
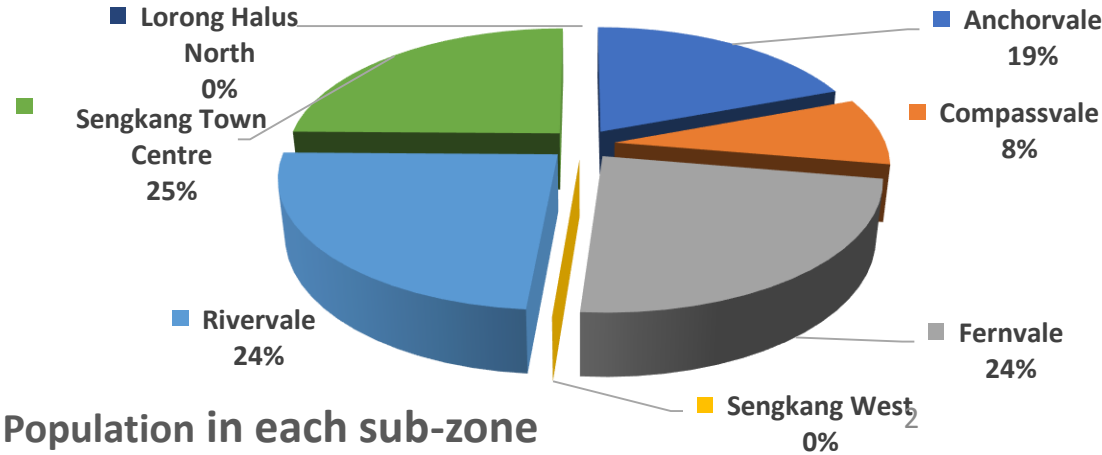
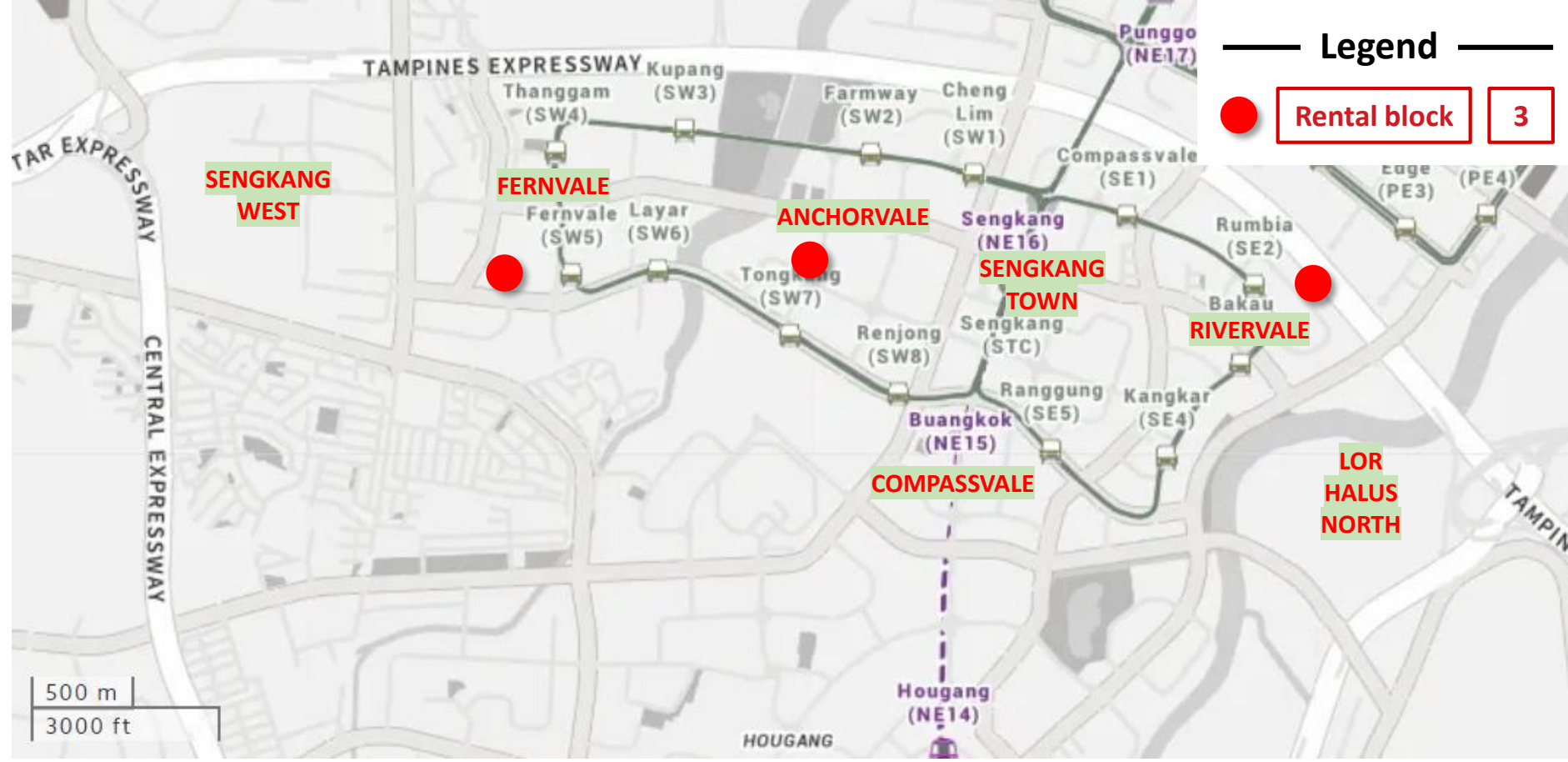
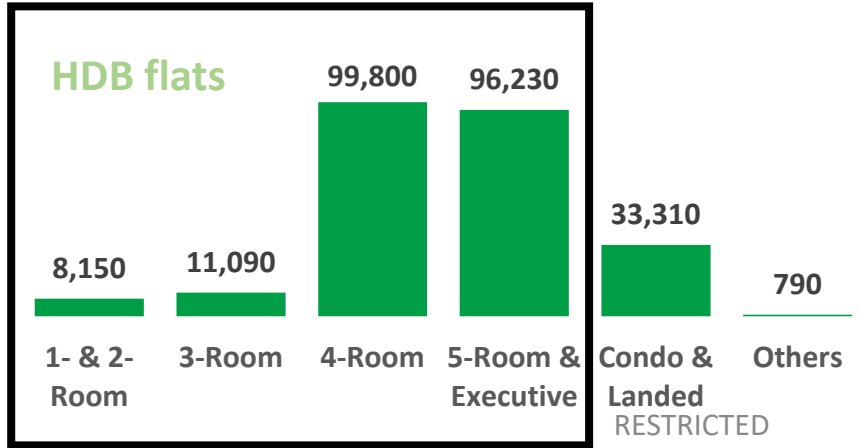
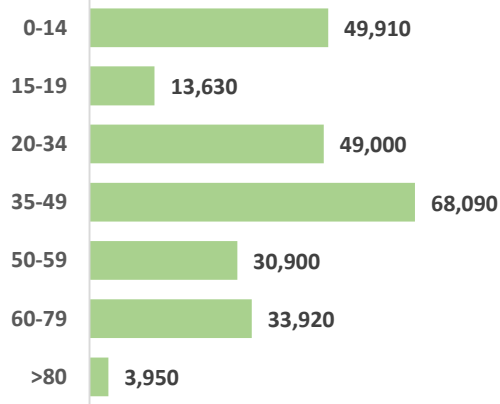


