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PRESS RELEASE

Health Promotion Board unveils Singapore's first Healthy Workplace Ecosystem

Healthy choices brought to the doorstep of employees in Mapletree Business City

Singapore, 25 October 2013 – The Health Promotion Board (HPB) unveiled Singapore's first healthy workplace ecosystem at Mapletree Business City (MBC) today at the launch of the National Healthy Lifestyle Campaign 2013. The creation of a healthy workplace ecosystem marks a stepping up of HPB's efforts towards encouraging Singaporeans to make healthy choices which would be made easy – by bringing healthier options to their doorstep.

This ecosystem is the first tangible expression of the Healthy Living Master Plan (HLMP). HLMP is a roadmap on how Singaporeans can achieve the vision of healthy living together anytime and anywhere through the 3Ps – Place, People and Price. For more details about HLMP, please refer to Annex 1.

Associate Professor Muhammad Faishal Ibrahim, Parliamentary Secretary for Health and Chairperson of the HLMP Task Force said, "The healthy workplace ecosystem is a significant development for healthy living in Singapore and is achieved through collaborations across government agencies, communities, and the private sector. I am pleased that we have been able to realise the first milestone of HLMP just eight months after we announced it. This ecosystem enables the building of a community of physically active people in MBC who will encourage and motivate other colleagues to stay healthy."

According to the 2010 National Health Survey, working adults exercise the least. Less than 60% of adults aged 30-39 meet the physical activity guidelines of 150 minutes a week. The rate of increase in obesity prevalence in the last six years was highest amongst those aged 18-39 years. This is a concern because obesity increases the likelihood of various diseases, particularly heart diseases, type 2 diabetes and certain types of cancer. As

the majority of working adults spend most of their time at work, the workplace is clearly an effective platform to reach out to working adults to change behaviours.

Mr Tay Chin Khim, Head of Singapore Investments, Mapletree Investments Pte Ltd said, “We are delighted that Mapletree Business City (MBC) is the first business park in Singapore to pioneer a healthy workplace ecosystem. Through partnering HPB, we are able to promote a balanced and healthy lifestyle to our tenant community at MBC, which is a significant outreach to over 10,000 working adults. Supporting this cause also allows us to establish an environment that is conducive to leading a healthier lifestyle at the workplace, which could indirectly translate to enhanced productivity.”

Mr Zee Yoong Kang, Chief Executive Officer, HPB, said, “Through our annual National Healthy Lifestyle Campaign which has been the national platform to promote a culture of health, we want to engage companies and individuals to come together and make the health promoting workplace ecosystem a success. Our efforts to introduce accessible and value-for-money healthier options to workplaces do not stop at MBC. We are in on-going discussions to co-create healthier workplace environments that meet the individual needs of other business parks and businesses across Singapore. Let’s make our own workplace, not only a productive, but healthier one for our employees.”

Go Healthy with 500 calorie meals

More than half of the F&B establishments and over 90% of stalls in the Food Style Foodcourt have come onboard to offer healthier food choices such as 500 calorie meals and whole-grain options. In addition, well-known eating establishments such as Cedele and Subway, are providing discounts for the healthier items on their menus to encourage the switch in eating habits. Besides providing discounts for its wholemeal sandwiches, Killiney is also offering the healthier choice – wholemeal kaya toast – as the default choice. For a detailed list of healthier F&B offerings in MBC, please refer to Annex 2.

Go Healthy with fitness and mentally wellness activities

HPB’s on-going fitness programmes – Sunrise in the City (SITC) and i-Run – will kick off in MBC from November 2013. SITC is offered in the morning in partnership with Fitness First; working adults in MBC can join a complimentary BODYBALANCE™ class (fusion of pilates, tai chi and yoga). At the end of the work day, employees in MBC can get their adrenaline pumping by joining the i-Run group for a run to the nearby Labrador Park.

To further engage and educate companies in MBC on how to incorporate physical activities into their workplaces, Singapore Sports Council will provide one-to-one

consultations to customise fitness programmes within their own office settings or facilities. People's Association has also come on board by providing courses, including sports and wellness at the nearby Telok Blangah Community Club. For more details on physical activities and partnerships in MBC, please refer to Annex 3.

