

Healing Hearts, Designing Our Futures

Step out



CALL FOR ENTRIES

Deadline : 10 November 2024

Organised by:



Co-created with:



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01 About the Awards

The Singapore Design Awards honours outstanding designers, design students and design practices for their innovative design and human-centric approach. The awards aim to serve as a springboard for designers at all levels to take on increasingly complex problems in today’s world, with the emphasis on enabling designers to bring their ideas into reality.

In partnership with the National Council of Social Service, the awards will continue to address the current challenges that Singapore is facing, serving as a launchpad for designers to transform them into opportunities for innovative design solutions.

02 About NCSS

National Council of Social Service (NCSS) is the umbrella body for over 500-member social service agencies in Singapore. Its mission is to provide leadership and direction in enhancing the capabilities and capacity of our members, advocating for social service needs and strengthening strategic partnerships, for an effective social service ecosystem. Community Chest is its philanthropy and engagement arm, while Social Service Institute is the sector capability and transformation arm.

03 Call for entries

9 September – 10 November 2024

04 Challenge Statement

How might we encourage and empower “youths in need” such that they can achieve their goals, build meaningful connections, and thrive as individuals?

- Our goal is to empower these youths to reach their full potential through three key areas.
- Achieve**
Enabling youths to excel in their tasks, be it academics, personal projects, or career goals.
- Connect**
Fostering meaningful connections with peers, mentors, and the community.
- Thrive**
Supporting their overall well-being and personal growth to become resilient and well-rounded individuals.

05 Introduction

Youths form a vital part of our social fabric and are the future of the nation. They possess a wealth of opportunities and strengths, contributing to the vibrancy of our society. However, some face challenging circumstances, such as socioeconomic disadvantages, family instability, school disengagement or mental health conditions.

The challenges faced by our youths today are unique and multifaceted. While there are programmes and initiatives that have nurtured and benefited many youths, some may not have been able to access such opportunities. These youths often may require support across multiple areas to effectively navigate their circumstances, overcome their challenges and realise their potential.

“I am not difficult; I am in a difficult situation.”



We are seeking innovative and empowering solutions that not only address current gaps but proactively mitigate future challenges.

06 Understanding the Target Audience

“Youths in need” refer to young people, aged 15 to 35, facing various challenging circumstances, such as socioeconomic disadvantages, family instability, school disengagement or mental health conditions.

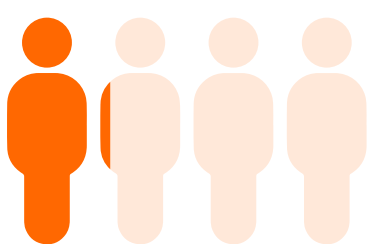
1. Youth with Mental Health and Wellbeing Conditions

Current Trends/Insights:

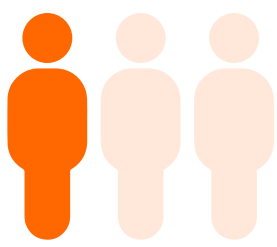
High prevalence of mental health conditions in young people
There is a noticeable increase in mental health conditions such as anxiety, depression, and stress among youths. Early identification and intervention remain critical challenges.



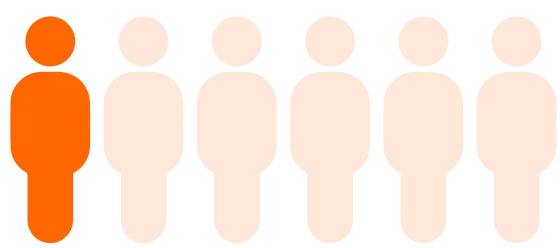
Mental health conditions were the most commonly associated condition for ill health among children and youths aged 10 – 19 years.
(Source: Institute for Health Metrics and Evaluation, in collaboration with the Singapore Ministry of Health (2017), The Burden of Disease in Singapore)



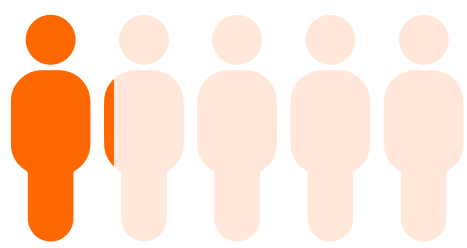
• Younger adults aged 18 to 29 years **(25.3%)** had the highest proportion with poor mental health.
(Source: MOH National Population Health Survey 2022)



