Making Healthy Choice a Default Choice

Experience from Singapore

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Singapore: Vital Statistics

Land area: 715 Km$^2$
Population: 5.3M
Total fertility rate: 1.29
Life expectancy at birth: 82.3
Infant mortality rate: 1.8
Healthcare 2020: More than a Vision

Healthcare 2020:
- Quality
- Accessibility
- Affordability

- Build up the Intermediate and Long-Term Care Sector
- Keep Singaporeans Healthy
- Grow healthcare manpower
- Strengthen financing framework to keep care affordable
- Expand capacity in acute and community hospitals
- Integrate care across different settings
- Improve access to healthcare in the community
Keep Singaporeans Healthy: Health Promotion

ACCESSIBILITY
Creating Supportive Environments for Healthy Living

QUALITY
Ensuring Good Quality Programmes

AFFORDABILITY
Creating Affordable Options for Everyone to Live Healthily
Non-communicable Diseases: Major Cause of DALYs

Top 5 Burdens of Disease:
1. Cardiovascular disease
2. Cancer
3. Neurological & sense disorders
4. Diabetes mellitus
5. Mental disorders

These accounted for 70% of DALYs*

Notes:
*DALYs: Disability-adjusted Life Years (Sum of years of life lost due to premature mortality (YLL) and years of life lost due to living with ill-health or disability (YLD)).
NCD Associated Risk Factors: Lifestyle & Dietary Behaviours

- Lifestyle factors:
  - Nutrition
  - Physical activity
  - Smoking

PUFA, Poly-Unsaturated Fatty Acids
Note: The percentage refers to the proportion of disease burden (in DALYs) contributed by the respective risk factor.
Shifting from Awareness Campaigns to: Changing Behaviour and Environment

Set-up in 2001

96% agree that ‘there are things I can do to improve my health’, but …

Healthy food habits trying to put into action

- Drink more water each day: 84%
- Eat more vegetables/fruit: 76%
- Have less sweets/snacks: 53%
- Take less salt in diet: 47%
- Reduce alcohol consumption: 35%
- Include less red meats: 34%
- Use less saturated oils: 31%
- Bring home-made food: 19%
- Track calories regularly: 15%

Source: AIA 2013 Healthy Living Index Survey
Shift from Awareness Campaigns to: Change Behaviour and Environment

2001 2014 2020

Strategic Shift

Public Education and Campaigns

Behavioural Change

Environmental Change

New Order of Health Promotion

Changing the Context...
Making healthier choice the default choice
Change the Context:
Make Healthy Lifestyle the Default Choice
Health Promoting Ecosystem: Make Healthy Lifestyle Pervasive

Residential Amenities (e.g. homes)

Educational/ Child Care Amenities (e.g. schools, child care centres)

Consumer Amenities (e.g. shopping malls)

Consumer Amenities (e.g. hawker centres)

Community Amenities (e.g. Community Clubs)

Sports/ Recreational Amenities (e.g. sports halls, parks)
We will also partner public agencies and support RHSs’ efforts to reach out to the community and workplaces.
Generate Demand for Healthy Lifestyle: Creating a Social Movement

- Youth Health Ambassadors
- Community Health Ambassadors
- Virtual Health Ambassadors
- Senior Health Ambassadors

Centralised Volunteer Management
Healthy Lifestyle as the Default Choice
Healthy Lifestyle as the Default Choice
Community Club & Healthy Lifestyle Centres

Healthy Lifestyle Centre comes to heartlands

A resident receiving his goodie bag at the launch of the Healthy Lifestyle Centre, located within North Zone 6 Residents’ Committee’s premises. — ST PHOTO: KUA CHEE SIONG

BY JEHIANI DURAI

Health professionals will now be at the doorstep of residents in the Hong I neighbourhood, as Singapore’s first Healthy Lifestyle Centre was launched on Dec 9.

