

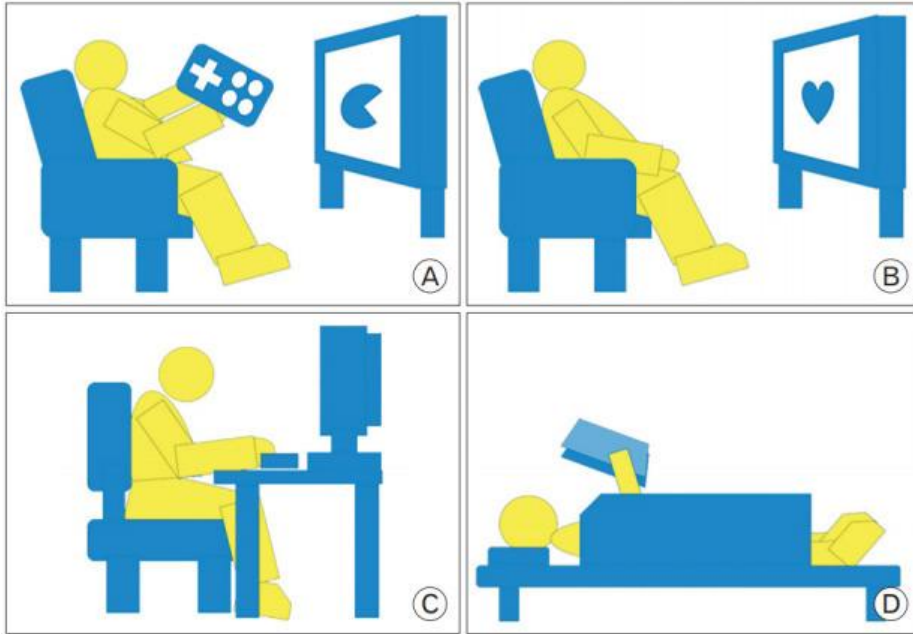


How might we tackle sedentary lifestyle and promote balanced active living among youths?

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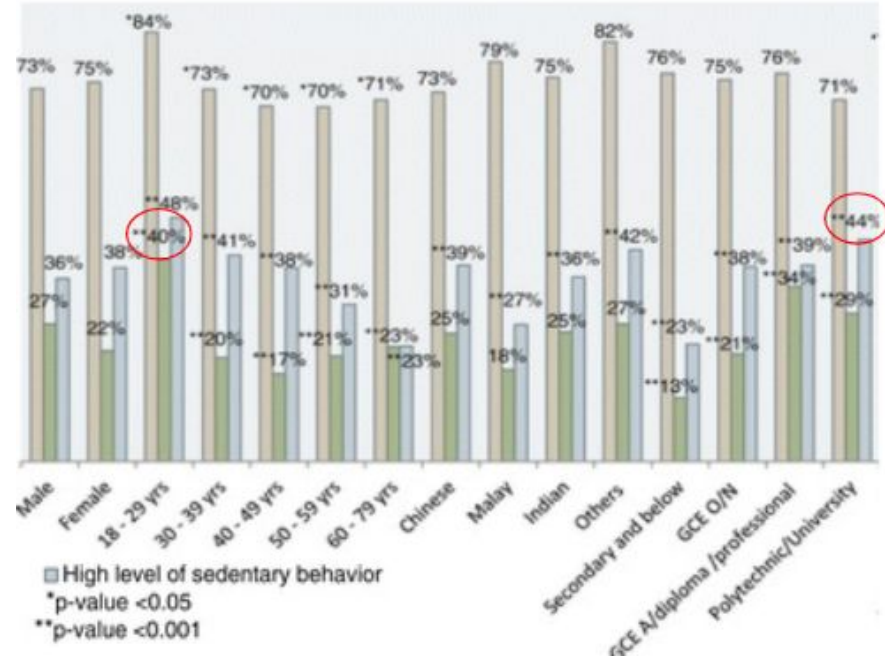
# Problem Statement

- Rising concern for the increasing number of youth engaging in sedentary lifestyle in Singapore.