• **1 in 3** youth aged 10 -18 years old in Singapore reported internalising mental health symptoms such as depression, anxiety and loneliness, with those aged 14 to 16 reporting more serious symptoms.
(Source: National University of Singapore and National University Health System (NUHS) Mind Science Centre, Singapore Youth Epidemiology and Resilience (YEAR) Study: Mental Well-being and Emotional Resilience among Singaporean Youths aged 10 to 18 years old)



• **1 in 6** youth aged 10 – 18 years old in Singapore said they experience externalising mental health symptoms such as hyperactivity, rule-breaking and aggression.
(Source: National University of Singapore and National University Health System (NUHS) Mind Science Centre, Singapore Youth Epidemiology and Resilience (YEAR) Study: Mental Well-being and Emotional Resilience among Singaporean Youths aged 10 to 18 years old)



• Suicide leading cause of death for those aged 10 – 29, constituting **29.2%** of all deaths within this group.
(Source: Samaritans of Singapore, July 2024)



“One of the common misconception of persons with schizophrenia is that they are easily triggered and they are not resilient. But that’s not true. We can be resilient, and we can be very strong. We’re just like everyone else, we go through stress but we’re still able to function and thrive.”
Desmond, aged 24 Mental Health Ambassador.

(Source: NCSS website)

Stigma surrounding mental health issues often deters individuals from seeking help

- Perceived stigma and fear of insecure future with missed study/job opportunities
- Family members who lack understanding and capacity to support youths’ mental well-being
- **1 in 5** aged 18 to 24 years old had experienced a mental health disorder in their lifetime; the treatment delay in Singapore was up to 11 years



(Source: Singapore Mental Health Study 2016)

- **4 in 5** felt persons with mental health conditions were stigmatised



(Source: NCSS Study on Public Attitudes towards Persons with Mental Health Conditions 2021)

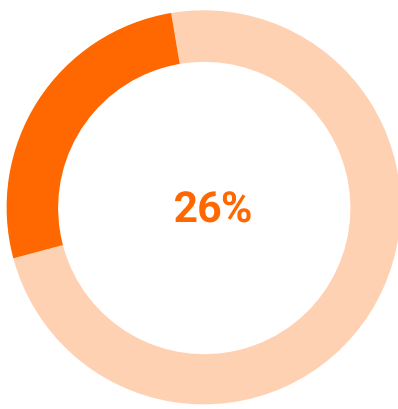
Fragmented landscape and accessibility to services

- Singapore offers over **200 mental health touchpoints**, including hotlines, digital resources, and in-person services but navigating them can be overwhelming and time-consuming.
- Children and youths below 21 years old require parental consent to seek professional mental health services/ interventions e.g. therapy, counselling.

(Source: National Mental Health and Well Being Strategy 2023)

Importance of Family and Social Support

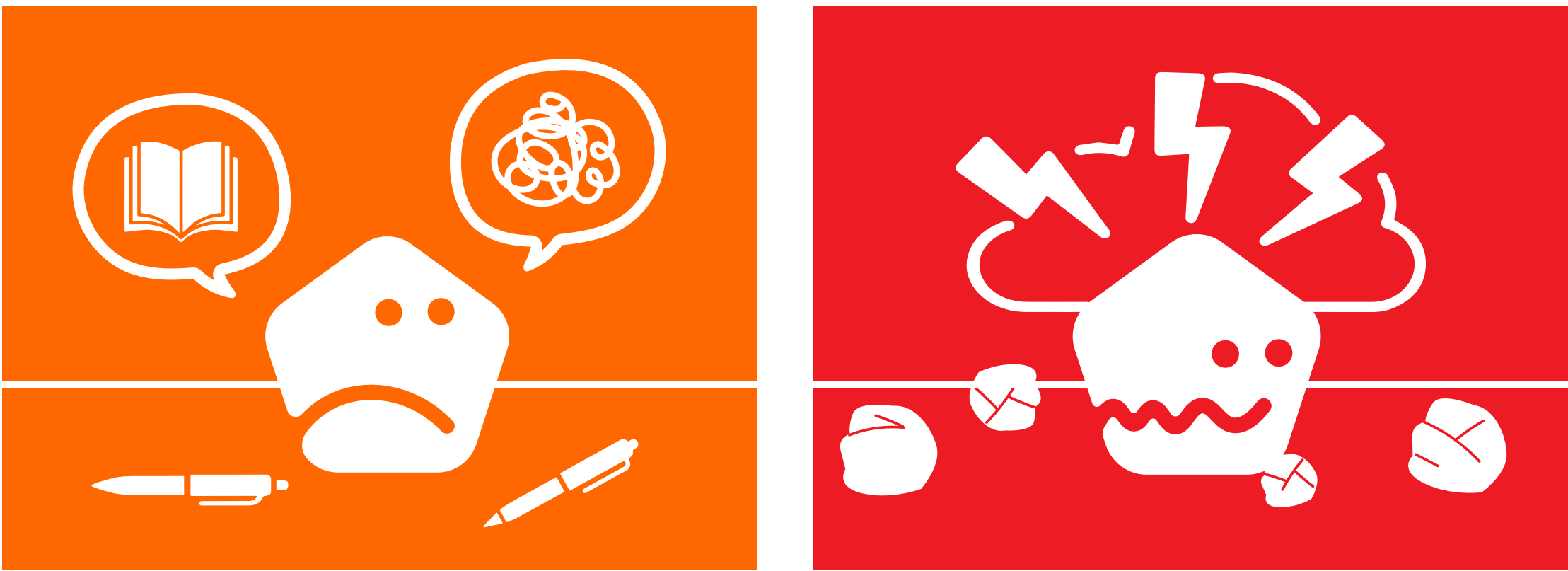
- Family Influence: Family stress and lack of support can exacerbate mental health issues among youths. Positive family dynamics are crucial for mental well-being.
- Peer Relationships: Negative peer influences, bullying, and social pressures contribute significantly to mental health challenges.
- **26%** of reported to have experienced peer bullying at least a few times a month



