

Health Promotion Board ramps up efforts to combat Singapore's obesity issue with new season of "Million kg Challenge"

Event to unveil the winners of season 1 of the Challenge and launch season 2 marks the finale of the month-long National Healthy Lifestyle Campaign

Singapore, 25 October 2014 – As part of its on-going push to address obesity, a key public health challenge in Singapore, the Health Promotion Board (HPB) today launches the second season of its Million kg Challenge. The event marks the finale of a month-long National Healthy Lifestyle Campaign to raise awareness among Singaporeans of the healthy living options available for the adoption of healthier lifestyles. Prime Minister Mr Lee Hsien Loong was the Guest of Honour at the Million kg Challenge launch held at the Toa Payoh HDB Hub.

The top ten winners of season 1 of the Challenge were also unveiled at the event. Season 1 was launched in March 2014 as Singapore's first ever national-level weight management initiative. Since then, there have been over 80,000 sign ups and some 42,000 participants pledging to lose weight.

Obesity is a key public health challenge in Singapore

The Million kg Challenge marks an expansion of HPB's efforts to help Singaporeans win the battle of the bulge by targeting those who are overweight and at risk of becoming obese.

The Ministry of Health's 2010 National Health Survey, which is published every six years, showed that 11 per cent of Singaporean adults aged between 18 to 69 years were obese compared to 7 per cent in 2004.

The Survey showed that 1.7 million Singaporeans with a Body Mass Index (BMI) of 23 or greater are vulnerable to developing obesity¹-related diseases such as diabetes and heart diseases. It also found that 1 million Singaporeans with BMI 23 or greater are either already pre-diabetic or suffer at least one or more chronic conditions such as diabetes. Scientific studies have shown that a 5-10

¹ Obesity is defined as being 20 percent or more above one's ideal weight.

percent reduction in body weight in overweight and obese individuals will yield improvements in Cardiovascular Disease risk factors.²

Million kg Challenge – Season 2

Building on season 1 of the Challenge, season 2 will see participation made easier with more road shows to encourage sign ups and weigh-in kiosks throughout the island so that participants can remain aware of their weight status and progress in their weight management efforts. Starting January 2015, there will be more than 80 weigh-in kiosks island-wide to increase the convenience of regular weigh-ins. This includes a partnership with Guardian Pharmacy for sign-ups and weigh-ins at all its outlets.

Recognising that social support and peer motivation can be powerful enablers, new elements have also been introduced to spur participants on in the three Challenge participation categories – Individual, Group and Company. In a new Group category, participants will be able to form teams of three or four to take on the Challenge together and in the individual category there will be a buddy element where participants can call on friends to support them in their weight management journey.

The Challenge also extends to the company level where organisations can ride on the Challenge to run similar types of activities within their own company. This setting up of internal challenges allows colleagues to come together to support and motivate each other to maintain a healthy weight.

All participants will be further encouraged in their weight loss journey through eDMs and SMS alerts customised according to their progress. In addition, the Challenge will be made more engaging with a new game format where there will be three stages to complete and prizes awarded at each stage of successful completion.

² Sources:
(Van Gaal 2005; Wing et al 2011; CDC 2011)

References:
Van Gaal LF, Mertens IL, Ballaux D. What is the relationship between risk factor reduction and degree of weight loss? *Eur Heart J Suppl* 2005; 7:L21-L26
Rena R. Wing et al. Benefits of Modest Weight Loss in Improving Cardiovascular Risk Factors in Overweight and Obese Individuals with Type 2 Diabetes. *Diabetes Care* 2011; 34: 1481-1486
CDC 2014. Losing Weight. http://www.cdc.gov/HEALTHYWEIGHT/LOSING_WEIGHT/INDEX.HTML

Mr Zee Yoong Kang, Chief Executive of HPB, said, “Maintaining a healthy weight and losing weight requires concerted effort and is an on-going process. The Million kg Challenge encourages Singapore residents to take a step forward in managing their weight by making weight loss resources available to the wider population.”

Mr Zee added, “The “Million kg Challenge” tagline is a call to action and provides a long-term aspirational goal to rally around. It enables us to build a broader social awareness and movement around the issue of obesity. Season one has drawn the public eye to the importance of weight management. With the launch of season two, we are leveraging our experience in the first season to provide even greater support and positive reinforcement to motivate sign ups and active participation.”

The Million kg Challenge is open to Singapore residents between the ages of 18 to 64 years whose BMI ranges from 18.5 to 37.4, where participants of BMI 23 to 37.4 can aim to achieve a healthy weight and those of BMI 18.5 to 22.9 can aim to maintain their weight.

From 25 October 2014, registration to participate in the Challenge will be open at road shows across Singapore and at the Challenge portal at www.millionkg.sg.

- End -

Issued by Health Promotion Board

Million kg Challenge Season 2 Game Mechanics

Season 2 Challenge

- Season 2 starts from January 2015 to June 2015.
- There are 3 levels of activities for both the Individual and Group categories.
- Participants have to complete a required number of activities in one level before they can advance to the next level.
- In the Group category, the required number of activities must be completed as a group before they can advance to the next level.
- If participants want to be eligible for the grand draws, they need to complete all 3 levels of activities and lose 3kg with validated pre and post weigh-ins at roadshows or selected locations by 30 June 2015. (For safety reasons, participants should not lose more than 1 kg per week.)

