



Engaging the 3Ps to promote Healthy Lifestyle

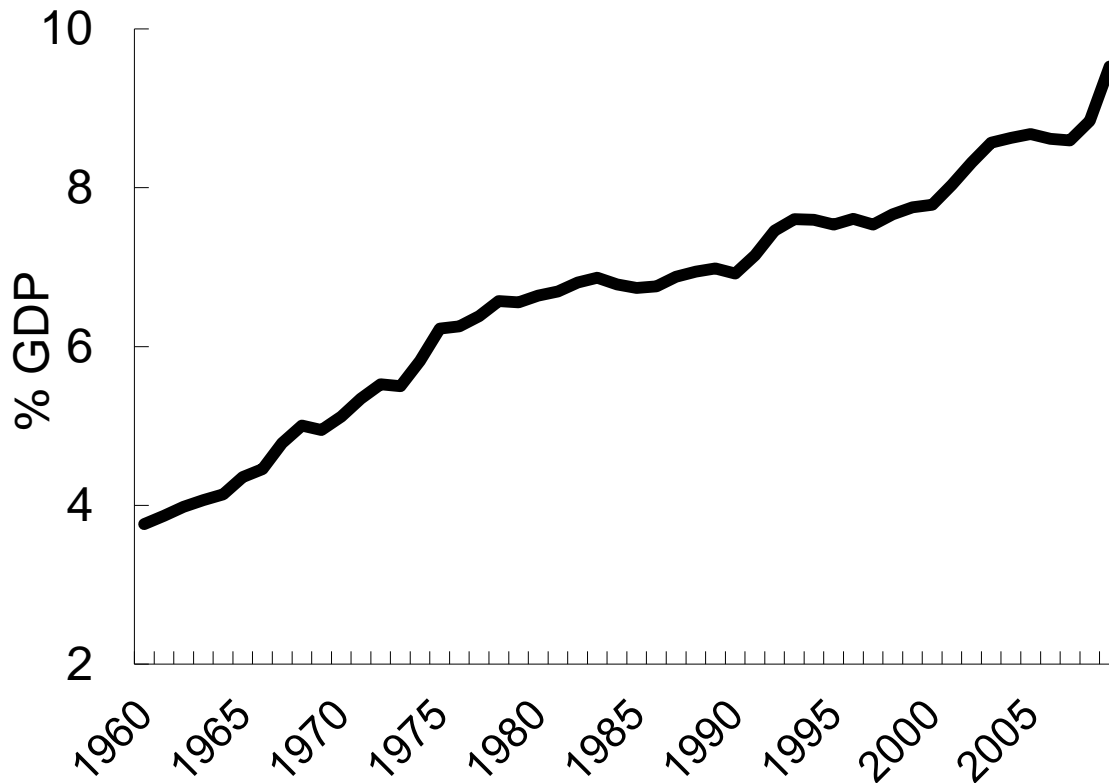
Mr. Ang Hak Seng
Chief Executive Officer
Health Promotion Board Singapore





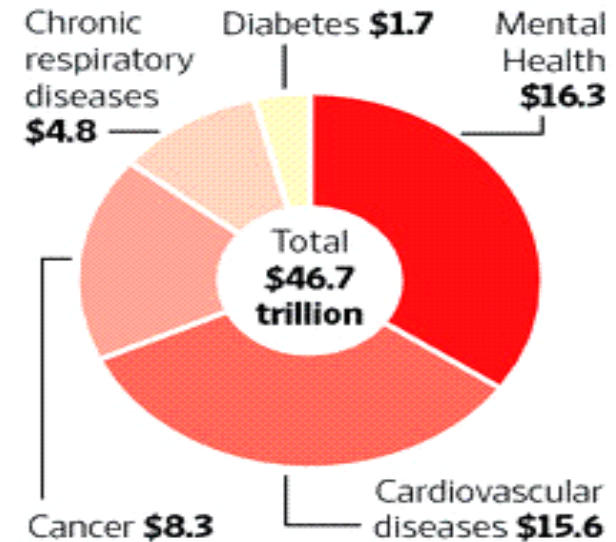
Rising Challenge of NCDs

Total health expenditure as a share of GDP in OECD, 1960-2009



Looming Burden

Projected lost economic output caused by noncommunicable diseases, 2011-2030, in trillions



Note: 2010 dollars. Sources: Harvard School of Public Health; World Economic Forum

Our Response: Focus on Symptoms?

H Board



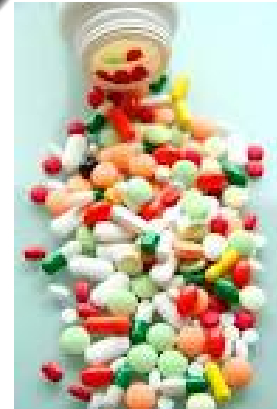
Healthy

At-risk

Unhealthy



Build more hospitals?
Invest in medications?



Or Tackle the Root Cause ...

