

Scenes:

The frame is set up with the backdrop of a well-maintained and well-stocked bookshelf against a black wall presenting a serious yet professional look. The interviewee is positioned in-front on the bookshelf which covers half the background with the rest of the screen taken up by the black background. Interviewee is wearing a white professional button-up shirt to provide a stark contrast with the black background.

Outdoor backdrop with an elderly couple holding hands greenery in background that is masked & blurred out in post.

Interior backdrop with an elderly couple sitting at a table having a serious conversation, shot through a clear window with reflections of the neighbourhood present in the frame.

Elderly man sitting on a bench and looking gloom and concerned about his health in a room that resembles a hospital waiting room.

Outdoor backdrop with the elderly couple enjoying each other's company and chatting after exiting the café.

Indoor backdrop with the elderly couple having a serious discussion with someone resembling a medical professional.

Script:

**SIMON:**  
The stigma around mental illnesses affects more than just quality of lives.

**SIMON (PRE LAP):**  
It shows that we should use the right type of language

**SIMON (CONT'D) (V.O.):**  
by showing more empathy for dementia patients and aim to integrate them into society by building dementia-friendly communities to support them.

**SIMON (PRE LAP):**  
People suffering from dementia should be provided with emotional support

**SIMON (CONT'D) (V.O.):**  
from the people closest to them and as a nation Singapore also needs to provide

**SIMON (CONT'D) (V.O.):**  
more dementia-friendly amenities to strive towards changing the mindset of society and break stereotypes.

**SIMON (PRE LAP):**  
We should not focus on their deficits but on what they can still do with their remaining abilities. It's important to recognise

**SIMON (CONT'D) (V.O.):**  
that they can still lead purposeful and meaningful lives.

**SIMON (CONT'D) (V.O.):**  
To combat this stigma, ADA will be launching

**SIMON (CONT'D) (V.O.):**  
an island-wide dementia awareness campaign this month. The campaign will contain roadshows, events, talks

**SIMON (CONT'D):**  
and videos, and will culminate in a public event on September 21 on World Alzheimer's Day.