

EMBARGOED UNTIL 3 OCT, 3PM



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MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY

30 September 2025

To News Editor

**NORTH WEST CDC EXPANDS MENTAL WELLNESS OUTREACH
ACROSS THE DISTRICT**

*Enhanced programme brings interactive exhibition closer to residents
for greater awareness.*

As part of North West Community Development Council (CDC)'s ongoing efforts to raise awareness on mental wellness and strengthen support to the North West community, Mental Wellness Day @ North West aims to bring the important topic of mental well-being closer to the heartlands and make wellness accessible for residents of all ages. Featuring a series of exhibitions on the five senses – Sight, Smell, Taste, Hear, and Touch, participants will be able to personally experience these interactive displays and activities to explore how engaging with their senses can contribute to self-care and overall better mental health – demonstrating the important impact everyday sensory experiences have, in promoting calmness and resilience.

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2 This year's theme is *Nurturing Minds, Building Resilience: Your Wellness Journey*. It focuses on an individual's self-discovery and acknowledges that mental wellness is a journey, rather than a destination. Mental Wellness Day @ North West, which will be held on 3 and 4 October 2025 at Causeway Point Atrium, hopes to create a positive and nurturing culture around mental wellness, encouraging individuals to take better care of their mental health through various mental wellness initiatives, tips and resources available to participants (*See Annex A for Media Programme*).

3 Sharing the CDC's holistic approach in building Healthy Communities, **Mayor of North West District, Mr Alex Yam**, says "In addition to physical health, the CDC hopes to further promote mental wellness to better support North West residents in cultivating total wellness. We work closely with our Mental Wellness Ambassadors who are always on the ground to build a strong network of support for residents, by providing resources and raising awareness through various wellness initiatives to enhance their personal wellness journey."

4 Expanding the outreach beyond the event, the exhibition will rove around the North West District in the months ahead, stopping at one GRC each month from October to December 2025. The roving exhibition aims to spread awareness across the North West on the mental wellness resources within their own neighbourhoods and strengthen outreach at the community level (*See Annex B for Media FAQs*).

5 Mental Wellness Day is part of the CDC's Mental Wellness programme. From organising mental wellness talks to build awareness and literacy and the appointment of the Mental Wellness Ambassadors (MWA) in the respective North West Divisions to strengthen support on mental wellbeing, the programme also provides training opportunities, resources and networking for MWA, as well as seed funding to support ground-up initiatives on mental wellness. As a Grassroots Leader in Zhenghua Division, Mr Yau Yong Feeh has been walking the ground for many years, and following his appointment as a MWA in 2023, he

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continues to advocate for mental well-being through ground-up initiatives. Tapping on the CDC's funding, the Holland-Bukit Timah GRC and Bukit Panjang SMC came together to join forces and embarked on a wellness journey – to create a safe environment for their residents through various initiatives such as Lean On Me: Just For Papa, supporting fathers' well-being through peer networks, workshops and collaborations with Dads for Life and Centre for Fathering. Another example is Parenting in the Digital Age in Bukit Panjang Town, organised in partnership with Fei Yue and Centre for Fathering, which equips parents with practical strategies to raise children in a digital-first environment. These initiatives reflect the ground-up programmes that the Mental Wellness Ambassadors are continuing to drive an impact on the ground to meet evolving community needs.

6 Working alongside a wide network of professional and community partners - including Boys Town, Campus Impact, Care Corner, Clarity, Club Heal, Fei Yue Community Services, Mindfull Community, Montfort Care, NHG, Republic Polytechnic, SAMH C'say, Singapore Anglican Community Services, SUSS, Touch Community Services, and Woodlands Health - the CDC draws on diverse expertise, resources and community spaces. These collaborations ensure that residents benefit from holistic and comprehensive wellness programming tailored to different needs across the district.

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Media Invitation

Media is invited to Mental Wellness Day @ North West at Causeway Point Level 1 Atrium on 3 October 2025. A media interview with the following spokespersons, including Mayor Alex Yam, residents, and partners, could be arranged subject to availability. See below for details of the media event.

Date:	Friday, 3 October 2025
Media Arrival:	2.30pm
Venue:	Causeway Point Level 1 Atrium 1 Woodlands Square, Singapore 738099

Contact Persons for Media:

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Enclosed:

- 1) Annex A – Media Programme for Mental Wellness Day @ North West
- 2) Annex B – Media FAQs (Appended separately)
- 3) Annex C – Event Poster

About North West Community Development Council (CDC)

The North West District comprises Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC, Holland-Bukit Timah GRC, Bukit Panjang SMC and Sembawang West SMC.

The Community Development Councils (CDCs) were established to build a tightly knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

Mission

(a) Aggregator of Needs and Resources

To help the less fortunate through local assistance programmes

(b) Builder of Capabilities and Capacities

To bond the community through projects & programmes to bring them closer to one another

(c) Connector of Communities

To develop strategic partnerships with corporate and community partners to better serve our residents

Five Communities

i. Caring Communities

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

ii. Healthy Communities

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

iii. Inclusive Communities

Strengthen social fabric by embracing and involving different segments of society

iv. Learning Communities

Promote lifelong learning mindset for personal and professional development

v. Sustainable Communities

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

MEDIA PROGRAMME

Time	Programme
2.30pm	Media Arrival
3.00pm	Arrival of Mayor
3.10pm	Welcome Address by Mayor
3.20pm	Tour of Exhibition and Booths 1) 5 Sensory Booths – <i>Smell / Sight / Hear / Touch / Taste</i> 2) Partner Booths – <i>Boys Town / Care Corner / ClubHeal / Fei Yue Community Services / Mindfull Community / Republic polytechnic / Singapore Anglican Community Services / SAMH C'say / Touch Community Services</i>
3.50pm	Media Doorstop (Upon Request)
4.15pm	End of Media Programme

EVENT POSTER



The poster features a vibrant, cartoonish design with a large, smiling rainbow at the top. Below the rainbow, two stylized, colorful figures (one pink, one purple) are hugging. The text 'Mental Wellness Day @ North West' is prominently displayed in a playful, rounded font. Below the title, an orange banner provides the dates and location. A paragraph describes the event's focus on sensory activities. A 'Get Your Blindbox' section includes a QR code and a description of a game card activity. A 'Programme Highlights' box lists four activities: Aromatherapy Workshop, Tea Appreciation Workshop, 5 Senses Exhibition, and Partners Booths, each with a brief description and a small icon.

Mental Wellness Day @ North West

3 & 4 October 2025 | Fri & Sat | 11am to 8pm
Causeway Point Atrium

Engage Your Senses, Nurture Your Wellbeing! Explore interactive booths and hands-on workshops featuring the five senses and discovering simple tricks to boost your mood through exciting sensory activities.

Get Your Blindbox
Complete your game card with 5 stamps to receive an exclusive mystery keychain!

Scan for more info

go.gov.sg/nwmw

Programme Highlights

- Aromatherapy Workshop**
Explore the therapeutic power of scent through aromatherapy.
- Tea Appreciation Workshop**
Discover the art of mindful tea appreciation in this sensory workshop.
- 5 Senses Exhibition**
Experience how daily sensory encounters impact your mental health and wellbeing.
- Partners Booths**
Explore diverse wellness resources that can enhance your wellbeing journey.

Organised by:



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