

Health Promotion Board Introduces My Healthy Plate to Inculcate Healthy Eating Habits amongst Singaporeans

My Healthy Plate replaces Healthy Diet Pyramid to improve dietary quality

Singapore, 11 July 2014 – In support of its game-changing Food Strategy to encourage healthy eating habits in Singaporeans, Health Promotion Board (HPB) launches My Healthy Plate today as a simple and educational visual tool designed specifically for Singaporeans to guide them on planning a healthy meal when they dine in and out of home. HPB will replace the Healthy Diet Pyramid with My Healthy Plate across all of its collaterals by end of 2014, starting with a larger-than-life My Healthy Plate exhibit at HPB's revamped HealthZone.

Inculcating Healthy Eating Habits for all Singaporeans

Statistics from the Student Health Survey 2012 show that 80 percent of students aged 13 to 18 years do not meet recommendations for both fruit and vegetables. In addition, more than 50 percent of students do not limit the intake of deep fried products, while 25 percent of students drink more than one sweetened drink daily.

The National Nutrition Survey (NNS) 2010 indicates that up to 85 percent of Singaporean adults fall short of the recommended intake of fruit and vegetables. In addition, adult Singaporeans are over-consuming unhealthy refined carbohydrates and whilst healthy wholegrain consumption is on the rise, it is still well below recommendations. Currently, 60 percent of Singaporeans consume two or more sweetened drinks a day.

An unhealthy diet is one of the major risk factors that contribute to the development of chronic diseases, such as heart disease, diabetes and certain types of cancer, which are the leading cause of disability and premature deaths globally. The National Health Survey 2010 shows that about one in every nine Singaporeans aged 18-69 years is obese (Body Mass Index ≥ 30 kg/m²), a 57% increase from the previous survey in 2004. This is a concern as obesity increases the likelihood of the development of chronic diseases such as Type 2 Diabetes Mellitus.

My Healthy Plate

To address unhealthy diet habits and associated health concerns, HPB is introducing My Healthy Plate to better communicate healthy eating habits to Singaporeans.

Associate Professor Faishal Ibrahim, Parliamentary Secretary for Health said, "In support of HPB's Food Strategy, My Healthy Plate is a friendly and easy-to-understand visual tool to improve our diet quality while reminding us to choose water over sugar-sweetened drinks, and to be active. This latest effort will form a significant contribution to inculcate healthy eating habits and make 'Healthy Living Every Day' simple for all."

Replacing the Healthy Diet Pyramid Model

Based on a recent HPB study, it was found that Singaporeans prefer a simple, plate-based image that conveys clear messages about a healthy diet. To help Singaporeans remember and practise healthy habits, HPB designed My Healthy Plate to provide a simple visual representation of what a healthy meal may look like.

In comparison to the Healthy Diet Pyramid, My Healthy Plate emphasises the healthy habits of:

- Filling half your plate with Fruit and Vegetables
- Fill a quarter of your plate with Whole-grains
- Fill a quarter of your plate with Meat & Others
- Use healthier oils
- Choose water
- Be active

By using My Healthy Plate, Singaporeans are reminded to adopt healthy eating habits such as choosing water over sweetened beverages which are a source of empty calories or, in other words, calories with little nutritive value. Emerging evidence shows that a moderate amount of fat in the diet is beneficial for health, in particular unsaturated fat. My Healthy Plate focuses on emphasising the quality of fat consumed. Singaporeans are encouraged to choose foods prepared with healthier oils such as peanut oil, corn oil that are lower in saturated fat and *trans* fat. On top of achieving a wholesome diet, My Healthy Plate also advocates integrating physical activity to complete a healthy lifestyle.

My Healthy Plate serves as a motivational rather than prescriptive tool for Singaporeans to build balanced meals. Instead of defining a certain number of calories or servings per day from each food group, My Healthy Plate emphasises the quality of diet at each meal. Singaporeans can follow the important principles from My Healthy Plate and customise them according to their own lifestyle and eating patterns.

