

**FOR IMMEDIATE RELEASE****THE LAUNCH OF A SOCIETAL BENEFITING  
SOCIAL-EMOTIONAL DEVELOPMENT TEXTBOOK**

**15 November 2021, Singapore** - The Board of Directors (the “**Board**”) of OEL (Holdings) Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that the Company’s wholly-owned subsidiary, ESO Health Child Care Pte. Ltd. (“**ESO**”), has globally launched a Social-Emotional Development (“**SED**”) Textbook for toddlers (ages 1.5 to 3 years old). The Group prides itself as being one of the first few in global childhood education to release such a SED textbook. This is the first out of four series for ages between 1.5 to 6 years old. The other series will be released soon and announced subsequently. The childcare division is also actively seeking collaborations with children’s psychologists and clinicians globally.

**Background**

According to the Children’s Mental Health division under the Center for Disease Control and Prevention (“**CDC**”), mental disorders among children begin in early childhood and are described as serious issues. It changes the way children typically learn, behave, or handle their emotions, and may cause distress and problems getting through the day. Causal factors may be attributed to family, community and healthcare with 1 in 6 children in the United States of America aged between 2-8 years having a mental, behavioral, or developmental disorder<sup>1</sup>. Those without a diagnosis often receive medication treatment without accompanying psychosocial intervention.<sup>2</sup>

According to a global survey<sup>3</sup>, 20% of children in school have experienced or are experiencing school bullying or child violence. Bullying can have adverse and potentially long-lasting effects on a child’s performance in school and general well-being<sup>4</sup>. In the local context, an estimated 16% of Singapore’s youth suffer from depression. Children

<sup>1</sup> CDC, Children’s Mental Health <https://www.cdc.gov/childrensmentalhealth/data.html>

<sup>2</sup> Ghandour et al., *Prevalence and Treatment of Depression, Anxiety, and Conduct Problems in US Children*, 2018 <https://www.ipeds.com/action/showPdf?pii=S0022-3476%2818%2931292-7>

<sup>3</sup> US Department Of Education, *Student Reports of Bullying*, 2019 <https://nces.ed.gov/pubs2019/2019054.pdf>

<sup>4</sup> Schleicher, A., *PISA 2018 Insights and Interpretations*, 2019 <https://www.oecd.org/pisa/PISA%202018%20Insights%20and%20Interpretations%20FINAL%20PDF.pdf>



and young adults tend to face an increased chance of developing depression and anxiety from puberty, societal and academic pressures, and uncontrollable factors in their daily life<sup>5</sup>. Theoretical analysis by children’s psychologists and clinicians concluded that the seeds for violence later in life may be shown in early childhood. It is important to generate an in-depth understanding of the systematic use of social-emotional protective processes and mechanisms to prevent and buffer the risk of violence<sup>6</sup>.

### The Textbook Is Based On 2 Of The Following Theoretical Basis

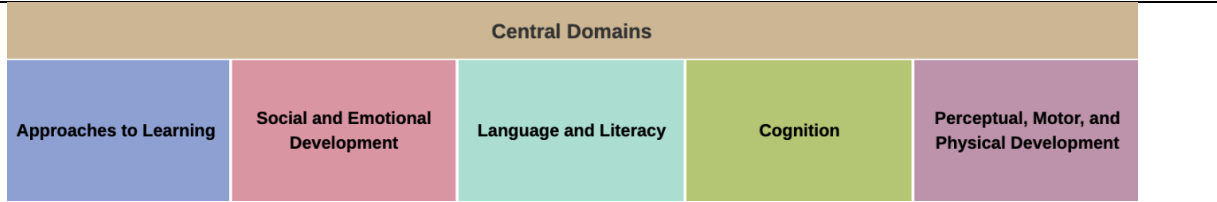
#### 1. Enhancing Emotional Vocabulary in Young Children by Dr. Gail E. Joseph<sup>7</sup>.

