



## **Healthy Lifestyle Festival SG to reach over 80,000 Singaporeans in push to shape healthier lifestyles**

*Annual flagship National Healthy Lifestyle Campaign refreshed as “Healthy Lifestyle Festival SG” in this SG50 year in celebration of healthy living*

**Singapore, 7 November 2015** – Since the inception of the National Healthy Lifestyle Campaign in 1992, the annual flagship event has been an important initiative in Singapore’s push for a healthier nation. This year as Singapore celebrates SG50, the campaign has been refreshed as the “Healthy Lifestyle Festival SG”, marking its evolution from a one-day event to a month-long of healthy festivities. The festival also celebrates the progress made in healthy living, recognising the success of health programmes and initiatives introduced. (Annex I provides more information on some of the Health Promotion Board’s programmes and initiatives over the last year.)

Themed “Live Healthy. Get More from Life”, this year’s Healthy Lifestyle Festival SG raises awareness of how Singaporeans can eat more healthily and prepare tasty and healthy dishes at home, incorporate physical activity to break up the monotony of a sedentary lifestyle and physical inactivity, build up their mental wellbeing through positive thinking, take better care of their health through health screenings and adopt a smoke-free lifestyle.

Since the Festival kicked off on 3 October 2015, weekend road shows were brought to the community island wide. Over 32,000 Singaporeans have come through the Festival doors to learn how to eat healthy, be more aware of the need for regular screening and follow-up, understand how to take care of their mental wellbeing and pick up tips on how to keep physically active. The Festival showcases the many healthy living options available to Singaporeans and initiatives under the Healthy Living Master Plan which aims to make healthy living accessible, natural and effortless for Singaporeans.

“The Healthy Lifestyle Festival SG has been a great platform to show Singaporeans that healthy living is within easy reach. Through demonstrations, exhibitions and digital activities, we aim to show that the pursuit of a healthy lifestyle is rewarding, attainable and something to be lauded,” said Mr Zee Yoong Kang, CEO, Health Promotion Board (HPB). “By promoting the importance of healthy living anytime and anywhere, as envisioned in the Healthy Living Master Plan, we aim to drive sustainable behaviour change and ultimately foster a community that embraces healthy living,” he added.

Other than sampling healthy and tasty food and drinks, learning to cook different types of healthy cuisines from experienced chefs and participating in fun mass workouts, event games and activities at the weekend roadshows, close to 8,500 have gotten their BMI checked, and more than 6,000 have signed up for HealthHub, Singapore’s first one-stop information and services portal, since its launch at one of the Festival roadshows on 18 October 2015. A total of 40 partners have also come on board in support of healthy living, introducing physical activity and healthier food and drinks options at the roadshows.

## **First “30-minute Healthy & Tasty Cook-Off Competition” Organised by HPB**

For the first time, a 30-minute Healthy & Tasty Cook-Off Competition was also held as one of the highlights of the Festival. The competition challenges participants from all walks of life to create healthy and tasty meals within 30 minutes using healthier ingredients such as whole grains, fruits and vegetables and Healthier Choice Symbol products. It aims to demonstrate how easy it is for Singaporeans, including busy working professionals, to cook healthy and tasty dishes at home. Dishes produced in the competition also show that healthy meals can be just as tasty, unlike misconceptions of healthy food as being bland, only made up of greens or unappetising.

About 100 recipes of different cuisines were submitted for the competition and 16 pairs were shortlisted to compete in the semi-finals, which took place over 3 festival weekends, from 10 October 2015. Four semi-finalists teams will compete in the finale on 8 November 2015 at the Festival’s anchor event. They will be judged on the taste of their dishes, nutritional value, creativity, presentation and execution. A mystery box will be unveiled at the start of the finale to reveal mystery ingredients to the teams. Each team will then have to come up with their own recipe on the spot, incorporating the mystery ingredients. (Annex II provides more information on the competition and the four teams’ winning dishes from the semi-finals.)

The 30-minute Healthy & Tasty Cook-Off Competition complements HPB’s ‘Shop Healthy. Get More from Life’ campaign. Launched in July this year, the campaign encourages Singaporeans to opt for food products with the Healthier Choice Symbol (HCS) to prepare healthier meals when eating at home.

## **Healthy Lifestyle Festival SG 2015 – Anchor Event**

The Healthy Lifestyle Festival SG 2015 ends with the anchor event, held at the Kallang Wave Mall on 7 and 8 November 2015. In addition to the finals of the cook-off competition, the event will offer a host of other hands-on activities, workouts, food tasting, games and more for the whole family, providing an occasion to celebrate healthy living every day.