Empower Individuals & Community

Healthy

At-risk

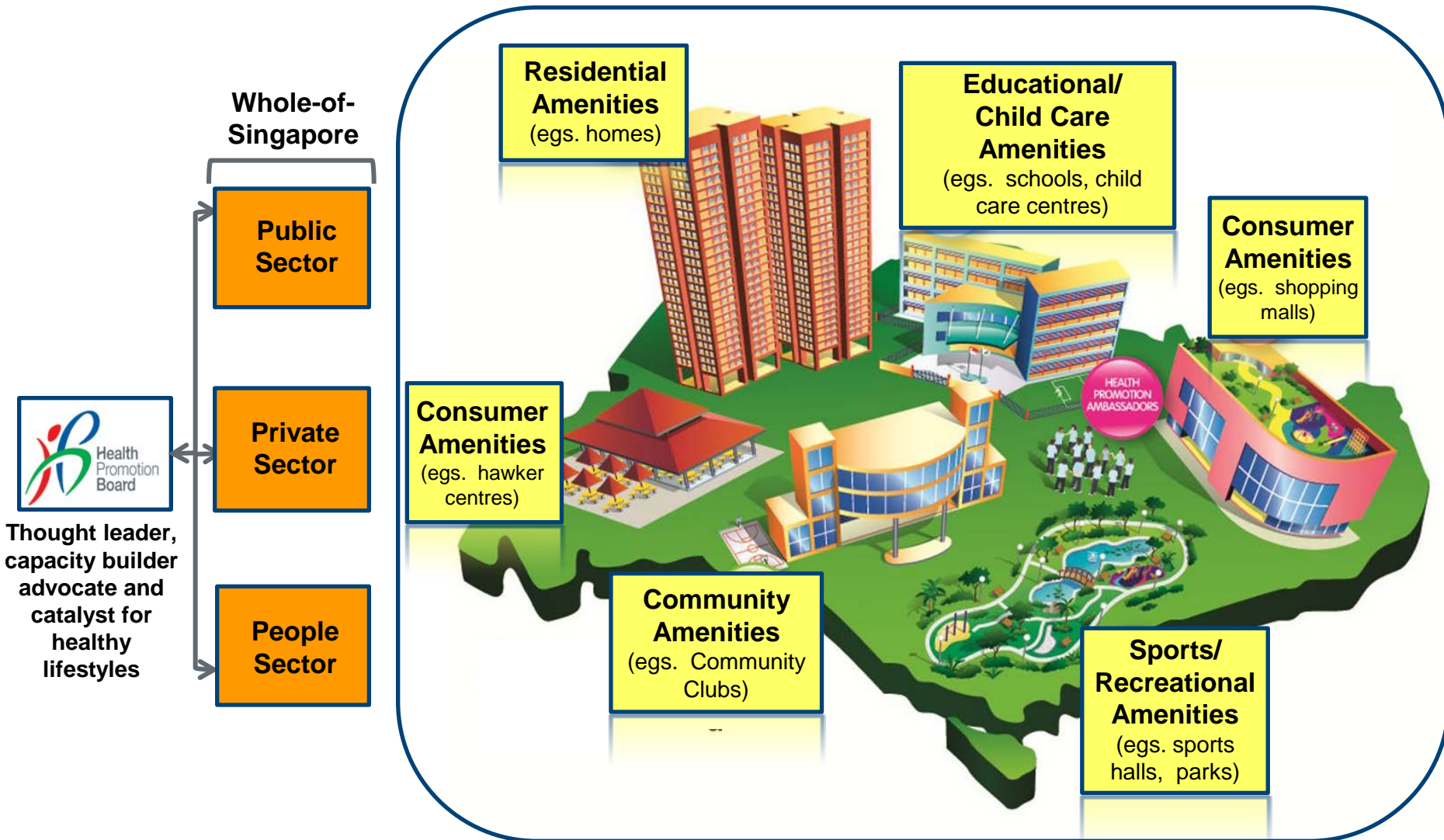
Unhealthy

Healthy Lifestyle as a Default Normal
through ecosystemic approach

Healthy Lifestyle as a Prescription



IMPACTING MULTIPLE TOUCHPOINTS



Enablers used to influence the ecosystem and impact the health of the community

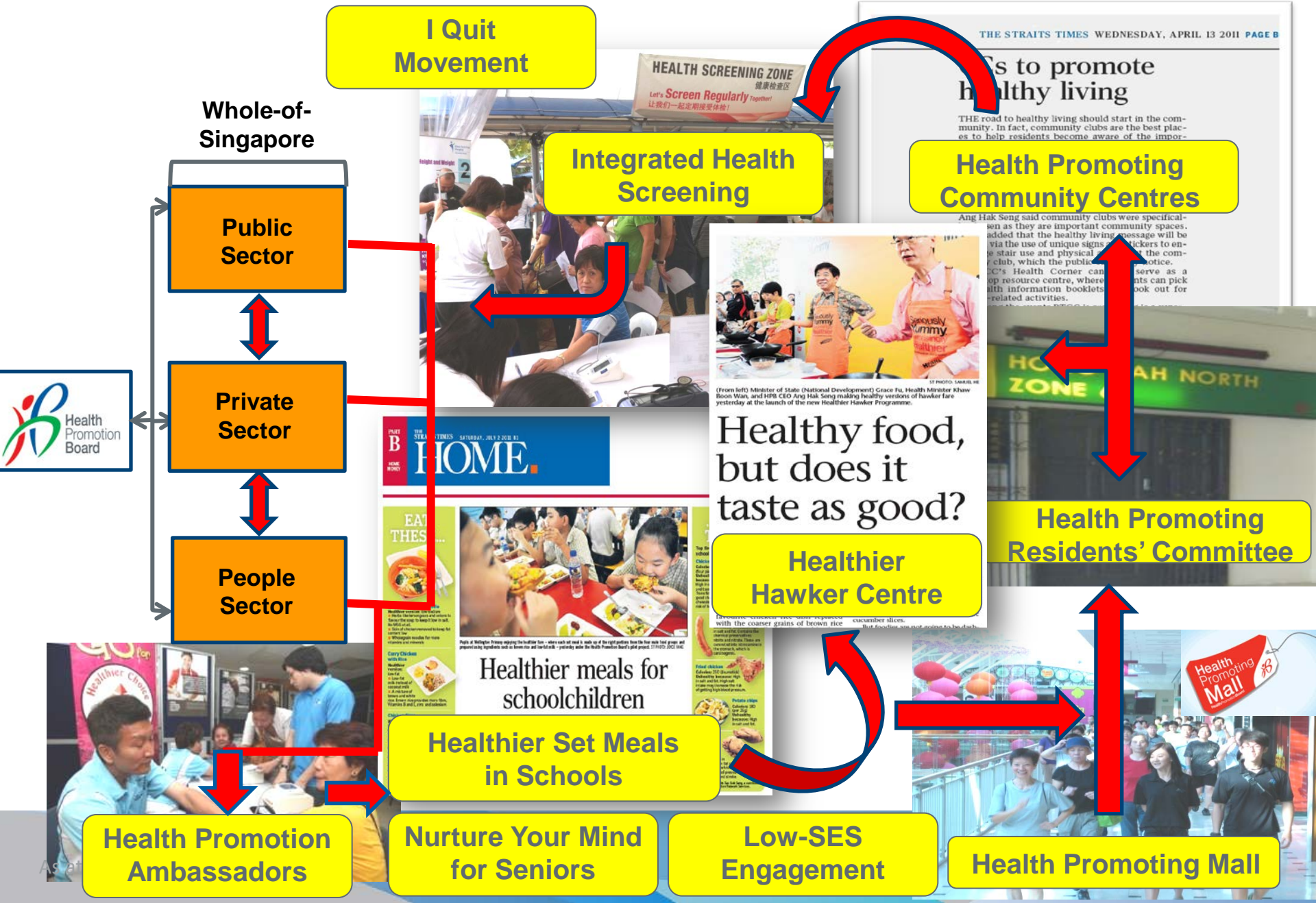
Capacity Building & Empowerment

Research & Innovations

Supportive Environments

Policies & Guidelines

INFLUENCING THE ECOSYSTEM



I Quit Movement

Whole-of-Singapore

Public Sector

Integrated Health Screening

Health Promoting Community Centres

Private Sector

Healthy food, but does it taste as good?

