

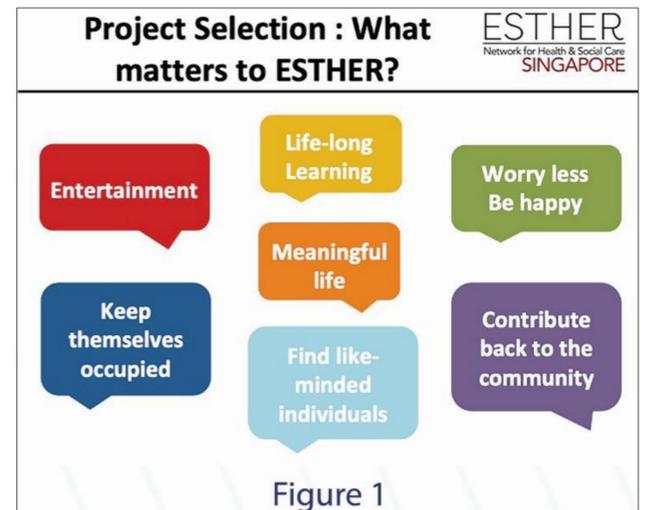
## Improving Esther's Satisfaction level from 16% to 70% in their special interest group so as to give meaning and fulfilment in their lives over 6 months

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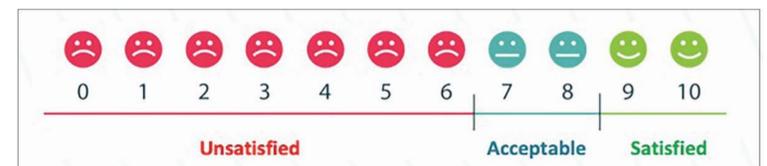
### Background:

In the course of our work as coordinators for the Community Befriend Programme (CBP), we often come across seniors who are concerned by the lack of purpose and meaning in post-retirement life. In the process of understanding their sentiments, we learnt about a special interest group comprising a few CBP volunteers (Befrienders) who meet to sing Karaoke and learn the ukulele every week. An ESTHER Café with these Befrienders was conducted to find out about the interest group; explore topics related to active ageing; and find out what matters to them at their current stage of life. Figure 1 illustrates the common responses from Esthers. The discussion also made us realise that seniors can remain active and engaged even in old age. This project seeks to improve Esthers' satisfaction level in the special interest group so as to bring meaning and fulfilment in their lives.



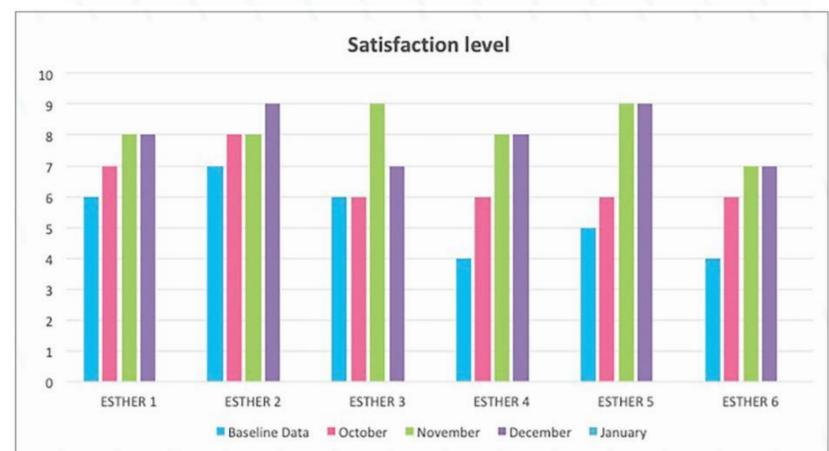
### Methodology:

A baseline study of Esther's satisfaction level (Figure 2 – satisfaction level scale bar) was conducted before they joined the interest group. The team also administered monthly surveys through telephone calls or meetings over 5 months, to find out Esthers' satisfaction level after joining the interest group.



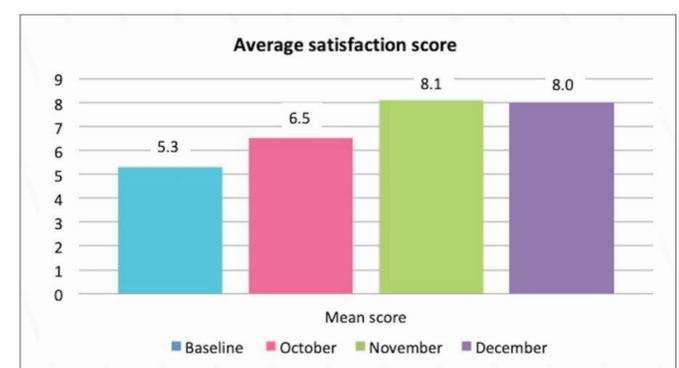
### Proposed Solutions:

During the ESTHER Café, Esthers shared that they value life-long learning and a meaningful life. They suggested to have a platform to showcase their talents, as such the team decided to organise a Volunteers Appreciation Lunch on 9 November 2019. Our Esthers performed a song accompanied by ukulele and a total of 200 volunteers were present to help at the event!



### Outcomes and Learning Points:

Esthers' satisfaction level increased by 84% over 5 months and the peak was observed after their performance (Figure 3 – Overall data graph, Figure 4 – Average score of Esthers' satisfaction level). A debrief session was conducted with the Esthers to gather their feedback and thoughts. Esther 3 mentioned "Honestly, it wasn't about how professional or how well we did, it's good enough to be up on stage with an event of such a size." All of them agreed that they never imagined themselves to be able to put up a performance in front of a big crowd at their age. The team also became more bonded after rehearsing together despite having disagreements in the process of preparing for the performance.



### Conclusion / Future Plans:

Implementation of similar projects at other constituency wards under the Community Befriending Programme (CBP) to encourage formation of more interest groups among seniors to strengthen peer-support.