Fact Sheet

HealthZone

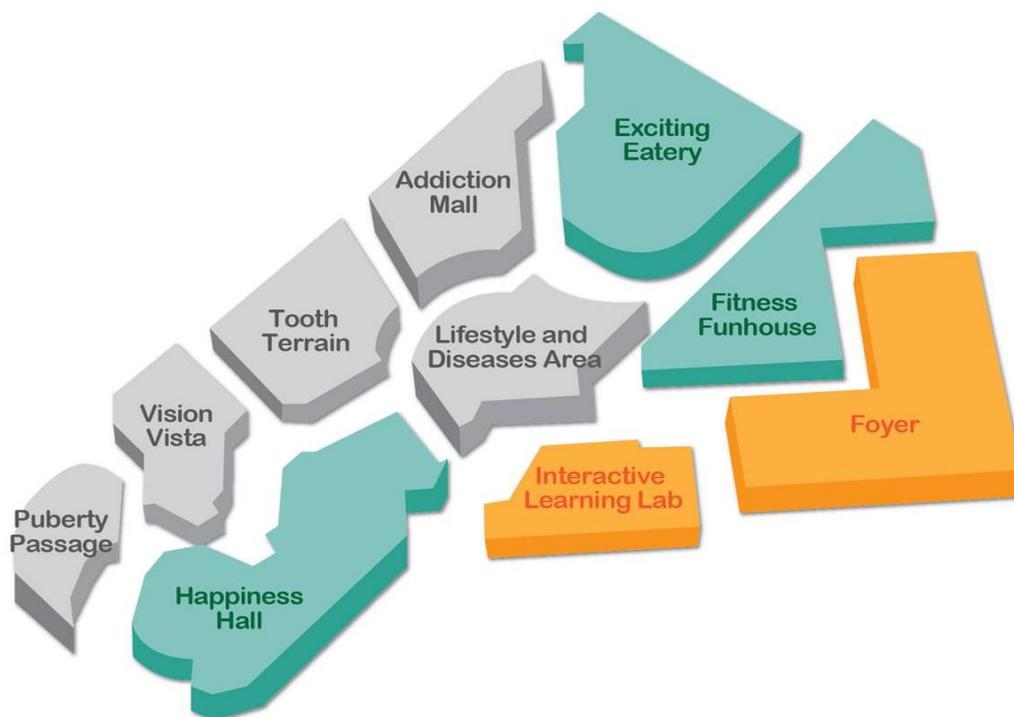
HealthZone is a unique healthy lifestyle exhibition centre, for people of all ages that combines entertainment and hands-on interactivity to communicate health information in a lively and exciting manner.

HealthZone's upgrading exercise aims to highlight HPB's key healthy lifestyle messages using new interactive technology, making healthy living discovery fun and engaging.

Through the revamp, HealthZone unveils four new exhibits in Fitness Funhouse (Physical Activity Zone), two new exhibits in Exciting Eatery (Nutrition Zone), one immersive environment in Happiness Hall (Mental Wellbeing Zone) and a new Interactive Learning Lab for skill-based health education through collaborative learning.

The upgrading exercise was completed in March 2014.

Layout



Colour Legend

	Existing Galleries
	Galleries with New Exhibits
	New Galleries

WOW Experience

HealthZone aims to present the WOW Experience using multimedia that will engage, educate and enrich visitors' experience through the senses of sight, sound and touch. The modes of engagement and applications include the following:



See

- Trick Art
- Infographics
- Animation
- Games



Hear

- Multimedia interactives



Feel

- Tactile interactives
- Motion sensor interactive
- Textures

As the games develop, children will work together to make positive choices. While learning about health, children will also learn and experience the importance of sharing, taking turns, cooperating as a team and being kind to others – key skills that will guide them in their daily social interaction.

Foyer

Visitors can engage in fun-filled activities in the Foyer activity area. This includes a multiple-player Snakes & Ladders game customised with health message as well as a creative trick art photo zone that introduces health education messages.

Interactive Learning Lab

The Interactive Learning Lab is a classroom with high-tech equipment to facilitate learning. Visitors can look forward to interacting with an array of six touch screen panels and react tables that facilitate collaborative learning and increased engagement. Through project-based activities, visitors will learn to collaborate, share knowledge and work towards a common goal together.

Fitness Funhouse (Physical Activity Zone)

BEAT IT 150

BEAT IT 150 gets players to work out and move to the groove as panels light up according to the music rhythm. The exhibit puts the player's reflexes and coordination to the test as the player taps on the lighted standing panels, and jumps or steps on the lighted floor panels.

Stay Active All Day!

Stay Active All Day! is an interactive cycling station that reveals a series of 5 animations upon pedalling the machine. Pedal to illuminate each of the different activities and see how many calories you burned with simple daily activities.

Through this activity, the player discovers fun and easy ways to keep fit and stay healthy all day.

Fun Rock Climbing!

Fun Rock Climbing! teaches participants to increase spatial perception, hand-eye coordination and balance. Participants also get to train and improve skills relating to advanced planning, problem-solving and goal-setting.

Kick Off To A Healthy Start!

Kick Off To A Healthy Start! is a motion sensor pitch that puts the player's fancy footwork to the test as they pit to score as many goals as they can.

Exciting Eatery (Nutrition Zone)**My Healthy Plate**

My Healthy Plate utilises radio frequency identification (RFID) technology to let users discover more about different food groups and healthier food types. The player makes selections from the RFID food models and places them on the plate sensor to trigger exciting facts on food groups, food types and portions on the screen.

Be Calorie Smart!

Calories Counter is an interactive exhibit that teaches players about the calories he is consuming in his daily meals. The player has 90 seconds to pick out one main dish, one vegetable, one dessert and one drink from a selection of common hawker fare. At the end of the game, the player learns not to over-consume food items when paying attention to calorie intake.

Happiness Hall (Mental Wellbeing Zone)**Happiness Wall**

Happiness Wall brings the concept of child mental wellness to children through a cooperative game that incorporates Kinect motion sensor technology. Using their hands, children have to work together as a team to balance eggs and prevent them from dropping to the floor. As the eggs are passed from one child to another, they have to work in tandem to save the eggs for it to hatch into birds and fly away.