(Source: NCSS Quality of Life Study on Children and Youth)

Educational Struggles

- Academic pressures, **high expectations** from family and society
- Competitive nature of the educational system can lead to **stress and anxiety**



Economic Disparities

- Economic stress
- Limited access to resources can hinder mental health and overall well-being

Examples of Existing Solutions

- National Mental Health and Well Being Strategy:
Focuses on prevention, early intervention, and treatment. Streamlining touch points and integration of mental health services into primary care settings aims to improve accessibility and facilitate early detection and intervention.
- School-based Programmes:
School counsellors to detect early signs and provide mental health and social emotional support for the students. They also work closely with the Response, Early Intervention, Assessment in Community Mental Health (REACH) teams led by the public healthcare institutions to support students in need.

- **Public Awareness Campaigns:**
Beyond The Label (BTL) help to raise awareness and acceptance of individuals with mental health conditions. Beyond raising awareness, a BTL Collective was launched in 2022 to leverage partners across all sectors for their relevant expertise and experience to address stigma and promote help-seeking behaviour and inclusive hiring practices.



(Image by: Beyond the Label (BTL), NCSS)

- **Family Support Services:**
The Health Promotion Board offers workshops for parents, teaching them skills to help their children manage emotions, build resilience, and handle stress.
- **Community-based Programmes:**
Community Outreach Teams (CREST) – Youth and Youth Integrated Teams have been set up by Social Service Agencies to conduct outreach, screening, assessment and intervention for youth in the community.



“I prefer volunteering or even planning for community service because I can learn and also contribute to the society. Planning is a skill, so we can learn how to plan and how to execute and it's also beneficial for the beneficiaries.”

Youth on why he likes volunteering activities

(Source: Self-determination theory as a framework for understanding needs of youth at-risk: Perspectives of social service professionals and the youth themselves)

2. Youth At-Risk

An at-risk youth is a young person who is exposed to circumstances or displayed behavioural, or social misconduct that increase his/her likelihood of encountering negative outcomes, such as criminal behaviour, substance abuse, and academic failure.

Current Trends/Insights:



“Freedom, because without the freedom in the life, people would not have the confidence and people can't seek support or build better relationships between people. Because without freedom, people can't go out and do stuff that can build up their confidences and seek support from other people.”

Youth on need for autonomy

(Source: Self-determination theory as a framework for understanding needs of youth at-risk: Perspectives of social service professionals and the youth themselves)

Educational Struggles

- Many at-risk youths struggle academically, which contributes to disengagement from school and increases the likelihood of delinquent behaviour.

