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EXECUTIVE SUMMARY



Vision 2020 – Healthy Living Every Day: Making the Connections

1 In 2012-2013, many of us were invited to take part in the Our Singapore Conversation (OSC) to share views on the Singapore we envision in 2030. Amongst the issues raised, health care surfaced as one of the top concerns. Thankfully, many realised that most of these concerns could be mitigated by leading a healthy lifestyle.

2 Over the years, due to the improvement of our healthcare system, Singaporeans are living longer. In fact, Singaporeans are amongst the longest living and healthiest in the world. Moving forward, the next question to ask really is, "Are we also enjoying a better quality of life with this longer lifespan?" Many of us recognise the importance of good health for the sake of family and self. We aspire to lead healthy lives and are even willing to make adjustments to our lifestyles for better health and fitness. That is why the adoption of healthy lifestyles becomes an important dimension in ensuring that we continue to enjoy a good quality of life as we age.

BENEFITS OF HEALTHY LIVING



3 Together, the Ministry of Health (MOH) and the Health Promotion Board (HPB) have brought health promotion to a new level in Singapore. Even then, with an evolving landscape, there is a continuing need to review what we are doing in order to harness new opportunities and deal with emerging challenges. And we can only achieve this if we move forward together as a community.

4 The Healthy Living Master Plan Taskforce was formed in September 2012 to look into making healthy living accessible, natural, and effortless for all Singaporeans. This whole-of-government and whole-of-society effort is chaired by Associate Professor Muhammad Faishal Ibrahim, with representatives from various public agencies and the community (See Annex A for members of the Taskforce).

KEY THEMES FROM THE CONSULTATION

- Accessibility and availability of health-promoting facilities and spaces are important in motivating healthy living.
- Social and family support are deemed as strong motivating forces that will influence positive behaviour change.
- Singaporeans want the assurance that healthier options are affordable and within reach of everyone.



Healthy Living – Listening To You

- 5** In crafting a Healthy Living Master Plan (HLMP) that is inclusive and resonates with everyone, the Taskforce sought feedback, views, and ideas from Singaporeans from all walks of life. We held a six-week-long public consultation and engaged 530 individuals via both face-to-face and online platforms. There was a good mix of respondents from different age groups and across income strata, from students to working adults to retirees.
- 6** Many of you shared what it means to live healthily, your aspirations and challenges for healthy living, in the environment where you live, work, and play. There were also good ideas on encouraging and motivating individuals to practise healthy living habits. These ideas included having free access to physical infrastructure that is closer to home and for healthy living options to be more affordable. A substantial number of Singaporeans indicated that social ties and the presence of role models can be good motivators for behavioural change.
- 7** In our public consultation, a participant shared his thoughts on what defines healthy living – **“Healthy living is happy living – it is not only about being free from disease but also for one to have good mental health.”** This is the ideal scenario where one is truly in a state of physical, mental, and social well-being and this is also a vision that is wholly supported by the World Health Organization.
- 8** The views and suggestions also gave insight into the complexity of shaping a landscape that is able to make healthy living a way of life. The health of an individual can be affected by factors extending from the environment to culture, and by interpersonal relationships with family and friends. In a way, we can conclude that achieving good health goes beyond making that personal choice, and any lifestyle change is best supported by a conducive environment.

**Healthy living is happy living –
it is not only about being free
from disease but also for one
to have good mental health.**



Healthy Living – You Have A Part To Play

- 9** To create a healthy community, we need everyone to be involved. This includes the government, public and private organisations, the community and you. In order to achieve improvements in health and well-being, we should look at health holistically; from the infrastructural, social, to economic perspectives.
- 10** The Healthy Living Master Plan Taskforce adopted an inclusive and integrative approach by involving the community in a co-creation process. We hope to strengthen inter-agency collaboration and build on existing infrastructure and ideas to develop a Master Plan that outlines strategies that will allow Singaporeans to have easy access to healthy living. With this in mind, we came up with the vision of the Master Plan:



Healthy Living Every Day: Making The Connections

- 11** The Master Plan envisages healthy living as accessible, natural, and effortless for all Singaporeans. In this Vision, Singapore in 2020 will have healthy living at the "doorstep" of every home, workplace, and school. We will scale up and improve amenities and services, making healthy living pervasive and a way of life. Singaporeans can move from neighbourhoods to offices and schools embracing healthy living as a part of everyday routine. We will bring together the various stakeholders, both from the public and private sectors, and citizens working towards this vision.
- 12** Whether you are a housewife, working individual, retiree or a student, our vision is to make healthy living easy, convenient and attractive to you. This Master Plan is a living document and will continue to evolve as new approaches and ideas emerge in the future.

3PS OF PLACE, PEOPLE, PRICE

- a) PLACE – a conducive environment for healthy living
- b) PEOPLE – a socially inclusive community for healthy living
- c) PRICE – affordable options for healthy living



CHAPTER 1: SINGAPORE'S HEALTH AND SOCIAL LANDSCAPE

Healthy Living – What Does Living Longer Mean To Us?

- 1** Like citizens in many developed nations around the world, Singaporeans are living longer. As at 2012, women can expect, on average, to live to 84.5 years old and men to 79.9 years old¹. By 2030, the number of Singaporeans aged 65 and above is projected to triple to 900,000².
- 2** As our population ages, more Singaporeans will develop non-communicable diseases³ (NCDs) such as heart disease & stroke, cancer, diabetes, mental disorders and chronic respiratory disease. NCDs can affect daily living and pose long term health issues. According to the Singapore Burden of Diseases Study 2010, approximately 70% of the burden of deaths and ill-health are caused by NCDs.
- 3** To live long and to live well, we need to be free from NCDs. Only then we can be in good health to continue to pursue our goals and aspirations.
- 4** The leading NCDs in Singapore are largely influenced by a number of risk factors (ranging from lifestyle to dietary factors)⁴. In particular, obesity (as measured by Body Mass Index [BMI]) and cigarette smoking are the two biggest risk factors associated with the burden of disease (Figure 1). This is followed by high blood pressure and high blood cholesterol. The good news is, most of these risk factors can be managed through changes to our lifestyles.

Leading NCDs in Singapore

- Heart disease & stroke
- Cancer
- Diabetes
- Mental disorders
- Chronic respiratory disease

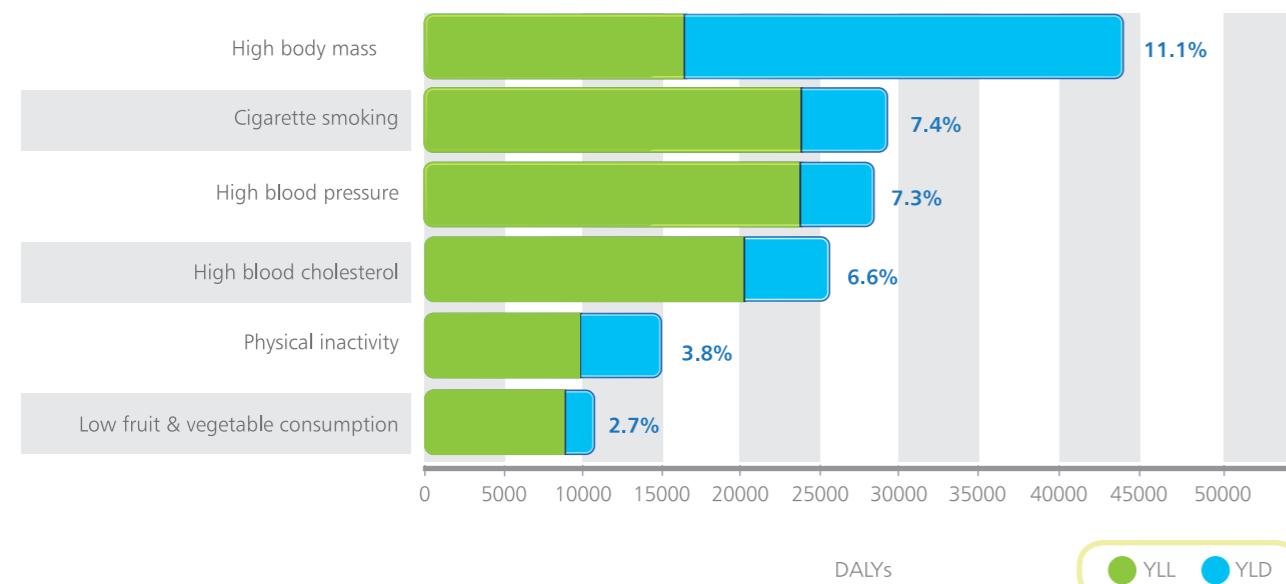
¹ Department of Statistics (DOS), Singapore, 2012.

² National Talent and Population Division. A Sustainable Population for a Dynamic Singapore: Population White Paper. January 2013.

³ Disease burden is the impact of a health problem measured in terms of financial cost, ill health and preventable death. It can be quantified in terms of quality-adjusted life years (QALYs) or disability-adjusted life years (DALYs), both of which quantify the number of years lost due to disease.

⁴ Singapore Burden of Diseases Study, 2010.