Health Promoting Residents' Committee

People Sector

Healthier Hawker Centre

Healthier meals for schoolchildren

Healthier Set Meals in Schools

Health Promotion Ambassadors

Nurture Your Mind for Seniors

Low-SES Engagement

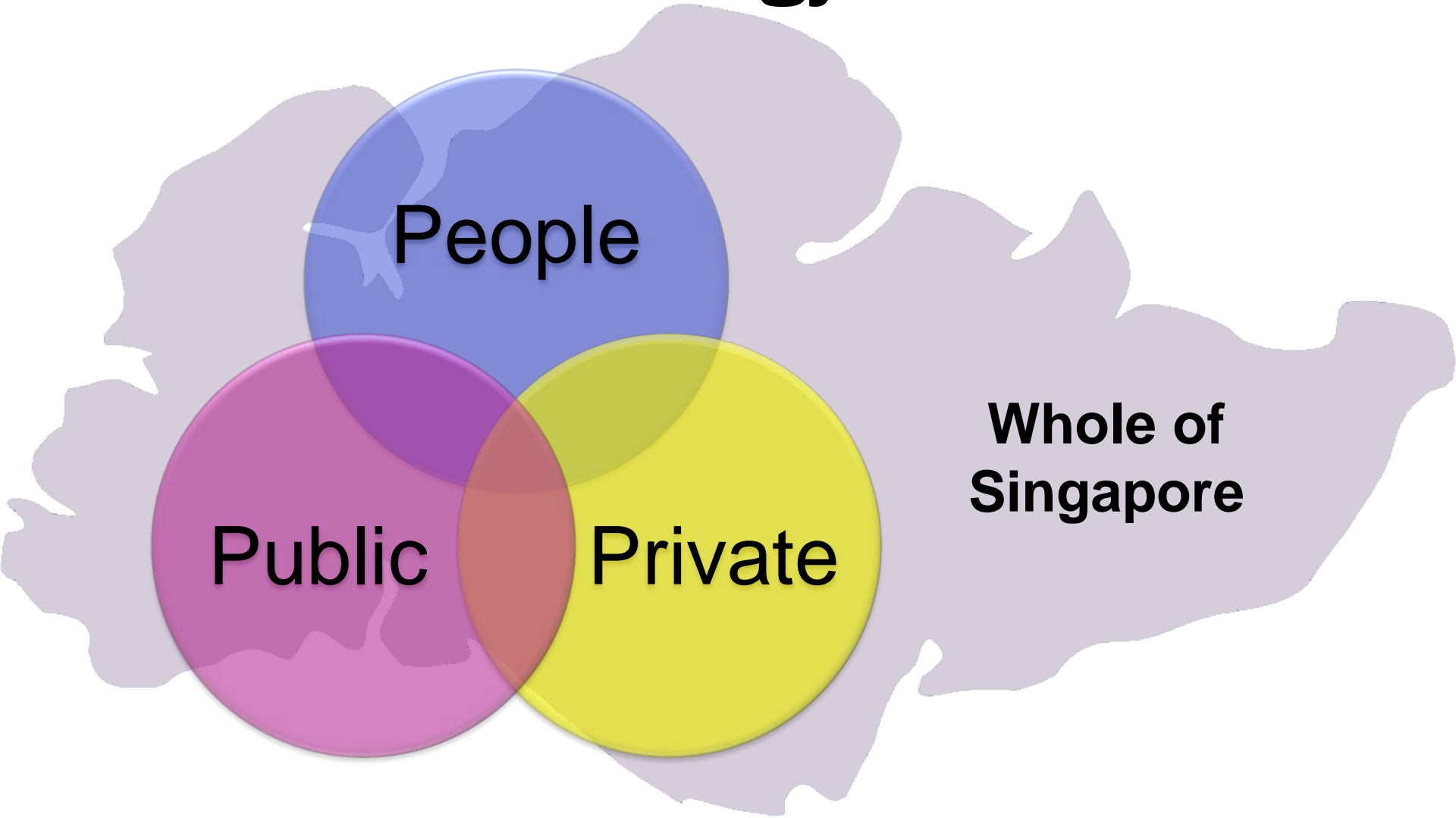
Health Promoting Mall

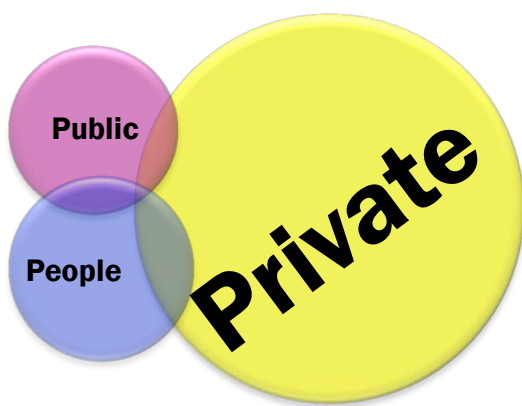


Story of the Mee Rebus



Inter-sectoral Strategy – 3Ps



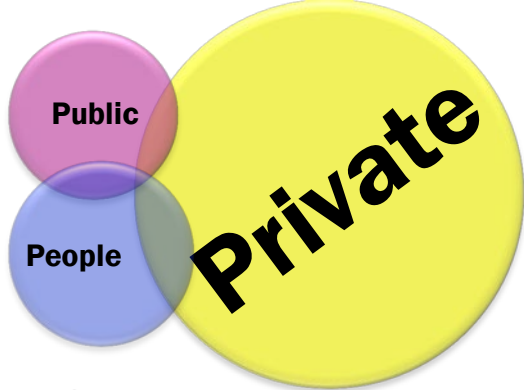


Why Noodles?

