



Jalan Besar Wellness Programme



NOT JUST EYECARE – WE CARE

FOR IMMEDIATE RELEASE

**JALAN BESAR WELLNESS PROGRAMME AND THE LENS MEN DRIVE HOME
BETTER VISION CARE WITH FREE EYE SCREENING AND SPECTACLES
FOR ELDERLY AND NEEDY RESIDENTS**

Local Optical Chain Launches Singapore's First and Only Mobile Eye Screening Clinic at Event

OCTOBER 5, 2008 (SINGAPORE) – The Jalan Besar Wellness Programme, an initiative that supports active aging and enhances the quality of life of residents in the Jalan Besar Division, will host 157 elderly and needy residents for a complete eye screening exercise conducted by The Lens Men, Singapore's premier optical chain. The event, held at Jalan Besar Community Club, also unveils The Lens Men Eye Care-a-Van, Singapore's first and only mobile eye screening clinic. Innovatively fitted with an auto-refractor, eye chart projector, trial lens set and other ophthalmologic equipment, the Jalan Besar residents will be the first Singaporeans to enjoy primary eye care provided by the state-of-the-art Eye Care-a-Van.

2 Organised by the Jalan Besar Wellness Programme and sponsored by the Jalan Besar Community Club Management Committee and The Lens Men, the free event comprises of ophthalmologic tests for ocular health and eye chart reading to determine patients' eye prescriptions conducted by certified optometrists and opticians from the optical store. Those who require prescription spectacles will receive a brand new pair dispensed and donated by The Lens Men. With volunteers from the Jalan Besar Grassroots Organisations (GROs) coordinating logistics, attending residents will also enjoy a free buffet lunch provided by the Jalan Besar Wellness Programme.

3 The Eye Care-a-Van will be officially launched by Guest-of-Honour Dr. Lee Boon Yang, Minister for Information, Communications and the Arts and Adviser for Jalan Besar (GROs), in a ribbon-cutting ceremony. Dr. Lee will then turn on the Eye Care-a-Van's ignition to kick off its community service mission to raise the level of vision health in Singapore.

“The Eye Care-a-Van is one such unique way to service the underprivileged or immobile residents. It provides a convenient service to test their eyes and prescribe spectacles to correct their poor vision,” said Dr. Lee. “With

properly-fitted spectacles, senior citizens will see better and may be able to avoid accidents caused by poor vision. This new service will no doubt increase the quality of life for those living with poor vision.”

4 Residents can also look forward to benefiting from a long-term partnership between the Jalan Besar Wellness Programme and The Lens Men. Through customised activities such as free primary eye care, the Jalan Besar Wellness Programme aims to be the one-stop solution for the general well-being of senior citizens and needy residents in the community.

“We are extremely honoured and grateful for the opportunity to help Jalan Besar residents and are excited to help all others who deserve and require excellent primary eye care,” said The Lens Men Managing Director Peter Koh. “Beyond today, with the ability to cover more communities using the Eye Care-a-Van, we hope to reach at least 30 percent more underprivileged Singaporeans across the country, especially those who have difficulty commuting. It is our strong belief that eye care is not a luxury, but a basic need.”

5 Based on a philosophy of “Not just eye care – we care” and drawing on a long heritage of charity work, The Lens Men screens an average of 1,000 patients a year, donating more than 500 prescription spectacles annually to those who require corrective vision but cannot afford it on their own. Partnering with organisations such as Southeast CDC and the UOB Group, some of The Lens Men’s causes include the Metta School, the Pertapis Children’s Home, Methodist Welfare Services, the Lions Befrienders and the Children’s Aid Society.

6 Your journalist/s and photographer are cordially invited to the Free Eye-Screening Event on **Sunday, 5 October 2008**, beginning **9.45 am** at **Jalan Besar Community Club (69 Jellicoe Road, Singapore 208737)**. The programme is attached at **Annex A**.