Figure 1: Risk Factors Associated with Burden of Disease⁵



5 Simple changes to our lifestyles such as exercising regularly, eating healthily, adopting a smoke-free lifestyle, and undergoing regular health screenings - for early detection and prompt treatment of high blood pressure, high blood cholesterol, diabetes and cancers - can go a long way in preventing many of these NCDs.

Lower your risk

- Exercise regularly
- Eat healthily
- Be smoke-free
- Undergo regular health screening
- Seek prompt treatment

Healthy Living - Challenges

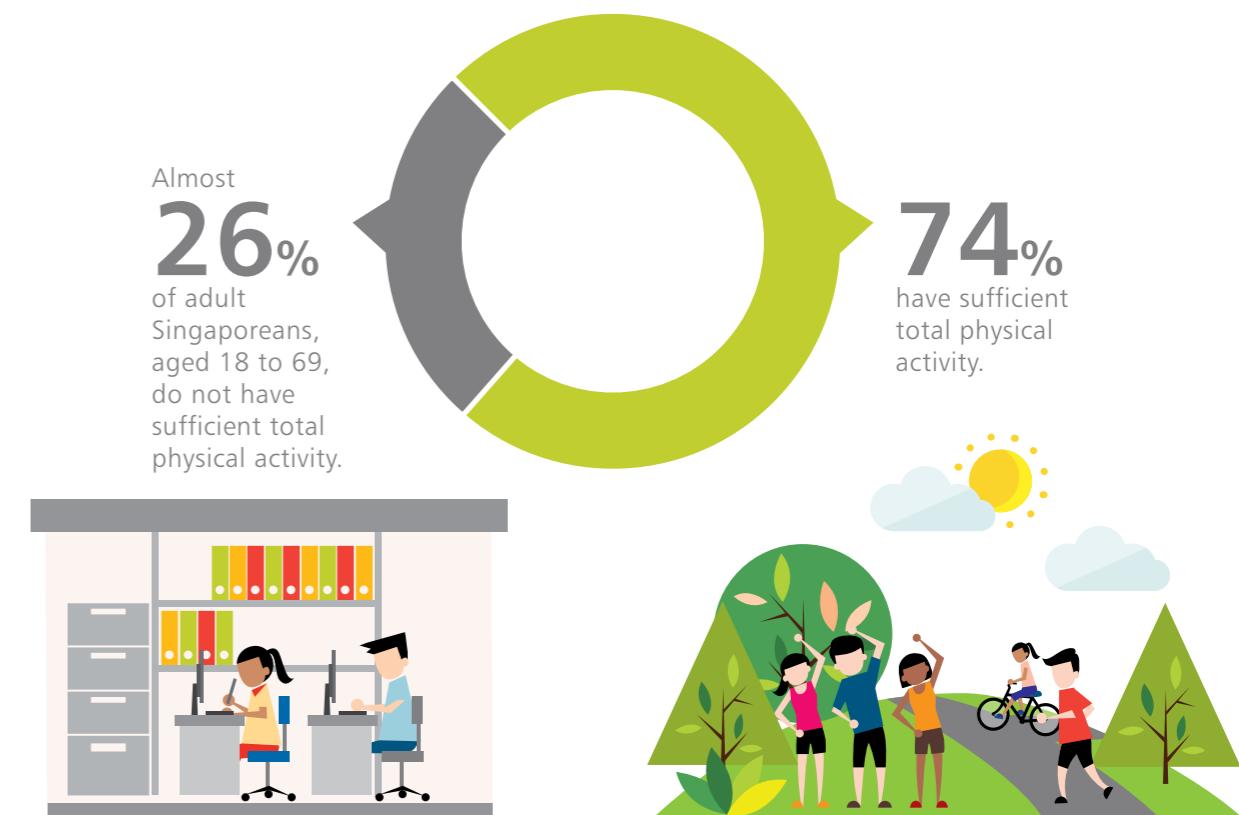
6 While many of us appreciate the importance and benefits of healthy living and healthy lifestyle habits, we learned from the public consultations that it can be challenging for individuals to achieve physical and mental well-being due to the many competing needs and wants in our daily lives.

Lack of Balanced Diet & Physical Activity

7 According to the 2010 National Nutrition Survey, 70% of Singaporeans typically consume more calories than the recommended caloric intake. To make matters worse, almost 26% of adult Singaporeans aged 18 to 69 do not have sufficient total physical activity. Like the trend in most high-income countries, Singaporeans have been increasingly engaged in sedentary work and are spending less time on exercise. This resulted in an increasing obesity rate in Singapore, rising from 6.9% to 8.6% from 2004 to 2013⁶. As we know, obesity often leads to chronic diseases such as diabetes, hypertension and high blood cholesterol.

Challenges to Healthy Living

- Lack of balanced diet and physical activity
- Smoking
- Lack of regular health screening



⁵ The burden of disease is measured using the Disability Adjusted Life Years (DALYs). This timebased measure is calculated as the sum of the Years of Life Lost (YLL) due to premature mortality in the population and the Years Lost due to Disability (YLD) for people living with the health condition or its consequences.

⁶ National Health Surveys 2004, and National Health Surveillance Survey 2013.

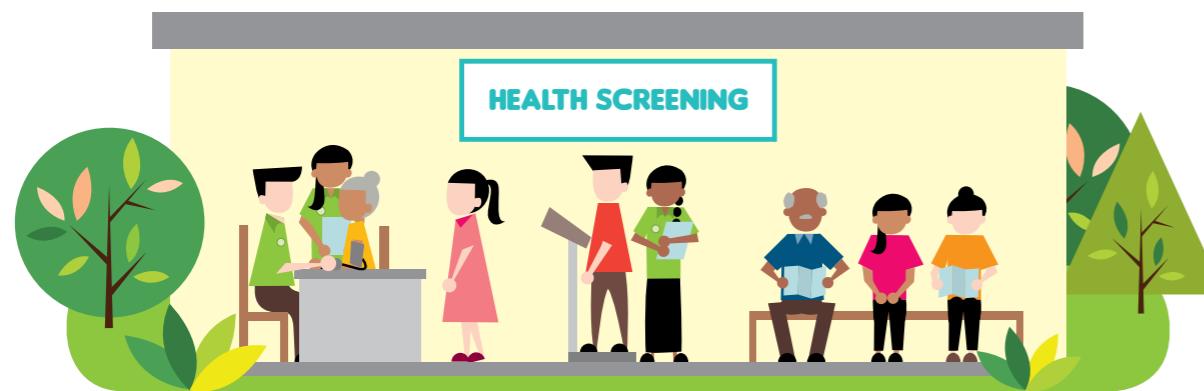
Building On Current Health Promotion Efforts

Smoking

- 8** Smoking rates among adults, especially young adults, have been creeping up in recent years from 12.4% in 2004 to 13.3% in 2013. Many smokers in Singapore started smoking at 17 years old, often as an experiment. However, under peer and life pressures, some went on to establish this as a lifelong habit. The increase in smoking trend is something for us to worry about. As young people grow up, peer and life pressures escalate, leaving them particularly vulnerable to using tobacco for supposed stress relief or wanting to be perceived as "cool" by their friends⁷. Also, it has been found that having family members who smoke could trigger young individuals to experiment with tobacco products.

Lack of Regular Health Screening

- 9** Early detection and treatment are two of the best safeguards against the onsets of severe NCDs. While various national screening programmes are in place to screen for chronic diseases (high blood pressure, high blood cholesterol and diabetes) and certain types of cancers (breast, cervical and colorectal cancers), the number of individuals engaging in regular screening is not ideal. For example, the current screening coverage for breast, cervical and colorectal cancer is 38%⁸, 53%⁹ and 34%¹⁰ respectively. This is a trend that we should buck.



⁷ Healthy Maine Partnerships, Maine Center for Disease Control and Prevention. Young People and Tobacco Factsheet. 2008.

⁸ Health Promotion Board. Health Behavioural Surveillance Survey, 2013. Proportion of Singaporeans who had Mammogram in the last 2 years (among all females aged 50-69).

⁹ Health Promotion Board. Health Behavioural Surveillance Survey, 2013. Proportion of Singaporeans who had Pap Smear Test in the last 3 years (among all females aged 25-69 years).

¹⁰ Health Promotion Board. Health Behavioural Surveillance Survey, 2013. Proportion of Singaporeans aged 50-69 screened with Occult Blood Stool Test in the last 1 year, or Sigmoidoscopy/Colonoscopy in the last 10 years.

HEALTHY LIVING - What the Healthy Living Master Plan Aims to Do

- 10** In supporting and encouraging the adoption of healthy lifestyle choices, the Healthy Living Master Plan Taskforce is conscious of the need to ensure that healthy living initiatives should cut seamlessly across all settings, ages, and groups of people. Many agencies across the government have started on initiatives that contribute to making healthy living natural and effortless for Singaporeans. The Obesity and Tobacco Control programmes, which have been implemented in New York and California, show the potential benefits that supportive physical and social environments have in reducing the risk of NCDs in individuals.

