

Singapore Association for Mental Health's Creative Services Celebrates 10 Years of Pioneering Creative Programmes that Promote Mental Wellness

- *Creative Services' latest #EatMoveCreateSAMH campaign calls on society to take simple steps each day to boost mental health during these uncertain times.*
- *Community partners show support with charity runs, art curations and engaging hands-on activities.*

SINGAPORE, 10 SEPTEMBER 2021 – Singapore Association for Mental Health (SAMH) celebrates the 10th anniversary of its SAMH Creative Services today with an #EatMoveCreateSAMH campaign. This mental wellness campaign encourages building mental wellness and resilience in the face of the COVID-19 crisis by taking small and simple steps in our daily lives.

SAMH Creative Services is also holding a series of programmes in the coming months to commemorate its journey in helping people with mental health issues achieve their fullest potential, build awareness and expression through creativity and raise greater support for mental wellness. These activities will also be part of the line up to commemorate the World Mental Health Day on 10 October and continue till March 2022.

#EatMoveCreateSAMH is a social movement exploring how our lifestyle practices in eating, exercising and creative activities can improve a person's overall mental state.

Amidst the increasing stress¹ due to COVID-19, simple acts such as eating well, moving often and being creative are small practices in one's daily life that can truly turn a person's mental state around. As the pandemic draws on, more people are likely to face mental health issues, prompting the government to develop a national strategy². The #EatMoveCreateSAMH campaign addresses this pressing need to build mental resilience by showing that small actions each day can turn a person's mental outlook around.

¹ In Singapore, IMH studies showed that nearly 1 in 10 reported mild to severe stress caused by Covid-19. <https://www.straitstimes.com/singapore/health/imh-study-points-to-likely-increase-in-mental-health-issues-in-spore-amid-covid-19>

² National strategy to tackle mental health issues to be developed: <https://www.todayonline.com/singapore/national-strategy-tackle-mental-health-issues-be-developed>

SAMH encourages everyone to snap a photo of their daily activities while eating, moving or creating and upload them onto social media with the hashtag #EatMoveCreateSAMH.³

The campaign aims to raise 20,000 social media posts from the public to encourage everyone to make small changes that can boost their mental health.

To support these steps, SAMH has joined hands with various individuals and community partners⁴ to promote commitment, support and actions for mental wellness over the following months. This includes a series of engaging activities where the public can eat, move and create. Highlights include a nutrition workshop by Ultimate Performance gym and a baking session by worldwide social enterprise Depressed Cake Shop. Details of upcoming events are uploaded on the SAMH campaign website. The campaign will run for six months to encourage more people to adopt and prioritise their mental wellness journey.

This year, SAMH has also partnered with MetaSport to organise the Good Vibes Run around Singapore on 17 and 18 September. Energy and resource leader TOP International is pledging its support with a virtual workout challenge (*The Kindness Warrior Fights Mental Health Stigma*) from 1 – 20 November 2021 -. Participants can sign up, complete the various activities and donate to the campaign at <https://www.giving.sg/campaigns/thekindnesswarrior>.

#EatMoveCreateSAMH celebrations also include a curated series of short videos co-created by the National Gallery of Singapore. The video series within the Gallery's *Art in 90 Seconds* will feature personal reflections of mental health and will be released from September onwards.

³ How to participate in #EatMoveCreateSAMH can be found in Annex A

⁴ Programmes and partners engaged in #EatMoveCreateSAMH campaign can be found in Annex B.

“SAMH is very grateful to see such strong support from individuals and organisations towards SAMH Creative Services’ 10th anniversary. It marks another pinnacle in our efforts to increase awareness for mental health and wellbeing especially through expressive arts. We started SAMH Creative Services as we recognised the importance of its role in supporting those in recovery from a mental health condition, as well as enhancing mental wellness for the community. With the growing awareness and evidence on how engaging in creative activities can improve brain function, mental health and physical health, it reinforces our commitment to continue spearheading efforts in this space,” said Ms Ngo Lee Yian, Executive Director of SAMH.

SAMH’s Creative Services is the creative umbrella of SAMH offering monthly arts, sports, and music programmes for youths and adults.

Agnes, a 40-year-old manager who joined the #EatMoveCreateSAMH art session said: “The art, together with questions provided by the art therapist helped me make sense of my emotion and learn new things about myself. Through connecting with others, my anxiety is turned to peace.”

Said Senior Assistant Director of Creative Services Jane Goh: “As we look ahead, we recognise that there is much more to be done to help people improve their mental health and wellness. Good mental health helps one to enjoy life and cope with life’s challenges, come what may. We call upon the community to embrace their strengths and partner us to put them on a path to success. All it takes is the first step to eat well, move often and create.”

Join us in taking the first step towards mental wellness with #EatMoveCreateSAMH. For more information on #EatMoveCreateSAMH, visit www.samhealth.org.sg. To show support, you can visit Giving.sg to donate to the SAMH fund.

###

Press Images

Download visuals [here](#).

About Singapore Association for Mental Health (SAMH)

Established in 1968, the Singapore Association for Mental Health (SAMH) is a non-profit and non-government social service organisation that provides a comprehensive range of mental health services, which include rehabilitative, outreach and creative services, to the community in Singapore. SAMH aims to reintegrate persons with mental health issues back into society through community-based mental health programmes and services that provide rehabilitative care for these individuals, and support for their families and caregivers. With a vision to promote mental wellness for all, SAMH is committed to improve the lives of, and promote acceptance and respect for, persons with mental health issues and improve the mental resilience of the community. In 2018, SAMH celebrated its 50th anniversary where the Association pledged its commitment to step up efforts and address the growing challenge of mental health issues among the people, young and old. For more information, please visit: www.samhealth.org.sg.