Economic Disparities

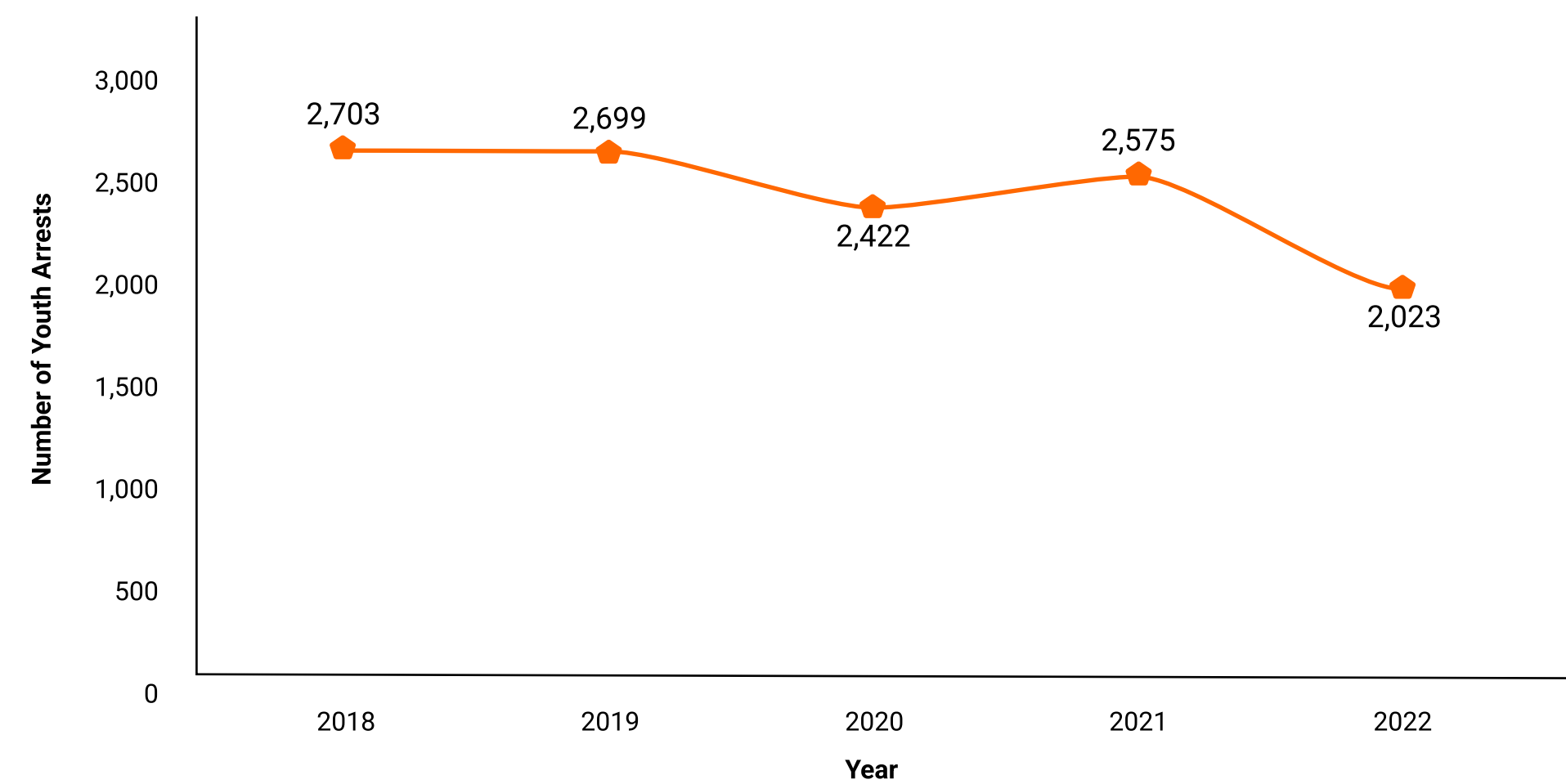
- Youth from lower-income families are at a higher risk of engaging in delinquent behaviour. Economic stress often translates into limited access to resources, and opportunities, which exacerbate their risk factors

Youth Delinquency

- Over the past five years, average youth offending (refer to persons aged 7 to 19 years) was around 2,500 youth arrests per year.

