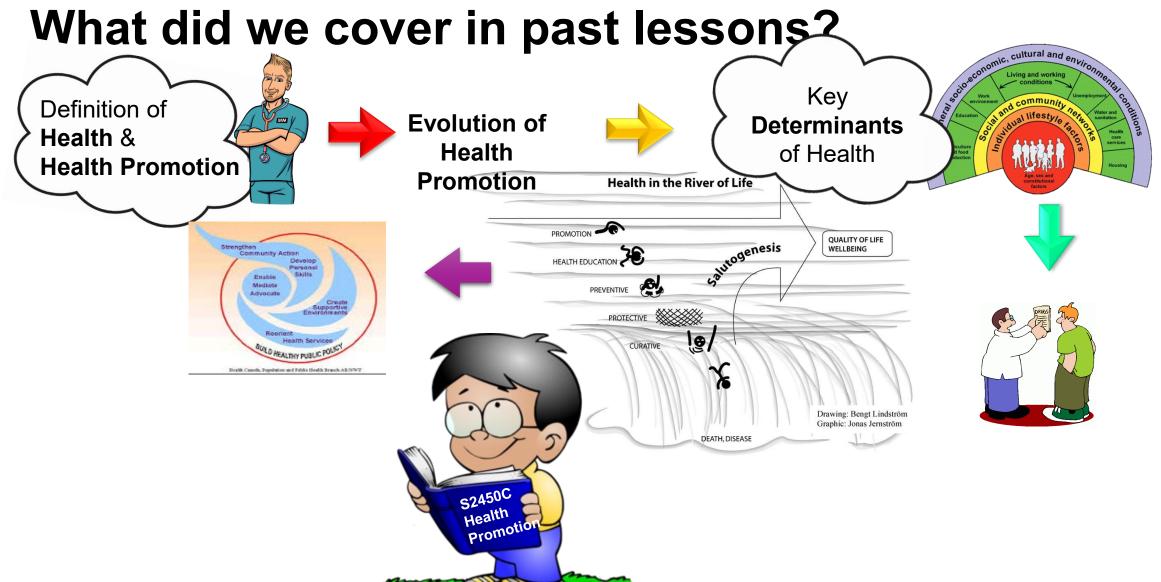


# Lesson 04 Health Promotion in Singapore

**S2450C Health Promotion** 









# Learning objectives

- X What are the key **health concerns** in Singapore?
- X What is Singapore's health promotion **history**?
- X What are the broad health promotion **strategies** adopted?
- X What are the **programmes** and **services** available?
- X Who are the **key partners** in health promotion?
- X What are the **challenges** of doing health promotion in Singapore?

# What's happening in our own backyard?

Top causes of death Key health concerns

# Let's stop looking at 65 as our use-by date

### Healthy years and life expectancy in the world

Rank	Location	Healthy years	Years in ill health	Life expectancy	
1	Singapore	73.62	10.11	83.73	
2	Japan	73.16	10.78	83.94	
3	Spain	72.62	10.35	82.97	
4	Switzerland	71.93	11.25	83.18	
5	Italy	71.75	10.59	82.34	
6	France	71.71	10.63	82.34	
7	Australia	71.53	10.99	82.52	
8	Norway	71.49	10.61	82.1	
9	Iceland	71.48	10.79	82.27	
10	Israel	71.44	10.7	82.14	

Source: GLOBAL BURDEN OF DISEASE STUDY, INSTITUTE FOR

EALTH METRICS AND EVALUATION, UNIVERSITY OF WASHINGTON STRAITS TIMES GRAP

In Singapore, people can expect to have 73.62 years of good health. It's time to shift mindsets and see ageing as opportunity, not decline.



Salma Khalik

Senior Health Correspondent

In Singapore, people are not just living longer, they are also living the highest number of years in good health, pipping Japan by almost half a year and the rest of the world by a year or more.

In 2016, Singaporeans with a life expectancy of 83.73 years enjoyed 73.62 years in good health.

The Japanese had a longer life expectancy of 83.94 years, but only 73.16 of those years were healt

Yet, much rhetoric around ageing in Singapore is rather negative, especially with regard to those age 65 and above.