In addition, HPB is rolling out a Go Healthy in 24 Weeks Programme to equip and empower employees in MBC to:

- Stay active, keep fit and manage a healthy weight towards achieving total well-being
- Make dietary changes by choosing healthier food choices
- Understand ergonomic principles and apply ergonomics at work
- Build resilience, better manage emotions and deal effectively with stress

For more details on HPB's Go Healthy in 24 Weeks Programme, please refer to Annex 4.

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Annex 1 – Healthy Living Master Plan and the Healthy Workplace Ecosystem

Annex 2 – Healthier food options and partnerships at Mapletree Business City

Annex 3 – Physical activities and partnerships in Mapletree Business City

Annex 4 – Go Healthy in 24 weeks Programme in Mapletree Business City

Annex 5 – Infographic

Issued by Health Promotion Board

Annex 1

Factsheet on Healthy Living Master Plan and the Healthy Workplace Ecosystem

Healthy Living Master Plan

With the vision of ensuring all Singaporeans have access to a healthy lifestyle that is natural and effortless for all, the Healthy Living Master Plan (HLMP) is a roadmap of how we can achieve this vision of a healthy Singapore. The Master Plan will leverage connections across government agencies, communities and between the community and the government.

The HLMP Taskforce is led by Associate Professor Muhammad Faishal Ibrahim, Parliamentary Secretary for Health, and comprising members from the community, grassroots organisations, healthcare providers and government agencies.

The HLMP is built upon the successful integration of the 3Ps – Place, People and Price.

- I. Place: Create the right environment that is conducive for everyone to adopt and maintain a healthy lifestyle;
- II. People: Create a socially inclusive healthy community for everyone to be actively engaged and aware of opportunities for leading healthy lifestyles; and
- III. Price: Create affordable options so that healthy lifestyle is within the reach of all.

To influence the uptake of healthy behaviour through the 3Ps, we are focusing on three key areas:

- I. integrating physical and social environments in the community setting;
- II. encouraging healthy living among students and educators; and
- III. building a healthy workplace ecosystem, facilitated by tripartite partnerships.

Healthy Workplace Ecosystem

The healthy workplace ecosystem is one expression of the Healthy Living Master Plan, enabled by partnerships across the public and private sectors.

Embracing the 3Ps of HLMP, the healthy workplace ecosystem promotes healthy living through:

- Place – The ecosystem provides a supportive health promoting environment, with easy access to healthier meal options and available spaces for physical activity.
- People – Employees in the business park are supported by corporate policies and structures that promote healthy living.
- Price – Affordable workplace health programmes and healthy lifestyle choices are made available within the health promoting workplace ecosystem.

The Mapletree Business City is healthy workplace ecosystem, made possible by the partnership with Mapletree Business City, private organisations and government agencies. It will provide working adults at MBC easy access to healthier options. For instance healthier food options, gym access and programmes such as i-RUN, Sunrise in the City and Go Healthy in 24 weeks.

Initiatives for the Healthy Workplace Ecosystem at MBC

No.	3Ps	Partner	Description
1	Place	<ul style="list-style-type: none"> • Fitness First • SSC • Eating establishments within MBC • Raffles Medical Group 	<ul style="list-style-type: none"> • HPB-organised weekly evening running club, i-Run, free-of-charge (refer to Annex 3) • Healthier choice food items available at the nearby NTUC at Alexandra Retail Centre • No membership required to join Sunrise in the City, a weekly morning workout programme, for working adults within MBC (refer to Annex 3) • One-to-one consultation to help MBC companies customise workout programmes within their own office setting • Affordable 500 calorie meals and whole-grains food options available at the eating establishments located within MBC (refer to Annex 2) • Health screening services at the doorstep of offices in MBC
2	People	<ul style="list-style-type: none"> • Decathlon • PA 	<ul style="list-style-type: none"> • Free workshops under Go Healthy in 24 weeks programme (refer to Annex 4) • Provide modified sports & games consultation – educate MBC companies on how to convert existing office space into physical activity areas e.g. utilising work tables to turn into table tennis tables • Customised physical activity and lifestyle programmes at Community Clubs, including those around MBC. (refer to Annex 3)
3	Price	<ul style="list-style-type: none"> • Eating establishments within MBC • Raffles Medical Group 	<ul style="list-style-type: none"> • Healthier food options at affordable prices (refer to Annex 2) • Special screening and follow-up package at affordable prices for MBC employees

Annex 2

Factsheet on Healthier Food Options and Partnerships at Mapletree Business City

Overview

As part of the National Healthy Lifestyle Campaign (NHLC) 2013 and the Healthy Workplace Ecosystem at Mapletree Business City (MBC), Health Promotion Board (HPB) partnered F&B establishments in MBC to provide employees with healthier food options.