# Insights Into The World of Our Clients: COMLINK @ Sengkang

Muhammad Ashik  
Assistant General Manager  
SSO Sengkang-Serangoon-Hougang

# PROFILE OF SENGKANG

- Established in **1994**.
-  **249,370** in Sengkang
- Sengkang is home to **6.2%** of Singapore's population.
- Though largely middle-aged, Sengkang also has a **large youthful population (0-14)**.



# WHAT IS COMLINK?

# MISSION

Proactively uplift families with children living in rental housing  
and help them achieve




Stability, Self-reliance and Social mobility (3S)



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# COMLINK'S FOCUS

<p>3 Focus Areas</p>	 <p>Proactively reaching out to families to address their needs early</p>	 <p>Providing close case support, with systematic case monitoring</p>	 <p>Galvanising the community to provide customised programmes and services</p>
<p>Key Events</p>	<ul style="list-style-type: none"> <li>• Needs assessments</li> <li>• Proactive referrals</li> <li>• Focus Group Discussions</li> </ul>	<ul style="list-style-type: none"> <li>• Regular case tracking</li> <li>• Referral to agencies for additional support</li> <li>• Case discussions</li> <li>• Befriending [SSO, Volunteers]</li> </ul>	<ul style="list-style-type: none"> <li>• Curation of programmes with community partners to meet identified needs</li> <li>• Recruitment of volunteers and residents</li> <li>• Engagement of Corporates and interested partners</li> </ul>
<p>Key Outcomes</p>	<p>For services to be: <b>C</b>omprehensive, <b>C</b>onvenient, <b>C</b>oordinated</p> <p>So families can achieve: <b>S</b>tability, <b>S</b>elf-reliance, <b>S</b>ocial mobility</p>		

