

EMBARGOED UNTIL 20 JUNE 2025 AT 2:45PM

SAMH GOLDEN Connect 2025: First Senior Outreach Festival with AI-Powered Mental Wellness Screening

Promoting mental wellbeing and healthy ageing through creativity

SINGAPORE, 20 JUNE 2025 - The Singapore Association for Mental Health (SAMH) kicked off its inaugural outreach festival for seniors, SAMH GOLDEN Connect 2025, today at its integrated wellness centre, SAMH Space2Connect, in Jalan Besar. Held over two days on 20 and 21 June, the festival marks a key milestone in SAMH's continued commitment to enhancing mental wellness among older adults.

Designed to create an inclusive and uplifting environment, the festival includes welcome lunches with bento sets on both days, offering seniors opportunities to mingle and build social connections before engaging in activities. Attendees are exploring 10 wellness stations across three themed zones – Centre Space, Creative Space and Connect Space – featuring art-making, drumming circles, tea blending, self-guided meditation, cognitive games, gentle movement sessions, and AI-powered mental wellness screenings.

Guest of Honour Ms Denise Phua, Mayor of Central Singapore District and Member of Parliament for Jalan Besar GRC, attended the opening day on 20 June. She joined seniors and community partners in experiencing the activities and shared, “As Singapore’s population ages, mental and emotional wellbeing must be seen as integral to healthy ageing, not secondary to physical needs. Several seniors I met in Jalan Besar carry hidden struggles with loneliness or hesitate to speak about their feelings. Loneliness and stigma are very real and too often go unnoticed. What SAMH has done through GOLDEN Connect 2025 is commendable. Ground-up efforts like this, rooted in the community and aligned with our national strategy for healthy ageing, help to build a more caring and resilient Singapore for all.”

The festival responds to increasing challenges faced by seniors, including social isolation and mental health issues that often go unaddressed. By 2030¹, one in four Singaporeans is expected to be aged 65 or older. The 2023 National Population Health Survey² also found that seniors aged 60 to 74 were among the least likely to seek mental health support. This event aims to create accessible and welcoming pathways to care.

Organised in collaboration with Jalan Besar Active Ageing Centre, the festival welcomed seniors from the centre and neighbouring communities, drawing over 200

¹ [ACTION PLAN FOR SUCCESSFUL AGEING 2023 | Ministry of Health](#)

² [National Population Health Survey \(NPHS\) 2023 Report | Ministry of Health](#)



participants. A lucky draw added an element of fun, encouraging seniors to fully explore the various stations.

Adj Assoc Prof Lee Cheng, JP, President of SAMH, said, “Community outreach has been at the heart of SAMH’s work since 1968, and it remains vital as we support mental wellness across different life stages. While upstream prevention continues to be a priority, initiatives like SAMH GOLDEN Connect 2025 help us reach seniors who may be struggling in silence. By combining creative expression, AI-powered screenings, and warm, welcoming spaces, we provide approachable entry points to care. Mental health concerns do not begin or end at any age. Through strong community partnerships, we can bridge gaps, build trust, and make support more accessible. We want every senior to know they are not alone, and that care and joy are within reach.”

Ms Polly Lim, Centre Manager from Jalan Besar Active Ageing Centre, added, "As an Active Ageing Centre, our primary focus is to help seniors stay physically active and socially engaged. We fully recognise that emotional and mental wellbeing are equally vital for healthy ageing. Partnering with SAMH has allowed us to bring mental wellness into our programmes in ways that feel natural and welcoming to seniors. This collaboration has deepened our ability to support seniors holistically, nurturing both their bodies and minds.”

Local artists and volunteers also enriched the festival experience. Clarence Ho, local artist and facilitator of the SMARA (Self-Gazing Meditation Augmented Reality Art) experience, shared, “Art speaks where words fall short. With SMARA, we wanted to offer seniors a gentle and creative space to reflect, reconnect with themselves, and find calm. It has been moving to witness how even a simple artistic encounter can spark moments of clarity, comfort, and self-compassion.”

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About Singapore Association for Mental Health (SAMH)

Established in 1968, the Singapore Association for Mental Health (SAMH) is Singapore's first mental health social service agency, serving youths, adults, and seniors. SAMH offers a comprehensive range of rehabilitative, outreach, and creative services designed not only to support individuals with mental health issues but also to promote mental wellness for all. Through various initiatives, SAMH enhances mental resilience, provides essential support, including reintegration efforts, and focuses on preventive care. Committed to improving lives and nurturing minds, SAMH strives to build a more supportive and inclusive community.

For more information, please visit: www.samhealth.org.sg

About SAMH Space2Connect

SAMH Space2Connect is a newly established premise by the Singapore Association for Mental Health (SAMH) in 2023 that provides integrated mental health services to individuals, families, and communities. Residing two key services of SAMH – SAMH Creative Hub and SAMH Mobile Support Team COMIT (Central), our services include creative programmes, case management, counselling and therapy, and community education, all with the goal of promoting mental wellness through lifestyle changes that lead to wellbeing, recovery, and empowerment. SAMH Space2Connect also serves as a collaborative space for like-minded partners to deliver meaningful engagements that strengthen community mental health and resilience. We firmly believe that cultivating healthy connections is essential for achieving holistic wellbeing.