- 11** Furthermore, we can encourage healthy living through reinforcement of healthy choices and by making these choices as default options. Achieving this is much easier in a community that supports healthy living. Therefore, we need to look at how to design programmes or incentives, which can encourage or "nudge" people to change their lifestyles, behaviours, and habits. When individuals make a conscious effort to live healthily, the rising burden of disease will be reduced. In the designing of programmes, there is a need to generate new ideas and identify partners to enable their successful implementation.

- 12** There are already existing projects which are contributing significantly to health. These include the National Wellness Programme (by People's Association), Sport Singapore Vision 2030, the Urban Redevelopment Authority (URA) Draft Master Plan 2013, and the Land Transport Master Plan 2013.

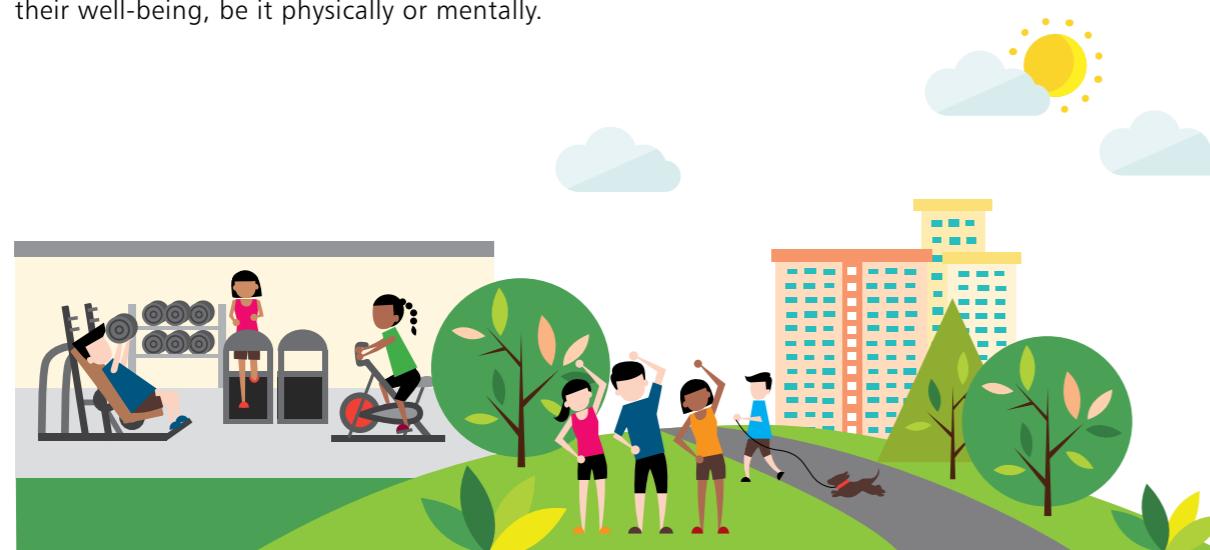


13 The vision of the National Wellness Programme is to see residents age positively and actively by keeping them physically, mentally, and socially engaged. The National Wellness Programme is implemented in 87 Constituencies and encourages residents to participate in activities and programmes which promote active ageing, lifelong learning, health and fitness, community service, and self-reliance.

14 Sport Singapore Vision 2030 contains two key recommendations that will play significant roles in supporting healthy living: ActiveSG¹¹ and the Sports Facilities Master Plan (SFMP).

15 ActiveSG offers enhanced sports programming, including competitive leagues, for more Singaporeans to enjoy sports as part of their lifestyle and community interactions. In its programming, ActiveSG will provide residents with greater access to affordable and quality sports programmes in their neighbourhood. In addition, there are membership benefits that promote a cycle of sustained participation where playing sports is an integral part of one's balanced lifestyle.

16 The SFMP aims to provide greater access to sports facilities and enable wider participation, whether as athletes, spectators, or volunteers. The SFMP will transform Singapore's island-wide network of sports facilities into lifestyle destinations and innovative sports spaces. It is organised into four tiers of facilities, catering to sporting needs at national, regional, town, and neighbourhood levels. Both these recommendations will encourage more Singaporeans to be physically active and in turn promote their well-being, be it physically or mentally.



The plans outlined in the URA's Draft Master Plan 2013 will also enable Singaporeans to live healthier lives. With plans to have more than 90 per cent of residents living within 400 metres of a park and building new housing areas with pleasant environments for walking and cycling, we will have easy access to green spaces and a built environment that is conducive for physical activity and active commuting.

For example, a new community park and urban plaza have been proposed in Holland Village to create a public space for residents from surrounding housing developments to interact, while Marina South is slated to have an 800-metre long pedestrianised street and an elevated walkway to allow for seamless movement. On top of this, an underground network of cars is also being explored to allow people to have a pleasant environment for walking and cycling at the ground level. Such integrated development for living, working, and playing will encourage us to lead healthy lifestyles.

Likewise, the Land Transport Authority (LTA) is planning to develop off-road cycling path networks in all Housing Development Board (HDB) towns that will link up with the National Parks Board's (NParks) Park Connector Networks to form an island-wide cycling network. Such infrastructural developments will also make it easier for the public to access areas for physical activity. More details can be found in Chapter Three.

Key Projects

People's Association	<ul style="list-style-type: none"> National Wellness Programme
Sport Singapore Vision 2030	<ul style="list-style-type: none"> ActiveSG Enhanced sports programming
The Sports Facilities Master Plan	<ul style="list-style-type: none"> Provide greater access to sports facilities
Urban Redevelopment Authority Draft Master Plan 2013	<ul style="list-style-type: none"> 90% residents living within 400 metres of a park and access to green spaces
Land Transport Master Plan 2013	<ul style="list-style-type: none"> Develop off-road cycling path networks

¹¹ As part of Sport Singapore Vision 2030 - Live Better Through Sports Recommendations, ActiveSG is the rebranded network of the Super Sports Clubs.

CHAPTER 2: OUR DESIRE FOR NATURAL AND EFFORTLESS HEALTHY LIVING OPTIONS

Healthy Living - Hearing From You

20 Recognising that health is an extremely complex issue, and the need for the HLMP to be relevant to everyone, the Taskforce embarked on a six-week-long public consultation and sought feedback, views, and ideas from Singaporeans. Online and face-to-face consultations were conducted in the community and workplaces. About 530 people from a variety of backgrounds, from students to working adults (employers and employees) and retirees, took part in the consultations. Many spoke about their aspirations, expectations, and challenges for healthy living. Many good ideas were raised. Inputs on healthy living also came from OSC sessions.



**Public
Consultation
Sessions:**
Online and
Face-to-Face
Dialogues



You Spoke, We Listened

21 Many working Singaporeans have high aspirations. To achieve career goals, individuals work long hours, spend more time in the workplace, and hence leaving little personal time for self. One participant shared that he could no longer "continue with regular exercise even though [he] was exercising regularly in university". One way to overcome this is to have facilities, such as parks and fitness corners near to homes or offices. By having free access of facilities and parks closer to home would encourage more people to engage in physical activity. Some participants also provided ideas on incentivising healthy behaviour. One suggestion was to incentivise the working population to live healthily by getting employers to set aside time every week for healthy activities such as ball games or healthy cooking classes. Participants also spoke about the desire to have the opportunities to lead fulfilling lives, and to realise their career and familial aspirations. Parents also asked for more play facilities near their home for their kids.

Some neighbourhoods don't have facilities for the children to play at. They get chased away from fields and from the void decks.

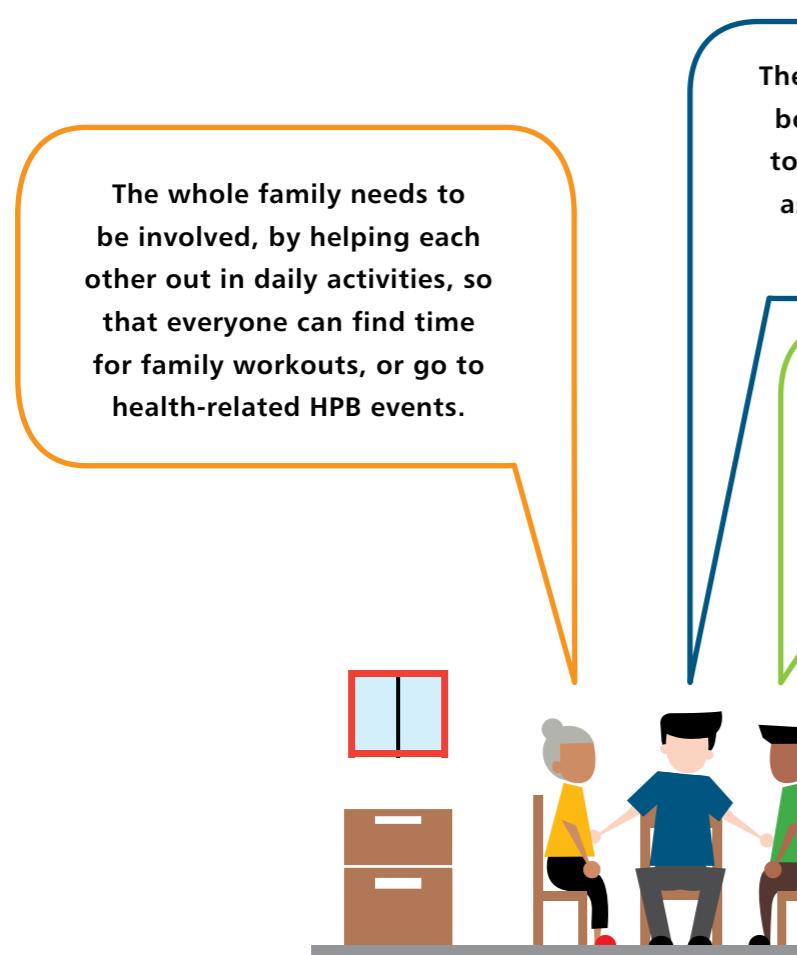
Parks, which are free to access, closer to home, and filled with greenery, help to motivate families to go out for physical activities.

