

Original Story Idea:

To produce a video package that highlights the importance of mental health awareness for elderly in Singapore, discussing on what the community can do to better cater to their needs, as well as finding out about any pre-existing initiatives and campaigns that aim to increase awareness on ageing illnesses. I decided to interview the talent and capture footage of an elderly Singaporean couple as I felt that the importance of the message in the interview would be better illustrated on screen when it is interlaced with something relatable. The couple would serve as an abstract reminder of our grandparents, people we care about who are susceptible to aging diseases like dementia.

Origin of the story idea:

I happened upon the seventh annual Ho Rih Kwa lecture when I was scrolling through the web and the event had Singapore's prime minister Lee Hsien Loong discussing about the challenges Singapore will face in the future and how the community has to prepare to negate the negative social implications brought about by these challenges. The main issue he talked about was how Singapore had a rapidly aging population and this made me curious on exploring what are the most important challenges a rapidly ageing population might face.

Why is it of interest?

Singapore is one of the fastest aging countries in the world and the United Nations have projected that the elderly will make up almost half of the nation's population by the year 2050. This got me thinking about an issue that's going to be highly relevant to almost half of Singapore in just three decades- illnesses linked with ageing. After conducting some preliminary research, most of which stem from readily available reports from Singapore's Institute of Mental Health, I found out about the prevalence of dementia. In Singapore, 1 in every 10 persons aged 60 years and above have dementia and the numbers become scarier as the population gets older, as 1 in every 2 persons aged 85 years and above have dementia. I felt that this was something worth talking about.

Potential sources:

Simon McGregor (Alzheimer's researcher)

Anita Khatri (Nurse at Kwong Wai Shiu hospital & nursing home)

Limitations:

There were a few limitations I faced that I had little control over. I couldn't reshoot the interview in as many angles as I would have preferred as Simon had time restraints. It took a while to find the perfect setting to have the interview as I felt that the backdrop played a very important role in setting the mood for the rest of the video. Mask tracking and blurring the background on the videos used was also a little time consuming.

Interview Techniques

For the footage, I used a medium close up shot to capture Simon in his home against a black background that had a fully stocked bookshelf. I wanted the video to seem professional and I felt that the backdrop used displayed the sophistication I wanted. I asked him a few pre-prepared questions and recorded him twice, in different dress styles as I wanted more footage to work with if I needed to change the tone of the video package in post-production. A tripod and cardioid mic was used to record audio as I felt that a wired lavalier mic looked a little jarring on his white shirt especially in a mid-close up shot.

Working YouTube Link: <https://youtu.be/cual-JNPwPE>