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CONSTITUENCY HEALTH PROMOTION GRANT TRANSLATED TO ARRAY OF HEALTH PROGRAMMES FOR HONG KAH NORTH RESIDENTS

One of the first constituencies to put the Constituency Health Promotion Grant to action, Hong Kah North constituency is working with HPB to co-plan, co-create and co-implement health promotion activities and programmes to benefit residents through a five-year health promotion plan.

Singapore, 29 July 2012: A few months after the establishment of the national Constituency Health Promotion Grant, Hong Kah North constituency has taken full advantage of it to develop a comprehensive five-year blueprint of health programmes and activities to benefit all residents.

2. The Constituency Health Promotion Grant was established by the Health Promotion Board (HPB) to support all constituencies in developing and implementing community health promotion initiatives to improve the health of residents. It was launched earlier this year at the Committee of Supply 2012.
3. These health programmes and activities are co-planned, co-created and co-implemented by HPB together with local constituencies.
4. Worth up to \$10,000 per constituency yearly, the Grant may be used to fund health programmes and activities on nutrition, physical activity, mental wellness, tobacco control, or chronic disease management for all age groups.
5. Hong Kah North constituency is one of the first constituencies to tap on this resource and unveiled today a comprehensive five-year Health Promotion Plan to take full advantage of the Grant.

6. This five-year Health Promotion Plan was developed after a survey was conducted by HPB at Hong Kah North to assess key local health needs. The survey found that less than half of the residents engaged in the recommended 150 minutes of physical activity per week, and about seven in ten consumed too much salt and sugar but not enough fruits. About six out of 10 also did not have the habit of using the Healthier Choice Symbol logo as a guide when shopping for food.

7. To address these health needs, Hong Kah North constituency will be rolling out an array of programmes for its residents within the next 12 months as part of the five-year Health Promotion Plan. For example, there will be programmes to teach families how to shop for healthier food options and busy working mothers how to prepare simple but nutritious meals for the family. *(Please refer to Annex A for more details of new initiatives being launched at Hong Kah North constituency)*

8. Said Dr Amy Khor, MP for Hong Kah North SMC and Grassroots Adviser to Hong Kah North GROs: "In line with Hong Kah North's vision of creating a 'Healthier Environment, Healthier Community', the constituency is harnessing the Constituency Health Promotion Grant to roll out a customised five-year Health Promotion Plan for its residents. Following a survey to assess key health needs at Hong Kah North, the new plan has several highlights. Let me mention three. The 'Shop Healthy, Cook Healthy, Eat Healthy' programme comprises supermarket tours and cooking demonstrations to help families prepare healthy, tasty and affordable meals. The 'Circuit of Health Exercise' is a set of simple exercises that residents can come together to do as a group to stay physically active as well as socially connected. Beyond battling obesity, we will also train and support Health Ambassadors to advocate for smoke-free common areas such as car parks, lift lobbies and void decks as part of the 'Blue Ribbon Community Advocacy' effort. Healthy pursuits have gradually become popular among Hong Kah North residents, with about 2,000 participating in various healthy activities in the past three months. Over the next few years, I believe Hong Kah North will benefit even further as a result of this comprehensive Health Promotion Plan. I envisage significant changes in the health fabric of our community. Indeed, we plan to recruit and train at least 500 Health Ambassadors over the next five years who, as role models for healthy living, will be held in the highest regard within the community. There will also be a diverse range of community activities and programmes to keep residents of all ages and backgrounds engaged weekly."

9. Said Mr Ang Hak Seng, Chief Executive Officer, HPB: “The Constituency Health Promotion Grant will enable HPB to co-create, together with individual constituencies, health promoting ecosystems that will make healthy living truly easy, sustainable and the social norm in Singapore. Leveraging the \$10,000 Constituency Health Promotion Grant, HPB aims to make it easy for everyone to embrace healthy living anywhere – in the neighbourhood Community Club, child care centre next door, school across the street, or coffeeshop around the corner. As each constituency is unique, HPB will work closely with local grassroots organisations, residents, teachers, parents, healthcare professionals and business owners to develop customised health solutions tailored for each constituency. In addition to Hong Kah North, HPB is also working with 23 other constituencies which have submitted proposals for the Constituency Health Promotion Grant, and is in various stages of working with them to co-plan, co-create and co-implement a range of customised health programmes and activities.”

10. For instance, Geylang Serai Constituency is tapping on the Grant to organise a month-long programme at Haig Road Food Centre to promote healthy eating during the Ramadan month. Elsewhere, Ayer Rajah Constituency has used the Grant to introduce in the Community Club simple health checks with follow-up advice and a structured physical activity programme for seniors.

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New initiatives at Hong Kah North constituency

1. Circuit of Health Exercise

The Circuit of Health Exercise aims to encourage residents to engage in simple exercises that can be done anytime and anywhere. It was specially developed to cater to residents with varying levels of fitness. HPB will train a group of Health Ambassadors with the intention of setting up an interest group who will conduct exercise classes for the other residents.

2. Shop Healthy, Cook Healthy, Eat Healthy Programme

The Shop Healthy, Cook Healthy, Eat Healthy programme aims to promote healthy eating to bring down the risks of obesity and chronic diseases. Comprising supermarket trails and cooking demonstrations, it seeks to heighten participants' awareness of healthier choices when shopping for groceries; for example, by looking out for food products with the Healthier Choice Symbol logo. At the same time, it teaches participants the skills to prepare healthy, tasty and affordable meals for the family.

3. Culinary Training for Busy Working Mothers

This programme aims to equip busy working mothers with the know-how to take charge of their own health and that of their loved ones. Participants will be taught how to plan healthier menus and prepare healthy meals for their families. A set of healthier dinner menus will also be given to participants.

4. Blue Ribbon Community Advocacy Programme

This programme encourages ground-up advocacy for smoke-free areas. Volunteers are trained as Blue Ribbon Ambassadors who will advocate for smoke-free common areas such as lift lobbies, carparks and void decks, and provide basic smoking cessation counselling to smokers.

5. Small Steps, Big Gains

This is an initiative which aims to recognise individuals who have taken exemplary steps to adopt healthy lifestyles.