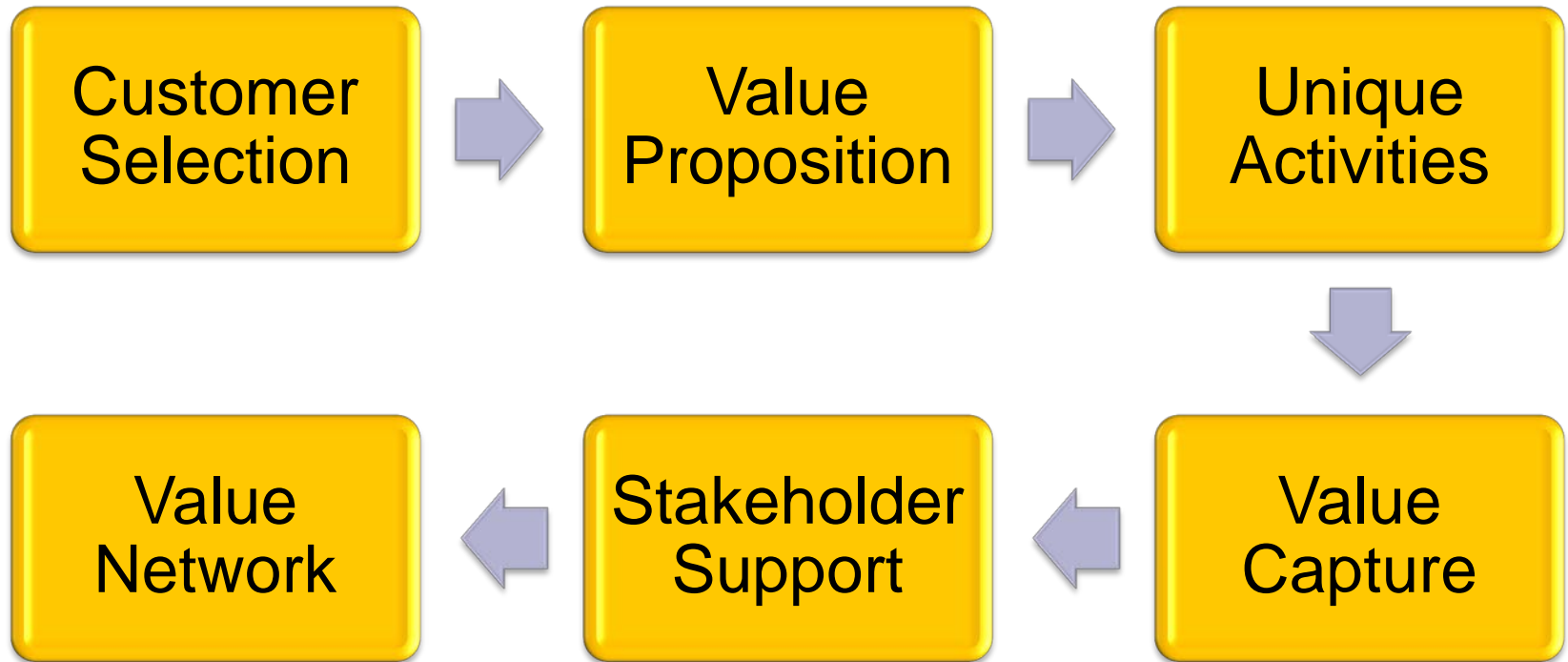
The average Singaporean eats at least 1 serving of noodles/day
i.e. good vehicle for incorporating whole-grains

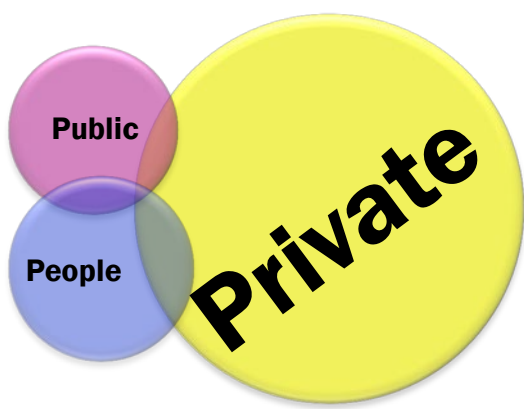


	Regular noodles	Whole-grain noodles
Whole-grain content	0%	10% (1 bowl provides ½ of daily whole-grain requirements)
Look / Taste	Similar	Similar
Preparation	Similar	Similar
Price	55 cents / bowl	60 cents / bowl