**Feeling Words (Emotional vocabularies)**

Affectionate	Confused	Enjoying	Guilty	Peaceful	Strong
Agreeable	Comfortable	Excited	Ignored	Pleasant	Stubborn
Annoyed	Cooperative	Fantastic	Impatient	Proud	Tense
Awful	Creative	Fearful	Important	Relaxed	Thoughtful
Bored	Cruel	Fed-up	Interested	Relieved	Thrilled
Brave	Curious	Free	Jealous	Safe	Troubled
Calm	Depressed	Friendly	Joyful	Satisfied	Unafraid
Capable	Disappointed	Frustrated	Lonely	Sensitive	Uncomfortable
Caring	Disgusted	Gentle	Lost	Serious	Weary
Cheerful	Ecstatic	Generous	Loving	Shy	Worried
Clumsy	Embarrassed	Gloomy	Overwhelmed	Stressed	

#### 2. Head Start Early Learning Outcomes Framework from U.S. Department of Health & Human Services<sup>8</sup>.

**This framework** advocates the skills, behaviours, and knowledge all children must develop for school and long-term success with a strong emphasis on 5 broad domains:



<sup>5</sup> Ministry of Health, *Helping Youth Fight Depression* <https://www.healthhub.sg/live-healthy/1179/helping-youth-fight-depression>

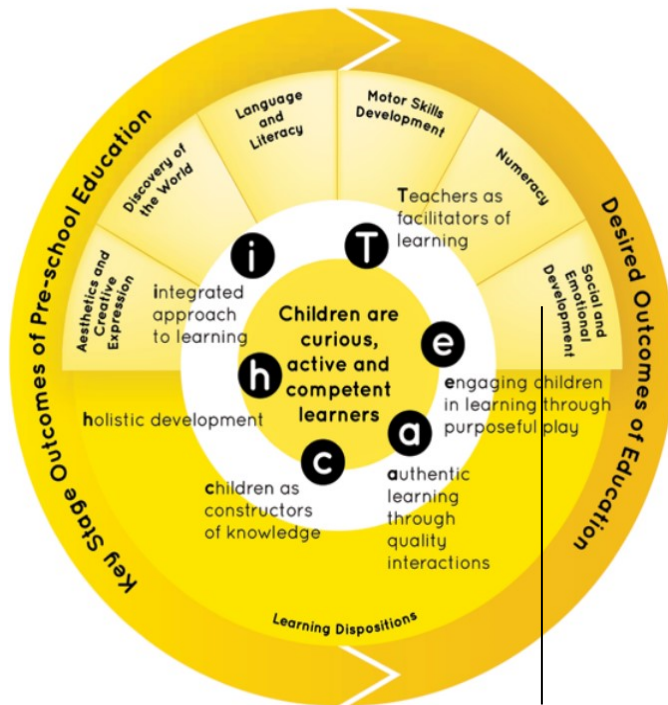
<sup>6</sup> Malti, T., *Children and Violence: Nurturing Social-Emotional Development to Promote Mental Health*, 2020 <https://srcd.onlinelibrary.wiley.com/doi/10.1002/sop2.8>

<sup>7</sup> Joseph, G. E., & Strain, P. S., *Enhancing Emotional Vocabulary in Young Children*, 2003 <http://csefel.vanderbilt.edu/modules/module2/handout6.pdf>

<sup>8</sup> U.S. Department of Health & Human Services, *Head Start Early Learning Outcomes Framework* <https://eclkc.ohs.acf.hhs.gov/interactive-head-start-early-learning-outcomes-framework-ages-birth-five>



In Singapore, SED is one of the desired outcomes of education under the Ministry of Education’s (“MOE”) Nurture Early Learners (“NEL”) framework (the “Framework”), and ESO intends to propel this textbook into such Framework as shown below<sup>9</sup>.



Fitting into MOE's NEL Framework

The textbook has 9 key takeaways:

1. Positive interaction with teachers and adults
2. Positive interaction with other children
3. Improved social-emotional ability
4. Improved problem-solving ability in interpersonal communication
5. Improved emotional vocabulary
6. Establishment of discipline
7. Anger and disappointment management
8. High emotional risk and behavioural disorders management
9. Enhanced social skills to prevent behavioural problems

## Pedagogy

At the same time, ESO has written a manual to guide the usage of the textbook and practical application. For true learning to take place, active participation or experimentation is still required. DKP has since formed a partnership to become sister preschools with Yale New Haven Hospital Day Care Centre (“YNH”) and will be sharing the resources and tools from YNH to help evaluate a child's social-emotional skills. Both DKP and YNH will commence their SED classes with the textbook on 26 November 2021.