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## **About Health Promotion Board**

The Health Promotion Board (HPB) was established in 2001 as a statutory board under the Ministry of Health 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 illnesses, disability and premature death. As the key partner 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. HPB’s 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.

More information can be found at [www.hpb.gov.sg](http://www.hpb.gov.sg).

## **Annex I – Healthy Living Initiatives Drive Shifts in Behaviour**

In the 18 months since the Healthy Living Master Plan was announced, health promoting initiatives have been introduced into our everyday environments within the community, workplaces and schools. Singaporeans have been opting for healthier food, enjoying free workouts in communal spaces, leveraging healthy ecosystems built within workplaces and the community, and gaining easier access to services such as health screenings.

Under the pillars of healthy living showcased at the festival – “Eat Smart, Live Well”, “Get Active”, “Think Positive, Feel Positive”, “Screen for Life” and “Tobacco-Free Life” – initiatives continue to be introduced by the Health Promotion Board over the last year, shaping healthier lifestyles in Singaporeans.

### **Promoting Physical Activity**

HPB launched the Healthy Pathway @ Tampines in the beginning of the year, transforming a one kilometre walkway between Tampines and Simei MRT into an exercise pathway linking health promoting activities, infrastructure and facilities for residents. Leveraging a Radio Frequency Identification (RFID) system and an incentive scheme, residents track their physical activity levels and receive rewards for walking along the RFID routes and joining in regular exercise sessions conducted in community spaces. Since the launch, the project has expanded to 21 exercise venues and a total of 15 RFID checkpoints, reaching more than 3,000 residents.

There has also been much enthusiasm for other physical activity programmes in the community. Sundays @ the Park, a free community programme continues to provide opportunities for free workouts in neighbourhood parks on Sundays. Working in partnership with Sport SG, residents enjoy a variety of instructor-led aerobics routines including K-pop dance and Bollyrobics at 50 parks islandwide.

In schools, Student Health Advisors, who are resident nurses stationed full-time in selected schools, provide holistic advice on healthy lifestyle practices including the importance of regular physical activity and eating healthy. Students approach the Student Health Advisors to seek advice on health related matters at their convenience and at no costs. This has benefitted the students, with a significant proportion now lead healthier lifestyles. Of the 661 students who completed a six-month weight management programme in 2014 for example, 43.3 per cent have lost or maintained their weight.

### **Making it Easier to Eat Healthy**

Demand for healthier meals under the Healthier Dining Programme, which makes healthier meals accessible for Singaporeans dining out, has also increased. In September 2015, 1.1 million healthier meals were sold at participating outlets – doubling the number of healthier meals sold during the launch of the programme in June 2014, when 525,000 healthier meals were sold. In total, 14 million healthier meals have been sold over the 16-month period.

The Life’s Sweeter with Less Sugar campaign ran from October 2014 to February 2015 to encourage Singaporeans to choose reduced sugar or no sugar beverages when they dine out. More than 1,000 partner drink outlets in food courts, hawker stalls, coffee shops and kiosks promoted these healthier beverage choices to nudge consumers into making these their default choice.

Most recently, an “Eats for Treats” promotion was launched on 31 October 2015 to reward diners for choosing lower calorie meals when dining out at 300 participating outlets islandwide. Singaporeans just have to visit a Healthier Dining Partner outlet, order a healthier option dish and peel a game card to see what they have won. The promotion will run until 31 January 2016.

### Encouraging the Habit of Screening

HPB introduced Screen for Life in November 2014 to promote regular health screening for the early detection of health problems. With many diseases not showing any signs or symptoms in their early stages, the campaign aims to educate Singaporeans on immunisations and the importance of getting screened as well as the types of screening they should undergo at specific life stages.

A large number of mature workers have also been screened under a workplace health pilot programme where 3,000 taxi drivers participated in a 12-month programme to promote healthy living. Based on preliminary findings, 50 per cent of drivers in the programme showed improvements in at least one screening area (e.g. blood pressure, cholesterol level, blood sugar level) and 20 per cent of those who had abnormal screening results<sup>1</sup> during the first health screening returned with normal results at their second screening. In addition, 7.6 per cent of those who returned for a second screening showed an improvement in their Body Mass Index.