About SAMH Creative Services

Arts, sports and the outdoors serve as outlets for healthy self-expression. Through its two centres, SAMH Creative SAY! and SAMH Creative MINDSET Hub, SAMH organises creative programmes that deliver skill-based lessons to support the mental and emotional wellbeing of persons in recovery, as well as for the community at large. SAMH Creative SAY!, which stands for Sports, Arts and Youths, reinforces SAMH's belief that youths should have a "SAY!" in their lives by helping to spark conversations, promote mental wellbeing and cultivate mental resilience among youths. SAMH Creative MINDSET Hub, offers programmes and activities, both online and on-site that cater to all age groups.

Annex A

How to participate in #EatMoveCreateSAMH



The #EatMoveCreateSAMH digital campaign is a social movement by SAMH Creative Services that aims to raise 20,000 social media posts from the public to encourage everyone to make small changes that can boost their mental health.

To create a post for the #EatMoveCreateSAMH campaign, follow these simple steps:

1. Post a photo/video of your activity eating\, moving or creating on Facebook or Instagram. Tell us what the activity is and why you enjoy it.
2. Include hashtags #EatMoveCreateSAMH and #EatwithSAMH / #MovewithSAMH / #CreatewithSAMH (whichever is relevant)
3. Remember to tag your friends to encourage them to do the same.

Example:



Annex B

Upcoming programme and partner highlights for #EatMoveCreateSAMH campaign

Our updated list of activities can be found at <https://www.samhealth.org.sg/emc>

September - December 2021

****confirmed dates to be announced***

- Good Vibes Charity Run (MetaSport) : 17 and 18 September 2021
- Cookies Baking session by Depressed Cake Shop) *
- Coffee Appreciation Workshop by TOP International) *
- 'The Kindness Warrior Fights Mental Health Stigma' Virtual Challenge : 1 – 20 November 2021 (TOP International)
- Workshops by MOVE Academy
- Workshops by YOUphoria Volunteers
- Nutrition Workshop by Ultimate Performance *
- 1 Million KG Challenge by Ultimate Performance - collective weightlifting for Singapore Book of Records *

We welcome partners who want to jump on board and create engaging activities to support #EatMoveCreateSAMH.

Community Outreach

- **Art in 90 Seconds Together with National Gallery Singapore**
SAMH Creative Services and the National Gallery Singapore are co-developing a series of short videos for the Gallery's online videography project titled Art in 90 Seconds, to be released from September 2021. The series is presented in bite-sized content featuring personal reflections of mental health. The videos are meant to be accessible and meaningful for general audiences and help recognise the value of art for those going through life challenges and promote personal reflection. Selected SAMH clients, interns and staff, have participated in the art in 90 Seconds series as part of SAMH's Creative Services 10th anniversary celebrations.

Annex C

Human interest stories and quotes from #EatMoveCreateSAMH Campaign

Participants

1. **Ezekiel, 29, contract staff**

Ezekiel and his mother tried out our #EatwithSAMH conversation toolkit, which encourages conversation over cooking activities.

He says: “Bonding over food foster stronger relationships, however, the family may not always eat together unless it’s a special occasion, like a birthday, for example. This toolkit presents an opportunity to eat together with intention. When a meal is presented in front of me I can feel the love, however, my mum does most of the cooking and I am not allowed in the kitchen when she is cooking. Overall, conversations promoted by the toolkit such as asking about each other’s day and showing care and concern supports good mental health. The conversation allows me to express what is very important to the betterment of my mental health.”

2. **Melissa, 29, childcare teacher.**

Melissa participated in our #MovewithSAMH Zumba session and has continued moving and sharing on social media with the same hashtag.

She says: “Everyone is telling me that exercise is good for me and good for my mental health. When you exercise, your body releases chemicals called endorphins, which produces a feeling of euphoria, a positive feeling in our body. But I found always exercising on my own is too boring. So when I saw free Zumba sessions as part of the SAMH 10th year anniversary activities have free sessions on Zumba, I joined in and thoroughly enjoyed it. From then on, I also started to exercise more by going cycling with my dog.”

3. **Agnes, 40, manager.**

Agnes joined our art therapy support group for working adults, which is a way to #CreatewithSAMH as you journey with an art therapist to increase awareness and boost healing.

She says: “It is a humbling process as I let go of my false self and let the art speak to me. The art therapist, helped the group to connect with one another and our struggles which we could not express openly in a work environment. The sessions helped me not to be logical but to be free to express myself on a white piece of paper. The art, together with questions provided by the art therapist helped me make sense of my emotion and learn new things about myself. Through connecting with others, my anxiety is turned to peace.”

Volunteers

4. **YOUphoria volunteers**

Interviews can be arranged with YOUphoria volunteers conducting several workshops for the campaign (eg. Zumba and Clay Moulding). They would be able to share reasons for participating in the #EatMoveCreateSAMH campaign.

Programme Facilitators

5. **Charis Koh from MOVE Academy**

Charis is conducting the Ergonomics & Mobility workshop, as well as the Kinstretch sessions.

“Mental health is something my friends and I often talk about and something that I value a lot in my community and workplace. I am excited to be involved in this campaign as I like meeting new people and having shared conversations. I also enjoy helping people discover and appreciate movement and connecting with one another. Everyone needs a support system and an outlet for expression and creativity, and this campaign is all about that and more.”