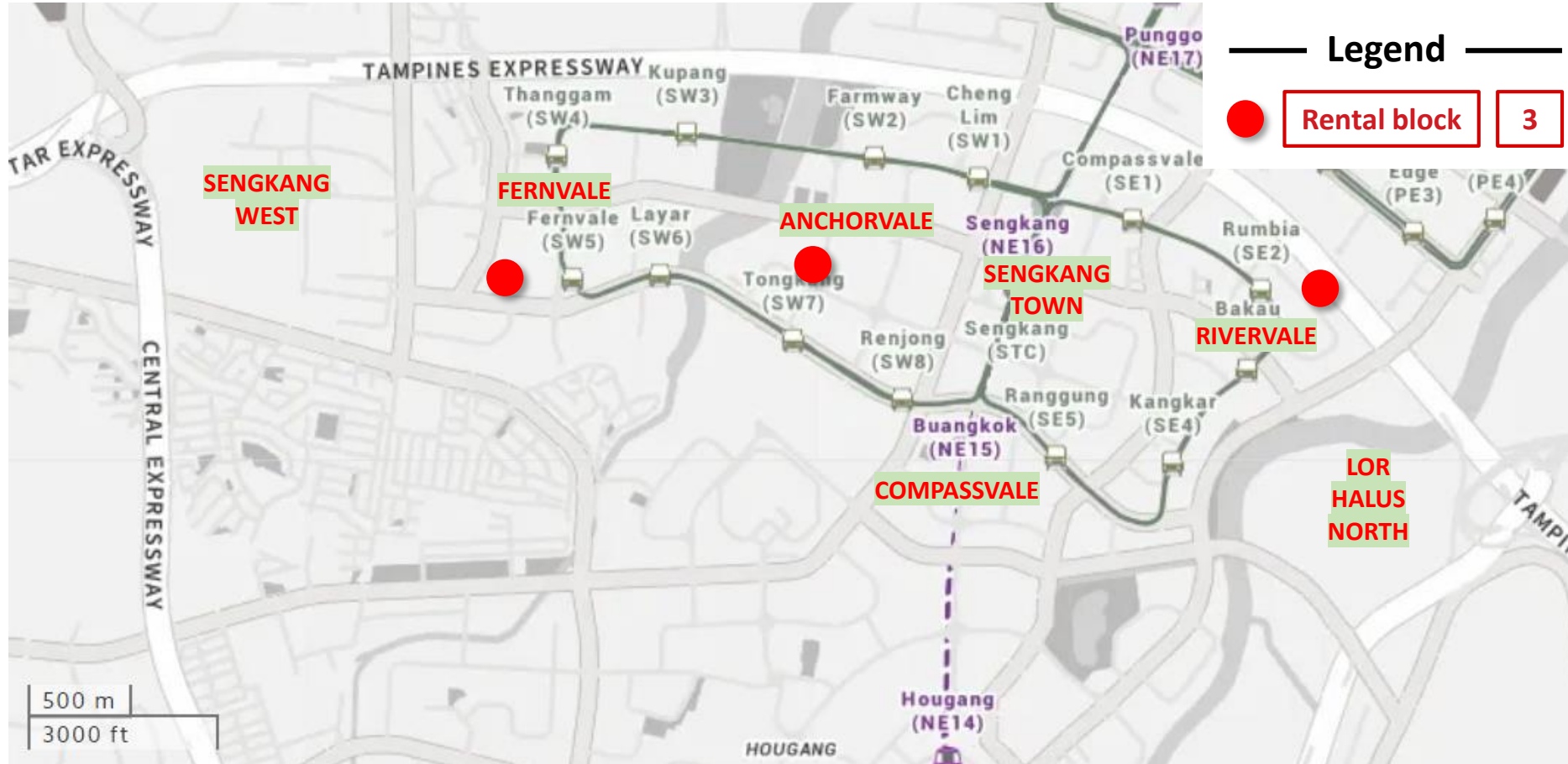


# COMLINK ALLIANCE WORKING GROUP (CAWG)



- ❑ Led by Mr Desmond Choo, Mayor of North-East District
- ❑ CAWG for ComLink @ Sengkang currently comprises 35 agencies

# PROFILE OF COMLINK @SENGKANG



S/N	Sub-Zone	Rental Blocks	Number of ComLink Families
1	Fernvale	446A Jalan Kayu	88
2	Anchorvale	350 Anchorvale Road	98
3	Rivervale	182 Rivervale Crescent	129
<b>Total ComLink Families in Sengkang = 315</b>			

\* Data Estimates accurate as of Nov 2022.