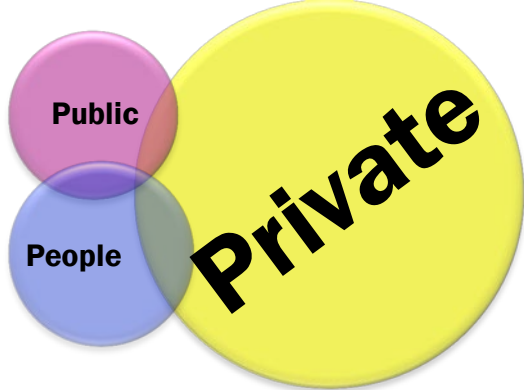
Social Responsibility → Business Case





Making Healthier Noodles



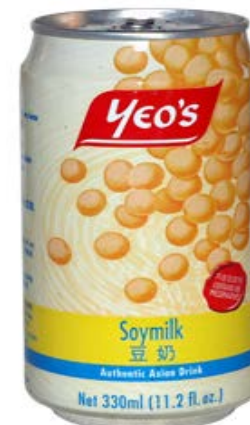


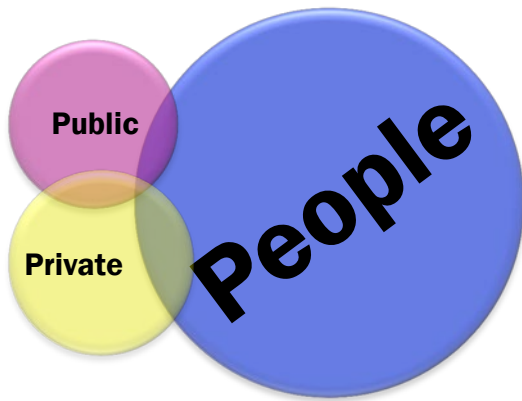
Making Healthier Ingredients Pervasive

Collaborating with Food Industry



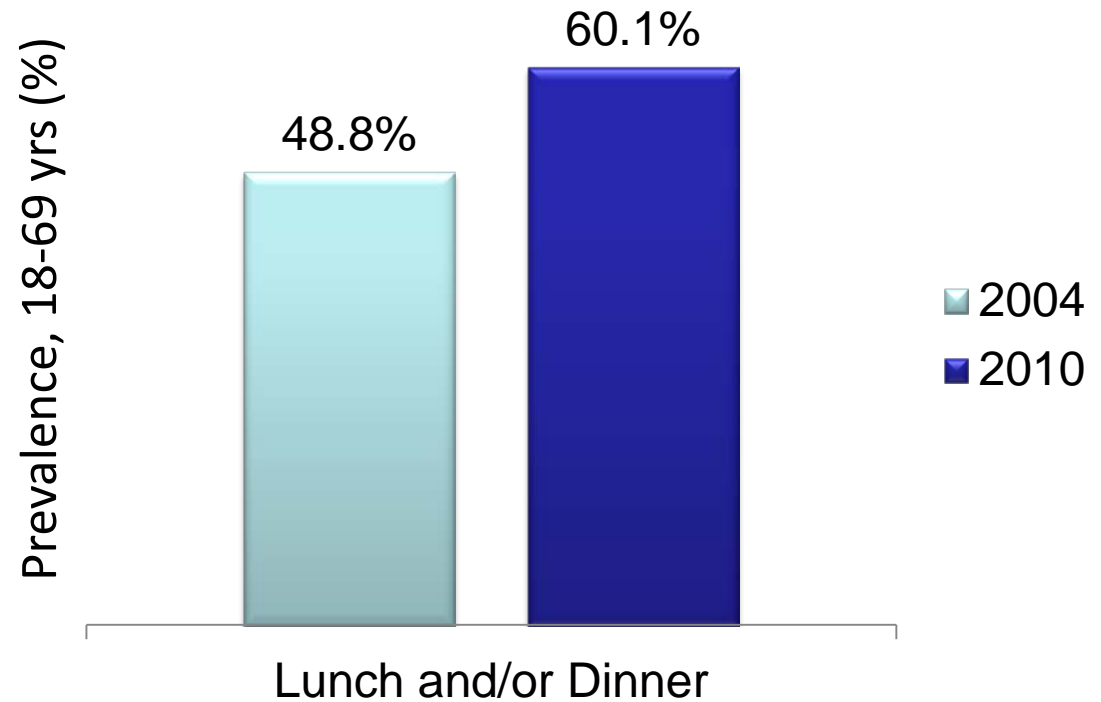
Eat All Foods In Moderation





Singaporeans Eat Out

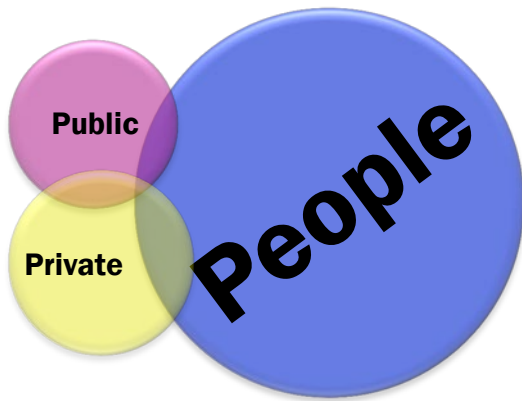
•60% of Singaporeans eat out regularly



* Eating out refers to eating at hawker centres, food courts, coffee shop stalls, restaurants or coffee houses as the usual meal venue

The Hawker Centre





Creating a Social Movement



Public

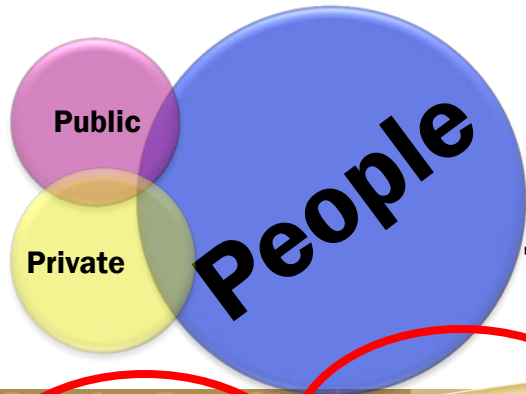
Private

People

'Skinny' Char Kway Teow

Bestseller





Healthier Menu Signboards

黄富鸭饭
Huang Fu Duck Rice

1. **较健康选择**
Healthier Choice
450kcal
鸭饭 \$2.50/3.00
Duck Rice

2. **较健康选择**
Healthier Choice
400kcal
With Brown Rice Noodles

3. 鸭面 \$2.50/3.00
Duck Noodles

3. 鸭粥 \$2.00/2.50
Duck Porridge

You can ask for skin to be removed and more vegetables.

发富
Fa Fu

1. **较健康选择**
Healthier Choice
300kcal
Made with Healthier Oil
Fried Mee Hoon

2. 炒面
Fried Noodles

3. 炒粿條
Fried Kway Tiao

4. 椰浆饭套餐 \$1.90
Nasi Lemak Set Meal

5. 料
Liao

您可要求多蔬菜 . You can ask for more vegetables.

