



Raising Fertility Health Awareness

I Love Children 2019 Annual Report



i
children
Keeping singapore young

VISION

A Singapore that is children-plenty and children-friendly

MISSION

To keep Singapore young by advocating a higher priority to having children, educating couples on fertility wellness and promoting a society where children are celebrated, loved and mainstreamed.

BOARD OF MANAGEMENT

The Board of Management consists of the President, Vice Presidents, Treasurer, Assistant Treasurer, Honorary Secretary, Honorary Advisor and Board Members.



Mr Eddie Sung
Vice President



Mr Peter Lim
Vice President



Ms Caroline de Guzman
Vice President



Mr Christopher Tan
Treasurer



Dr Narinder Kaur
Assistant Treasurer



Mrs Janet Chong
Honorary Secretary



Mrs Helen Lim-Yang
Board Member



Mr Andy Hoe
Board Member



Dr Peter Chew
Board Member



Mrs Patricia Chui
Honorary Advisor

Those members who have served for more than 10 consecutive years are founding board members, each with different skillsets that are instrumentally beneficial to I Love Children. Dr Peter Chew has stepped down from the board since November 2019. We are constantly on the lookout for new board members for succession reasons.

**Founding board members: Board members who have served since I Love Children's first board was formed in 2006.*

There were five board meetings in 2019 Board of Management's Attendance

Board Member	Designation	Attendance
Joni Ong	President	5
Eddie Sung	Vice President	4
Peter Lim	Vice President	4
Caroline de Guzman	Vice President	4
Christopher Tan	Treasurer	4
Narinder Kaur	Assistant Treasurer	1
Janet Chong	Honorary Secretary	4
Patricia Chui	Honorary Advisor	1
Helen Lim-Yang	Board Member	2
Andy Hoe	Board Member	3

Conflict of Interest Policy

The Board Members and employees will make full disclosure of any interests, relationships, and holdings annually/at the earliest opportunity basis, that could potentially result in a conflict of interest.

Where a conflict of interest arises, the member/employee with a conflict shall abstain from participating in the discussion, decision-making and voting on the matter.

PRESIDENT'S MESSAGE

When we know more, we can do more, and do better.

That is the premise that guided I Love Children's decision to commission a Fertility Health Survey in Singapore in the first quarter of 2019. The survey kicked off our programmes for the year. We wanted to gain a clearer understanding on Singapore's declining birth rates and the possible link to fertility health, by hearing from Singaporeans who are single to those who are married and trying for a baby.

In July, we released the results of the survey, the highlights of which you will find on page 3.

This year, we continued to focus on reaching out to singles, newlyweds, married couples, parents-to-be and parents with young children to celebrate babies and children.

We stepped up our efforts to reach out to more young Singaporeans, including young adults in their tertiary years, by sparking a conversation on fertility wellness.

In doing so, we ran our third Mass Escape event at the Enabling Village. The event saw a turnout of over 800 participants. We received positive

feedback which spurred us on in our resolve to raise fertility awareness.

Our "Reward Your Curiosity" Kiosk was also extended. We covered a total of six locations including universities this year. Our kiosks which 'dispense' fertility wellness and parenthood-related information continued to be well received.

We took our annual Know Your Fertility Wellness Campaign on the move again with fertility-related messages on board MRT trains and in stations. In total, 200 couples received their fertility wellness checks from Thomson Fertility Centre (TFC) as part of the Campaign which ran in July 2019. Again, we partnered hospitals and sponsors to bring fertility wellness information to the public through roadshow talks.

In addition to promoting fertility wellness checks, I Love Children also takes the time to encourage those who have one child to think about having another. This year, we debuted our Time For Love Again event, where mums and dads were treated to a talk on secrets to a thriving marriage and a scrumptious lunch while our partner provided child-minding services for their children aged two to six.

We have achieved a lot this year, yet more remains to be done. I thank all our programme participants and partners who have supported us so far. I hope to continue working with like-minded organisations to create a child-friendly and child-plenty Singapore.