More than half of the F&B establishments will be offering healthy options and over 90% of stalls in the Food Style foodcourt in MBC have committed to offer 500 calorie meals. MBC employees will also find it easy to access healthier choice food items at the nearby NTUC FairPrice at Alexandra Retail Centre.

In addition, well-established dining chains in MBC such as Cedele and Subway are offering discounts for the healthier food items. Besides providing discounts, Killiney is also offering the healthier choice – wholemeal kaya toast – as the default choice.

Whole-grain food options

F&B establishments in MBC have committed to provide more whole-grain options in their menu. Eating more whole-grains has been shown to lower the risk of developing chronic diseases such as heart diseases, diabetes and certain cancers. The different components found in whole-grains work together to protect your health. For example, vitamin E, selenium and phytic acid found in whole-grains have antioxidant effects which may help prevent damage to blood vessels, while soluble fibre helps reduce blood cholesterol.

These play a role in lowering the risk of developing heart disease. Whole-grains help to support weight management as they provide bulk to the diet. This promotes the feeling of fullness and helps reduce the risk of overeating.

500-calorie meals

Over 90% of stalls in the Food Style foodcourt and more than half of the F&B establishments have committed to offer 500 calorie meals for MBC employees.

In Singapore, 60% of population aged 18-69 years old consumed more calories than they need. According to the National Nutrition Survey 2010 (NNS 2010), the average daily intake of Singaporeans is over 2600 kcal.

A balanced 500kcal meal provides adequate nutrients for a healthy adult with average weight and activity level. It also helps with portion control, so people do not over-consume beyond their daily requirement.

Summary of healthier food options by F&B establishments located in MBC

F&B establishment	Healthier Option/s available
Astons	<ul style="list-style-type: none"> • Astons is providing two healthier dishes that are below 500 calories each on their menu. • Customers can enjoy the Chicken Burger and the Pepper Chicken Burger which comes with Chicken Boneless Leg meat topped with fresh garnishing such as tomato and romaine.
Cedele	<ul style="list-style-type: none"> • Special set on Mondays: Customers can enjoy a ½ Gourmet sandwich set which comes with a small soup and a coffee or tea at a special of \$12.90 (Usual Price: \$15.90). Whole-grain bread options are available. • The set is available every Monday for six months.
Food Style Food Court	<ul style="list-style-type: none"> • Over 90% of the stalls in the food court will each be providing at least two healthier dishes that are below 500 calories each on their menu. • HPB is supporting stall owners by promoting their below 500 calories food items to encourage MBC employees to opt for these tasty choices. Examples of below 500 calories include Xin Zhou beehoon, black pepper sliced fish with rice, sliced fish beehoon, Bibimbap and Kimchi soup with rice). • Customers can also choose from a selection of whole-grain food options such as brown rice and breakfast sets with wholemeal bread.
Killiney	<ul style="list-style-type: none"> • Killiney will be introducing kaya toast using wholemeal traditional bread exclusively at MBC. • Wholemeal traditional bread will be served as the default choice when customers order kaya toast. • Killiney had been unsuccessful previously in providing the wholemeal bread option for those who ordered kaya toast. The lack of success then was due to difference in bread type and texture (i.e. regular square-shaped bread vs. kopi toast). • HPB and Killiney worked with a bread manufacturer to develop oat-based wholemeal bread which had a softer texture than regular wholemeal bread. • Killiney intends to roll out wholemeal kaya toast island-wide. • Other whole-grain options that will be available at Killiney in MBC include brown rice beehoon used in mee siam. • For customers who order Panini sandwiches that are below 500 calories (grilled chicken, egg mayonnaise and ham & cheese), they will enjoy 10% off the usual retail price.
Prata Prata	<ul style="list-style-type: none"> • Whole-grain chappati sets will be sold at a discounted price. Customers can enjoy the whole-grain chappati set meal served with vegetables at \$3.00, while the whole-grain chappati set meal served with chicken is priced at \$5.50. • Customers can also enjoy the wholemeal prata set which comes with two pieces of wholemeal prata and curry at a special price of \$2.40. The discount will be available till 31 December 2013.