### Promoting Mental Wellness

To reach out to seniors and their caregivers, HPB continued to educate the public on the signs and symptoms of dementia and seeking help early. Community programmes such as Nurture Your Mind, a psychosocial education programme targeted at seniors above 50 years old, are also in place to increase knowledge of positive ageing and dementia.

To build mental wellbeing in children and youth from pre-schools to Institutes of Higher Learning, a series of programmes have been introduced. Between April 2014 to March 2015, Zippy’s Friends, an international programme which equips pre-schoolers with social, emotional and coping skills reached over 2,400 children. The Next Steps initiative, targeted at graduating cohorts, also supports students in transiting more effectively into their next stage of education or into work life.

### Getting Singaporeans to Quit Smoking

With an aim of reducing adult smoking prevalence in Singapore to 12 per cent by 2020, HPB has strengthened smoking cessation support to help more smokers kick the habit. This includes boosting the number of touchpoints for smokers under the annual national tobacco control campaign, I Quit, to 283 touchpoints in total, an 89 per cent increase from 2014. This increases the availability of free smoking cessation counselling to smokers who sign up for the ‘I Quit 28-Day Countdown’ programme which supports smokers in kicking the habit.

Under the Student Health Advisor programme, youth smokers in participating schools are provided with smoking cessation counselling to help them kick the habit and this has seen positive results. Of the 1,250 smokers who attended smoking cessation counselling sessions, 49.9 per cent have quit smoking or reduced cigarette consumption.

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<sup>1</sup> Abnormal screening results can mean high blood pressure, high blood glucose and/or high LDL cholesterol.

## **Annex II – 30-minute Healthy & Tasty Cook-off Competition**

The National Nutrition Survey 2010 showed that 68 per cent of Singaporeans eat at least one meal a day at home, and among those, more than half exceed their caloric requirements. The survey also showed that seven out of 10 Singaporeans consume too much saturated fat or do not even consume one serving of whole-grain a day, and about a quarter consume too much added sugar.

It is therefore important that Singaporeans are aware of the healthier options available to them and be more conscious of how they prepare their meals at home to improve their quality of diet.

The 30-minute Healthy & Tasty Cook-Off Competition challenges participants from all walks of life to create healthy and tasty meals within 30 minutes using Healthier Choice Symbol products, and healthy ingredients such as whole grains, fruits and vegetables.

Four teams will compete in the finale on 8 November 2015 at the Healthy Lifestyle Festival anchor event. They will be judged on the taste of their dishes, nutritional value, creativity, presentation and execution.

To share healthy cooking ideas, HPB has made available, some of these recipes are also being shared on HPB's website and Facebook page.

### **Contest Mechanics**

| <b>Timeline</b>                 | <b>Competition Milestone</b>  |
|---------------------------------|---|
| <b>25 July – 31 August 2015</b> | <b>Sign-ups</b><br>The public was invited to form teams for the competition. Each team had to have 2 participants who are family members or friends. One participant must be at least 21 years old, and the other must be at least 6 years old as of 1 September 2015.<br><br>Each team had to submit a recipe for a healthy dish. The recipe had to: <ul style="list-style-type: none"><li>• take 30 minutes of less to prepare and cook</li><li>• include wholegrain, and vegetables and/or fruit</li><li>• have a replacement of regular products with the Healthier Choice Symbol (HCS) products where applicable</li></ul> |
| <b>September 2015</b>           | <b>Selection of Semi-Finalists, Mentorship Session</b><br>16 teams were selected to compete in the semi-finals.<br><br>These teams had the privilege of attending a mentorship session with Chef Andrew Liaw from Prima Taste. At these sessions, the semi-finalists learnt more about healthy cooking tips and culinary skills.  |
| <b>October 2015</b>             | <b>Semi-Finals</b><br>Each week during the Healthy Lifestyle Festival SG roadshows starting 10 October 2015, four teams will compete for a spot in the finals from 10am to 1pm. The winners of semi-finals went through a mentorship session with Andrew Liaw from Prima Taste  |

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|                        | <p>The teams were judged according to the following criteria:</p> <ul style="list-style-type: none"> <li>• Nutritional value</li> <li>• Taste</li> <li>• Creativity &amp; originality</li> <li>• Appearance &amp; presentation</li> <li>• Execution of recipe (Method of cooking)</li> </ul>   |
| <b>8 November 2015</b> | <p><b>Cook-off Finals</b></p> <p>Four teams will compete in the finale held at the Healthy Lifestyle Festival SG anchor event at the Sports Hub. A mystery box will be unveiled at the start of the finale to reveal mystery ingredients. The teams will then have to come up with their own recipes on the spot, incorporating the mystery ingredients.</p> |