# Evidence

- Around 37% of Singaporeans sat at least 8 hours per day (high level of sedentary behavior).
- Highest among youngest participants aged 18 to 29 years (40%).
- High level of sedentary behavior was reported by 44% of participants with polytechnic, university and above level of education.



# Client Segment

- 18 - 35 Years old youth in Singapore
- Mainly students and young working adults (office environment, WFH, HBL)
- Reasons:
  - They are the group that sits around for 8 hours or more per day due to studying and using electronic devices during office hours
  - When they have more work/ studies to do, they will spend their extra time on it, causing even less time to exercise

# Causes and Risks of Sedentary Lifestyle

## Causes

- Lack of time due to work/ home commitments
- Environment
- Habits
- Covid situations
- Personality (Lazy, like to procrastinate)
- Personal preference (Does not like to exercise/ sweat)
- Unaware of the risks from sedentary lifestyle

## Risks

- Cardiovascular disease
- Cancer risk (Colon Cancer)
- Metabolic disorders: Diabetes mellitus, Hypertension, Lipid disorder
- Musculoskeletal disorders: Arthralgia (stiff joints), Osteoporosis (weaken bones)
- Depression
- Cognitive impairment
- Obesity

# Outreach

- Social media (Instagram, Facebook, Telegram)
- Posters (E-Posters/ Physical posters in lifts, at bus stops, outside schools - universities and polytechnics)
- Celebrities (Get their help to advertise on their social media and their social circle)
- Flyers (At school and CBD area)
- Collaborate with schools/ companies to get their students/ employees to join



# Proposed Project: 10 Week Zoom Healthy Habits

Time (hrs)	Activity
2000-2030	Short introduction, explaining rules of the game throughout the programme, and sharing content about sedentary lifestyle
2030-2035	Break (Emphasize 20 min stretch rule)
2035-2050	Ice breaker Games
2050-2130	Dance/ Workout Session
2130-2135	Debrief

It will happen twice per week, Tuesday and Thursday. Participants can choose which day to join, only need to join once per week.

# Content Sharing of Sedentary Lifestyle

Week 1 and 2: Health and Nutrition

Week 3 and 4: Health and Fitness

Week 5 and 6: Health and Diseases

Week 7 and 8: Health and Maturation

Week 9 and 10: Health and Wholeness in Building Resilience

(Notes will be referenced from, and given credit to CC0005 Health Living and Well Being Lecture Notes)



# Key Activities

## Ice breaker

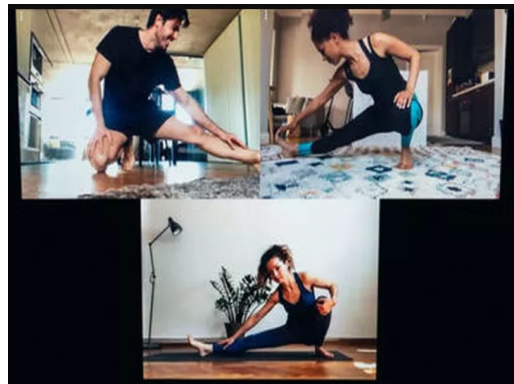
- **Action Telepathy (3min)**

The host will ask set of questions like eg. what action you will do when you wake up? And the participant will try to do the same posture and if more than half of the participant shows the same posture, everyone will get 10 points each

- **Dance master (2min)**

Host will play popular songs among youth and every participant will vibe and dance to the tunes of the song for 2 minutes (they can do any movement that they like)

Person who moves the most/ can see very obvious sweat will be given 10 points. (Can be awarded to more than 1 person)



# Key Activities

## Bingo Game (10min)

- Participants are each given an image of Bingo template. Each box is a given action/ exercise that needs to be completed. For every line completed, participants will receive points
- Only two people can do at the same time within 10 minutes, so the opportunity to cross out boxes is on a first come first serve voluntary basis
- Each line crossed out is 10 points