Located within the Hong Kah North Zone 6 Residents’ Committee’s premises, the centre...
Healthy Lifestyle as the Default Choice

Shopping Centres

Announced at the 2010 National Healthy Lifestyle Campaign by Emeritus Senior Minister Goh Chok Tong
We made healthy living infrastructures and programmes accessible to residents in Sembawang and CCK (22 Aug 13)

Lebih banyak acara kesihatan di Sembawang

Penduduk boleh jalan pemeriksaan, serta bengkel makanan sihat.

STRAITS TIMES / News

Sembawang launches new "population health" project to promote healthy lifestyle

PUBLISHED ON AUG 22, 2013 10:56 PM

A new and extensive healthcare programme aimed at improving the lifestyles and living environment of Sembawang constituency residents was launched on Thursday.

Named the "Sembawang Population Health" project, it is a joint initiative between the Sembawang constituency grassroots leaders, the Ministry of Health (MOH), Khoo Teck Puat Hospital (KTPH) and the Health Promotion Board (HPB).

The programme will focus on improving health awareness, bringing about better health management and creating a healthier environment through various initiatives specially tailored for different age groups.

For the 11,700 residents aged 40 and above, for instance, the goal is for KTPH to conduct chronic disease screening for at least half of them, beginning in September.

Sources: Berita Harian, Channel NewsAsia Online, The Straits Times
Healthy Lifestyle as the Default Choice
Healthy Promoting Schools

HPB replaces diet pyramid with simpler plate guide

SINGAPORE — The Healthy Diet Pyramid, long used as a guide on how to eat healthily, has been replaced by a new visual guide, following feedback from the public.

The Health Promotion Board (HPB) has introduced a new guide, called My Healthy Plate, which shows the recommended proportion of vegetables, grains and meat on a plate, instead of defining a certain number of calories or servings per day from each food group.

A healthy meal, as the guide showed, has half the plate filled with vegetables and fruit, a quarter with whole grains and a quarter with meat and other proteins.
Healthy Lifestyle as the Default Choice: Mapletree Business City

PILOT IMPLEMENTATION
Nov’13 – June’14

MOVING FORWARD
Jun’14 onwards

Physical Activity Sessions
- Sessions well subscribed
  - Attendance at 80% of session capacity (both yoga and running sessions)
  - Spring off the formation of running interest groups from 4 companies within and around MBC vicinity from Jan’ 14

Healthier food options popular among employees
- Healthier meals comprise 20% (≈ 1800) of meals served at MBC everyday
- Reduced sugar drinks comprise 25% of drinks sold at foodcourt

Forward plans for ecosystem @ MBC
- Integrated Incentive System (e.g., mobile application with a directory of healthier options, interactive health messages, games, rewards for healthy behaviours)

Healthier meals
- 20% (≈ 1800) of meals served at MBC everyday
- Reduced sugar drinks comprise 25% of drinks sold at foodcourt

Healthy Lifestyle as the Default Choice:
Mapletree Business City
We piloted our workplace outreach to business cluster at Mapletree Business City (25 Oct 13)

BY FELICIA CHAY
The Business Times

I T’S called the Mapletree Business City (MBC), but its 10,000-strong working community is more than just business.

As early as 6.30am every weekday, fitness enthusiasts can start working out at an 13,500 sq ft gym, which is operated by Fitness First and located on the second floor. Those who aren’t keen on a gym can take a stroll in a 4,400 sq ft infinity pool, which is also on the same level as the pool comes heated. MBC seeks to provide a healthy lifestyle as it is to get even stronger even with the offices.

Joining the business in the morning will give you a virtual tour of the surrounding landscape. And you won’t catch a cold from a chilly water, because the pool comes heated. MBC’s focus on providing a healthy lifestyle is not to get even stronger even with the offices.

