



Singapore Healthcare Management 2018

SKH Community Health Fair 2017

“Prepare. Prevent. Protect.”

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Introduction

A Hospital for the Community

Community Health Fair | 29 May to 4 June 2017

In preparing for our opening in the second half of 2018, SKH has been actively engaging the community for the past 5 years through roadshows, public health talks and collaborating on projects with grassroots organisations, social service providers and GPs.

To mark the “topping-out” milestone for SKH, we held a community fair at Compass One shopping mall for a week to extend our outreach and engage first-hand with residents in the northeast community.

For the community, the message was the Sengkang General and Community Hospitals were opening soon and to stay healthy. For our own team, the event helped to galvanise and foster team spirit. Clinicians, AHPs, nursing and administration staff were fully engaged in planning and executing this key event.

Methodology

Event theme “Prepare. Prevent. Protect.” highlighted preventive and holistic care through highly interactive exhibits and activities that saw high participation and interest from residents.



About SKH

Residents learned key information about the hospital campus



Preventing Cancer

Residents tried their hands at medical equipment used for colonoscopy and laparoscopy



Beating Diabetes

Residents were surprised to learn high sugar content found in everyday meals



Ageing Well

Seniors tried functional tests like grip strength and mind fitness



Virtual Reality Immersion Experience

Many queued for an operating theatre experience



Mass Workout Sessions

Zumba and fitness sessions kept residents on their feet every evening
**Collaboration with HPB & Sengkang CC*



SKH Medical Team

Clinicians, nursing, AHPs engaging with residents

Results

Engagement with residents (over 7 days)

- 6000 participants completed task cards
- 140,000 people reached (based on footfall)
- 200 volunteers recruited
- 870 residents engaged (Advance Care Planning)

Prime Media Coverage

Total of 21 media stories generated in key dailies (Straits Times, Lianhe Zaobao, Berita Harian) & prime time broadcast news (Channel NewsAsia, Ch 5 & Ch 8)
SKH Facebook: from 9,234 likes to 11,488 likes (over 7 days)

Event reinforced SKH’s mission and purpose, evident in the appreciation and feedback from residents/public at the Fair.

Conclusion

Event was successful in that it generated high awareness and publicity of SKH at a national level and strengthened organisational cohesion and team morale.



Great bonding and camaraderie over the 7-day event