With Singaporeans remaining healthiest the longest in the world. it's time to shift mindsets on what ageing means for the country.

At a recent discussion on ageing at The Straits Times-AIA Roundtable, "Managing Singapore's health with an ageing population: What more needs to be done?", panellists were optimistic about the future, in spite of the country's rapidly ageing population.

Health-wise, Singapore appears to be doing quite well.

What came through in the hour-long discussion was that the problem is not so much the ageing population, but rather the attitude of people here towards ageing.

As Dr Jeremy Lim of consultancy firm Oliver Wyman put it: "There

are cultural biases against seniors and the kind of stereotypi is not a very positive one."

First, Singapore uses the international figure of 65 years to define the elderly

The Government keeps putting out figures on dependency ratios, that is, the number of working adults it takes to support one elderly person aged 65 and older.

So the Prime Minister's Office puts out information like: "By 2030, the number of Singaporeans aged 65 and above is projected to double to 900,000.

"That means one in four

Singaporeans will be in that age up from one in eight today."

What such information does not say explicitly - but does imply - is that having people over 65 is going to be, at best, a challenge to be overcome or, at worst, a major problem.

But so what if there will be lots of people aged 65 and older? While it is true some among this group might be frail, how about the many who will remain healthy and productive?

Singaporeans are not just living longer - life expectancy has been going up by three years every decade - but staying healthier for

There are companies that employ people beyond the legal re-employment age of 67 years.

more years.

So if people here live 73.6 years in

good health, isn't it about time to

Back in 1965 when Singapore

Using 65 years as a worldwide

change the "use-by date"?

gained independence, life

expectancy was just 65 years.

definition of the elderly makes

sense, since according to the

13 years longer than the global

average, we should revisit the

concept of ageing and dependency

ratios to fit our national profile, and

not just go with global figures that

may paint a worse picture than is

t also recently announced that

from April next year, to qualify for a

evy concession for a foreign

domestic worker under the aged

person scheme, the "aged person"

the elderly. It should not be based

on chronological age but rather on

whether a person remains healthy

And healthy does not mean that

the person does not have any

well he is able to keep them in

Senior Minister of State for

is "some bias, some ageism" in

at how they can retain their

done to accommodate them.

experienced older workers, and

Singapore, but with the tight clamp

on foreigners coming here to work,

companies are increasingly looking

even modifying the way the work is

check to continue living a

meaningful life.

chronic ailments, but rather how

vill have to be 67 years old, up from

he reality in Singapore.

To a certain extent, the

hen it extended the

he 65 years today.

and active.

United Nations, global life

expectancy is 70.5 years. But as people here live more than

If this trend continues, then the working population gets a boost while the dependent population shrinks.

Dr Khor said it is obvious that future seniors will be very different from the older generation today.

There is already a big difference in attitude and ability between the Pioneer Generation, or citizens born in 1949 or earlier, and the newly coined Merdeka Generation : comprising citizens born in the 1950s.

That being the case, the way we look at seniors must also change.

We should look at the proportion of the population who are seriously overnment has acknowledged that ill or frail, and not at the number who have just celebrated their XX re-employment age here to 67 years. : birthday.

Healthy and active older people who choose not to continue working may still contribute to society, and not just by doing voluntary work or looking after grandchildren.

These are people who would That suggests the "use-by date" likely be financially independent. might be extended by two years - a They go to the cinemas, shop and welcome if small shift in mindset. travel, pumping money into the But what is really needed is a

paradigm shift in the way we look at : On a national level, there will still be some unhealthy years at the tail end of our lives. But if we start taking care of our health from a younger age, the number of years of ill health might be shortened, or those years of disability can be managed so that we can continue enjoying quality lives.

Then the entire equation changes. Instead of fearing an ageing population, we would Health Amy Khor admits that there : welcome it as it would mean more productive years for everyone.