Data and Statistics of Youth Offenders

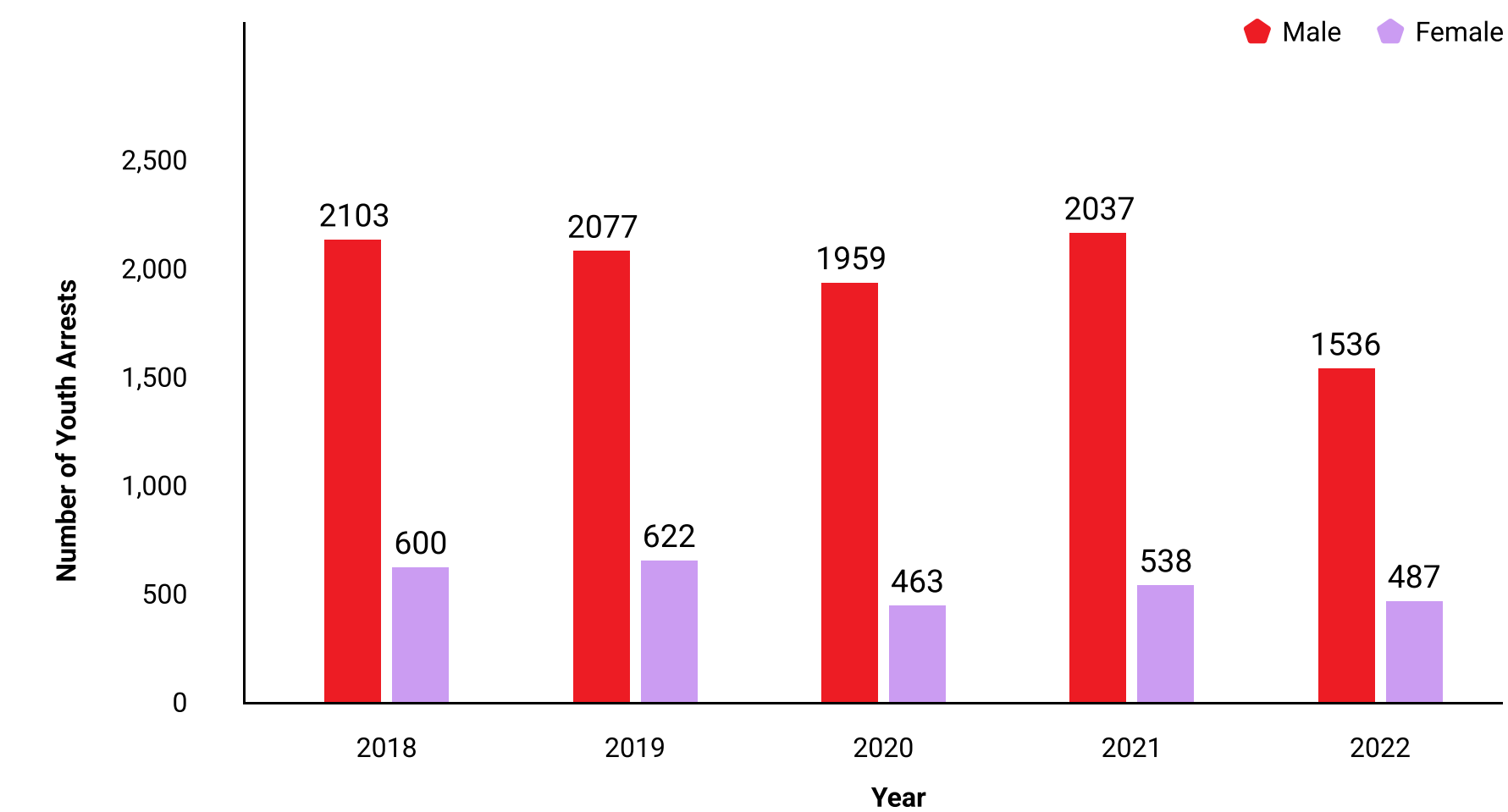
Figure 1.1: Overall number of youths arrested (2018-2022)



(Source: Singapore Police Force)

- In 2022, the number of youths arrested were approximately 2,000, lowest in the past 5 years. The decrease in the recent years was likely due to the impact of COVID-19 pandemic and the resulting movement restriction affecting arrests, as well as youths’ responsiveness towards preventive and rehabilitative efforts.

Figure 1.2: Number of youth offenders by sex (2018-2022)



(Source: Singapore Police Force)

- Top 3 most common offences – Shop Theft, Cheating & Related, Sexual Offence (Penetration)
Most youth offenders are between 15 and 19 years old, with **over 90% being male**.

(MSF Factsheet on Youth Delinquency 2023)

Intergenerational Offending

- Children exposed to parental criminality are **3 times** as likely to engage in criminality, as compared to children without exposure, with higher influence from maternal criminality.



- Youth offenders who had a household member with a history of incarceration were **1.5 times** as likely to join gangs. Youth offenders who had a household member with a history of substance abuse were 2.2 times as likely to join gangs and 1.7 times as likely to abuse drugs themselves.


(Source: MSF Report on Youth Delinquency 2021)




Adverse childhood experiences e.g. physical abuse, emotional abuse, sexual abuse, neglect, during childhood increased the likelihood of youth offending and predicted chronic youth offending

- Recent studies suggested that neglect had the greatest effect on youth offending and delinquency. Neglect in infancy or early childhood was thought to affect children’s ability to form secure and healthy attachments, which then led to cognitive impairments that might potentially culminate in behavioural problems and offending.
- Youth offenders with a history of adverse childhood experiences were **1.38 times** as likely as those without to reoffend within 7.4 years, after controlling for other familial and parental issues.