I cannot continue with regular exercise even though I was exercising regularly in university.



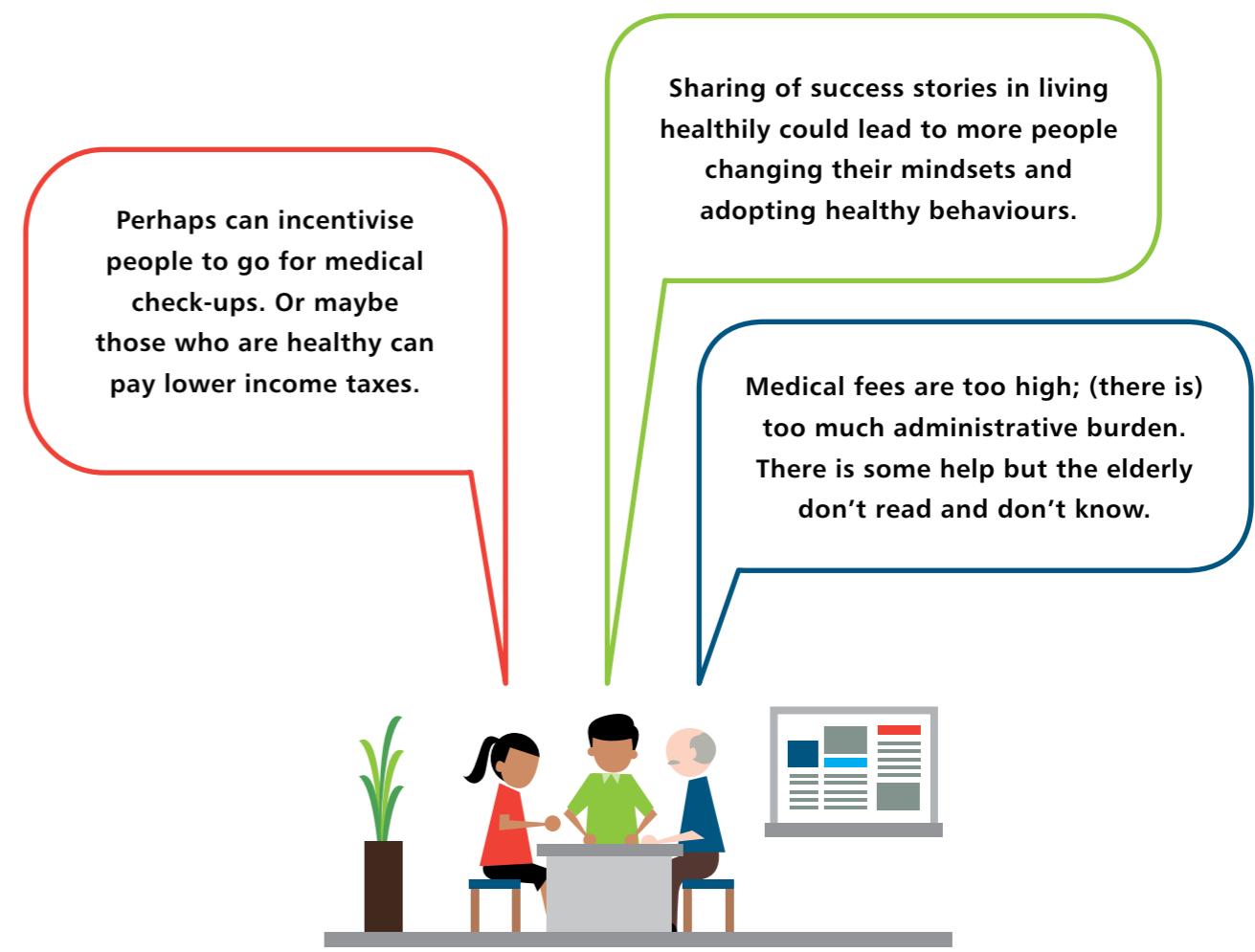
22 It is clear that the physical environment plays an important role in supporting healthy living. It is not that the facilities are not present. In fact, public agencies such as the HDB and NParks¹² have built and enhanced much of the physical infrastructure in Singapore. What remains is to improve access to these facilities, ensure that they complement each other, and encourage more activities that will improve their utility.

23 This means building up the “Place” - creating the right environment that is conducive for everyone to adopt and maintain a healthy lifestyle, the first prong of the HLMP.



24 At the OSC, participants shared that they wanted to see a stronger “kampong spirit” – closer community ties and stronger social cohesion – in Singapore. This point was reiterated in the HLMP public consultation sessions as many felt that social ties can be a strong motivating force for behavioural change. Emphasising the need for “role models in the community”, one participant believed that the sharing of success stories in living healthily could lead to more people changing their mindsets and adopting healthy behaviours.

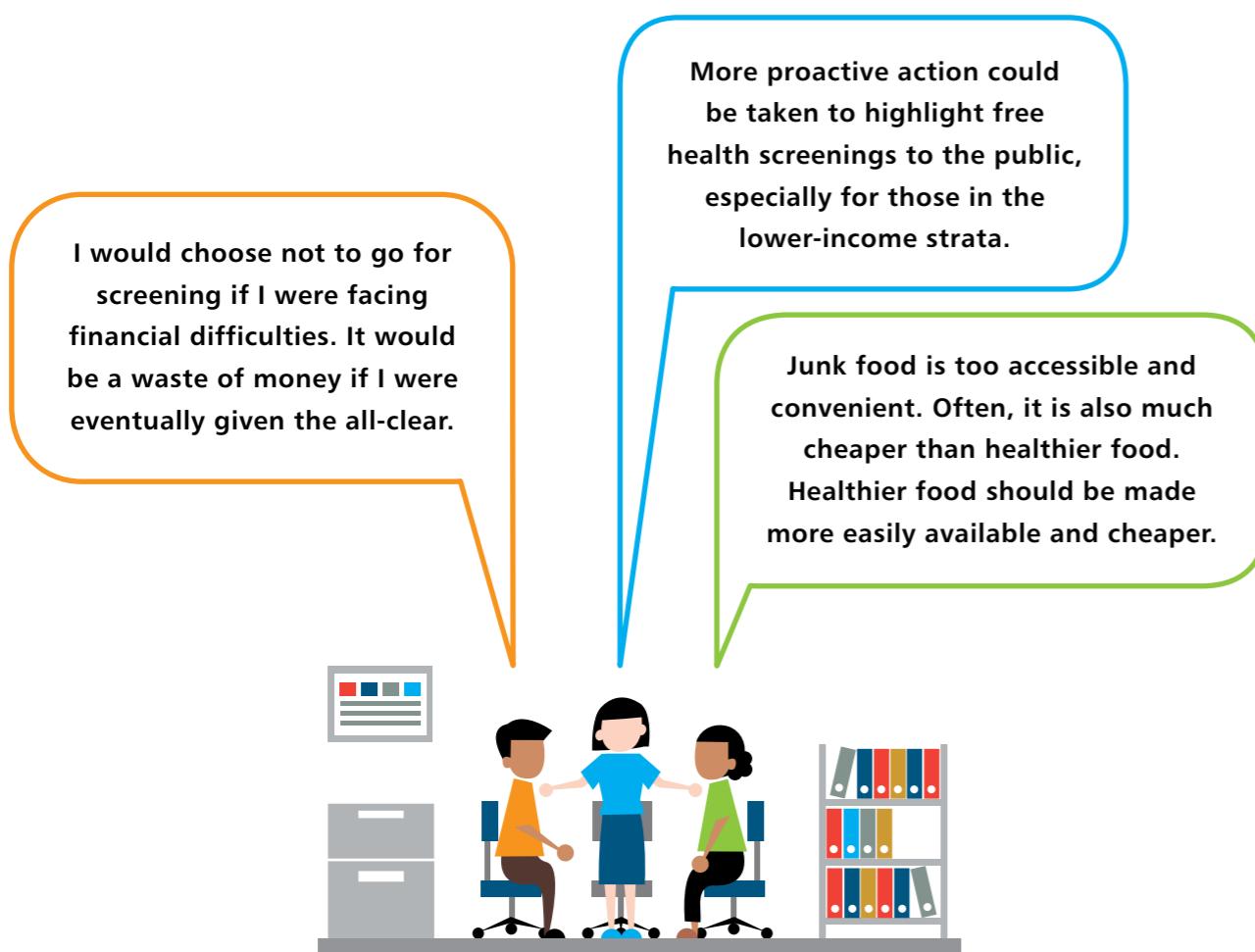
25 Tapping on the connections between people and families could potentially create a ripple effect that starts from the individual and eventually reaches the entire community. This is the second prong of the Master Plan, “People”, under which a socially inclusive healthy community is built, for everyone to be actively engaged and aware of opportunities for leading healthy lifestyles.