(left to right)
Back
Jonathan, Sean, Elisabeth, Emmeliene, Kathi-Lyn
Front
Kian Min, Eugene, Kristi-Ann, Joni

Mrs Joni Ong
President

I Love Children Secretariat

General Manager	Ms Celine Yeo	Registration Number	ROS2132/2005 CAS
Operations Manager	Ms Chryssie Tang	Registered Office	Blk 323B Sengkang East Way #01-555 Singapore 542323
Assistant Event Manager	Ms Callista Fu	Auditor	Bestar Assurance PAC
Senior Event Executive	Ms Rosemary Richard Sam	Principal Bankers	DBS Bank Ltd Maybank Singapore Limited CIMB Bank Berhad, Singapore

SURVEY 2019

FERTILITY HEALTH IN SINGAPORE

Research Findings

Singaporeans Want Children

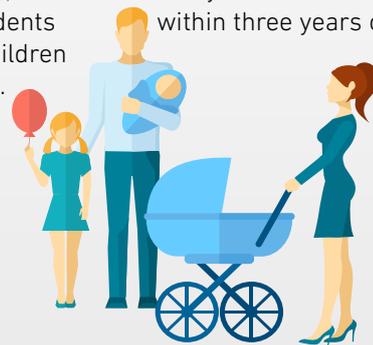


94%

dating, soon-to-wed, and newly-wed respondents would try to have children after marriage.

77%

newlyweds want to have a child within three years of marriage.



Fertility Health Awareness Can Be Improved



40%

married respondents were unhappy with their childbearing efforts and appear to have difficulties trying to conceive.

69%

were mistakenly confident that infertility is treatable with the help of assisted reproduction technology.

73%

were not aware that the success rate of live births from Assisted Reproduction Technologies (ART) is less than 50% and the rate decreases with age.



What is a Fertility Health Check?

It is an assessment of a couple's fertility, to identify areas that may affect their chances of a natural pregnancy. For women, it includes an ultrasound scan and hormone blood test. For men, it will include a semen analysis. For some couples, specialised scans and additional tests may be required.

This is what couples feel about fertility health checks:

40%

will consider going for a fertility health check

84%

will go for fertility health checks if it was free



How much does a fertility health check cost?

Typically, a fertility health check in private hospitals and clinics can cost between **\$450 and \$1,200.**

Fertility Awareness: Everyone Has A Role

Here's how we can promote awareness of fertility health in our-day-to-day:

- Step up conversations about fertility and infertility
- Increase fertility health education and information
- Improve access to fertility health checks and treatments

YEAR IN REVIEW



The Trail of the Apprentice Escape Adventure

Participants' Response

For the third consecutive year, we held our Mass Escape event, this time at the Enabling Village on 9 March.

All 802 participants were 'locked up' and given puzzles related to fertility, finance and work-life balance to solve in order to 'escape'.

85%

picked up tips applicable to prioritising career and planning a family

87%

found tips relevant and effective

90%

felt positive about the information shared

93%

would recommend the event to others



▲ The excitement was contagious!



▲ Putting our heads together.



▲ Excited to be "sorted" into this team!

YEAR IN REVIEW

REWARD YOUR CURIOSITY KIOSK

Reaching out to those between the ages of 17 and 39, our kiosks visited six locations in 2019.

A total of 6,306 people were rewarded for their curiosity after answering questions relating to managing finances, study/work-life balance, understanding fertility and the importance of marriage and parenthood.



NTU North Spine Plaza

Participants' Response

90%

would recommend the event to others

94%

felt positive about the tips acquired

93%

felt that marriage and parenthood are achievable goals in life

81%

had a better understanding of the type of partner they would like to marry



Prizes

Beverage gift cards, games vouchers, tote bags, stainless steel straws, stationery sets and more.



▲ **Compass One:** There was never a dull moment at the kiosk.



▲ **SIT:** Great things come in GROUPS!



▲ **NUS Yusof Ishak House:** Can only participate once, must make this count.



▲ **NUS University Town:** Rewarded with smiles from participants.



▲ **SMU:** Gaining new knowledge can be fun!

YEAR IN REVIEW

KNOW YOUR FERTILITY WELLNESS CAMPAIGN

We busted common myths and misconceptions about fertility in our Know Your Fertility Wellness Campaign. Attractive visuals parlayed bite-sized information about fertility wellness on MRT trains and stations, buses, Facebook and Instagram.



► Creative visuals on MRT trains, stations and buses.

▼ News coverage on print and online.



Couples shared their experience on fertility health check on social media. Did you catch the trailer in cinemas?



Roadshow Talks

Once again, we invited fertility doctors and experts to our four-day roadshow which started on 11 July. Held at Compass One, attendees got their fertility-related questions answered by invited doctors who came from TFC, KKH, SGH, aLife and Thomson Chinese Medicine.



► Enlightening couples about Fertility Wellness through fun quizzes.



► Intrigued with information shared by experts.

YEAR IN REVIEW



Dr Lee Wai Yen of SGH debunked questions on cycles and discomforts.