(Source: MSF Report on Youth Delinquency 2021)



Without Adverse Childhood Experiences



With Adverse Childhood Experiences



“ I was very extroverted back then. But afterwards, when [my father] went back in. I slowly turned more introverted... I realised, [there is] no point being so happy all of a sudden.”

Mark, aged 17, whose father is incarcerated, described how his family situation affected his mental and social well-being.


(Source: NCSS Quality of Life Study on Children and Youth)

Importance of Family and Social Support, Sense of Belonging

Many youths involved in delinquent activities come from families with challenging dynamics, including inconsistent parenting and low family support. The influence of peers plays a critical role in shaping behaviour. Association with delinquent peers can lead to increased risk-taking, exacerbating the risk of criminal behaviour.

- Positive family functioning and psychological well-being are most important factors for quality of life for children and youth without health or developmental conditions.

(Source: NCSS Quality of Life Study on Children and Youth)



“Relatedness, yeah. Sense of belonging... Maybe one thing that I miss the most I think is family? Yeah, sometimes walking down the street, I see dad, mum, two kids, and I always think, ‘oh, why didn't I have a dad?’ Something like that. It's in my mind. It'll be nice if my mother was still around, yeah. I think, I'm lacking of those, relatedness, and maybe I need more, yeah.”

Youth regarding the importance of relatedness from family.

(Source: Self-determination theory as a framework for understanding needs of youth at-risk: Perspectives of social service professionals and the youth themselves)

- Peers are an important source of social and emotional support to youths.
- Youth probationers with high family supervision were **4.47 times** as likely to complete probation as compared to those with low family supervision.



(Source: MSF Report on Youth Delinquency 2021)

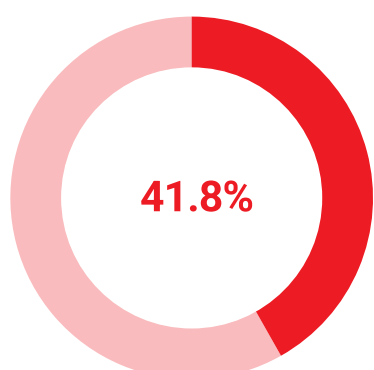
Substance Abuse

- Youths' permissive attitudes towards drugs is an area of concern. **1 out of 5 youths** youths agreed that 'Drug taking is fine as long as it doesn't affect others.' The same survey found youths having a lower perception of drugs risks and a decline in the perceived need for resilience against drugs.



(Source: MSF Factsheet on Youth Delinquency 2023)

- The Institute of Mental Health’s 2022 Health and Lifestyle survey showed that **41.8%** of those who consumed drugs stated that they initiated drug consumption before 18 years old and the mean age of onset of illicit drug consumption was 15.9 years old.



(Source: MSF Factsheet on Youth Delinquency 2023)

- In 2021, about **one-third** of 4,697 offenders caught for vaping related offences were under 18 years old.

Mental Health Conditions

Many at-risk youths face mental health conditions such as depression, anxiety, and low self-esteem, which can drive them towards risky behaviours.

Internet Influence

Studies found that online peer interactions can result in social affirmation and emotional support. However, it also exposes youth to undesirable content and negative peer influence.



“Social support and peers is all about someone willing to spend time and help you through your tough times.”

Amir, aged 17 described the importance of spending time and mutual support in peer friendship.

(Source: NCSS Quality of Life Study on Children and Youth)

Examples of Existing Solutions

- School-based Programmes: School counsellors to detect early signs and provide mental health and social emotional support for the students. Programmes such as GEAR-UP help to strengthen students’ social-emotional competencies and social skills through early identification and customised support.
- Public Awareness Campaigns: Preventive Drug Education help to raise awareness and equips the community and youth with knowledge to lead a drug-free lifestyle.
- Family Support Services: Initiatives such as Positive Parenting Programme offer parenting training and Family Service Centres provide family counselling help to improve family dynamics and provide a stronger support system for at-risk youths.
- Community-based Programmes: For example, the Youth GO! Programme reaches out to youth on the streets, neighbourhoods and local communities by getting to know and befriending them. This is followed by providing support to at-risk youth, helping them become meaningfully engaged and offering intervention for youth in their community and family.

