

## Conversations about the Homeless

1) Hi, before we begin can you share with me your name, age & a short description of what you're currently doing?

**RESPONSE:** My name is Chua Yen Ling, aka Yen. My social alias is @yenipot. I am 26, going on 27 in October this year. I have been working in the advertising industry as a media planner and client manager for the last 3 years.

2) So, as a (what they're currently doing), have you ever come across someone who was homeless?

- if yes, can you share the encounter?

- if no, do you think there are homeless people in Singapore?

**RESPONSE:** No, but yes, I definitely do think there are homeless people in our country.

3) What do you think being homeless means?

**RESPONSE:** No permanent roof over your head, i.e. no housing, no family and from a financial perspective, one would struggle to make ends meet every day.

4) Can you share what you think these people do daily?

**RESPONSE:** Go to work/look for work? Collecting scrap materials? Street begging? Some might lie around aimlessly?

5) And what about their night routine?

**RESPONSE:** Scouting for a safe place to sleep?

6) When was the last time you:

- had a shower?

- had a meal?

- washed your clothes?

**RESPONSE:** Shower and eat every day. Washed my clothes this morning.

## Conversations about the Homeless

7) Imagine yourself without a home, where in Singapore would you go to fulfil these basic needs?

- food & water
- sanitation
- shelter, safety & security

**RESPONSE:** food & water - I'll work and try to afford at least the cheapest meal from hawker centres. If not...beg for scraps from hawkers? / sanitation - shopping mall toilets or public swimming pools / shelter, safety, security - airport

8) Why do you think these individuals/groups end up as they are now?

**RESPONSE:** Perhaps for some it could be due to unforeseen events in life - e.g. bankruptcy, loss of family, and for some it could be an 'inherited' poverty cycle from their parents or earlier generations.

9) Do you think there's a way out of their predicament?

**RESPONSE:** Yes! Having small dreams of change will provide motivation and putting in the effort to implement those dreams will go a long way. Also, I feel that Singaporean companies are increasingly more open-minded in giving an employment chance to these people.

10) So being homeless is of course without shelter, but that doesn't exclude them from having their belongings – personal items and at times even family members. How would you advise someone in such a situation?

**RESPONSE:** Coming from my religion and faith, I would share the gospel of Jesus Christ if he/she does not already know it! From a secular perspective, I don't know how much practical advice I can give as I may not be able to empathize completely. There is probably a lot more emotional baggage borne by the individual which cannot be addressed that casually. Maybe I would befriend them, establish trust first?

11) Here are some examples of campaigns and activations done overseas. Do you think they will be effective in a place like Singapore?

**RESPONSE:** Hmmm, maybe...! Comms obviously play a really important - It cannot be a 'flat' message with standard call-to-action because Singaporeans would probably not bat an eyelid at such content. The campaign needs to be witty, emotional and genuine all together. And shareable!

## Conversations about the Homeless

12) Is homelessness a policy problem or community problem?

**RESPONSE:** I think it's more of a community problem in Singapore's context. I'd like to think our government has proper policies in place to help the homeless!

13) Let's put aside political intervention. Who in society do you think can drive the greatest impact upon this community?

**RESPONSE:** Businesses. Through employment opportunities they can help alleviate financial stresses on this people, which in turn then allows them to start building a future or home for themselves.

14) In your own capacity now as a (*what they're currently doing*), how do you think you can reach out to the homeless?

**RESPONSE:** Through voluntary work either in my own personal capacity or help drive/initiate CSR projects in my company targeting at this topic and community.

15) Which would you be more interested/open to participating:

- an outreach activation
- an immersive experience (role-playing/experiential)
- none of the above?

**RESPONSE:** Outreach activation, no way to an immersive experience, I don't think I can survive.

- INTERVIEW END -