¹² Refer to Ministry of National Development’s Land Use Plan at <http://www.mnd.gov.sg/landuseplan/>.

26 Some participants said that they would choose not to go for screening if they were facing financial difficulties and saw it as a waste of money if they were eventually given the all-clear. It was suggested that more proactive action could be taken to highlight free health screenings to the public, especially for those in the lower-income group. Also from the OSC, Singaporeans wanted the assurance that their basic needs are affordable and accessible. Unsurprisingly, concern over the increasing costs of living was a recurrent issue during the public consultation. A number of participants perceived that healthy food costs more. One participant felt that "junk food is too accessible and convenient. Often, it is also much cheaper than the healthier food. Healthier food should be made more easily available and cheaper."

27 A key aim of the Master Plan is to make healthy living affordable for Singaporeans. Price should not be an obstacle preventing Singaporeans from harnessing opportunities for healthy living. With that, the third prong is "**Price**" - create affordable options so that a healthy lifestyle is within the reach of all.



Healthy Living – What Does It All Mean?

28 The public consultation provided the insight that the adoption of healthy lifestyle choices is influenced by many different factors, such as accessibility to healthy choices, pricing, peer and family influences, personal habits, and value systems.

29 In summary, three key themes arose from the public consultation. Firstly, the accessibility and availability of health-promoting facilities and spaces are important in motivating healthy living. Secondly, social and family supports are deemed as strong motivating forces that can influence positive behaviour change. Thirdly, Singaporeans want the assurance that healthier options are affordable, and within the reach of everyone. In the context of Singaporeans' aspirations and concerns, a long-term health promotion plan, that helps people stay healthy for longer while avoiding the burden of ill health in their old age, is needed. We can achieve this by working on the **3Ps of Place, People, and Price (3Ps)**:

a Place – a conducive environment, created through the integration and connectivity of physical environments for seamless access to healthier options;

b People – a socially inclusive healthy community, through pervasive programmes, messaging, role models, and advocates; and

c Price – affordable healthier options that are within the reach of all, through using financial micro-incentives as nudges to create both supply and demand for healthy living.



CHAPTER 3: MAKING HEALTHY LIVING NATURAL AND EFFORTLESS

30 To facilitate the integration of nation-wide efforts in enabling healthy living, the Healthy Living Master Plan Taskforce was formed in September 2012. One of the key aims of this Taskforce was to review the current health promotion and disease prevention landscape in Singapore. The Taskforce also sought to formulate a systematic plan that takes into consideration the inputs of various public agencies and community organisations, along with public consultation. All these elements led to the co-creation of a Master Plan that outlined strategies to ensure all Singaporeans have access to a healthy lifestyle, so that healthy living becomes natural and effortless for everyone.

31 The HLMP consolidates healthy living initiatives and ideas from the public and private agencies, and the community, including the Regional Health Systems (RHS) to build up the momentum in influencing behaviour change for better health.



OBJECTIVES OF THE TASKFORCE

32 The objectives of the Taskforce are as follows:

- a** To stock-take the health promotion and disease prevention landscape in Singapore;
- b** To glean useful lessons from local and international best practices for adoption or adaptation;
- c** To formulate a Master Plan to promote healthy lifestyle and prevent diseases in Singapore by articulating the Vision and an integrated framework for planning, implementation, monitoring, and review; and
- d** To propose appropriate strategies and approaches to achieve the desired outcomes by engaging and consulting with all stakeholders, including community and grassroots organisations, healthcare providers, and relevant government agencies.



Healthy Living - The Action Plan

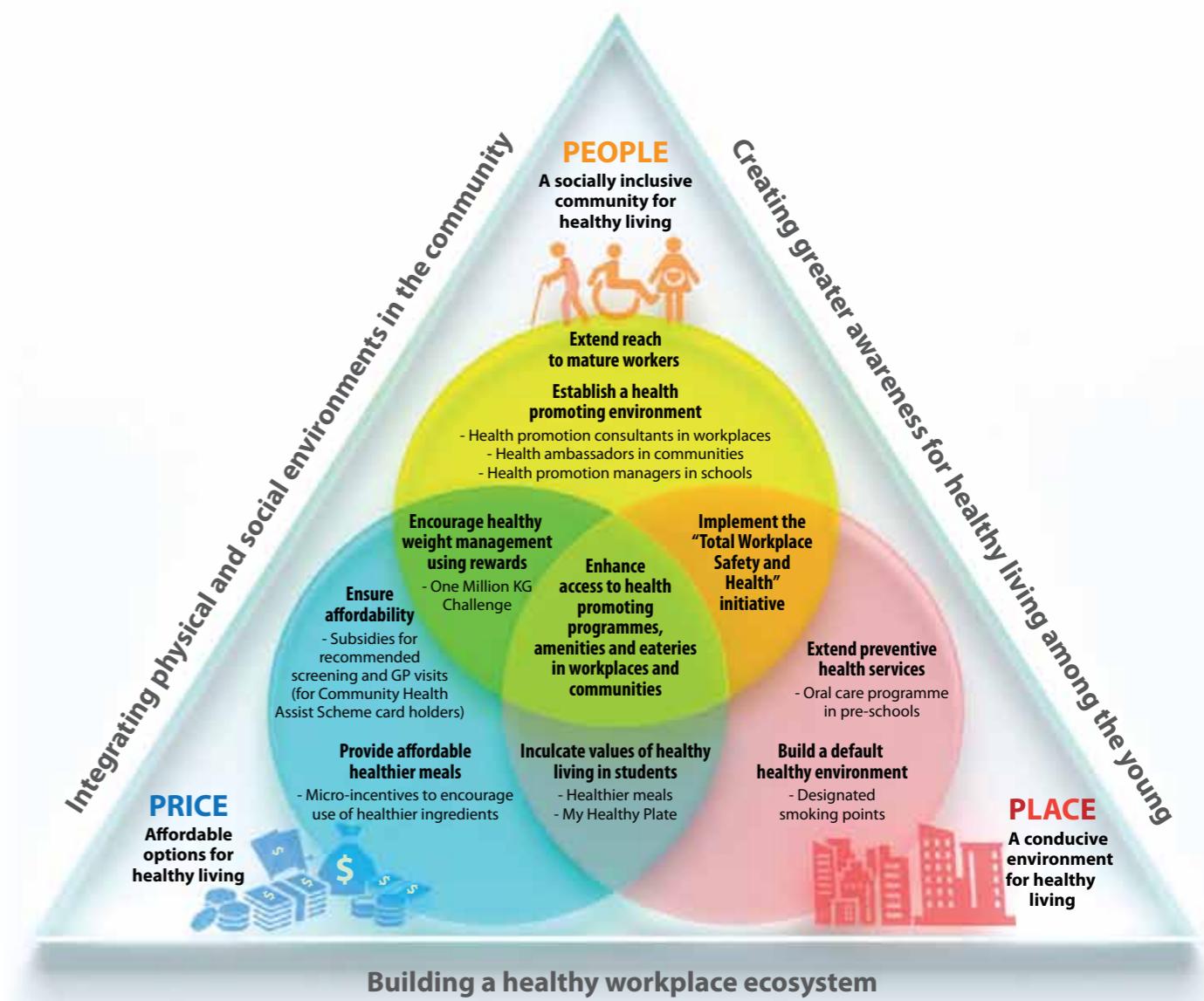
33 To achieve the vision of Healthy Living Every Day, our strategy is to have seamless connections across Singapore, be it in terms of the physical environment, between people, as well as between the government and the people. This will be carried out through three anchor strategies that influence the adoption of healthy behaviour through the 3Ps. The three anchors, as illustrated in Figure 2, are:

- a Building a healthy workplace ecosystem, through a worker-centric and sector-centric approach, facilitated by tripartite partnerships;
- b Integrating physical and social environments in the community setting, by working across government and with the community; and
- c Creating greater awareness for healthy living among the young.



