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National Healthy Lifestyle Campaign 2014 celebrates Healthy Living Master Plan achievements, raises awareness of healthy living options

Singapore, 3 October 2014 – The Health Promotion Board (HPB) today launched the annual National Healthy Lifestyle Campaign (NHLC) to raise awareness among Singaporeans of the various healthy living options that are available within reach to kick start and sustain healthier lifestyles.

NHLC 2014 marks achievements under the Healthy Living Master Plan (HLMP), which aims to make healthy living natural and effortless for Singaporeans by ensuring that healthy living options will span seamlessly across the workplace, community and school settings, reaching out to all ages.

HLMP initiatives across different settings met with enthusiasm

The Healthy Workplace Ecosystem at Mapletree Business City was the first initiative under HLMP to be announced last year as part of the National Healthy Lifestyle Campaign 2013.

Since then, HPB has introduced several other HLMP initiatives. The One Million KG Challenge (MKC) that was launched in March has seen over 80,000 sign-ups, with some 42,000 pledges to lose weight.

More Singaporeans are also opting for healthier meals when they dine out. In June 2014, the launch of the Healthier Dining Programme (HDP), an integral part of HPB's Food Strategy, saw more than 700 food outlets and stalls island-wide pledging to serve 500-calorie meals. To date, 12 per cent of meals ordered at HDP partners' outlets are healthier meals. HPB aims to add another 10 partner establishments by end 2014, bringing the total number of partners to 30 by end 2014.

Residents in Sembawang and Chua Chu Kang have also embraced the Healthy Community Ecosystems that have been established in their towns. For instance, the free Sundays-at-the-Park programme, which offers a range of activities such as Yoga and Zumba classes, has also seen an increase in participation from 50 to over 100 participants per session in recent months.

In addition, as part of the Health Promoting Malls programme, 70% of food court stalls in the three health promoting malls in Chua Chu Kang and Sembawang constituencies are serving healthier food options, giving residents more healthy eating options within reach.

Schools have also been an integral setting for inculcating healthy habits among youth. To date, 200 childcare centres and 83 schools have implemented the Healthier Meals in Childcare Centres and Schools programmes, reaching a total of 123,000 students aged 18 months to 18 years old. These schools serve healthy set meals that incorporate food from the four main food groups in the appropriate portion sizes (brown rice and wholemeal bread, meat and others, fruit and vegetables) so that children can learn to eat right and receive the necessary nutrients for their growing needs. HPB aims to have 547,000 students in schools to be on the programme by 2020.

HPB will introduce new HLMP initiatives in the community and workplace over the coming weeks to further increase accessibility to healthy living options for Singaporeans. These initiatives will support the pursuit of healthy living in the areas of dietary choices, weight management as well as new healthy workplace ecosystems tailored for workers in different settings. More details on these initiatives will be announced later.

NHLC 2014 – Bringing Together HLMP Programmes To Promote Healthy Living

This year's NHLC is being organised with month-long festivities and will bring together key HLMP programmes in an experiential roving exhibition showcasing healthy living options that are available for Singaporeans at the 'doorstep' of every home, workplace and school.

Visitors to the NHLC exhibition will be able to learn more about four key areas of health – mental wellbeing, physical activity, nutrition and screening – through interactive exhibits, workshops and activities that make aspects of healthy living enjoyable and achievable for people of all ages. Highlights include:

- Healthier cooking demonstrations by renowned chefs including Violet Oon and New Zealand Masterchef winner Nadia Lim
- Opportunities for guests to try their hand at physical activities such as tchoukball, Crosscore® & functional training, and floorball
- Interactive booths where guests can discover ways to beat stress and achieve positive mental wellbeing

The exhibition will run from today until 5 October 2014, from 11am to 8pm at Suntec City Convention & Exhibition Centre, Level 4, after which it will travel to Ang Mo Kio Hub, Marina Square and Toa Payoh Hub over the next three weekends.

In addition to roving exhibitions, Singaporeans can also take part in several fringe activities throughout the month of October 2014 to demonstrate how they have incorporated healthy living

habits into their everyday routine and also enjoy basic health screening and follow-up consultation packages. For more information on NHLC fringe activities, please refer to Annex A.

For more information on the National Healthy Lifestyle Campaign 2014, please visit www.healthyliving.sg.

Annex A – National Healthy Lifestyle Campaign Fringe Activities

National Healthy Lifestyle Campaign 2014

Fringe Activities

S/No	Fringe Activity	Period	Details
1.	Sit Less, Move More!	3 October 2014 to 30 October 2014	<p>Show us how you 'Sit Less, Move More' at home, at work, or while you are commuting and stand a chance to win \$50 shopping vouchers every week.</p> <p>10 lucky winners will be chosen every week.</p> <p><u>Participate Now</u> Step 1: Take a photo of yourself exercising at home, at work or while commuting Step 2: Email the photo with your name, NRIC and contact number to: healthyliving@hpb.gov.sg Terms and Conditions apply. Find out more at www.hpb.gov.sg/sit-less-move-more</p>
2.	Life is Sweet	17 October 2014 to 13 November 2014	<p>Take a selfie with your healthier drink and stand a chance to win an iPad Air! One iPad Air to be won each week.</p> <p><u>Participate Now</u> Step 1: 'Like' our "Health Promotion Board" Facebook page Step 2: "Like" our 'Life is Sweet' post. Step 3: Take a selfie of yourself with your healthier drink. Step 4: Comment why you prefer your healthier drink and attach the selfie. Step 5: Tag at least 3 friends in your comment.</p> <p>Want to win more prizes?</p> <ul style="list-style-type: none"> • Tag more than three friends and stand a chance to win \$150 worth of shopping vouchers! • The person who tags the most number of friends win! • 2 lucky winners will be picked each week. <p>Terms and Conditions apply. Find out more at www.hpb.gov.sg/life-is-sweet</p>

3	#SendAThought	3 October 2014 to 30 October 2014	<p>Think and feel positive! Tweet a positive thought on Twitter and brighten someone's day, you may just receive a surprise!</p> <p><u>Participate Now</u> Step 1: Tweet @HPBsg and share your positive messages with your friends and followers. Remember to hashtag #SendAThought and #livehealthy Step 2: Watch your Twitter feed for a potential surprise!</p> <p>Terms and Conditions apply. Find out more at www.hpb.gov.sg/send-a-thought</p>
4	Screen for Life	3 October 2014 – 31 December 2014	<p>Take the first step and go for screening. Enjoy a basic health screening plus a follow-up consultation at \$35 nett*.</p> <p><u>Sign Up Now</u> This screening package is offered by Parkway Shenton, Healthway Medical and Raffles Medical Group island-wide at over 70 outlets.</p> <p>For more information, please contact any of these medical groups:</p> <ol style="list-style-type: none"> 1. Parkway Shenton, at 6227 7777, www.parkwayshenton.com 2. Healthway Medical, at 6323 4415, www.healthwaymedical.com 3. Raffles Medical Group, at 6311 2222, www.rafflesmedicalgroup.com <p>*Terms and Conditions apply. Find out more at www.hpb.gov.sg/screening</p>