

## **Factsheet on Silver Infocomm Initiative**

### **Help Elderly Get Engaged in Digital Age**

The Silver Infocomm Initiative is a three-year programme that aims to bridge the digital divide among senior citizens through addressing their vast differences in educational background, language and infocomm competencies. Training in digital lifestyle skills will be offered to 30,000 senior citizens so that they can stay economically active and independent.

### **Silver Infocomm Day**

For a start, IDA has leveraged the heightened awareness for active ageing due to the Active Aging Festival, to co-organise the inaugural Silver Infocomm Day with the Retired & Senior Volunteer Programme (Singapore), or RSVP Singapore in short, on 24 November 2007. This event consists of a series of talks and workshops on a variety of topics like 'How to choose a broadband package for your home', 'Setting up of wired and wireless home networking' and many more.

### **Silver Infocomm Junction**

To provide senior-friendly and conveniently located environments, Silver Infocomm Junctions (SIJ) will be set up around Singapore. The first SIJ, located at the RSVP, offers affordable infocomm access and one-on-one follow up tutorials to provide more in-depth learning for the senior citizens.

We will tap a ready pool of infocomm-savvy senior citizens, who have the aptitude for infocomm, to act as course instructors or ambassadors to impart their infocomm knowledge to their peers. The non-infocomm users will thus feel more comfortable in asking and learning more about infocomm.

### **More programmes in 2008 to engage the elderly**

In January 2008, as the co-organiser of the inaugural Silver Industry Conference and Exhibition, IDA will capitalise on the massive attendance of 100,000 trade and consumer visitors to create and promote infocomm interest among seniors.

To facilitate opportunities for senior citizens to benefit from the youth's infocomm experience, IDA will be organising educational tours and field trips regularly to infocomm-related sites like i-SPACE at the Singapore Science Centre. These tours could be led by student volunteers from the *Infocomm Clubs* and *NEU PC Plus* programmes.

A multi-lingual, easy-to-understand infocomm curriculum will be offered to senior citizens where they can learn simple digital lifestyle skills. For instance, how to make video-calls over the Internet, utilise Wireless@SG access, and activate accessibility features on their computers, amongst other things.

The *Silver Infocomm Initiative* is one of the key programmes under the iN2015 masterplan's digital inclusion initiative that aims to develop a digitally-inclusive society.