Figure 2: HLMP Anchor Initiatives at a glance

HEALTHY LIVING EVERY DAY: MAKING THE CONNECTIONS



I. BUILDING A HEALTHY WORKPLACE ECOSYSTEM

34 A two-pronged approach will be used to build a healthy workplace ecosystem, so that Singaporeans can have ready access to healthy living even amidst a busy work schedule. Firstly, health-promoting facilities and services will be made conveniently available and accessible for workers in and around workplaces. Secondly, through tripartite partnerships involving the government, unions, and employers, interventions will be tailored to suit the varied needs of employees from different sectors, ranging from mature workers to Professionals, Managers, Executives, and Technicians (PMETs).

a Extending reach to workers in unstructured workplace settings (People)

- i Health promotion programmes for mature workers will be rolled out through the building of tripartite partnerships. As a start, these programmes will be targeted at industries with unstructured workplace settings, such as those with multiple worksites and rotational shift hours. These include the retail, transport, cleaning, and security sectors. Workers from these industries may find it difficult to practise healthy lifestyles and the HLMP seeks to extend healthy living options to them.
- ii **Retail:** HPB will partner supermarket chains to bring customised programmes to their employees, which include a musculoskeletal remediation programme to train the staff (e.g. cashiers, store assistants, packers) in exercise routines that will help them to break repetitive movements and strengthen muscles.
- iii **Transport:** HPB will partner the National Taxi Association and taxi companies to roll out healthy lifestyle programmes for drivers, helping to equip them with knowledge and skills in healthy living.



iv Cleaning and security: Given the work nature and decentralisation of worksites for employees in the cleaning and security sectors, our approach will be to reach them through the service buyers. The focus will be on getting service buyers to pledge their commitment to extend in-house health promotion programmes, such as flu vaccination and health screening, to their contracted workers. The target is to roll out this pilot initiative among the MOH family by mid-2014. Over the long term, we will cast the net wider, reaching out to other employers who contract out cleaning and security services.

b Creating a health-promoting ecosystem in worksites with natural colocation of companies (Place/People/Price)

- i To build a health-promoting ecosystem, facilities and programmes will be integrated in areas where many companies are located (e.g. business parks, industrial estates). This will help address challenges faced by companies, e.g. limited experience in planning and organising workplace health programmes, low staff demand for such programmes and inadequate budget. Demand will be pooled together to lower the cost for implementing healthy lifestyle programmes. This will also make it easier for Small and Medium Enterprises (SMEs) and other companies to implement initiatives that promote healthy lifestyles in the workplace. Different models of health-promoting ecosystems in such worksites will be developed to suit the unique needs of landlords, employers, and employees within different environments.
- ii HPB has partnered Mapletree Business City (MBC) to build a Healthy Workplace Ecosystem in its business park and within MBC's vicinity, so that workers within MBC have good access to infrastructure that supports healthy living, such as healthier eateries, health-promoting malls, and gyms. It was launched at the National Healthy Lifestyle Campaign on 25th October 2013.

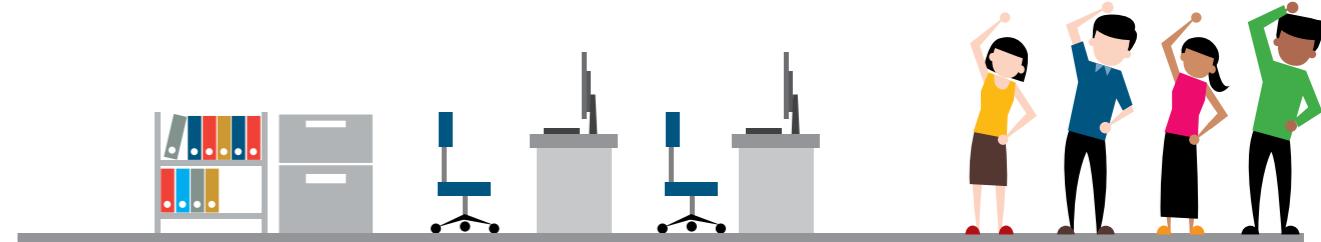
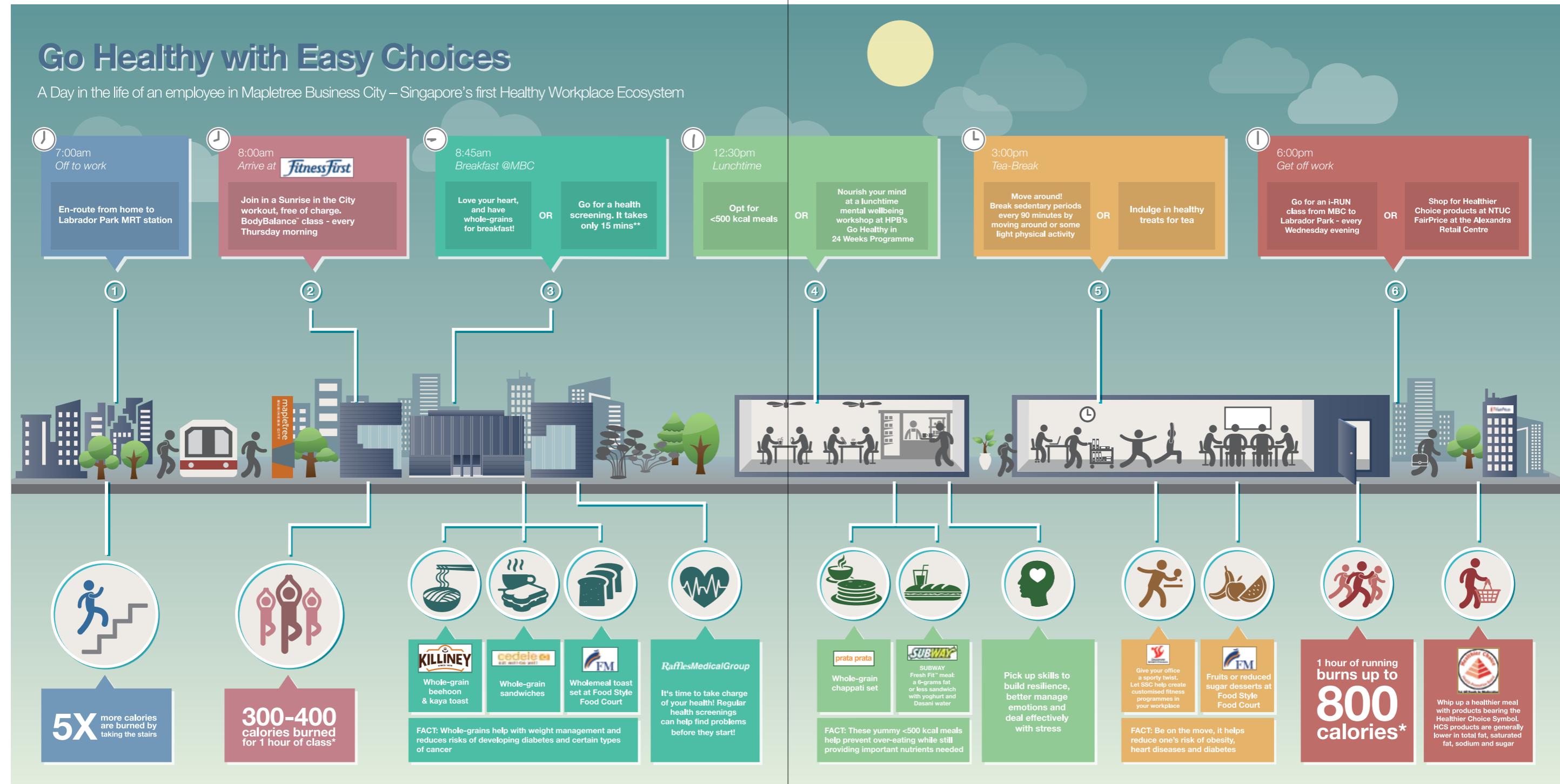


Figure 3 shows what an employee in MBC experiences daily in a healthy workplace ecosystem. The model used in MBC will be replicated in at least 15 business parks and industrial estates in the next five years.

Figure 3: A day in the life of an employee in MBC

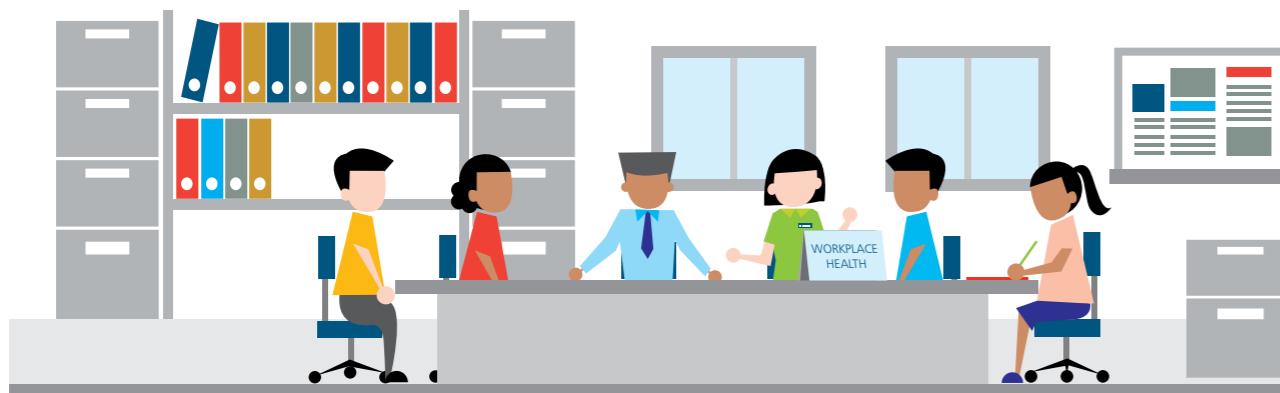


* Based on average Singaporean male (38 years old, 70kg, 1.7m)