Dr Yang Liying (left) of SGH addressed FAQs about pregnancy.



Dr Janice Tung of TFC shared why being healthy is not a sign of being fertile.

Dr Chua Ka-Hee (right) of KKH shared on things to know before embarking on fertility treatments.



Facing difficulties in conceiving baby number two? Dr Liu Shuling of KKH shared what couples should do.



Dr Tan Kai Lit of Thomson Women's Clinic shared the advantages of going for a fertility health check.



Dr Watt Wing Fong of aLife shared how to optimise the chances of conception.



Physician Chen Fang (left) of Thomson Chinese Medicine shared how Traditional Chinese Medicine (TCM) can boost fertility while Artiste, Charlie Goh (right) shared his wife's experience with TCM.

Beyond Fertility Talks

Finance and work-life balance topics were also well received.



Mr Paul See (left) of PIAS gave valuable financial advice for parents-to-be while new mum Tham Pei Wen (right) shared her experience.

Can you strike the right balance between career and family? Working parents Jeremy Ratnam (left), Actress-Entrepreneur Cheryl Wee (centre) and Judy Ng said 'It's possible!'.

YEAR IN REVIEW

Fringe Activities

ILC Little STARS

Little STARS between 24 to 48 months old came together for a friendly match where everyone's a winner! Prizes were sponsored by ZOOM00V and PramWash.



▲ Category 1: 24 - 36 months.



▲ Category 1 cuties had a ball rummaging through the ball pit for hidden items.



▲ Category 2: 37 - 48 months.



▲ Category 2 cuties got hands-on with sandwich-making, creating toothsome bites for their parents.

FUNtastic Family Photo Contest

Ten fun-loving families were showcased at the roadshow, the public voted for their favourite families and the families each won a prize from ZOOM00V and I Love Children.



Pose, Post & Win

Passersby who paired up and dared to strike a pose and post the photo on their Instagram got a chance to win a pair of movie vouchers!



▲ Insightful panel discussion.



Time for Love Again

At the Time for Love Again event held at Furama RiverFront Singapore on 19 October, 100 couples who were mostly young parents with one child, were treated to a talk by family life coaches and accomplished husband and wife team, Gary and Joanna Koh of Focus on the Family Singapore.

President of I Love Children, Mrs Joni Ong, and Chief Executive and Education Ambassador of MapleBear Singapore, Mrs Patricia Koh joined in the panel discussion and answered audiences' questions regarding parenting.

They touched on strategies for effective communication, conflict resolution and better parenting, including three Ts that kept their marriage thriving: Talk, Touch and Tease.

The couples also enjoyed a scrumptious buffet spread while child-minding services were provided by MapleBear Singapore so that mums and dads could attend the event with peace of mind. Each family was also given one Waka Waka play pass to bring their children to after the event.



▲ Couples/families brought home fun instant prints.