F.M.C. is on providing a healthy lifestyle as it is to get even stronger even with the offices. Workforce: 12,000 employees from 23 companies

Amenities: 1 food court, 8 F&B retailers, 1 gymnasium tenant (Fitness First)


Work-and-play in business city

Work, limber up at Mapletree Business

Developer will also get HDB involved in promoting healthy workplace lifestyle

BY KYLIE OCHIA
The Business Times

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Giving office workers healthier choices

Mapletree Business City is HDB’s first ‘healthy workplace’ ecosystem

BY PHILIP CHAN HUI
GOING for a workout, attracting health workshops or dining at a nutritious breakfast at the doorstep in the office. There are several initiatives we can take to make our workplace a healthy one.

Workforce: 12,000 employees from 23 companies

Amenities: 1 food court, 8 F&B retailers, 1 gymnasium tenant (Fitness First)

Healthy Lifestyle as the Default Choice

Healthy Hawker Programme

Convenience, variety, affordability...

BUT, not the most healthy...
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Healthy Hawker Programme

- Rally grassroots support
- Nurture social movement and networks
- Success prototyping and subsequent scale up
- Vision of healthier food
- Joint implementation and exploring viable models
- Rally grassroots support
Healthy Lifestyle as the Default Choice

Healthy Hawker Centres – Revamped

Building requirements into tenancy agreements

Making healthier offerings mainstream
Food Strategy: Changing the Way Singaporeans Eat Out (4 June 14)

Eateries to serve 500-calorie meals in HPB scheme

Participating outlets can provide healthier choices when dining out

BY KASH CHEONG

EATING out, in future, could mean putting on less of those pesky calories burnt off in the gym. About 700 stalls and food outlets as well as 15 chains in workshops and some 500-eateries under a Health Promotion Board (HPB) scheme launched last month.

Singaporeans are eating more saturated fat, and not enough whole grains. We are eating excessive amounts of refined carbohydrates such as white rice, which has been linked to an increased risk of developing diabetes,” Parliamentary Secretary for Health (National Medical Council)埇阮Hui Choon said at the launch.

The Healthier Eating Programme was launched by the Health Promotion Board (HPB) to promote healthier eating. Participants will have to reduce their intake of saturated fat and salt and increase their intake of fruit and vegetables. The scheme also aims to reduce the number of calories in meals served in eateries.

Harmful fats in food can increase the risk of heart disease, stroke and some types of cancer. It is important for Singaporeans to reduce their intake of harmful fats as they are associated with a higher risk of heart disease, stroke and some types of cancer.

The scheme aims at improving the overall health status of Singaporeans, which is consistent with the government’s objective of improving health outcomes and reducing the prevalence of non-communicable diseases such as diabetes and cardiovascular diseases.

Participating eateries will have to reduce the amount of harmful fats in their meals, and the scheme will be monitored regularly to ensure compliance.

The scheme is part of the government’s efforts to improve public health and reduce the burden of non-communicable diseases. It is a step towards achieving the national health objectives of reducing the prevalence of non-communicable diseases by 2020.

Source:
The Straits Times, TODAY, Channel NewsAsia Online, Lianhe Zaobao
Healthy Living Master Plan (HLMP)
A roadmap for how we plan to get there

Healthy Living Every Day: Making the Connections

Publication: https://www.moh.gov.sg/content/moh_web/home/Publications/Reports/2014/the-healthy-living-master-plan.htm
Video: http://www.youtube.com/watch?v=MwcTtMLLWP8&feature=youtu.be
Healthy Living Master Plan (HLMP)
A roadmap for how we plan to get there

HEALTHY LIVING EVERY DAY:
MAKING THE CONNECTIONS

Community

School

Workplaces
Lessons Learnt

1. Engage public and stakeholders to develop customised programmes that are **affordable**, **accessible**, and **relevant** to them.

2. Give **ownership** and **recognition** to stakeholders.

3. **Pilot** small steps.

4. Collect **data**.

5. Constantly **review** strategies if targets are not met; relevant to better manage resources.

6. Provide a **business case** to partners (create win-win situations) for long-term sustainability.

7. **Political leadership and support**.
Thank You