2 minutes push up	2 minutes sit up	1 minute elbow plank	1 minute wall sit
1 minute 30 seconds mountain climbers	20 burpees	2 minutes jumping jack	45 squats
1 minute russian twist	1 minute forward lunge	1 minute reverse lunge	1 minute leg raise
3 minutes elevated push up	3 minutes crunches	Elbow side planks (Both sides 1 minute each)	1 minute raised arm circles (Forward and Backward)

# Key Activities

## Dance/ Workout Session (40 mins)

Week 1: Jaime Teo

Week 2: Instructor from O'School

Week 3: Sandra Riley Tang

Week 4: Joshua Tan

Week 5: Instructor from Converge

Week 6: Benjamin Kheng

Week 7: Instructor from Recognize! Studios

Week 8: Michelle Tan

Week 9: Instructor from EV Dance

Week 10: Hosts (us)

(Attendance: 10 points)

# Points System



Points	Awards
50-60	3 Packets of Milo consisting of sachets
61-80	4 Packets of Milo consisting of sachets, 1 tin of Quaker Oats
81-100	4 Packets of Milo consisting of sachets, 2 tins of Quaker Oats
100-150	4 Packets of Milo consisting of sachets, 3 tins of Quaker Oats, 2 Litres of Magnolia Fresh Milk, 10\$ Nestle Shopping Voucher
151-200	4 Packets of Milo consisting of sachets, 3 tins of Quaker Oats, 4 Litres of Magnolia Fresh Milk, 20\$ Nestle Shopping Voucher
200 and above	4 Packets of Milo consisting of sachets, 3 tins of Quaker Oats, 2 Litres of Magnolia Fresh Milk, 2 Boxes of Cereals, 50\$ Nestle Shopping Voucher

# Feasibility

## Cost

- Zoom - no logs needed
- Hiring of dance instructors/ celebrities - can collaborate with HPB for grants, collaborate with influencers/ celebrities' agencies
- Reward for points - various healthy food and drinks brand (Marigold, Nestle, Quaker)
  - can get sponsorships

## Event of Reach

- Schools and organisations

## Covid-19

- All measures adhered to as all activities are done online

# Effectiveness

## Timeframe

- Long term event to target kicking the habit of sedentary lifestyle and form new healthy habits

## Appealing

- Point systems motivates youths to participate weekly
- Able to interact with celebrities

## Replacing sedentary time with MVPA

- Can reduce Cardiovascular Disease
- 10 mins of ST to MVPA - 38 % reduction
- 30 mins of ST to MVPA - 77% reduction

# Intended outcomes of our programme

## Short-term

- Able to encourage youths to participate in physical activity
- Make youths feel the motivation to start exercising again, not just to keep fit but also to keep healthy
- Raise awareness of the side effects of sedentary lifestyle

## Long-term

- Increase moderate-to-vigorous physical activity (MVPA) compare to sedentary activities
- Reduce the risk factor cause by sedentary lifestyle
- Cultivate youth's interest towards exercising

# Call to Action

- **Create a QR Code and a sign up link**
  - Make a promise: Join now and lose weight with us!
  - Get active with Singapore celebrity
- **Ig and Facebook: a learn more or sign up button**
  - Sign up now and stand a chance to win free Nestle Shopping Vouchers
  - Join now and enjoy some fun activities with your friends



# Why should YOU join us?

- Get to see and dance together with famous celebrities and dancers
- 10 Week long programme to inculcate a new healthy habit
- Additional content for everyone, to raise awareness about the benefits of staying healthy and the risks of sedentary lifestyle instead of just a mundane workout session
- Free vouchers and food based on participation rate
- Serves as a dedicated time for participants to exercise and get sweaty, in the event that they get lazy or unable to plan a time out of their busy schedules



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