F&B establishment	Healthier Option/s available
Subway ®	<ul style="list-style-type: none"> • Exclusively at MBC, Subway customers can enjoy \$1 off the SUBWAY Fresh Fit™ meal. • The SUBWAY Fresh Fit™ meal consists one of Subway's six-inch sandwiches with six grams of fat or less, one bottle of Dasani water and a Meiji yoghurt. • Choice of six-grams of fat or less sandwiches include Turkey; Roast Beef; Veggie Delite™; Roasted Chicken Breast; Chicken Teriyaki; Ham; Turkey & Ham; or Subway Club™.

Annex 3

Factsheet on Physical Activities and Partnerships in Mapletree Business City

Overview

As part of the National Healthy Lifestyle Campaign (NHLC) 2013 and the Healthy Workplace Ecosystem at Mapletree Business City (MBC), Health Promotion Board (HPB) will be introducing its key fitness programmes such as Sunrise in the City (SITC) and i-Run to employees in MBC.

HPB is collaborating with various public sector and private sector partners - the Singapore Sports Council (SSC), People's Association (PA), Fitness First and Decathlon - to encourage corporates and individuals working in MBC to adopt a more active lifestyle during and after their work day.

Summary of physical activities/partnerships offered in MBC:

Activity/Partner	Details
 <p>Sunrise in the City (SITC)</p> 	<p><u>For employees in MBC</u></p> <ul style="list-style-type: none"> SITC, a HPB-organised morning workout programme, will be brought to MBC. MBC employees can participate in BODYBALANCE™ (a fusion of Pilates, Tai chi and Yoga) for free at the MBC Fitness First every Thursday morning from 8am to 8.45am. <p><u>Overview of SITC</u></p> <ul style="list-style-type: none"> SITC started in February 2013 with 4 locations and has since expanded to 15 locations with 1,700 registered participants. Fitness First is a partner for HPB's SITC workout programmes. Besides the MBC, other SITC participating Fitness First clubs are located in Millenia Walk, One Raffles Quay, Fusionopolis (Buona Vista) and Changi Business Park. To register, please visit www.hpb.gov.sg/sunrise-in-the-city
<p>i-Run</p>	<p><u>For employees in MBC</u></p> <ul style="list-style-type: none"> i-Run sessions are currently held in the Central Business District, and will be introduced to MBC employees. The MBC i-Run session will take place every Wednesday from 6pm to 7pm. Participants will embark on a run to Labrador Park (distance ranges from 3km to 7km). <p><u>Overview of i-Run</u></p> <ul style="list-style-type: none"> i-Run sessions are free and led by professional trainers who will dispense tips on how to improve one's cardiovascular fitness while running. To register, please email HPB_PA@hpb.gov.sg or call 6435-3012. i-Run started in June 2007 with about 300 participants, and has since grown to 7,500 registered participants.

Activity/Partner	Details
 <p>SINGAPORE SPORTS COUNCIL</p>	<p><u>For employees in MBC</u></p> <ul style="list-style-type: none"> MBC companies can enjoy one-on-one consultations to customise fitness programmes which can be conducted at their work premises or facilities. These programmes, conducted by SSC's list of certified professional fitness instructors, include fast-paced workouts like kickboxing and body-mind exercises such as yoga. Companies can customise a set of exercise programmes comprising 12 sessions over 12 weeks or a single trial session for each exercise programme. Each session can cater up to 20 employees. Companies can apply for HPB's Workplace Health Promotion Grant. <p><u>Overview of SSC programmes</u></p> <ul style="list-style-type: none"> SSC promotes sporting play among corporates by bringing workouts closer to the office with customised Learn-to-Play fitness programmes. Companies are encouraged to join SSC's sports interest groups which offer a platform for corporates to play and socialise through sports. Currently, five interest groups featuring badminton, basketball, cycling, running and table tennis are being piloted in the Western region of Singapore. Companies that are interested in forming their own sports interest groups can book SSC's sports facilities at their nearest Sports and Recreation Centres through the following methods: Online: www.icanbook.com.sg Email: ssc_bookings@ssc.gov.sg Phone: 63425490 For more information, please visit http://www.ssc.gov.sg/publish/Corporate/en/participation/hotspot/customer_service.html
 <p>People's Association</p>	<p><u>For employees in MBC</u></p> <ul style="list-style-type: none"> Courses, including sports and wellness, will be available at Telok Blangah CC which is convenient and easily accessible from MBC. <p><u>Overview of PA programmes</u></p> <ul style="list-style-type: none"> The People's Association (PA) and its grassroots organisations (GROs) offer various platforms for residents of different ages and backgrounds to come together and be involved in the community. One way is by having a wide variety of courses, including sports and wellness, to better meet residents' interests. These courses are offered through its community facilities like the Community Clubs (CCs). Besides making more friends during these courses, participants will also pick up new skills. For information on courses on www.one.pa.gov.sg