How to Win Prizes

Level	Individual Category	Group Category
1	Complete 6 activities to win a Level 1 Prize	Complete 6 activities to win a Level 1 Prize
2	Complete 6 activities to win a Level 2 Prize	Complete 6 activities to win a Level 2 Prize
3	<p>Only participants with BMI 23 – 37.4 can unlock this stage</p> <p>Lose 3kg with validated pre and post weigh-ins at roadshows or selected locations listed on www.millionkg.sg to qualify for the Individual Grand Draw</p> <p><i>* Buddy qualifies for Buddy Grand Draw when individual participants qualify for the Individual Grand Draw</i></p>	<p>Complete a group activity to win a Level 3 Prize</p> <p>Collectively lose 9kg (3 pax) or 12kg (4 pax) with validated pre and post weigh-ins at roadshows or selected locations listed on www.millionkg.sg to qualify for the Group Grand Draw</p>

Levels & Activities

- To complete Level 1, complete 6 activities with a minimum of 3 activities from Category B
- To complete Level 2, complete 6 activities with a minimum of 4 activities from Category B
- To complete Level 3, individuals have to have lost 3kg; or groups have to have lost 9kg or 12kg collectively and complete 1 group activity

**Groups that do not fulfil the weight loss criteria but complete 1 group activity will be entitled to 1 group prize.*

- Some activities are self-reporting (SR) and others require verification via a QR Code

	Level 1	Level 2	Level 3
Category A	For Individuals - Weigh in at MKC roadshow	Have a lower calorie meal at a Healthier Dining Programme participating outlet (SR)	Lose 3kg (Mandatory for individuals)
	For Groups - Weigh in at MKC roadshow		Lose 9kg or 12kg collectively (Mandatory for groups)
	Download the Million KG app (SR)	No use of escalators for 1 week (SR)	
	Walk an extra 10 minutes daily for 1 week (SR)	Consume low sugar beverages for 1 week (SR)	
	No use of escalators for 3 days (SR)	Complete the Healthy Lifestyle Index	
	Consumed low sugar beverages for 3 days (SR)		
	Complete physical activity & healthy eating quiz		
	Complete the Healthy Lifestyle Index		
Category B	Complete e-learning module: Basic weight loss	Complete fitness assessment (2km walk test, at least 600 capacity per month)	Attend a boot camp session at Sundays @ the Park as a group
	Complete e-learning module: Physical Activity	Complete 6km walk/run within a week (tracked with the MKC App)	All group members achieving silver in fitness assessment (2km walk test)
	Complete e-learning module: Nutrition	Attend 1 session of i-Run	Adventure Race team challenge (with physical activity & healthy eating components)
	Complete e-learning module: Supermarket Reading label	Attend 1 session of Sunrise in the City	Complete 24km walk/run collectively within a week (tracked with MKC App)
	Complete e-learning module: Mental Wellbeing	Attend 1 session of Fitness@ Work	Group Healthy cooking challenge
	Attend 1 session of i-Run	Attend 1 session of Aerobics @Malls	
	Attend 1 session Sunrise in the City	Attend a boot camp session at Sundays @ the Park	
	Attend 1 session of Fitness@ Work	Participate in food tour (1/2 day, lunch included)	
	Attend 1 session of Aerobics @Malls	Register a 1kg weight loss at any wellness kiosk	
	Attend a session of Sundays @ the Park		
	Participate in food tour (1/2 day, lunch included)		
Register a 1kg weight loss at any wellness kiosk			

Prizes and Redemption

- Prizes for Levels 1 and 2 for both categories ranges from supermarket vouchers to sports apparels to dining vouchers and lifestyle products.
- Grand Draw prizes for both categories include travel vouchers, yacht experience, shopping vouchers, among others.
- Prizes will be issued as an eVoucher for participants to retrieve when they log in to the portal online or via the Million kg Challenge Mobile Application (available from January 2015 in App Store and Google Play).
- To redeem prizes, participants will need to present the eVoucher from the online portal or the mobile application to the merchant.
- The deadline for redemption will be stated on the eVouchers.

Sign ups

- Participants can sign up at road shows; on the website www.millionkg.sg or via the Million kg Challenge Mobile Application (available from January 2015 in App Store and Google Play).
- Participants can either register as an individual or as part of a group of 3 to 4.
- Participants with a BMI:
 - Within the healthy range of 18.5 – 22.9 can sign up to maintain their weight.
 - Within the moderate risk range of 23 – 37.4 can sign up to lose weight.
 - Below 18.5 are considered underweight and will not be eligible to participate.
 - Over 37.4 will not be eligible to participate due to safety concerns. They are encouraged to seek medical advice. For more information on clinical weight management programmes, please email HPB_Losetowin@hpb.gov.sg
- For safety purposes, participants will not be allowed to participate in the Challenge if they:
 - have or had a heart disease, heart attack or stroke;
 - are pregnant (for female participants);
 - have a condition that will be made worse by being more physically active.

Individual Category

- Registration period: 25 October 2014 to 31 May 2015.
- All existing participants will be automatically included in Season 2 if they fulfill the criteria of the Challenge.
- Participants in the healthy BMI range (18.5 – 22.9):
 - are only eligible to win stage 1 and stage 2 prizes and will not qualify for the Individual Grand Lucky Draw;
 - but will qualify to win the Group Lucky Draw if they are part of a group.

Group Category

- Registration period: 25 October 2014 to 31 March 2015.
- Each group must have 3 to 4 participants and at least 2 participants who fall within the BMI range of 23 – 37.4.
- Participants will only be allowed to join 1 group at a time. If participants leave a group in the middle of the season, they will not be able to join another group until the next season.

Company Category

- Participants can tag themselves to their respective companies if their companies sign up to support the Challenge.
- Participants can join their company-led challenges / activities to help meet the goals of the Challenge.
- Company challenges / activities are organised and conducted by individual organisations and are outside the Challenge.

Signing Up as a Buddy

- Anybody can be a buddy to an individual participant.
- A buddy is unique to each individual participant for the duration of Season 2.
- If an individual participant joins a group, his / her buddy is automatically removed and will no longer qualify for the Buddy Lucky Draw.