



**FOR IMMEDIATE RELEASE**

**HAPPINESS INITIATIVE LAUNCHES COMMUNITY-BASED  
WELL-BEING PROGRAMME IN PARTNERSHIP WITH  
MINISTRY OF CULTURE, COMMUNITY & YOUTH**

*Singapore, 28 June 2022* - Happiness Initiative, in partnership with the Ministry of Culture, Community & Youth (MCCY), is launching a community well-being programme to empower individuals with skills they can apply to improve their mental health.

The Well-Being Circles programme will equip participants with evidence-based, well-being skills that focus on five core themes – Mindset, Passion, Purpose, Relationships, and Altruism. Each theme is supported with research on how they can contribute to an individual's happiness and well-being. Refer to Annex A for the skills taught in each session.

Starting on 2 August 2022, each participant of the Well-Being Circles programme will go through 12 two-hour sessions over a span of four months. The sessions, which will cover various well-being skills, will be delivered in a small and intimate group format consisting of one facilitator to five participants.

Participants will be able to take charge of their own mental well-being by providing a safe space for people to talk about their struggles, learn from one another, and be equipped with well-being skills to transform their lives.

Lead programme developer and co-founder of Happiness Initiative, Simon Leow, said, "We started the development of this programme in 2019, with the vision that well-being skills can be acquired and can be facilitated by non-experts. Our resolve was further strengthened during the COVID-19 pandemic, culminating in what is known today as the Well-being Circles."

Mr Alvin Tan, Minister of State for Ministry of Culture, Community and Youth and Ministry of Trade and Industry, said, "MCCY is partnering with Happiness Initiative in this community well-being programme, to empower our citizens with the ability to look after their well-being, and to strengthen our social capital. We aim to build a caring and inclusive society where all can be supported to achieve mental health and well-being."

A small pilot trial was conducted with 50 students at a local university in Singapore from February to April 2022, showing promising preliminary results. After going through a five week pilot, students generally reported a:

- 21% increase in Mental Well-Being
- 30% decrease in Depressive Symptoms
- 41% decrease in Anxiety Symptoms



The Well-Being Circles programme is open for the public to participate in. Anyone aged 18 years old and above can join, and admission into the programme is **completely free**. More information can be found on their website at [wellbeingcircles.sg](http://wellbeingcircles.sg).

Happiness Initiative is also organising an information session on 7 July to share more about the programme. Interested applicants can RSVP for the information sessions via their website.

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### **About Happiness Initiative Pte Ltd**

Happiness Initiative is a social enterprise established in Singapore that focuses on the science of happiness. We believe that well-being should be accessible to everyone, everywhere.

We translate research into programmes and products that empower people with the skills to take ownership of their own well-being. Together with our community of well-being advocates, we strive to make a positive difference in the world.

Our three areas of focus:

1. Raising awareness on the science of wellbeing
2. Translating research into application
3. Building a community of well-being advocates

**Annex A: Well-Being Circles Structure**

Well-Being Circle is delivered through 12 sessions across 4 months. Each session is 2 hours long, the first 8 sessions occur weekly, and the last 4 sessions will occur fortnightly.

During the first 8 weekly sessions, known as the **Learning Phase**, you will learn Well-Being Skills that are supported by strong research evidence. Each session focuses on a Well-Being Skill that belongs to one of the five general themes.

More details about the Well-Being Skills are included below:

Theme	Well-Being Skill
<b>Mindset</b>	1. How we can reframe limiting beliefs towards constructive responses 2. How we can apply resilience strategies to manage difficult moments
<b>Purpose</b>	3. How we can develop goals that matter
<b>Passion</b>	4. How we can apply perseverance strategies towards our passion 5. How we can apply strategies to manage burnout and increase engagement
<b>Relationships</b>	6. How we can overcome limiting beliefs and develop compassion for self and others 7. How we can improve communication skills for better relationships
<b>Altruism</b>	8. How we can cultivate gratitude and kindness

This will be followed by 4 fortnightly sessions, the Check-In Phase, where these skills are being put into practice to help you achieve goals that matter to you, anchored on the Life Crafting methodology (Schippers & Ziegler, 2019).

You will be able to apply the Well-Being Skills that you have learnt in four domains of your life: Personal, Professional/ School, Relational, and Community.

These 4 domains are guided by both Western and Eastern philosophies of well-being. The progression of these domains shifts our focus from self to others, hence benefiting the community we live in.

For a more detailed Fact Sheet about the programme, please [click here](#).

## Annex B: Quotes from Past Participants & Facilitators

- "This was a programme that I was very interested in from the very beginning because it allowed me to learn something and give back to the people around me. It gave me a lifelong skill set to manage my emotions and mental well-being. I really enjoyed the skills that were taught, the people that I've met, and being able to listen to other peoples' stories." - *Lee Moh Heng, Well-Being Circles Facilitator*
- "Not only did the Well-Being Circle teach me skills to better manage my emotions and limiting beliefs, it also provided me with a space where I could learn from others and feel supported." - *Jude Elliot Tan Yan Kai, Well-Being Circles Participant*
- "It was very fulfilling being able to help others gain knowledge and understanding towards concepts to lead better versions of themselves. Through the process, I was also able to learn more about myself too and these skills are still something that I practice till today. If you're hesitating, I strongly encourage you to join WBC given the opportunity to. You won't regret it!" - *Yong Si Wei Victoria, Well-Being Circles Facilitator*
- "At first, I wasn't sure if I am able to carry out the programme as a Well-being Leader, but I persevered anyway as I really wanted to learn more about well-being and to help others. I was very surprised and happy to know that both myself and the participants had benefited from the trial programme. I would like to say to those individuals who are hesitating or thinking about it to join!" - *Michel Sim Hwee, Well-Being Circles Facilitator*
- "The Well-Being Circles have allowed me to understand everyone on a personal level - and from a more empathetic perspective. I am also able to see how our past and experiences have shaped our personality, behaviour and attachment to people. As a whole, the programme has helped me discover a little about myself as well as make me more perceptive to the needs of others." - *Lee Jun Sheng Bryan, Well-Being Circles Operations Manager*
- "I find the contents and activities discussed in the Well Being Circles very relevant and highly beneficial to anyone who wants to learn practical ways to improve their well-being in an interactive and engaging programme." - *Syazwan Bin Zainal Shah, Well-Being Circles Participant*