Like Dr Khor said, people would then look at ageing differently and positively, adding: "You embrace it because you can make better use of vour longer life years."

salma@sph.com.sg





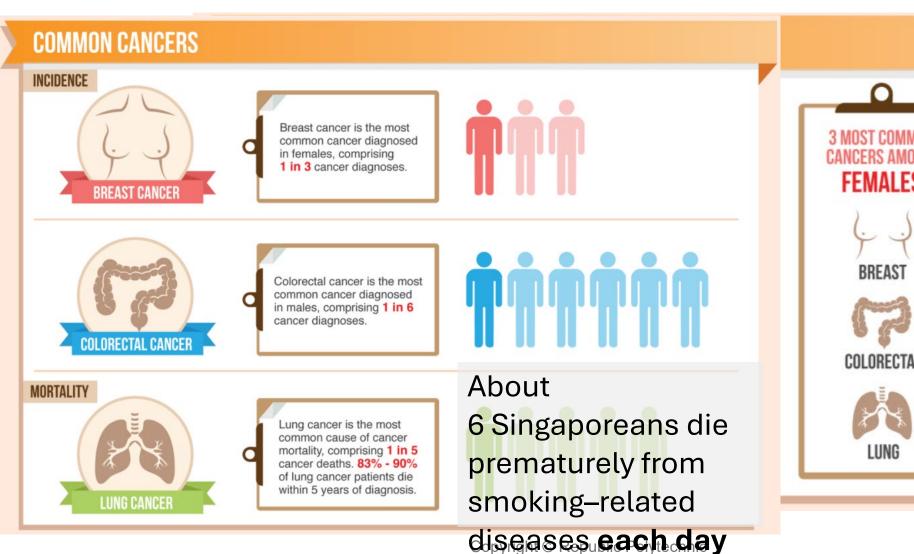
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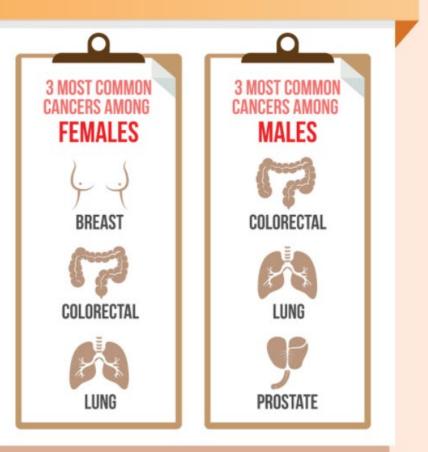
### Take a look at the top 10 causes of death in Singapore.

	2013	2014	2015	2016	2017	2018
Total No. of Deaths	18,938	19,393	19,862	20,017	20,905	21,282
Cancer	30.5%	29.4%	29.7%	29.6%	29.1%	28.8%
Ischaemic Heart Disease	15.50%	16.00%	16.70%	17.0%	18.5%	18.2%
Cerebrovascular Disease (including stroke)	8.90%	8.40%	6.80%	6.6%	6.3%	6.0%
Hypertensive Diseases (including hypertensive heart disease)	3.10%	3.60%	3.90%	4.0%	3.4%	3.0%
Diabetes Mellitus	1.3%	1.4%	1.3%	1.7%	1.5%	1.3%