# SNAPSHOT of COMLINK @ SENGKANG



## Demographics

*3 rental blocks with a total of 315 families*



## Progress

*Needs Assessment outreach started in June 2022 and has been completed in late October 2022*



## Analysis of Data

*Data from the outreach will be analysed. Customised programmes have already started*



# CHANGE MAKERS OF COMLINK

Contributions from community partners are key to meet the goals of ComLink

1



Proactively reaching out to families to address their needs early



People's Association



Social Service Office  
@ Sengkang  
@ Serangoon  
@ Hougang



AMKFSC  
COMMUNITY SERVICES



SG Cares  
Volunteer Centre  
@ Sengkang



NUS  
National University  
of Singapore

Volunteer Sources

2



Providing close case support, with systematic case monitoring



AMKFSC  
COMMUNITY SERVICES



People's Association



Ministry of Education  
SINGAPORE



Sengkang  
General Hospital  
SingHealth



SingHealth  
Community Hospitals

Bright Vision • Outram • Sengkang



HOUSING &  
DEVELOPMENT  
BOARD



POLIS



Wsg  
Workforce  
Singapore

Case Support Partners

3



Galvanising the community to provide customised programmes and services



RIVERLIFE  
COMMUNITY SERVICES  
生命社区服务



NATIONAL  
PARKS



M IMDA  
INFOCOMM  
MEDIA  
DEVELOPMENT  
AUTHORITY



YYD  
Education Centre  
Every Child is Unique



standard  
chartered



LEGO



EtonHouse®  
International Education Group



Bethesda  
CARE  
溢恩社会服务



dot  
daughters of tomorrow



stuff'd  
mexican. turkish. delicious.

Service Providers

# OUR VOLUNTEERS

We have trained 66 MSF volunteers and 20 NUS student volunteers who signed up to volunteer with ComLink.

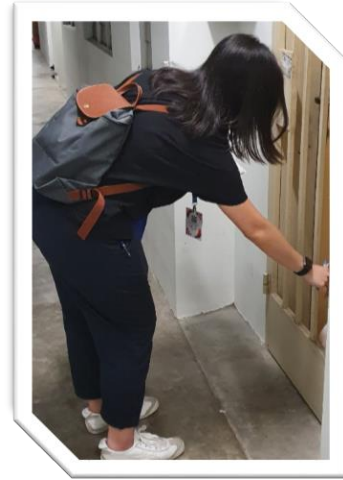




# COMLINK NEEDS ASSESSMENT



46 volunteers were recruited for the Needs Assessment exercise

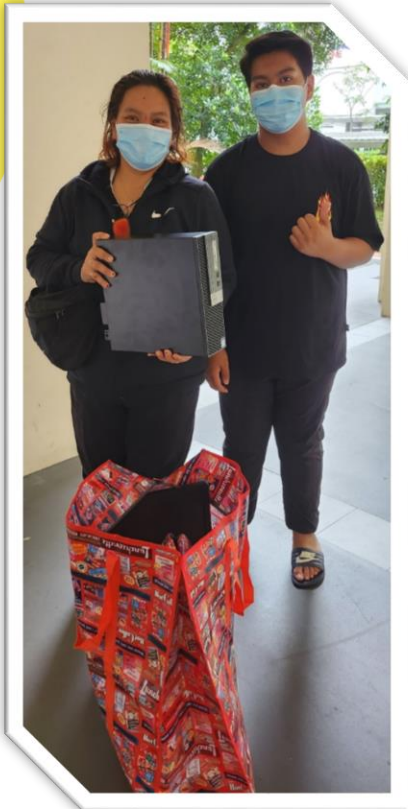


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# COMLINK BEFRIENDERS

39 Volunteers were recruited as ComLink Befrienders





Calling for

V.O.L.U.N.T.E.E.R.S.



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# CONTACT DETAILS

<b>Name</b>	<b>Designation</b>	<b>Contact</b>
Ms Sharon Chua	General Manager	Sharon_Chua@msf.gov.sg
Mr Muhammad Ashik	Assistant General Manager SSO @ Sengkang, Serangoon, Hougang (Regional Services)	Muhd_Ashik@msf.gov.sg
Ms Tracey Joe	Assistant General Manager SSO @ Sengkang (Social Assistance)	Tracey_Joe@msf.gov.sg



# THANK YOU