07 Resources

General Youth

- [NCSS Understanding the Quality of Life of Children and Youth](#)
- [Paper on Youth Sentiments](#)

Youth At-Risk

- [MSF Factsheet on Youth Delinquency](#)
- [Self-determination theory as a framework for understanding needs of youth at-risk: Perspectives of social service professionals and the youth themselves](#)
- [MSF Report on Youth Delinquency \(2021\)](#)
- [Reaching hidden youth in Singapore through the Hidden Youth Intervention Program: A biopsychosocial approach integrating mental health and social work interventions](#)
- [Programme to help Singapore youth overcome self-isolation shows promise | The Straits Times](#)
- [Hikikomori youths need help to escape endless cycle of seclusion but solutions should tackle root causes - TODAY \(todayonline.com\)](#)
- [Hidden Youth in SG](#)

Youth Mental Health and Wellbeing Conditions

- [MOH National Mental Health and Well-being Strategy \(2023\)](#)
- [Youth Epidemiology and Resilience Study \(YEAR\)](#)
- [Key Highlights from the National Population Health Survey 2020](#)
- [Beyond the Label by NCSS](#)
- [Mindline.sg](#)

08 Judging Criteria

Empathy

Demonstrating ability to understand and identify users’ needs. Solving problems and improving lives in specific ways that relieve the challenges of the users.

Inspiration

Possessing a stroke of ingenuity. Stirring up enthusiasm and interest in users; setting the standard in the industry and/or encouraging action from its users; taking into account our local context.

Impact

Benefitting users in specific ways that are significant to them. Enhancing or adding tangible and meaningful value to their current situation/ experience.