Teams competing in Finals on 8 November

| <b>Team 1</b>                                |  |
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| Participants:                                | Husband and wife, Berhera Sukant and Rina Sibani   |
| Winning dish in the semi-finals:             | <p>Chicken Masala Roll</p>    |
| Inspiration for winning dish in semi-finals: | <p>Husband and wife Berhera and Rina recognise the importance of eating well and make it a point to inculcate healthy eating habits in their 3-year-old and 9-year-old sons.</p> <p>To do this, Rina spends her free time searching the internet for ideas on how to prepare healthy, delicious meals her kids can enjoy.</p> <p>Together, they made their healthier version of the Chicken Masala Roll.</p> |

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|   | <p>The recipe uses healthier ingredients such as whole wheat flour, multigrain flour and HCS olive oil. They also serve their Chicken Masala Roll with a zesty salad. This not only adds fibre and nutrients to the dish, but also a tangy flavour that complements the richness of the chicken masala.</p>   |
| <p><b>Team 2</b></p>                                |   |
| <p>Participants:</p>                                | <p>Husband and wife, Mohamad Yusof bin Mohamad Azhar and Rose Azryena binte Mohamed Yatim</p>   |
| <p>Winning dish in the semi-finals:</p>             | <p>Tandoori Chicken Curry with Pomegranate Mint Yoghurt Salad</p>    |
| <p>Inspiration for winning dish in semi-finals:</p> | <p>Yusof and Rose have always found it a challenge to get their 2-year-old son to eat healthy. It was only recently when they noticed that their son loves to have his toasted bread with dip sauces that they thought of this recipe as a healthier alternative.</p> <p>They decided to fuse a popular North Indian dish, Tandoori Chicken, with a local favourite, Chicken Curry to prepare a spicy dip. To complement this fiery dish, they prepared a cooling yoghurt salad with fresh pomegranate and vegetables. The dip and yoghurt are served with two selections of wholegrains – HCS wholemeal bread and wholemeal wraps, to add variety.</p> |

| Team 3                                       |   |
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| Participants:                                | Friends, Nigel Leong and Augustine Tan  |
| Winning dish in the semi-finals:             | <p>Thai-style Beef Meatballs</p>    |
| Inspiration for winning dish in semi-finals: | <p>Both friends have always loved the Thai cuisine and the myriad of flavours that Thai cuisine offers. With this recipe, they decided to give a classic Thai dish – the basil stir-fry beef with rice – a healthy twist.</p> <p>The original dish requires the meat to be stir-fried with sauces, which is then served on top of white rice, accompanied with a sunny side up egg.</p> <p>With this recipe, instead of stir-frying the meat, the meat is used to make meatballs, incorporating the same flavours and baked. In place of the white rice, the recipe uses brown rice. Corn kernels are added to the brown rice to add some sweetness and texture. Lastly, instead of a sunny side up egg, the eggs are poached, which will give the same runny yolk but with less oil as compared to the fried sunny side up.</p> <p>Consistent with the Thai cuisine theme that the team had chosen, the recipe is served with Thai mango salad as the tangy fruity taste complements the spicy and savoury taste of the meatballs.</p> |

| Team 4                                       |  |
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| Participants:                                | Friends, Helen Yek and Alice Chua  |
| Winning dish in the semi-finals:             | <p>Minced Meat with Basil</p>    |
| Inspiration for winning dish in semi-finals: | <p>As busy working mothers themselves, the team came up with this healthy and tasty, yet, easy to prepare recipe.</p> <p>Being health conscious, Helen and Alice combine a few healthy ingredients – wholegrain bee hoon, lean minced meat, basil, and tau kwa to make up the recipe.</p> <p>Wholegrain bee hoon is more nutritious, and you can hardly taste the difference between wholegrain bee hoon and white bee hoon. Lean minced meat is high in protein and low in fat. Basil is aromatic and adds colour to the dish without the need for salt.</p> <p>Taukwa is nutritious, low in saturated fat and cholesterol and is fortified with calcium.</p> <p>After the mentorship, upon advice from Chef Andrew, Helen and Alice added more vegetables to better the nutritional value, a more varied flavour and texture as well as making the dish more colourful and attractive.</p> <p>On the whole, the minced meat with basil is fragrant, full of flavour and tasty to eat. Most importantly, it requires little preparation time and is easy to cook.</p> |