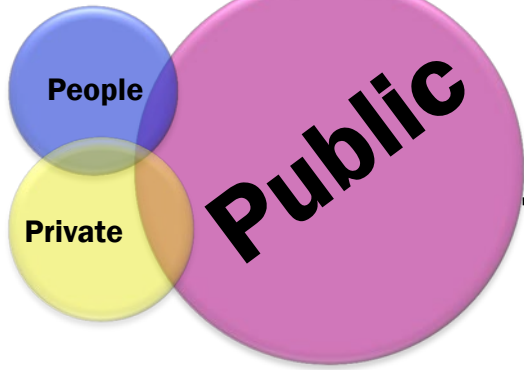
Public

Private

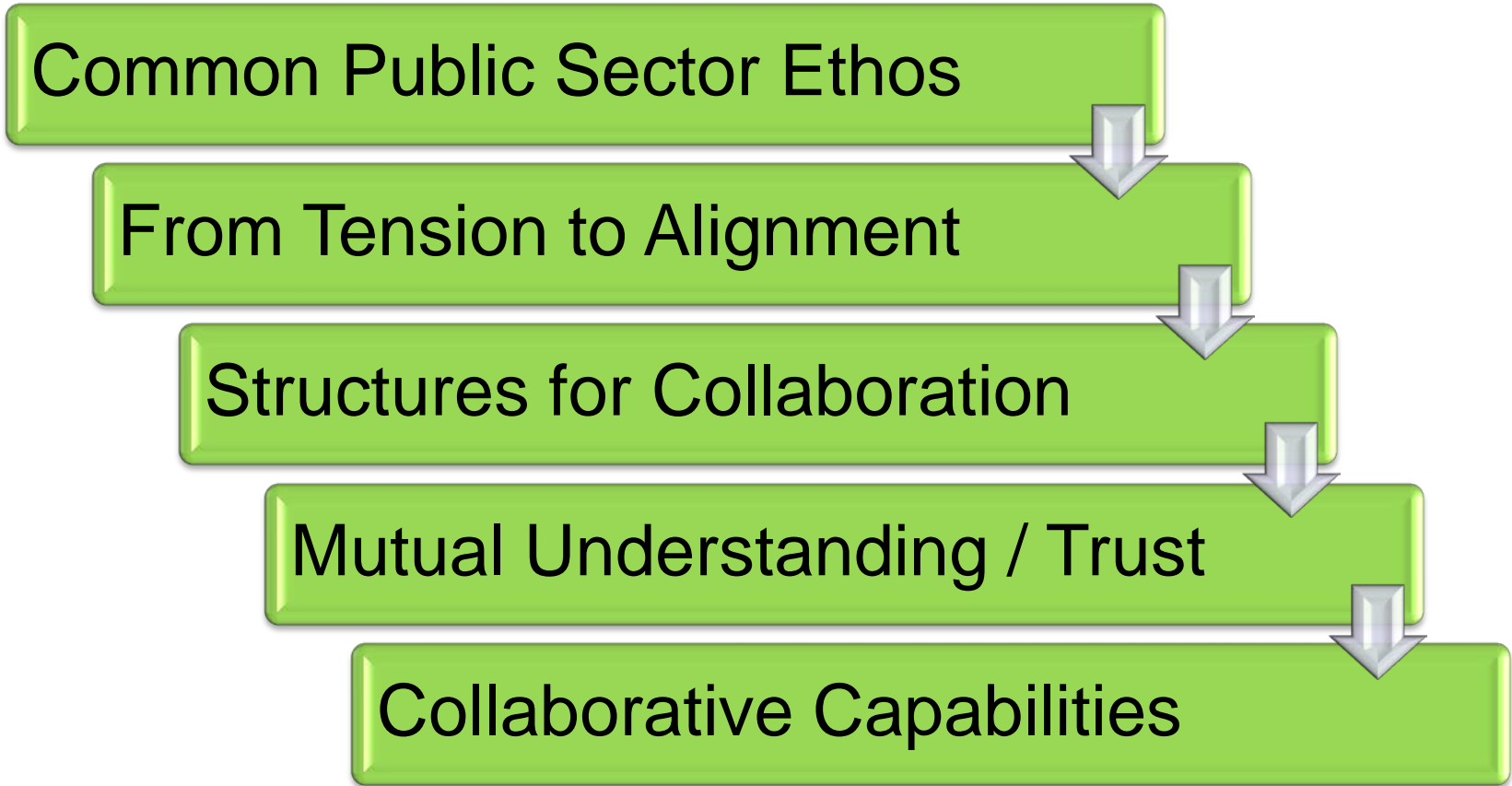
People

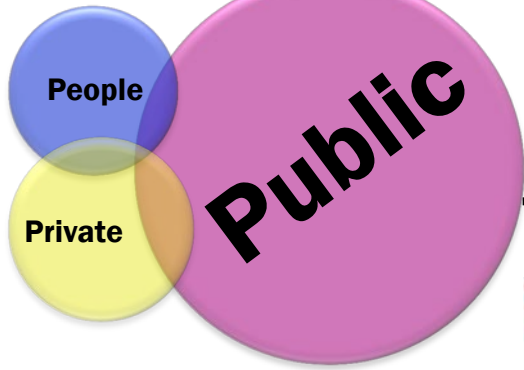
10,000 Ambassadors by 2015





Whole-of-Government

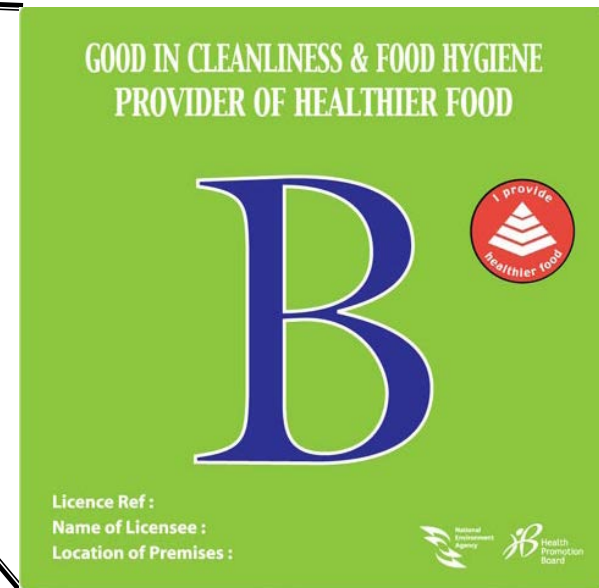




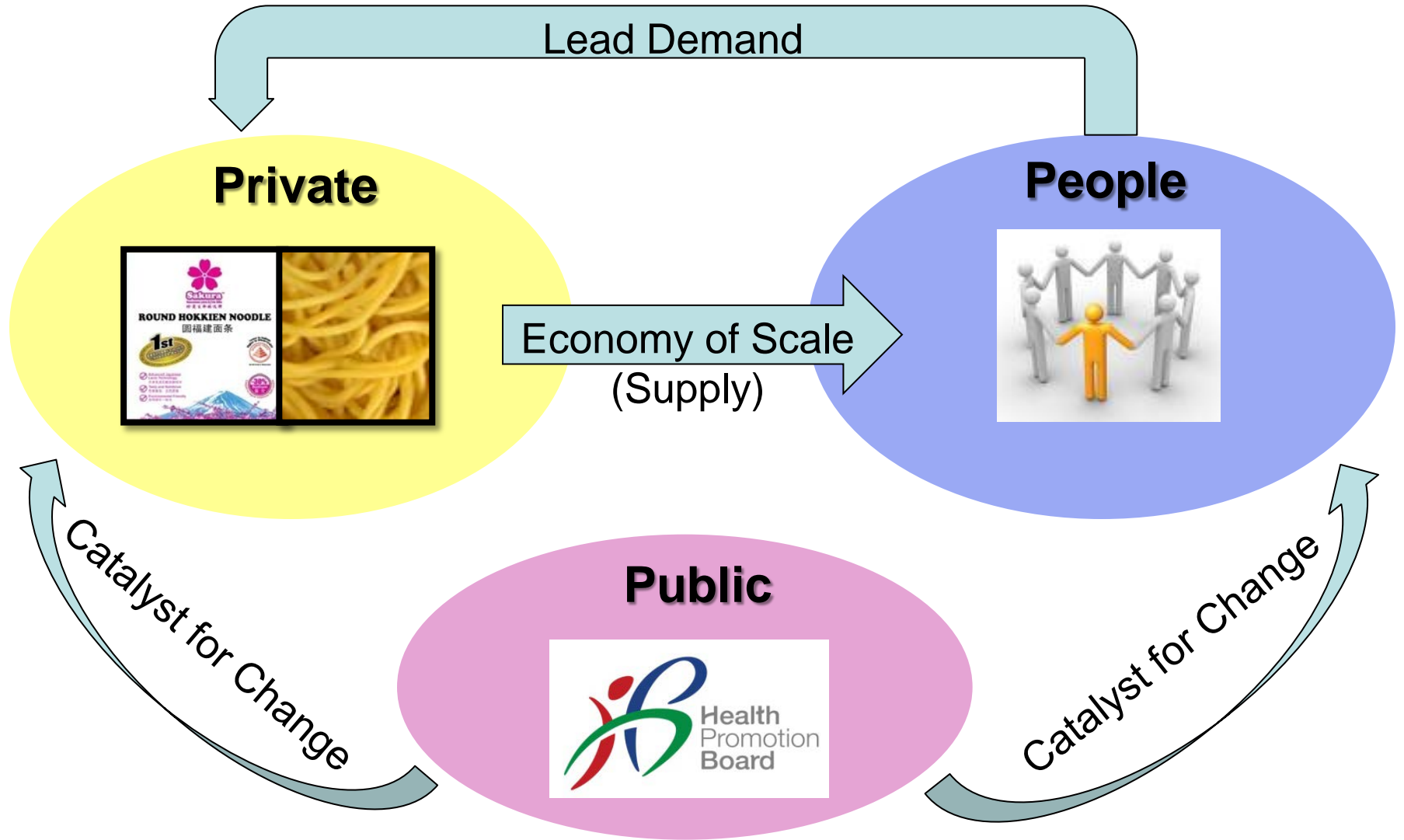
Public Process



- National Environment Agency & Health Promotion Board – an Evolving Partnership



Bringing it together



Promoting a Healthy Ecosystem

THE **STRAITS TIMES.**

July 13, 2011 Wednesday Updated 2.41 pm

Healthy hawker centre proves a hit

By POON CHIAN HUI

SINGAPORE'S first healthy hawker centre is reporting robust sales of dishes made with brown rice and wholegrain noodles.

Demand at Yuhua Hawker Centre for such fare has tripled since the Healthier Hawker Programme kicked off three months ago, said Mr Ang Hak Seng, chief executive of the Health Promotion Board (HPB).

Initially, only 70 per cent of hawkers were on board. Now, all 53 stalls there whip up healthier options such as char kway teow with wholegrain noodles, at no extra cost.

Chairman of the Yuhua Hawkers' Association Karney Ngai said earnings have gone up by at least 10 per cent. Around 10 stalls had even extended opening hours and additional tables had to be set up during busy periods, she added.

Supplier Tay Chye Hock noted that orders for brown rice at Yuhua Hawker Centre had expanded by 50 per cent since the launch of the programme. Several are new clients, he added.

"Brown rice tends to cost more as it's difficult to sell. But with more demand, it becomes cheaper," he said.

Added Mr Ang: "I'm happy that those that who did not join us initially see that it made good business sense to do so."

He made the comments on the sidelines of the opening of the Asian Congress of Nutrition yesterday. It is organised by the Singapore Nutrition and Dietetics Association, with the HPB as a partner. More than 1,000 health experts are at the four-day event, held here for the first time in its 40-year history.

The Straits Times understands that another healthy hawker centre will be launched by the HPB "very soon", with a focus on reducing the salt content of the food.

Chairman of the Yuhua Hawkers' Association Karney Ngai said earnings have gone up by at least 10 per cent. Some 10 stalls even extended opening hours and additional tables had to be set up during busy periods ...

LATEST NEWS 15 AUGUST 2011
At least 20% Increase in Business

Yuhua Hawker Centre



Or Tackle the Root Cause ...