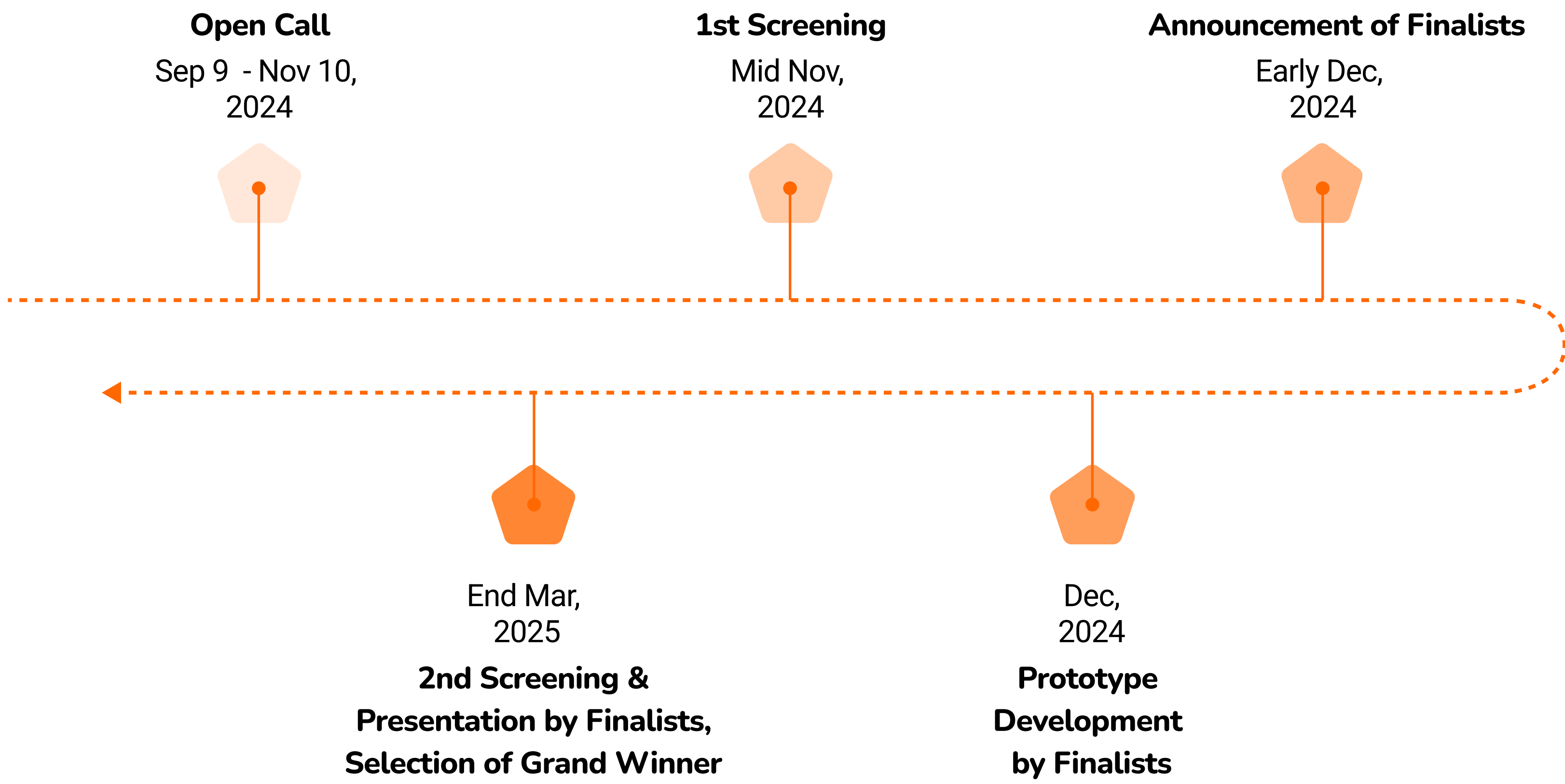
Business Viability & Sustainability

Has the potential to hit the market within 6 months to a year, scale up and create long-term value by bringing about positive impact in the ecological, social and economic environment.

Systems Thinking

How the project works in tandem with the rest of the mechanisms in the ecosystem; how we coordinate with other efforts.

09 Timeline



10 Submission Guidelines

- 1. Submissions from any creative persons (students or professionals) who use design as the primary problem-solving tool are accepted.
- 2. Individual, Corporate or Group submissions are welcomed.
- 3. Participants may form a conglomeration or consortium comprising designers/specialists, to facilitate/realise the proposals.
- 4. Ideas must address the challenge statement.
- 5. Ideas must be original and not infringe on any copyrights or trademark.
- 6. Ideas must be presented up to the prototype phase.
- 7. Ideas must be actionable and centred on tangible results.
- 8. Ideas must fall within the funding scope, and therefore be implementable in 6 to 12 months.

11 Terms & Conditions

Eligibility

- 1. All entries submitted must be completed or realisable within the 6 to 12 months timeline, with a minimum viable product (MVP) following proof of concept.
- 2. Joint-project submissions from more than one design firm or practice are eligible for entry.
- 3. Conceptual works and projects developed by students who are still undergoing professional design studies are eligible.
- 4. Any projects submitted which have not conformed to the Terms & Conditions are not deemed ineligible.
- 5. The executive committee in consultation with the international judges reserves the right to reject entries on the grounds of ineligibility if they affect the standards of the awards, potentially mar the reputation of the organisation and its jury, cause any concern on the issue of interests, etc.
- 6. The award quantum considers the participants' time and effort and guides the definition of deliverables. If participants are found to be funded by other grants, the award amount may be adjusted or withheld accordingly.

Intellectual Property, Rights & Terms of Use

- 1. All rights related to the name and trademark of Singapore Design Awards are managed and owned exclusively by Design Business Chamber Singapore.
- 2. Any candidate seeking to use the related name and trademark must obtain written consent from the DBCS Executive Committee.
- 3. Awardees are permitted to use the relevant Singapore Design Awards logos.
- 4. Design companies or designers submitting works for any category must be responsible for their own intellectual property (IP) and patent issues. The organisers take no responsibility for any infringement of IP rights.
- 5. All design firms and institutions submitting an entry to the Singapore Design Awards agree to allow the organisers to use and reproduce their submissions for publicity purposes.
- 6. If any press, publications or media networks agree to publicise the awardees, the entrants agree to absorb any talent or other residual charges incurred by inclusion, if required.
- 7. All finalists of Singapore Design Awards agree to grant the sponsor, NCSS, and its affiliates, an irrevocable, perpetual, non-exclusive, worldwide, royalty free, and fully-paid up licence. This licence allows NCSS and its affiliates to use, copy, modify, reproduce, create derivative works, sublicense, and distribute the Awardee's intellectual property rights (IPR) for non-commercial and educational purposes only, even after commercialisation. The complete seed fund agreement is available for viewing [here](#).

Judging

- 1. The judges reserve the right not to confer awards in any category if the entries were found to be below par in terms of reaching the top bandwidth of a category's score board.
- 2. The judges' decisions are made with their own discretion and are considered final.
- 3. All submissions will be evaluated by the same panel of judges from each discipline.
- 4. Should the judge be involved in any of the entries submitted, he/she will not be allowed to evaluate the project.

12 Contact Information

For any enquiries, please contact us at info@singaporedesignawards.com.

Facebook: facebook.com/dbcsingapore
Instagram: instagram.com/dbcsingapore
Linkedin: linkedin.com/company/dbcsingapore

Submit your ideas at www.singaporedesignawards.com