

# News as a catalyst for action

Jamiyah Singapore shapes its programmes with insights from SPH Media

*Chief Corporate Officer, Mr. Muhd Khair Baharin, believes that access to reliable news sources is integral to serving the community with excellence*

## The Challenge

- The organisation needs to stay updated with the latest news to plan and execute their programmes across Welfare Homes, Education and Community Engagement, ensuring they remain aligned with current affairs, government policies and social issues affecting their beneficiaries.



**“By staying informed through SPH Media’s reputable publications, we can adapt our services swiftly to meet evolving needs and trends.”**

## The Implementation

- The news subscriptions are available to the residents of their Welfare Homes. As part of their Volunteer Program, volunteers also engage with residents by reading the news to them.
- The comprehensive coverage across various societal issues offer insights to guide their strategic decision-making and programme planning.
- For instance, recent reports on the increase in drug usage among young people have prompted proactive measures at Jamiyah Halfway House to address and reduce this pressing issue. Similarly, updates on mental health awareness empower our social work and counseling teams to provide more informed and supportive care to our beneficiaries.

## The Results

- Many residents have expressed that the publications have helped them stay connected to the community and the world and have sparked meaningful conversations and discussions within our Welfare Homes.
- Insights from news about social and economic trends help their Educational Centers enrich their curriculum and guide their FoodBank in addressing food security effectively.

## Related Products

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**This not only strengthens our commitment to our beneficiaries but also reinforces our role as a leading non-governmental organisation dedicated to enriching lives and fostering community well-being in Singapore."**



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