Activity/Partner	Details
 <p data-bbox="212 499 418 555">Decathlon South East Asia</p>	<p data-bbox="453 259 759 291"><u>For employees in MBC</u></p> <ul data-bbox="453 327 1390 454" style="list-style-type: none"> • Companies in MBC can optimise office spaces in a creative manner, to increase physical activity and reduce sedentary time at work, through Decathlon's robust range of modified sports and equipment that can be easily adapted and installed in an office setting. <p data-bbox="453 490 759 521"><u>Overview of Decathlon</u></p> <ul data-bbox="453 557 1390 685" style="list-style-type: none"> • Decathlon promotes sports-play and innovative solutions at workplaces using modified sports and equipment. • For more information, visit www.decathlon.sg

Annex 4

Factsheet on Go Healthy in 24 Weeks Programme in Mapletree Business City

Overview

The Go Healthy in 24 Weeks Programme is a series of specially designed, free-of-charge workshops to equip busy working adults with the knowledge on how to be healthy and how to achieve total well-being.

The Go Healthy in 24 Weeks Programme is tailored for two groups, namely:

- Employees – by providing accessible platforms that encourage and sustain healthy behaviours, and;
- Employers – by building the skills of the human resource and management teams to promote optimal employee health and wellbeing as well as create healthy work environments.

Go Healthy in 24 Weeks (Employee-Focused)

Through these workshops, employees will better understand the importance of healthy eating, physical activity and good mental wellbeing.

Focus	Topics
Physical Activity	<p>Topic One: Active for life and exercise safety Participants will learn about exercise safety, and how to assess their fitness levels.</p> <p>Topic Two: Exercise and awareness workshops and running clinics Fitness trainers will advise participants on how to gradually plan and increase their level of physical activity. Participants will learn running techniques and injury prevention skills at running clinics.</p> <p>Topic Three: Strength and circuit training workshop Fitness trainers will conduct demos and educate participants on strength and circuit training.</p>
Nutrition	<p>Topic One: Energy Balance to Achieve and Maintain a Healthy Weight Participants will learn how they can achieve and maintain a healthy weight through a balanced diet.</p> <p>Topic Two: Reading Food Labels and Choosing Healthier Food Options Participants will learn how to read food labels and make healthier choices among different food products.</p> <p>Topic Three: Preparing Healthier and Lower Calorie Meals Participants will learn how to prepare easy, convenient and healthier meals using 5 ingredients or less. Participants will also learn the concept of portion control and meal planning.</p>

Focus	Topics
Mental Health	<p>Topic One: “Build your inner strength” - Resilience</p> <p>Participants will learn how to cope and respond to challenges.</p> <p>Topic Two: “Taming tension – tips for managing stress” - Stress Management</p> <p>Participants will learn how to recognise and manage stress more effectively.</p> <p>Topic Three: “Understand the power of emotions” - Emotional Intelligence (EI)</p> <p>Participants will learn how to be more aware of their emotions, and be introduced to strategies to manage their emotions more effectively.</p>
Ergonomics	Participants will learn ergonomic principles and how to apply it at work to prevent musculoskeletal disorders.
Smoking Cessation	Participants will receive customised quit support from a Quit Consultant. Smoking cessation aids will be provided as part of the programme.
Lose to Win Lite	Participants will be part of a six-week weight management programme which includes physical activity, nutrition and mental wellbeing sessions.
Screening	Participants will get a better understanding on chronic diseases, the key risk factors and the importance of health screening.