<sup>9</sup> MOE, Nurture Early Learners <https://www.moe.gov.sg/preschool/curriculum>



**“For children to shine daily, they need day-to-day support from parents, teachers and society.”**

### Textbook Editorial Committee



Chairman  
**Professor Liu Yunhua**

Lead and monitor the entire process from manuscript to final forms, Beta Reader, Reviewer, Editor and Publication



Member  
**Miss Alice Zhao Xin**

Manage and operate the whole processing throughout manuscript, publication and marketing, implement the application of theories to practical.



Author  
**Dr. Huang Qiang**

Professional teaching specialist, publication, and daily administration routine



Senior Advisor  
**Professor Susanne Ayers Denham\***

Review and write the prefaces for each SED textbook of each student in our preschool. More importantly, Professor Denham will lead in making correction plans for our students on an annual basis.

The author, Dr. Huang Qiang who holds a National Association for the Education of Young Children (“**NAEYC**”) membership, together with the editing team, Professor Liu Yunhua, Professor Susanne Ayers Denham (Senior Advisor, Editor of Early Education and Development), and Alice Zhao Xin (CEO of OEL Holdings Limited), spent more than one year developing the SED textbook. The team conducted researches on reports from CDC (USA), OECD, and the Social Policy Report from Professor Tina Malti (University of Toronto) on Children Violence: Nurturing Social-Emotional Development to Promote Mental Health”, the Singapore Mental Health Study media release<sup>10</sup>, the Framework, and many other references. \*Professor Denham is an Emeritus Faculty of George Mason University who has written more than 450 journal pieces to date and has been editor of the journal of Early Education and Development since 2003.

<sup>10</sup> IMH, Latest nationwide study shows 1 in 7 people in Singapore has experienced a mental disorder in their lifetime, 2018  
[https://www.imh.com.sg/uploadedFiles/Newsroom/News\\_Releases/SMHS%202016\\_Media%20Release\\_FINAL\\_web%20upload.pdf](https://www.imh.com.sg/uploadedFiles/Newsroom/News_Releases/SMHS%202016_Media%20Release_FINAL_web%20upload.pdf)



## Expert Recommendations on the Textbook



This textbook teaches important goals and guidelines to help toddlers succeed in their developmental tasks of social-emotional competence.

**Prof. Susanne A. Denham**  
University Professor Emerita, George Mason University USA



The opportunities within this document present critically important factors for young children to successfully grow and develop.

**Dr. Lynn Wiener**  
Director, Yale New Haven Hospital Day Care Centers, USA.



There are no better returns than investing in early childhood as the rates of return are unparalleled across the lifespan.

**Professor Michael Chia, PhD, PPA, FMCCY**  
Nanyang Technological University, SG



The text is unique as it uses western pedagogical techniques like role-playing or Problem-Oriented Teachings in an indigenous manner using contextual examples.

**Dr. Smita Singh, PhD in Psychology**  
James Cook University, SG



I would like to recommend this textbook to teachers, parents and children all over the world.

**Rose Slavin**  
M.S. in Early Childhood Education- Southern Connecticut State University, New Haven, CT. USA.



The current textbook has introduced important positive education notions and approaches from the West, and localised them in the Asian context, especially Singapore, to equip children with social-emotional competence.

**Dr. Weipeng Yang**  
S R Nathan School of Human Development



**Did you know OEL's Social-Emotional Development Textbook is the only one** that integrates children's emotional vocabulary developed by preschool education experts and two national-level children's emotional development guidance frameworks. **The textbook is now available online: <https://www.esoeducation.com/>**







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## About OEL (Holdings) Limited and its subsidiaries

As a forward-looking Singapore Exchange Catalist-listed company, OEL (Holdings) Limited is committed to corporate social responsibility (“**CSR**”) and the goal of building a pan-asian high tech healthcare company at its core and pursuing long-term investments within stable and high-growth areas with value creation for its shareholders. One of our leading core businesses is in the childcare wellness segment led by ESO. ESO believes that for children to shine daily, they need day-to-day support from parents, teachers and society. We pay close attention to children’s psychological development and engage children’s development professionals as our advisors, with the objective to develop children’s communication, social and emotional management skills. Our vision is to be responsible for the physical health, psychological health and behavioral health of each child. Our mission statement: All For Children.

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*This press release has been reviewed by the Company’s sponsor, Evolve Capital Advisory Private Limited (“**Sponsor**”), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”). The Sponsor has not independently verified the contents of this announcement.*

*This press release has not been examined by the SGX-ST and the SGX-ST assumes no responsibility for the content of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.*

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