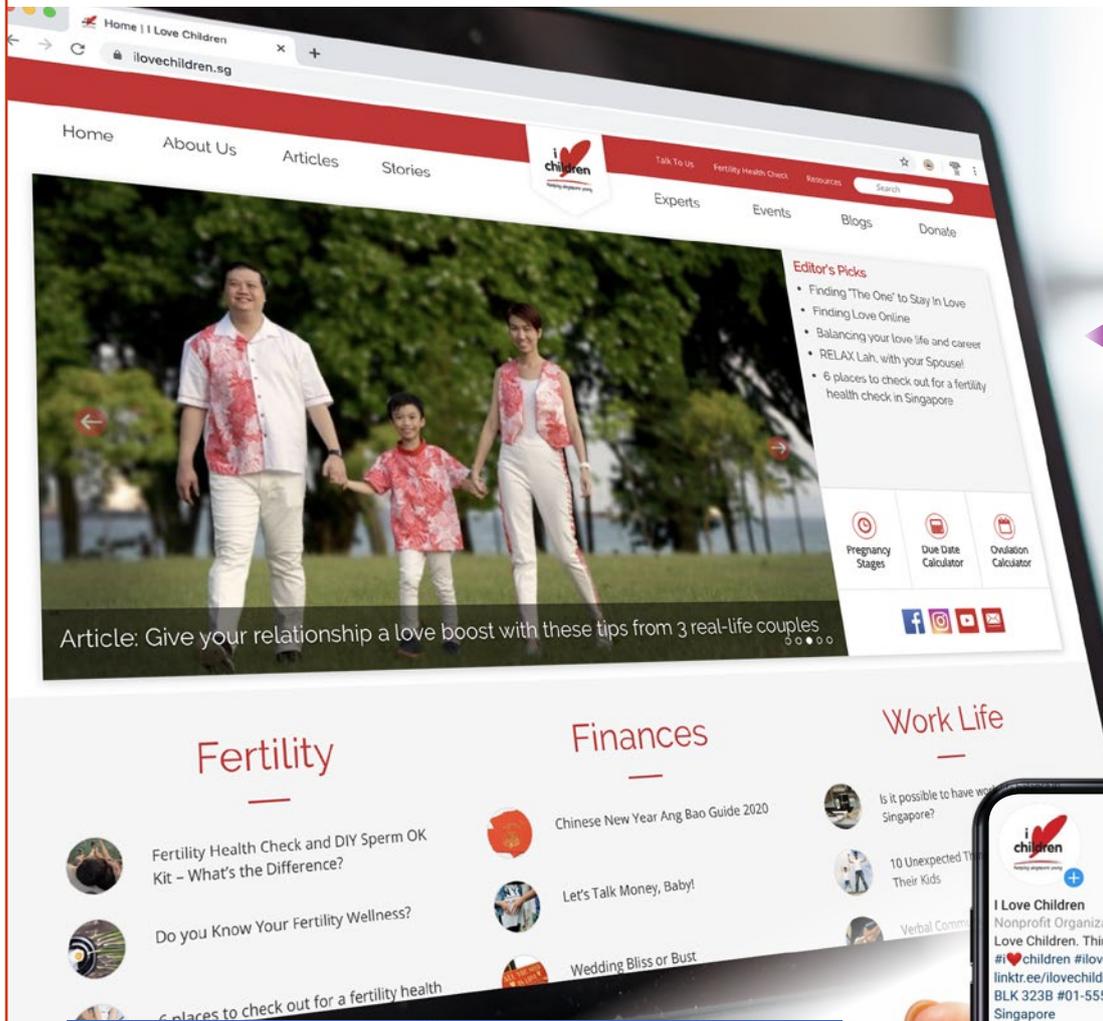


▲ Child-minding service by MapleBear Singapore.

YEAR IN REVIEW

I LOVE CHILDREN ONLINE

Our web portal and social media platforms offer young adults, married couples and parents, information from experts and real-life stories of couples on fertility, finances and work-life balance.



Access a wide range of tips and advices on ilovechildren.sg.



Follow us on Facebook and Instagram for updates on events, bite-sized information and giveaways!

YEAR IN REVIEW

FAMILY BONDING WORKSHOPS

Our workshops encourage family bonding time through fun and engaging activities.



▲ All smiles from mums-to-be.

Celebrating Mums-To-Be (23 November)

A collaboration between I Love Children and Little Bright Twinkle, pregnant mums and dads were treated to activities to help ease them into their parenting journey. Parents-to-be had the opportunity to learn CPR for babies and young children, pre-natal physiotherapy, hands-on stretchmark oil making and they also enjoyed hilarious moments in a dirty diaper changing game.



▲ Dads in action.



▲ Graduates of dirty diaper changing game.



▲ Beautifully crafted terrariums by participants.

Taking time off work to spend time with my daughter was worth it!



Let's Make A Terrarium (14 June)

A gardener nurtures a terrarium just as a parent nurtures his or her child. Parents and their children bonded over a fun and exciting terrarium workshop by I Love Children. As Father's Day was around the corner, each child received a personalised father-child keychain as a gift to their dad along with their heartfelt Father's Day message in a card.



ILC PARTNERS & SUPPORTERS

A BIG THANK YOU FROM THE BOTTOM OF OUR HEARTS

A'kin
aLife Ltd
Asia PR Werkz
Blackmores
BoxFresh Pte Ltd
Clearblue
Families for Life Council
Family Central – a service by Fei Yue Community Services
Furama RiverFront
HADO Singapore
Heybaby SG
KK Women's and Children's Hospital
Lifebuilders
Lunch Actually
MapleBear Singapore
Ministry of Defence
Mums@Work
Nanyang Technological University, Singapore
National University Hospital
National University of Singapore
Paul See, PIAS
Point Of Care International
PramWash
Singapore General Hospital
Singapore Institute of Technology
Singapore Management University
Thomson Fertility Centre
Waka Waka
Women Fertility & Fetal Centre
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Be Our Partner! If you would like to make a donation or support our journey to keep Singapore Young, please visit our website for more information.



I Love Children

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