** The health screening package includes evidence-based tests (fasting venous blood glucose, fasting venous blood cholesterol, blood pressure and BMI measurement)

C Building an industry of workplace health promotion consultants (People)

- i To help companies embark on establishing a health-promoting work environment for their employees, and to facilitate the efficient pooling and use of resources, the building of a dedicated industry of workplace health promotion consultants will be explored to support companies in implementing more aggressive and sustained workplace health programmes. These consultants will:
 - Conduct needs assessment for companies and tailor customised programmes to meet the different requirements of companies e.g. planning a structured programme that runs throughout the year.
 - Pool together resources and demand across companies for economies of scale. This could be done as the consultant serves as a focal person for different companies within the vicinity (e.g. in a business park) and reduces the entry barrier for companies, especially the SMEs, to have workplace programmes for their staff.
 - Organise health promotion programmes for companies according to their evolving needs. The consultant, through on-going contact with the companies and staff, would be in a good position to identify and recommend workplace health programmes that are relevant and beneficial to the companies' employees.



d Developing and implementing the "Total Workplace Safety and Health" initiative for workers (Place/People)

- i The Workplace Safety and Health Council is working with several other stakeholders, including HPB, to develop and implement "Total Workplace Safety and Health" (Total WSH). The Total WSH initiative is a pioneering effort, where there is an integrated and comprehensive approach to bring together health protection and health promotion under the umbrella of WSH Risk Management. It will encourage employers to take ownership of workplace safety, health, and well-being. It will also emphasise to the individual worker the importance of safe working practices coupled with healthy lifestyles to enhance their well-being and job satisfaction. More details of the initiative are expected to be announced this year and it will be implemented in phases over the next three to five years.



II. INTEGRATING PHYSICAL AND SOCIAL ENVIRONMENTS IN THE COMMUNITY SETTING

35

In the community setting, both physical and social environments will be integrated to support a healthy lifestyle, so that healthy living is brought closer to the residences of all Singaporeans.

a Linking activities, infrastructures and facilities (Place/People/Price)

i To support healthy living, as Singaporeans move around in the local community, physical infrastructure in the community will be built and enhanced. Town Councils and government agencies, including HPB, LTA, Ministry of National Development, Ministry of Education, NParks, and Sport Singapore, are working together to ensure free-to-use lifestyle amenities, such as parks and fitness corners, are easily available and accessible, both within and around residential areas. For example, LTA is undertaking an island-wide sheltered walkway programme between transport nodes (e.g. MRT stations, LRT stations and bus interchanges) and typical destinations within a 400m radius (e.g. schools, shopping centres and homes), to ensure better connectivity and encourage commuters to walk to their rides. LTA and HPB are also collaborating to integrate health information and visual cues for active commuting at rest-stops located along these sheltered walkways.

ii Currently, the average distance from each HDB home to the nearest physical activity facility is 200 metres. To help Singaporeans locate the nearest available facility for physical activity, a mobile locationbased service is being developed. Phase 1 of this service will be launched in April 2014. In Phase 2, this location service will be enhanced through the development of an application that will help Singaporeans navigate their way to the facilities and provide information about the programmes and activities at these locations. Phase 2 is expected to be ready by October 2014.



iii HPB and the RHS are working with the community to create population health initiatives. One key focus of this co-creation initiative is to enhance and link up activities with existing infrastructure and facilities within the community. The Sembawang Population Health Project¹³ has developed a 3-year road-map to do this. In addition, the "Healthy City for All Ages@Choa Chu Kang" was launched in July 2013. This is a partnership between HPB, Alexandra Health Services, Jurong Health Services, and Choa Chu Kang Grassroots Leaders to integrate the community infrastructure in Choa Chu Kang.

iv A pilot programme promoting physical activity and mental well-being, "Sundays at the Park", started at Choa Chu Kang Park in October 2013 and Sembawang Park in November 2013. These weekly programmes also serve to drive traffic to the free-to-use park amenities. Our plan is to replicate this as a healthy living plan customised for the local community in other precincts. Additionally, the grassroots organisations are working with various partners, including HPB, to bring more social initiatives that are aimed at promoting healthy living, mental, and social well-being to Singaporeans. Residents can look forward to programmes that cater to their interests. These programmes include healthy culinary classes and games such as Rummy-O, Sudoku, and Contract Bridge.



¹³ For this, MOH/HPB collaborated with Alexandra Health Services– Khoo Teck Puat Hospital, Sembawang Constituency Office and grassroots leaders.

Figure 4: Visualisation of a Healthy Community Ecosystem



v Both the Sembawang and Choa Chu Kang projects exemplify the first Healthy Community Ecosystem (Figure 4), where the integration of different pieces of the community environment creates seamless connectivity for residents. These pilots will be evaluated and finetuned so that they can be replicated for the local community in other precincts to build a supportive environment for healthy living and sustain long-term healthy behaviours.

vi. The extension of cycling infrastructure will also support healthy living. As part of the National Cycling Plan, off-road cycling paths in Tampines and Sembawang were completed in 2013. The networks in Changi-Simei, Pasir Ris, Taman Jurong, Yishun, East Coast, Jurong Lake District, Marina Bay, and Punggol Eco-town are planned to be completed by 2015. Our aim is to create an off-road cycling path network, totalling 190 kilometres, by 2020. Eventually, all HDB towns will have their own off-road cycling path network. In tandem with this, the intra-town networks will be integrated with NParks' Park Connector Networks for an island-wide network that spans over 700 kilometres in length¹⁴.



¹⁴ More details can be found in the Land Transport Master Plan 2013.

b Policies and guidelines to ensure a default healthy environment (Place)

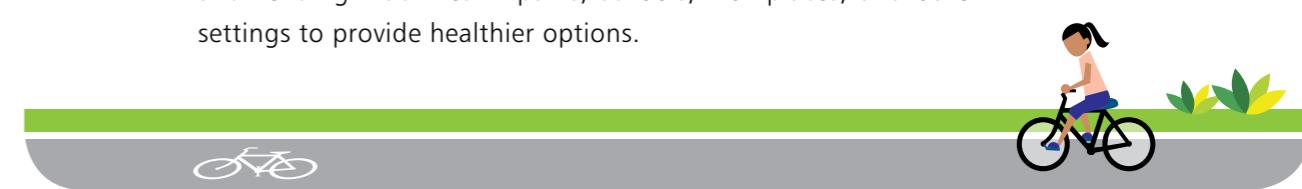
i To protect members of the public from second-hand smoke, the ban on smoking was first introduced in public buses, cinemas, and theatres in October 1970, and progressively extended to include many other public places, including restaurants, entertainment outlets, and shopping malls. The smoking ban was extended on 15 January 2013 to cover more public areas including:

- Common areas in residential buildings (e.g. void decks, common corridors, and staircases);
- Covered linkways, walkways, and overhead pedestrian bridges;
- Outdoor compounds of hospitals; and
- 5-metre radius around bus shelters.

The Ministry of the Environment and Water Resources and MOH will be collaborating to raise awareness of the harms of environmental tobacco smoke and to identify public places where smoking should be prohibited, in order to provide Singapore residents with a smoke-free environment.

ii To make it more conducive for Singaporeans to adopt a healthy lifestyle as part of everyday living, Active Design principles and guidelines will be infused into the architectural design of buildings. Examples include features that support stair climbing (e.g. welldesigned and well-ventilated stairwells) and outdoor spaces for walking and cycling (e.g. being barrier-free, safe and of adequate width). The Building and Construction Authority (BCA) is looking at including Active Design principles and guidelines in the BCA Universal Design Mark Scheme, to encourage developers to adopt Active Design in new buildings.

Other ideas that will encourage a healthy environment are eateries and vending machines in parks, schools, workplaces, and other settings to provide healthier options.



C Policies to ensure affordability for all (Price)

- i Subsidies for recommended screening tests and GP consultations under HPB's Integrated Screening Programme (ISP) have been introduced for Community Health Assist Scheme (CHAS) card holders from 1 January 2014.
- ii Medisave use has also been extended to include recommended neonatal screening tests for newborns from 1 January 2014.

d Nudging for healthier and affordable food options (Price)

- i Healthier food options will be made available through a multi-pronged strategy. Incentives will be used to encourage food and beverage players, such as Chang Cheng economy rice chain, to supply healthier meals. This strategy will also look at portion downsizing of meals, substituting food items with lower calorie options (e.g. sweetened beverages with water and Healthier Choice Symbol [HCS] beverages), and expanding the range of HCS products. Other food and beverage players, such as Ananas caf  s, Sodexo, and The Wok People, will also be working with HPB to use healthier ingredients such as healthier oil and wholegrain noodles in their food preparation. The target is for 20% (500,000) of daily meals eaten away from home to be healthier by 2020.