Empower Individuals & Community

Healthy



Healthy Lifestyle as a Default Normal through ecosystemic approach

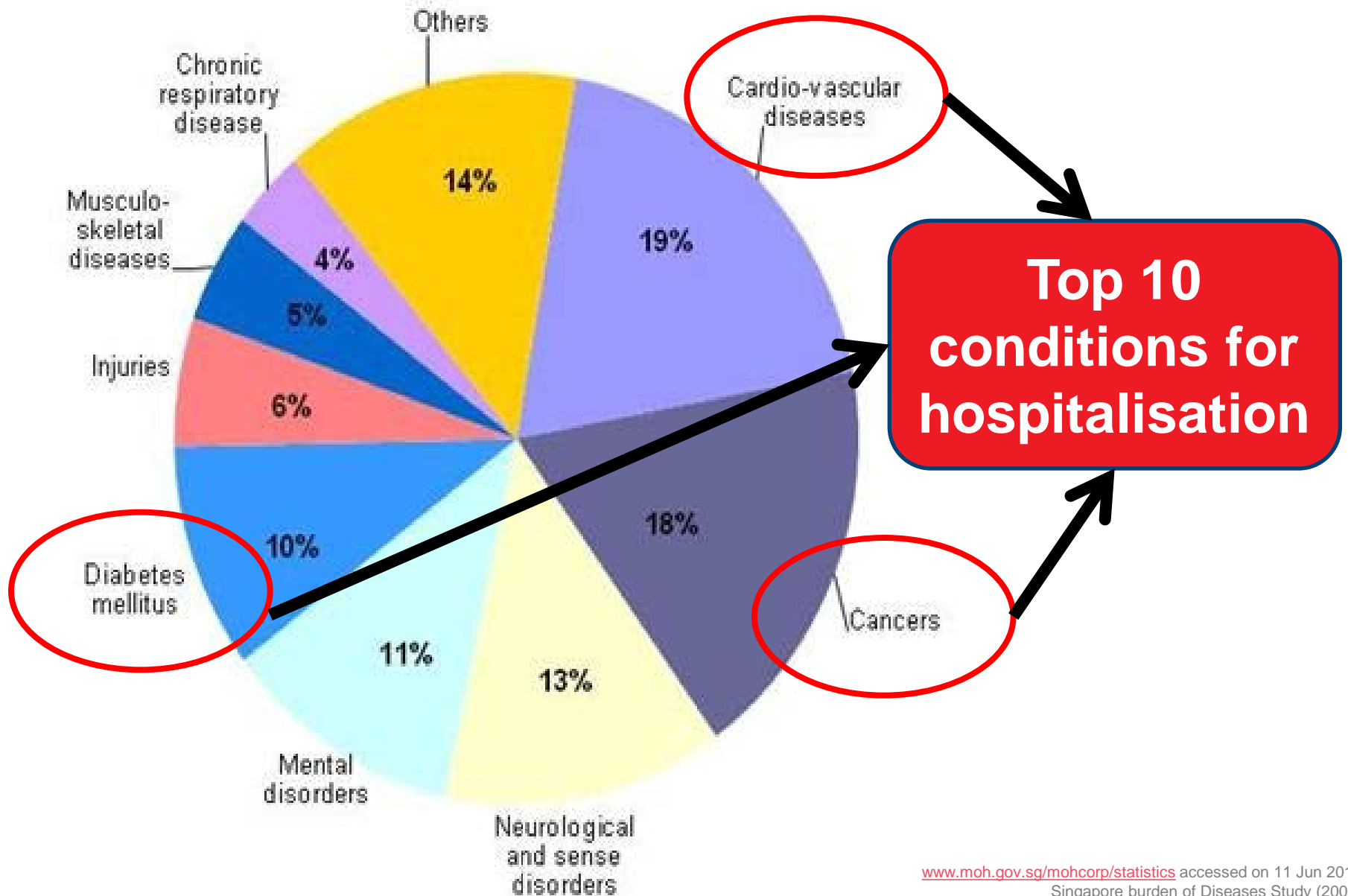
At-risk

Unhealthy

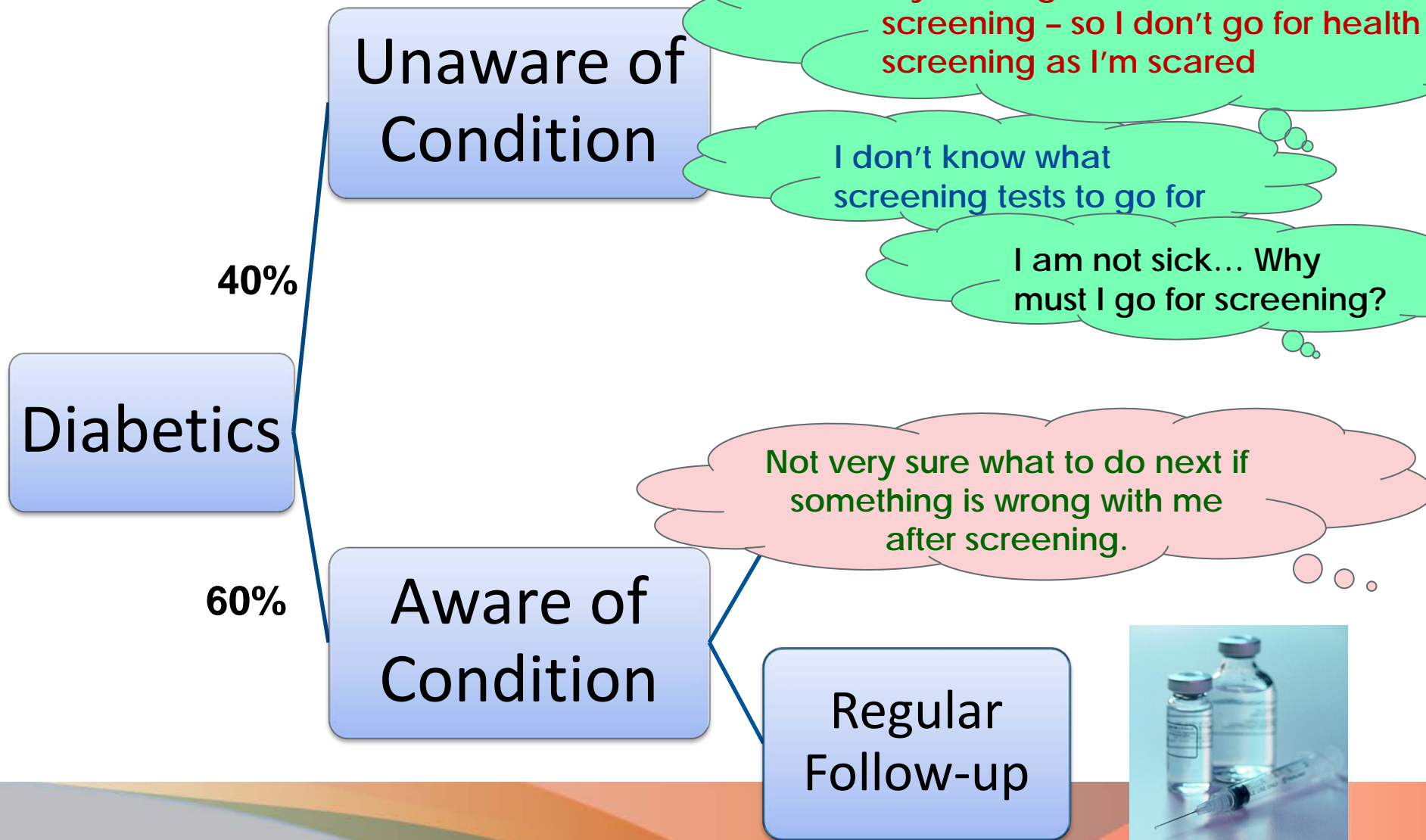
Healthy Lifestyle as a Prescription



LEADING CAUSES OF MORTALITY AND MORBIDITY



Health Screening & Early Detection



Story of Mr. Tan



\$2 health screening for key ailments

**The Straits Times
2 October 2011**

National programme for the elderly poor kicks off in Whampoa, will run for three years

Fiona Low

The Health Promotion Board (HPB)

To make it even easier for residents, the HPB launched a new initiative to help patients receive the necessary follow-ups.

Known as the General Practitioner Network, residents are encouraged to nominate a GP near their home to be their primary-care physician.

Results from the screening will

Healthy Lifestyle as Prescription

Ambassadors



Screening Bundle



GP Network



Lifestyle Interventions



Community Centres



Whampoa Prototype

Video



Sustainable Healthcare

Empower Individuals & Community



Healthy

At-risk

Unhealthy



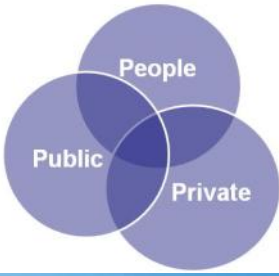
Healthy Lifestyle as a Default Normal



Healthy Lifestyle as a Prescription

Strategies

Sophisticated Leveraging 3Ps



Aggressive Rapid Prototyping



Sustainable Ecosystem



THANK YOU

