

## MEDIA RELEASE

### Care Ambassadors arrive at Ren Ci Nursing Homes

#### - On-the-job training imparts cabin crew with skills to fulfil psychosocial needs of residents -

Singapore, 14 October 2020 – In a bid to redeploy staff due to reduced flights amid travel restrictions around the globe, cabin crew members of the Singapore Airlines (SIA) Group have volunteered to join their frontline counterparts during this pandemic, filling the role of care ambassador in various healthcare settings.

Since July this year, Ren Ci Hospital has leveraged on the SIA Group's care ambassadors (CAs) programme to complement service in the areas of visitors' management and in the community hospital wards. The cabin crew put to good use their expertise at providing care and world-class service to enhance visitors' experiences and ensure safe distancing within our facilities, especially during the busy visiting hours. In addition, the care ambassadors assigned to wards also support care teams to carry out basic care duties amid their rounds of befriending activities.

Joe Hau, CEO of Ren Ci Hospital said, "The deployment of SIA Group service-oriented care ambassadors in our community hospital has been fruitful, with visitors and staff delighted by the friendly smiles and helpfulness so naturally demonstrated by the cabin crew. They are a natural fit to continue contributing their good communication skills and warm, helpful personalities to our nursing homes in Bukit Batok and Ang Mo Kio in a non-clinical role."

This also marks the first batch of cabin crew members who are being placed to help out in nursing home setting. The new batch of 30 cabin crew members have kickstarted their redeployment as care ambassadors in the nursing homes, assisting the residents in their basic daily activities. The on-the-job care-giving training complements the crew's excellent service and communication skills, allowing them to fulfil the psychosocial needs of the senior residents and boost their physical, emotional, social and intellectual wellness during their working tenure in the home.

Scoot Cabin Crew Ms Noor Seha said, "Being a cabin crew has taught me to be proactive and empathetic towards my passengers while keeping safety as top priority, and this was something that I could apply as a care ambassador here. Though I've just been here for three weeks, I am already loving the bond that I have created with the senior residents at Ren Ci, and I believe the care-giving skills I've learnt here will definitely add great value to my role as care ambassador, as well as in the near future as a cabin crew when air travel resumes again."

Under the supervision of nursing staff and alongside resident care associates, the SIA Group's care ambassadors will provide administrative support in the wards, attend to basic care-giving needs of residents, and provide companionship to residents during therapy sessions and leisure activities.

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### **About Ren Ci Hospital**

Established since 1994, Ren Ci Hospital is one of the few charity healthcare institutions in Singapore to provide high quality and affordable medical, nursing and rehabilitative care services for the community, based on the principles of loving kindness and compassion. Ren Ci plays an integral role in supporting the healthcare needs of the elderly through adopting holistic way of delivering person-centred care.

Besides giving hope to the frail elderly by helping overcome their disabilities and teaching their families to care for them at home, Ren Ci also partners various community groups and social enterprises to give dignity back to the elderly.

### **IMAGES: SIA Care Ambassador In Action**



**Noor Seha (right) learning the proper method of turning a resident in bed.**



**On-the-job training: Blood pressure measuring.**



**Assist in feeding of residents that need some help during meal time.**