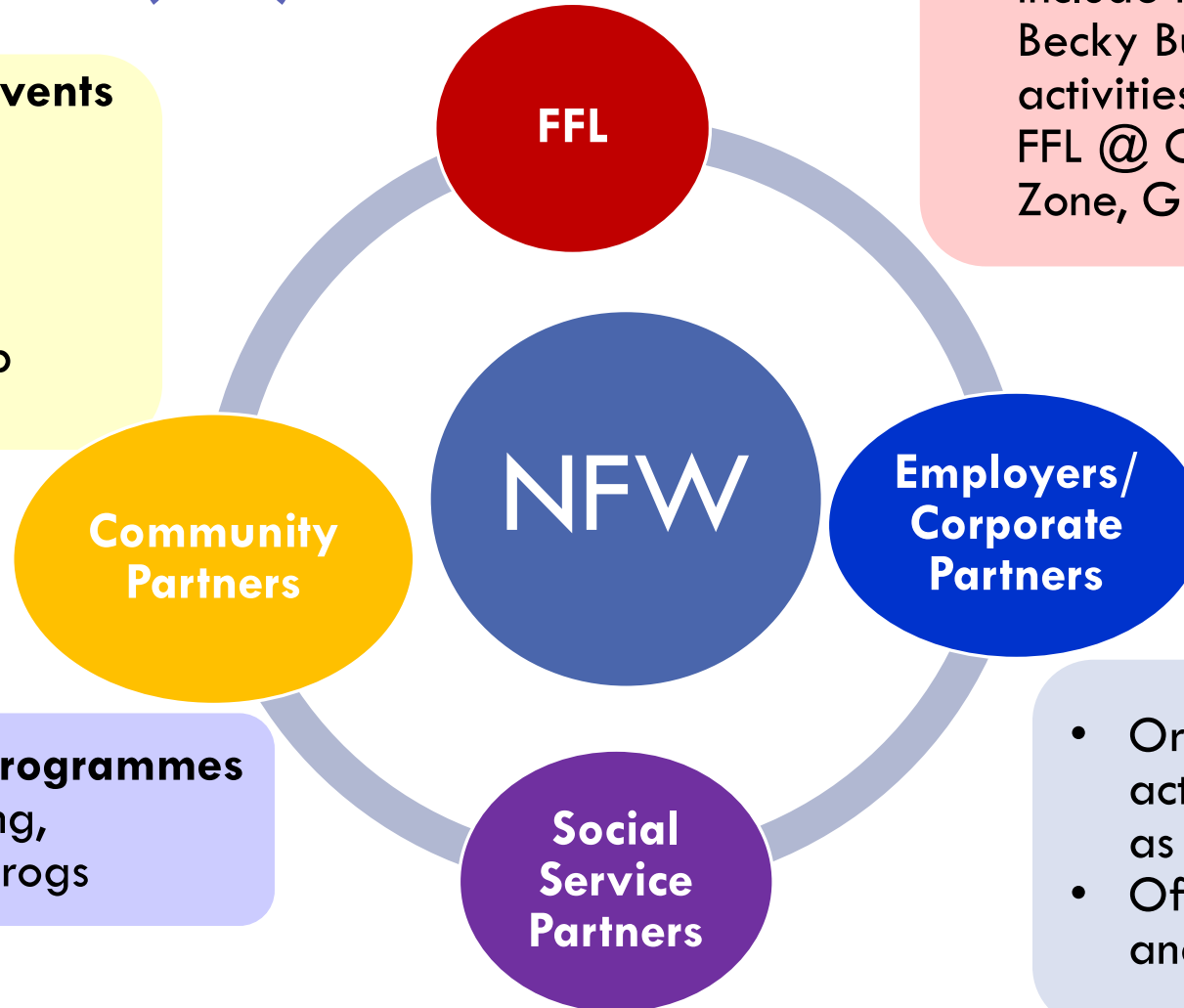
Widely publicized on mainstream and social media, including vernacular channels, with media reach of over \$1.9 million

