



Health Promotion Board Joins Forces with the Eastern Health Alliance

HPB will bring its expertise and community reach to complement and augment the preventive healthcare initiatives and activities of the EH Alliance.

Wednesday, 27 February 2013 – Singapore’s Health Promotion Board (HPB) has officially joined forces with the Eastern Health Alliance (EH Alliance). The collaboration will bring a more comprehensive suite of screening services to the residents of eastern Singapore.

An MOU (Memorandum of Understanding) was inked today, attended by members of the EH Alliance and Health Promotion Board (HPB). With HPB onboard as a Foundation Partner, the EH Alliance will tap on its experience and capabilities in health screening and follow-up programmes to benefit even more residents living in eastern Singapore.

In January 2011, the EH Alliance launched Eastern Community Health Outreach (ECHO), a community-based preventive health screening and coaching programme. It has since been rolled out in Changi-Simei and Tampines constituencies, reaching about 3,000 residents with no known health issues. With HPB coming on board, there can be more synergy and coordinated efforts to bring more preventive programmes to benefit the residents in the east such as selected cancer screenings and the functional screening programme.

Mr Ang Hak Seng, Chief Executive Officer, Health Promotion Board said: “As a person ages, the risk of developing diabetes, high blood pressure, lipid disorders, and cancer increases. In the face of an ageing society, such screening and intervention initiatives become instrumental to ensure a better quality of life for our seniors. By marrying HPB’s expertise in health promotion and disease prevention and EHA’s disease management and long-term care capabilities, we look forward to bringing residents more comprehensive, tailored health screening and intervention services”.

Mr T.K. Udairam, Group Chief Executive Officer of Eastern Health Alliance said: "The Eastern Health Alliance welcomes Health Promotion Board as our fifth Foundation Partner. We are excited to join hands in our mission to promote good health to our community. We have already started work and aim to tap on each other’s experience and expertise in preventive care. We look forward to be able to bring to the residents in the east more programmes that will guide them towards healthy living.”

Since November 2011, the other Foundation Partners of the EH Alliance – Changi General Hospital, St. Andrew's Community Hospital, SingHealth Polyclinics and The Salvation Army Peacehaven Nursing Home, have been actively working together to align their skills, expertise

and resources, progressively delivering an integrated range of healthcare services, from disease prevention, early detection and treatment, through to long-term care.

About the Eastern Health Alliance

The Eastern Health Alliance is the regional health system for eastern Singapore. It is a partnership of health service providers dedicated to delivering, through their combined expertise, the right quality care at the right time for each patient. The Eastern Health Alliance coordinates an integrated range of healthcare services from disease prevention, treatment, through to ongoing care. The Eastern Health Alliance has five Foundation Partners. They are Changi General Hospital, Health Promotion Board, St. Andrew's Community Hospital, SingHealth Polyclinics and The Salvation Army Peacehaven Nursing Home. For more information, visit www.easternhealth.sg.

About Health Promotion Board, Singapore

The Health Promotion Board (HPB), Singapore was established as a statutory board under the Ministry of Health, Singapore, in 2001 with the vision of building "A Nation of Healthy People". HPB aims to empower the people of Singapore to attain optimal health, increase the quality and years of healthy life and prevent illness, disability and premature death. As the key driver of national health promotion and disease prevention programmes, HPB spearheads health education, promotion and prevention programmes as well as creates a health-supportive environment in Singapore. It develops and organises relevant health promotion and disease prevention programmes, reaching out to the healthy, the at-risk and the unhealthy at all stages of life – children, youths, adults and older Singapore residents. Its health promotion programmes include nutrition, mental health, physical activity, smoking control and communicable disease education. HPB also promotes healthy ageing, integrated health screening, and chronic disease education and management.