

FACTSHEET ON MADE FOR FAMILIES

About Made For Families

Launched in June 2020, “Made For Families” is a brand mark that represents the different ways - big and small - in which Singapore supports families. An initiative by the National Population and Talent Division (NPTD) in the Strategy Group, Prime Minister’s Office, *Made For Families* aims to assure families in Singapore of support from the government and community at large. We also hope to reach out to more employers, corporate and community partners to contribute, and collectively build a conducive ecosystem that supports families in Singapore.

In November 2021, we are launching a campaign – “Made For Families Bring Smiles!” to further raise awareness for the *Made For Families* initiative. F&B partners will be offering *Made For Families* deals and meals in the month of November and December, to bring families together. We are also collaborating with Centre for Fathering on a “Eat With Your Family Day is Made For Families” virtual event on 19 November 2021, where about 100 participating families will be enjoying an evening of fun games, and discover more about family-friendly organisations, places and public amenities in Singapore.

Look out too for series of videos, highlighting how employers, businesses and the community at large play an important role in building a Singapore that is *Made For Families*. Stay tuned for the videos on our Made For Families SG Facebook page and Instagram! Visit the *Made For Families* website (www.madeforfamilies.gov.sg) to access useful resources on the comprehensive suite of support measures for starting and raising families.

Made For Families Partners

Employers, corporates and community groups who adopt the *Made For Families* brand mark have practices, and/or offer initiatives, programmes, amenities, products or services that are family-friendly.

To date, about 80 entities have adopted the *Made For Families* brand mark. They come from various sectors, ranging from hospitality, leisure, food and beverage, retail and e-commerce, as well as government agencies and community groups supporting parents and couples on their marriage and parenthood journey.

Learn more about the partners at: madeforfamilies.gov.sg/MadeForFamilies/made-for-families-organisations.

Recent Made For Families partners

foodpanda

As one of the leading food delivery platform, foodpanda is dedicated to bringing customers a wide variety of food, groceries and more, quickly and conveniently. With thousands of restaurants available ranging from kids-favourites to family feasts delivered to the doorstep, look forward to more quality family time over great food. On foodpanda, you can shop for the family's everyday needs and groceries with foodpanda shops and pandamart, all delivered to your home within an hour or less. With more than 4,000 shops and 5,000 products on pandamart, let foodpanda do the heavy lifting, so you can spend time with people who matter most.

In providing greater support for their employees (better known as pandas), foodpanda regularly organises initiatives such as talks and webinars for pandas on coping with parenthood in the current climate, with Home-Based Learning and Work From Home arrangements being the new norm. Through company-wide day-offs (or Recharge Days), foodpanda is committed as an employer in encouraging our employees to recharge and reconnect with their family.

foodpanda is supporting the Made For Families initiative with foodpanda credits for "Eat With Your Family Day is Made For Families" virtual event; with family deals and offerings in foodpanda app by participating family-friendly restaurants.

Welovesupermom

Welovesupermom is one of Singapore's largest marketplace for parents and expecting mums to shop for a wide range of maternity, baby and children related products. To support the *Made For Families* initiative and help parents manage costs associated with child-raising, WelovesuperMom has also specially curated a range of *Made For Families* bundle deals. Besides offering products, Welovesupermom also supports expecting and new parents in their parenthood journey through the building of social communities, where parents are free to share the joys and challenges of parenthood, learn from and connect with one another. The platform also constantly shares parenting tips, product reviews, parenting webinars, seminars and events.

Welovesupermom is supporting the *Made For Families* initiative with exclusive Bundles Deals. More information can be found here:

<https://welovesupermom.com/collections/Exclusive-SuperMom-x-Made-For-Families-Bundles>

Support from government agencies

Land Transport Authority is Made For Families

Our public transport system is Made For Families!

Over the years, LTA has introduced a number of improvements to make our public transport system more accessible and inclusive. A group we hope to benefit is those with young children – From stroller restraint devices and removal of middle stanchion pole at the front door to allow easy boarding of open stroller on public buses, booster seats for young children on taxis, to family friendly washrooms with diaper-changing facilities at all new bus interchanges, integrated transport hubs and MRT stations. In addition, you can also find baby care rooms and wash basins located at child height at designated transport infrastructure such as MRT stations/ interchange stations on Thomson-East Coast Line and Woodlands Integrated Transport Hub. These efforts definitely go into building a Singapore that is Made For Families! Try spotting some of these family-friendly features at our various public transport touchpoints and use them for a more comfortable journey the next time you head out with your children!

National Library Board is Made For Families

Our public libraries are Made For Families!

The National Library Board reaches out to children of all ages through a wide variety of engaging programmes, activities and reading resources. Parents, grandparents and caregivers can also join in the fun with the children in programmes specially designed to promote family bonding.

Most of our public libraries also have dedicated children's section, and family-friendly amenities such as washrooms with diaper-changing stations and nursing rooms. Try spotting some of these family-friendly features at our various public libraries the next time you visit with your children!

For more information on programmes for children, visit <https://www.nlb.gov.sg/WhatsOn/Programmes/ProgrammesforChildren.aspx> or follow our public libraries @PublicLibrarySG

National Environment Agency's hawker centres are Made For Families

There are hawker centres islandwide serving as “community dining rooms” where friends and families gather, interact and bond over their shared love for food. With amenities such as family-friendly toilets, diaper changing counters, lowered seating or wash basins for children, enjoying your favourite hawker food with your young ones had never been easier. Do look out for these family-friendly features at various hawker centres the next time you are out with your family!
<https://www.nea.gov.sg/our-services/hawker-management/overview>