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Media Release



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News Editor

NEW INITIATIVE TO RAISE DIGITAL LITERACY SKILLS OF RESIDENTS IN VIEW OF RISING SCAMS

- **New partnership between the South West CDC, IMDA's SG Digital Office, Singtel to raise digital literacy among residents in the South West District through roadshows, customised workshops and sustained learning**
- **Trained volunteers from Singtel to teach residents digital literacy skills and scam prevention**

The number of scam cases in the first half of 2023 has increased by 64.5 per cent, as compared to the same period last year.¹ In response to the increasing number of residents who have fallen prey to scam, South West Community Development Council (CDC), Infocomm Media Development Authority's (IMDA) SG Digital Office (SDO), and Singapore Telecommunications Limited (Singtel) will come together to launch a new initiative "**I am Digitally Ready @ South West**" on 7 October 2023 to equip residents with basic digital skills and scam awareness knowledge, in support of the national Digital for Life movement.

2 I am Digitally Ready @ South West aims to raise digital literacy among the residents through 3 main components – roadshows, workshops, and sustained learning. Digital Health Check roadshows were first conducted to test the residents'

¹Chua, N. (2023, September 13). More victims scammed in first half of 2023 but amount lost dips to \$334m. Available at: [More victims scammed in first half of 2023 but amount lost dips to \\$334m | The Straits Times](#)

foundational knowledge, digital skills and understanding on digital e-wallets so that they do not fall prey to phishing scams.

3 As part of the programme, 25 volunteers from Singtel will engage and educate 100 residents on digital literacy and scam awareness at the pilot run of the workshop, “Online Safety & Security and Scam Awareness”. Residents will be taught how to identify common scams and pick up tips to protect themselves and know what to do if they suspect they are a scam victim through interactive quizzes and games. The workshop content is based on the “Better Cyber Safe Than Sorry” guidebook jointly produced by the Cyber Security Agency of Singapore (CSA) and the Singapore Police Force (SPF). The workshop, led by the Singtel volunteers, complements Singtel’s ongoing digital literacy programmes for seniors.

4 To make learning more sustainable and accessible for all, residents will also receive coaching and support through the SG Digital Community Hubs and Digital for Life: Digital Clubs where they can learn digital skills that will allow them to use their smartphones in a safer and smarter way from the Digital Ambassadors.

5 “In a fast-growing digital-first world, the risks of scams will continue to rise. This initiative aims to arm and safeguard residents with digital skills and knowledge to help them avoid falling prey to scams. Being digitally ready builds digital resilience. Learning to identify warning signs and practising cyber-safe habits are part and parcel of digital readiness that enhances digital wellness and security. These skills are critical for residents, especially seniors, as they navigate an increasingly digital landscape,” said Mayor Low.

6 Ms Doreen Tan, Assistant Chief Executive, Strategic Planning and Digital Readiness, IMDA said, “IMDA’s SG Digital Office is glad to partner South West CDC and Singtel to promote digital literacy among residents and equip them with digital skills about online safety. With this, we hope that the residents will be more confident to navigate an increasingly digital future safely. These efforts are part of our Digital for Life national movement to galvanise the community across the 3P – Public, Private and People – sectors to build an inclusive digital society.”

7 Ms Anna Yip, Deputy CEO of Singtel Singapore, said, “Singtel adopts a holistic approach when it comes to protecting our customers from digital threats. Our commitment extends beyond network and device security to empowering the community with the tools and knowledge to be able to identify and proactively counter scams. This initiative, which complements our ongoing efforts, provides an excellent opportunity for our staff to connect with seniors and share their expertise in cyber safety and scam prevention measures. As a technology company, we’re focused on ensuring our customers can fully enjoy the benefits of a digital lifestyle while staying safe, and such collaborations offer more avenues to support the community.”

8 Details of the event are as follows:

Event : I Am Digitally Ready @ South West
Date : Saturday, 7 October 2023
Time : 9.00 am to 12.00 pm (**Media is invited at 10.00 am**)
Venue : Hillview Community Club, 1 Hillview Rise, Singapore 667970
Guest of : Mayor Low Yen Ling
Honour Mayor of South West District

9 I am Digitally Ready @ South West is a whole-of-district effort to engage and equip seniors with basic digital skills and scam awareness knowledge so that they can be digitally ready in the new landscape. The initiative brings together the 3Ps – people, public, private – for a common objective to help seniors overcome the fear of technology and embrace digitalisation, as well as to learn to protect themselves against scams. It also encourages sustained learning through the SG Digital Community Hubs and Digital for Life: Digital Clubs in the South West District. The initiative will be rolled out to more divisions in the South West District subsequently.

10 This programme will be deployed with the support of Singtel that has been actively supporting seniors via workshops at Singtel Shops and Senior Activity Centres, where their staff volunteers guide seniors through basic smartphone features such as Whatsapp, Zoom and YouTube. To ensure that seniors have the tools to stay connected, Singtel also donates refurbished laptops and mobile phones, and provides free data through its data donation programmes.

11 We would like to invite your reporter and photographer/TV crew to **I Am Digitally Ready @ South West**. Interviews can be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

Media Liaison Officers

Ms Yasmin Zafrullah

Manager (Corporate Management and Communications)

South West Community Development Council

Mobile: 9457 4922

Email: Yasmin_Zafrullah@pa.gov.sg

Mr Ong Chee Kian

Manager (Projects Management & Development)

South West Community Development Council

Mobile: 9355 8982

Email: Ong_Chee_Kian@pa.gov.sg

About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014. Ms Low is also the Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.southwest.cdc.gov.sg

About SG Digital Office

The SG Digital Office (“SDO”), under the Infocomm Media Development Authority (“IMDA”), was established in June 2020, to equip individuals with digital skills as the society digitalises.

To find out more about SDO, visit www.sdo.gov.sg.

About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, 5G and technology services to infotainment to both consumers and businesses. The Group has presence in Asia, Australia and Africa and reaches over 770 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber security capabilities.

Singtel is dedicated to continuous innovation, harnessing technology to create new and exciting customer experiences and shape a more sustainable, digital future.

For more information, visit www.singtel.com.

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Programme (TBC)

Time	Administrative Programme
9.30 am	Commencement of Cybersecurity Workshop
9.45 am	Scam Awareness Talk by Singtel
10.30 am	Arrival of Guest of Honour Ms Low Yen Ling Mayor of South West District
10.35 am	Welcome Address by Mayor
10.40 am	Launch of "I am Digitally Ready @ South West"
10.50 am	Breakout Group Segment
11.20 am	Interactive Quiz
11.35 am	Group Photography and End of Workshop
11.45 am	Tour of Cyber Wellness Mini Exhibition
12.00 pm	End of Programme <i>*Media doorstep to be arranged, subject to media request.</i>