- ii Better guidance will be provided on how much to eat. Today, the Healthy Diet Pyramid shows the recommended number of servings for each type of food group. However, more Singaporeans are exceeding the recommended daily intake of fat and carbohydrates as compared to a few years ago and are not consuming enough fruit, vegetables, and whole-grains¹⁵. A better understanding of what the right portion size actually looks like, and the relative proportions of various food groups, is needed. My Healthy Plate provides a visual representation of the recommended proportions of foods that should be eaten in a meal.

e Introducing rewards to encourage healthy living (People/Price)

The use of incentives and mass participation can nudge people to take up healthy living by making the movement viral among Singaporeans. The One Million KG Challenge is a weight management campaign, with elements of fun and friendly competition, which aims to motivate individuals to achieve and manage a healthy body weight. Participants stand to collect rewards by tracking their healthy behaviours and body weight, achieving desirable weight goals, and taking part in physical activity or nutrition programmes. We will also explore the use of other incentives to encourage all Singaporeans to take part in regular physical activity.

f Enhancing social energy (People)

The community will also be mobilised to create the social energy to change people's mindsets about living healthily. By tapping on the social connections and relationships between individuals, coupled with the support of healthcare professionals, we can better promote the healthy living cause. In the third quarter of 2014, HPB will pilot a programme with Jurong Health Services, bringing together lay ambassadors, professional counsellors, and health experts, in a structured coaching programme, to facilitate behavioural change. These ambassadors are health enthusiasts who promote healthy living through raising the awareness of Singaporeans. Under the HLMP, they will be trained with specialised skills to become coaches who can draw up a health improvement plan together with their clients. HPB will continue to invest in improving the quality, leadership, and management of its Health Ambassador Network.



¹⁵ National Nutrition Survey 2004 and 2010 showed that the proportion of Singaporeans exceeding the 100% recommended daily allowance (RDA) for energy and fat were 60% and 61.4% in 2010 (as compared to 48% and 42% in 2004 respectively).

III. CREATING GREATER AWARENESS FOR HEALTHY LIVING AMONG THE YOUNG

36 In schools, greater awareness for healthy living will be created among students and staff. Preventive health services will be integrated with health promotion in various ways.

a Extending preventive health services to all across the education spectrum (Place)

School health services will continue to be a key pillar in preventing childhood conditions and to ensure better oral hygiene among preschoolers, oral care will be extended to them. Our aim is to reduce the present caries rate in children at age 7, from 50% to 40% by 2020. Our target in the first year is to roll out the oral care programme to 100 childcare centres and to cover all the children in childcare centres within 3 years. Targeted programmes on smoking and weight management will be rolled out to small groups and individual students. Also, basic dental treatment will be provided to ensure better oral hygiene within this group of students.



b Enhancing the school environment for healthy living (Place/Price)

HPB will work with schools to ensure that affordable healthier meals and only non-sweetened beverages are offered in all schools. For example, water is served together with the healthy set meals under the Healthy Meals in Childcare Centres Programme. In schools, the food service guidelines provided by HPB to schools stipulate that water coolers are to be made available on school premises to promote water drinking.

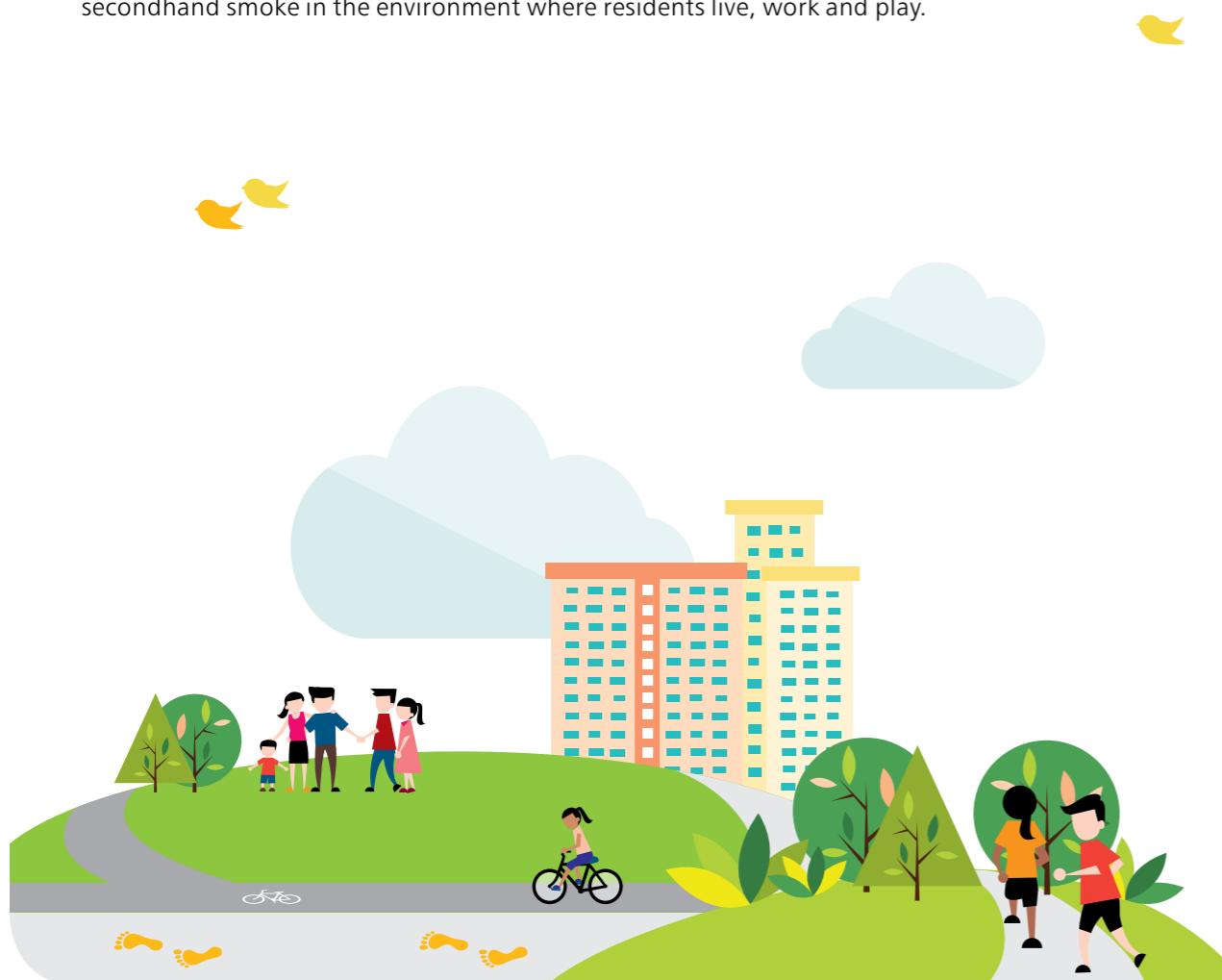
c Building a team of health promotion managers (People)

To drive and sustain the health promotion programmes to students, their parents, and staff of schools, HPB is looking into developing a team of people, similar to the consultants in the workplaces, to embed in the school system. These health promotion managers will have the expertise to engage principals and teachers to infuse health promotion in the school's curriculum and co-curricular activities.



OUTCOMES

- 37** These strategies, when harnessed and sustained, will help to achieve a healthier Singapore, where residents continue to enjoy good health and are able to pursue their goals and aspirations. They would also contribute to a reduction in obesity and smoking rates. Singapore currently faces a challenging battle of rising obesity rates. To tackle obesity successfully, we would first need to mitigate and slow the growth of overweight individuals before a reversal in obesity rates can be observed. Thus, we will work towards a sustained obesity rate of 10% or less by 2020. Similarly, to achieve a reduction in smoking prevalence, the HLMP proposes continued partnerships with public agencies and communities to lower the number of new smokers and increase the number who quit. This will translate to less secondhand smoke in the environment where residents live, work and play.



CONCLUSION

- 38** In conclusion, the HLMP aims to influence behavioural change among the population by bringing together many different stakeholders to tackle the multifaceted issue of health and to realise the vision of **Healthy Living Every Day: Making the Connections** in Singapore.
- 39** The vision and the broad direction for the HLMP have been charted in this report. This Master Plan is a living document which will continue to grow and evolve as innovative approaches and initiatives to foster healthy living emerge in the future, and various stakeholders work together to impact the lives of Singaporeans for the healthier.



Annex A: **MEMBERS OF THE HEALTHY LIVING MASTER PLAN TASKFORCE**

Chairman

**ASSOCIATE PROFESSOR
MUHAMMAD FAISAL IBRAHIM**
Parliamentary Secretary (Health)

Members

MR ANG HAK SENG (until 28 February 2013)

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Health Promotion Board

PROF CHIA KEE SENG

Dean, Saw Swee Hock
School of Public Health

PROF LEE HIN PENG

Professor, Saw Swee Hock
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MR EUGENE LEONG

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MRS LIM THIAN LOKE

Zonal Director (Schools North),
Ministry of Education

MR JEFFREY SIEW

Director, Land Transport Division,
Ministry of Transport

MR T K UDAIRAM

Group Chief Executive Officer,
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MR ZEE YOONG KANG (from 1 March 2013)

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MR LIAK TENG LIT

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MR RAJA MOHAN

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Vice-Chairman, Hougang CCMC, C2E and CC

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Chairman,
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MR BOBBY YAP YON FWEE

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NOTES