About Jalan Besar Wellness Programme

Jalan Besar Wellness Programme is a multi-faceted initiative to enhance the well-being and increase the quality of life among the seniors. Through specially designed activities and programmes, it aims to delay the onset of disease and dependency, as well as support active ageing in our community. This programme is supported by the Ministry of Community Development, Youth & Sports (MCYS) and the People’s Association (PA). A copy of the up-coming activities organised by the Jalan Besar Wellness Programme is attached in Annex B.

About The Lens Men

The Lens Men and sister boutique The Eye Site are Singapore’s premier chain of optical retail stores, featuring an international collection of unique, stylish spectacle frames and sunglasses, quality contact lens care and its signature personalised customer service. Founded on the philosophy of “Not just eye care – we care,” The Lens Men has blazed a trail in the local eyewear scene, setting the trend for prescription eyeglasses doubling up as fashion statements. The Lens Men and The Eye Site are home to 30 optometrists, contact lens practitioners and opticians, who enjoy serving all customers new and old, including multi-generations of customers whose families have now become good friends. Always a cornerstone of the local community, The Lens Men pledges to help the less fortunate with a variety of eye care services. Please visit The Lens Men and The Eye Site online at www.TheLensMen.com.

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Programme

- 9.30am Arrival of PA Recipients and Guests
- 10.00am** **Arrival of Guest-of-Honour**
Dr Lee Boon Yang
Minister for Information, Communications & the Arts,
and Adviser of Jalan Besar GROs
- Speech by Guest-of-Honour
- Presentation of plaque to sponsors
- Dr Lee to cut ribbon on the Eye Care-a-Van and turn on the ignition
- Brief tour of van, followed by eye screening for Dr. Lee
- 10.15am Registration begins
- Eye Screening by The Lens Men Commences in Room 8
- Dr Lee will view the eye screening process and meet with residents
- Dr Lee will also visit the Strength Training Exercise at the Hall (2nd floor)
- 12.00pm Buffet Lunch
- 3.00pm Programme Ends

Wellness Programmes and Activities

ONGOING ACTIVITIES

<u>1. Strength Training Programme.</u>	Date: 7th, 21st, 28th Sept and 5th Oct 2008.
<p>The Strength Training Programme which caters for the seniors to help them sustain or improve their functionality and reduce the risks of age-related conditions and falls.</p> <p>There are four levels in total and each level will be covered per week which is about 1.5-2 hours. Participants will make use of simple tools like chairs and therabands to learn and practise the exercise.</p>	

<u>2. Seniors Cooking Class</u>	Date: Every Tuesday 3pm to 5pm.
<p>To bring interest groups to come together. When they do together, they bond. Every week new recipes. Seniors teach and learn to cook among themselves</p>	

UPCOMING ACTIVITIES

<u>1. Health Workshops</u>
<p>The Nurse Educators will conduct talks and workshops.</p> <p>1. Talk: A talk on chronic diseases will be given by the Nurse Educators before each workshop.</p> <p>2. Workshops: There are 3 workshop modules:</p> <p>a) Living Well With Diabetes: Taking Care of Yourself (3 sessions)</p> <p>b) Managing Your High Blood Pressure and Blood Cholesterol (3 sessions)</p> <p>c) Weight Management and Reducing Your Risk of Diabetes (3 sessions)</p> <ul style="list-style-type: none"> • All participants should complete the 3 sessions. • Each session is approximately 2hrs long. <p>Under this Programme trained Nurse Educators will provide individuals with chronic diseases (high blood pressure, diabetes, high blood cholesterol) and those who are at risk of developing these conditions (e.g. those who are obese and have Impaired Glucose Tolerance) with the necessary knowledge and skills to better understand and manage his/her chronic condition.</p>
<u>2. Tachi for Health</u>
<p>The programme can be conducted for the seniors as well as volunteers who in turn lead the seniors in the routine. It helps to strengthen bones, improve balance and improve relaxations.</p>

<u>3. Community Health Screening.</u>	Date: 30 November 2008
<p>Health screening allows for early detection together with early treatment and good management control of the disease can prevent or delay the onset of complications.</p>	

4. Reading Corner for seniors at Senior Activity Centre.

National Library Board has donated 215 books, mainly, on cookery, travel, and health books for the seniors.