NFW 2023 – KEY COMPONENTS

3 June (Sat) to 11 June (Sun)

Co-brand family-centric events under NFW

- PA
- ActiveSG
- HomeTeamNS, SAFRA
- M³, APEX ROs, Self-Help Groups



- **FFL-organized events**, which include inclusive sport activities Becky Bunny bouncy castles and activities for multi-gen families at 5 FFL @ Community towns and Family Zone, Gardens by the Bay

Publicity for SSAs' programmes

- Marriage, Parenting, Grandparenting progs

- Organize family-centric activities for their employees, as well as customers
- Offer discounts for attractions and F&B



OBJECTIVES OF NATIONAL FAMILY WEEK (NFW)

1. Increase **public support** for the importance of family
2. Encourage action by the public, private and community sectors to **create a family-friendly society** in support of the “Singapore Made for Families” vision

KEY NFW MESSAGES

- 1) Rally Singaporeans to **celebrate the importance of Family and prioritise Family Time**
- 2) Call to action for Families, Community Partners and Companies to build a **Singapore Made for Families at Home, Play and Work**
 - a) **Home** – Couples, Parents could participate in marriage, parenting, grandparenting progs and parent peer support groups offered by Community Partners (e.g. SSAs). And put into practice the acquired knowledge and tips to strengthen their marriage and family relationships at home.
 - b) **Play** – Multi-gen families, including families with PwDs could participate in a myriad of inclusive activities organized by FFL, Community Partners, and public agencies to spend quality time together and forge closer bonds.
 - c) **Work** – Companies to implement FWAs and nurture family-friendly workplaces where employees feel supported to manage family-work demands.



KEY MESSAGE 1: FAMILY TIME IS IMPORTANT

Spending time with family offers many benefits:

Strengthens relationships & builds resilience

- Creates opportunities for communication, nurtures well-being and a sense of security as we know we can rely on our family members for comfort and support
- Boosts confidence for all members as we feel valued and appreciated
- Promotes adaptability and resilience. Knowing we belong and are cared for gives a sense of meaning and purpose and motivates us to push forward and succeed.

Helps children learn relationship skills

- Through parents and grandparents' examples, children learn important skills that they can use in future as husbands/wives and as a parents

Helps children identify and connect with their extended family

Children who spend more time with their extended families tend to receive more attention and affection not only from their parents, but also their loved ones such as grandparents, aunts and uncles. This helps children feel a sense of belonging to the extended family.

**Time spent with family is worth every second.
Let's make family time a priority!**



KEY MESSAGE 2: BUILD STRONG FAMILY BONDS

1. For couples

- i. Commitment and communication are key ingredients to strong and successful marriages
- ii. Commitment is what keeps a marriage going during tough times
- iii. Communicating with kindness, compassion and understanding are much better at managing conflicts and resolving problems in a healthy and relationship-affirming way

2. For parents:

- i. The joy in a family is life's greatest blessing. Make time to receive it. Prioritising your time frees up a busy schedule to spend time with your children
- ii. Every moment spent with your children is an opportunity for you to teach them invaluable life skills, build precious memories in their growing-up years, and develop strong parent-child relationships

3. For grandparents

- i. The arrival of a grandchild might bring you closer to your grandchild's parents. You might feel pride and joy as you watch them become good and caring parents
- ii. Having a warm relationship with your grandchild can help your grandchild become more resilient and bounce back better during difficult times.



WHAT CAN WE DO?

1. **Family Routines** - Set aside time to listen to one another, cheer and support each other during good times and bad, or commit to family meals so we can be present with our loved ones.
2. **Family Get-togethers** – Watch a movie, play sports, or go out for dinner as a family. Or attend family activities organised by mosques, Families for Life and community agencies to spend quality time and build strong family relationships
3. **Level Up** – All relationships have their ups and downs but we can pick up knowledge and skills to get better at it! Create a great marriage together and level up your parenting skills through community-based programmes, talks and workshops
4. **At work** – Employers/supervisors, your part matters too! Family-friendly workplaces help your employees/staff feel more focused and motivated to give their best at work. Employees/staff who are able to balance their work and family are better able to contribute at work.



We can each play our part to build strong and resilient families.

Thank you!