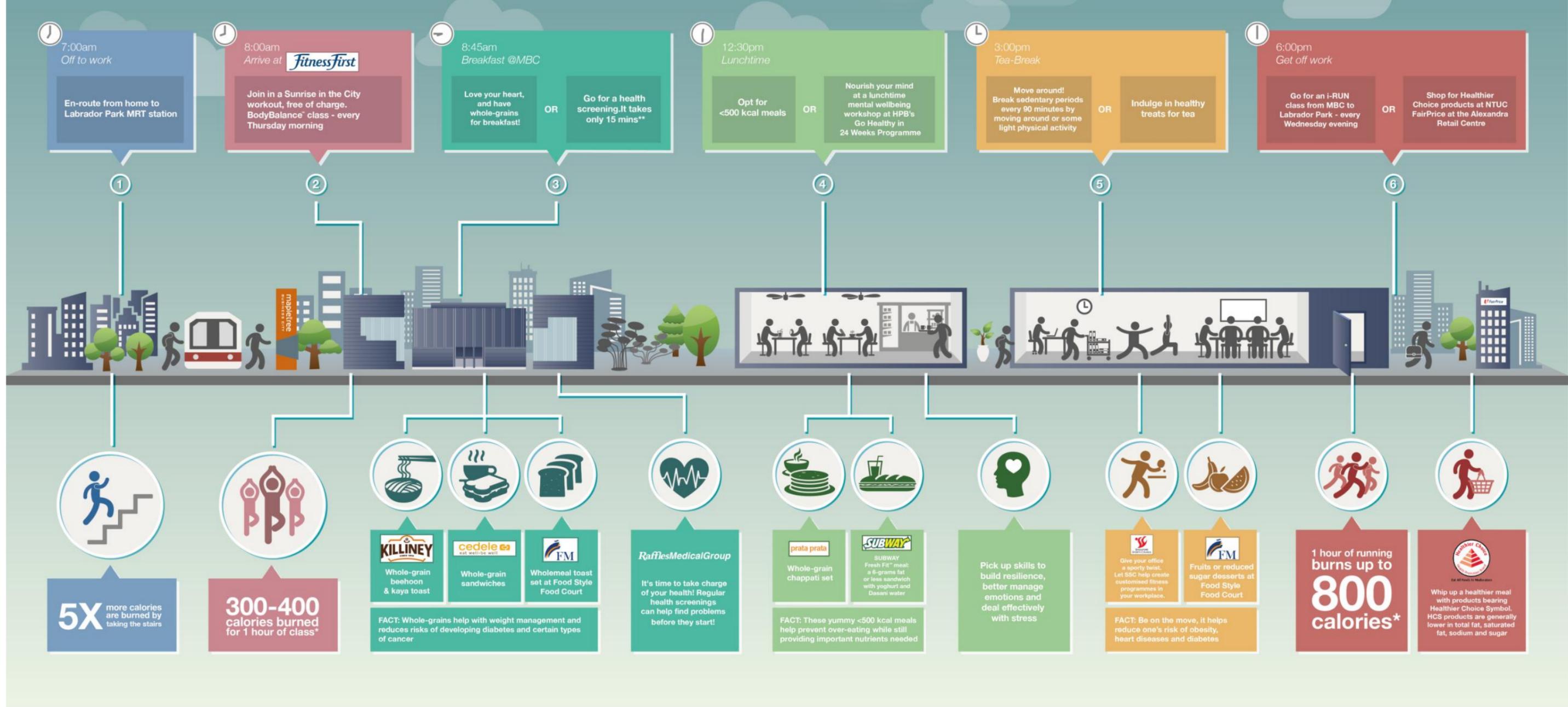
Go Healthy in 24 Weeks (For Employers)

These workshops, designed for human resource and management teams, will develop supportive leadership capacities, promote healthy work environment and build organisational resilience.

Focus	Topics
Building mental wellness	Participants will learn how to develop a supportive leadership style and promote a work environment that minimises stress.
Ergonomics	Participants will learn ergonomic principles and how to apply it at work to prevent musculoskeletal disorders.
Workplace Health Promotion	Participants will learn how to develop workplace programmes for their companies.

Go Healthy with Easy Choices

A Day in the life of an employee in Mapletree Business City – Singapore's first Healthy Workplace Ecosystem



* 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 body mass index measurement)