For more information, please visit: <https://www.samhealth.org.sg/our-services/samh-space2connect/>

About SAMH Creative Hub

SAMH Creative Hub was first opened at Goodman Arts Centre in 2011. It was part of Singapore Association for Mental Health's (SAMH) strategic plan to expand services to the community by promoting psychological wellness and mental health recovery through the use of expressive arts such as music, dance and art. SAMH Creative Hub is distinct as its services are open to all members of the public aged 10 years old and above. Using arts, writing, music and dance as a form of therapy for its participants, its services include creative therapeutic interventions, individual art therapy and counselling with creative approaches to help individuals improve their quality of life, encourage general awareness of mental health, relieve stress and reduce stigma for persons in recovery of mental illness.

For more information, please visit: <https://www.samhealth.org.sg/our-services/creative-services/samh-creative-hub/>

ANNEX: Activity Stations @ SAMH GOLDEN Connect 2025

Station 1: Arts, Craft, Remembering (Creative Space)

Seniors create simple collage artworks using craft materials to reflect on cherished memories from their past. This activity encourages storytelling, emotional expression, and cognitive stimulation through a creative and nostalgic experience.

Facilitators: Students from the Singapore University of Social Sciences (SUSS), in partnership with SAMH.

Station 2: Tea Blending (Creative Space)

Republic Polytechnic students present a personalised tea-blending activity designed to promote relaxation and support better sleep. Participants will also pick up practical tips to enhance their nighttime routine and overall wellbeing.

Facilitators: Students from Republic Polytechnic, in collaboration with SAMH.

Station 3: Drum Circle (Creative Space)

The Kallang CC Community Drumming Circle is an inclusive and vibrant gathering where people of all ages and backgrounds come together to make music. Participants are encouraged to join in the activity using a variety of percussion instruments and drums. With no prior music background needed, this drumming circle welcomes everyone to experience the joy of rhythm, community, and creative expression.

Facilitators: the circle's two pioneering members, Ms Soh Geok Kee and Mr Lawrence Lim.

Station 4: Kopi Chats (Centre Space)

Trained social workers are stationed nearby to engage seniors in one-on-one conversations within a private and comfortable setting. Inside a dedicated room, seniors are guided through a confidential mental health intake form designed to gently assess their emotional wellbeing and support needs. This safe space ensures privacy, dignity, and trust—encouraging seniors to share openly and seek further help if needed.

Station 5: Eat with a Friend (Centre Space)

A cosy space where seniors can enjoy their lunch while building meaningful connections with fellow participants. This communal setting encourages conversation,



friendship, and social bonding—supporting emotional wellbeing through shared meals and heartfelt interactions.

Station 6: SAMH Snakes n Ladder (Centre Space)

Mental Wellness Snakes and Ladders encourages self-reflection by guiding players to consider their thoughts, emotions, and decisions throughout the game. As they move across the board, participants encounter prompts related to everyday mental health challenges and positive coping strategies. This interactive format helps raise awareness, spark conversations, and foster emotional resilience in a fun and engaging way.

Facilitators: Communications, Education and Engagement (CEE) Team, SAMH

Station 7: Mental Health Assessment (Centre Space)

SenseWell is a self-administered, AI-powered mobile application developed by Opsi, a spin-off from A*STAR specialising in multi-modal emotion AI. The tool analyses facial expressions to assess mental wellbeing, offering a quick, non-invasive, and accessible way to screen for early signs of depression or anxiety. It is especially helpful for older adults who may find it challenging to articulate their emotional state.

Facilitators: the Opsi volunteer team comprise of Andrew Ow (CEO & co-founder, serial entrepreneur, 20+ years in the IT industry, senior commercial roles at ST engineering and NCS), Dr Yeo Sing Chen (head of data science, PhD in Neurology, NUS-Duke Medical School), Ella Wang (Head of Operations, 20+ years in strategy and business management at Dell and Elsevier).

Station 8: SMARA (Connect Space)

SMARA is a mindfulness practice that involves a deep and direct gaze at one's own reflection inside the art. It offers many benefits including improving mental wellbeing and finding a sense of relaxation and calm. The meditation practice also increases self-awareness, relieves stress, and allows feelings of self-acceptance, resulting in self-love. SMARA is a community project by local artists Clarence Ho and Alvin Goh, who have together delivered on many other community projects in Singapore.

Facilitators: Clarence Ho and Alvin Goh, partnering SAMH as volunteers.

Station 9: Mindful Movement (Connect Space)

Mindful movement guides participants through gentle, intentional movements paired with breath awareness to promote relaxation. Drawing inspiration from dance, yoga and simple stretches, this activity encourages participants to tune into their physical

sensations and emotions without judgment, fostering a stronger mind-body connection. This activity provides participants with a safe space to slow down, breathe, and reconnect with themselves.

Facilitator: Carissa recently joined SAMH Creative Services to incorporate dance and movement into their programme offerings. She holds a Master's in Creative Arts Therapy from the University of Melbourne, specialising in Dance Movement Therapy, alongside qualifications in School Counselling and Psychology. Carissa applies an evidence-based, mixed-modality approach in her work, drawing from her experience in diverse dance styles—from Classical Ballet to Street Dance. She firmly believes that dance promotes overall wellbeing and is passionate about making dance accessible to all.

Station 10: Breath Rhythm Line (Connect Space)

Inspired by artist John Franzen's show "Each line, one breath", this station encourages seniors to sync their breathing patterns with the drawing of lines in pencil, crayon, or markers, experiencing a settling within them in the process. Together all the lines drawn by different seniors can come together to look nice and interesting too. For this station, we have the help of four secondary school students.

Facilitators: four RGS girls are volunteering with us as part of Values In Action (VIA).