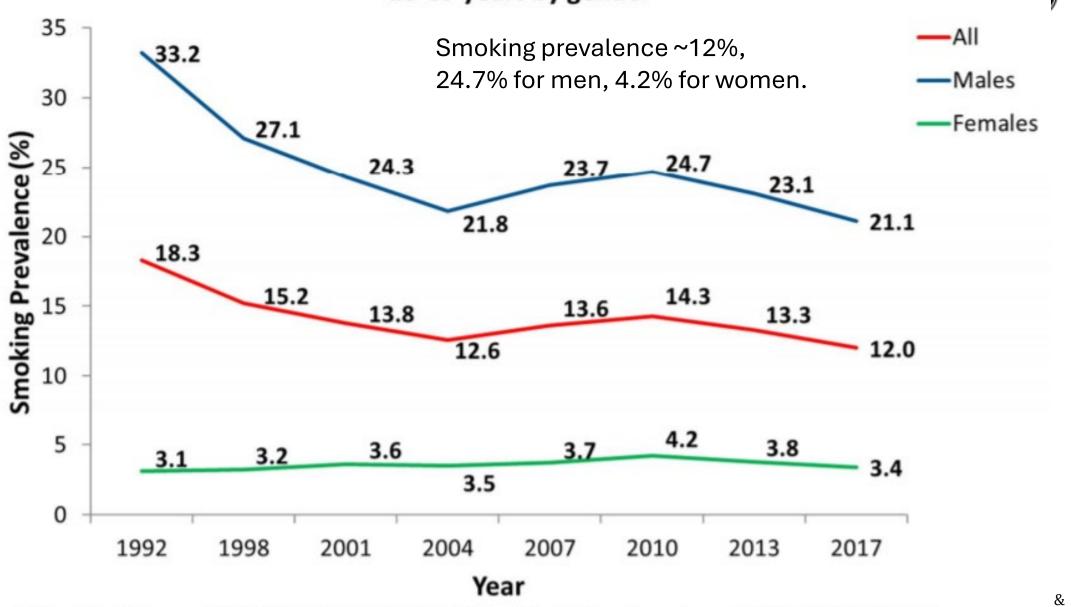








# Prevalence (%) of daily smoking among Singaporean residents aged 18-69 years by gender





# Smoking in Singapore

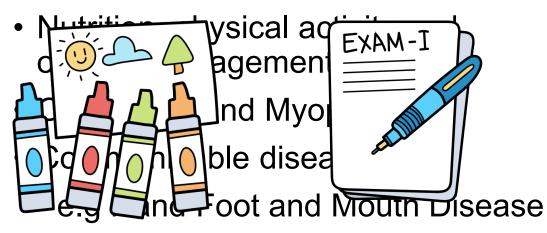
- Chronic smoking substantially increases the risk for other cancers and diseases
  - heart disease, stroke and Chronic Obstructive Pulmonary Diseas
- The social cost of smoking in 1997 ranged from S\$673 to S\$839 million.
  - Direct costs (payments for hospitalisation and healthcare due to smoking)
  - Morbidity costs (lost production due to smoking related illnesses)
  - Mortality costs (lost production from people who died early due smoking)



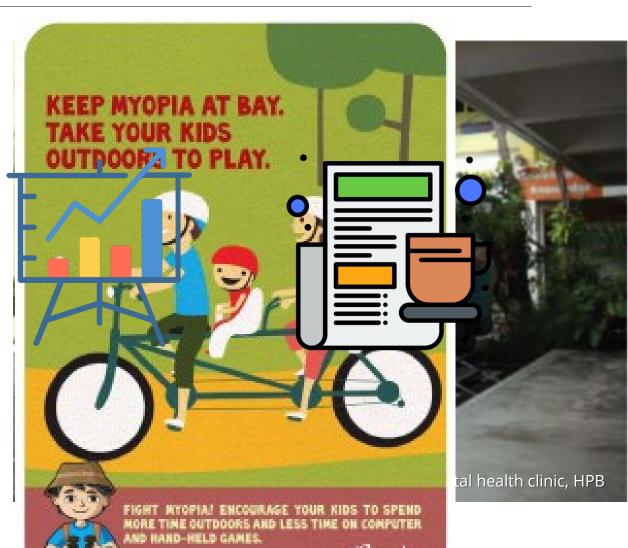


For children: A









CONTRACTOR AND A PROPERTY OF THE



For youths:



- Nutrition, physical activity and obesity management
- Mental wellness
- Smoking control and binge drinking
- Sexual health







### For adults:



- Obesity management and Diabetes prevention
- Mental wellness
- Smoking control
- AIDS/STIs
- Other communicable diseases e.g TB, H1N1

Healthhub (2021)





- Diabetes & Obesity management
- Falls prevention, chronic disease management
- Mental wellness (free from depression, anxiety and degenerative cognitive diseases)

Figure 1: Crude Rate of Unintentional Falls'



Source: National Registry Disease Office, Singapore. 2014.

HPB (2015)

# Healthcare and the health promotion landscape in Singapore



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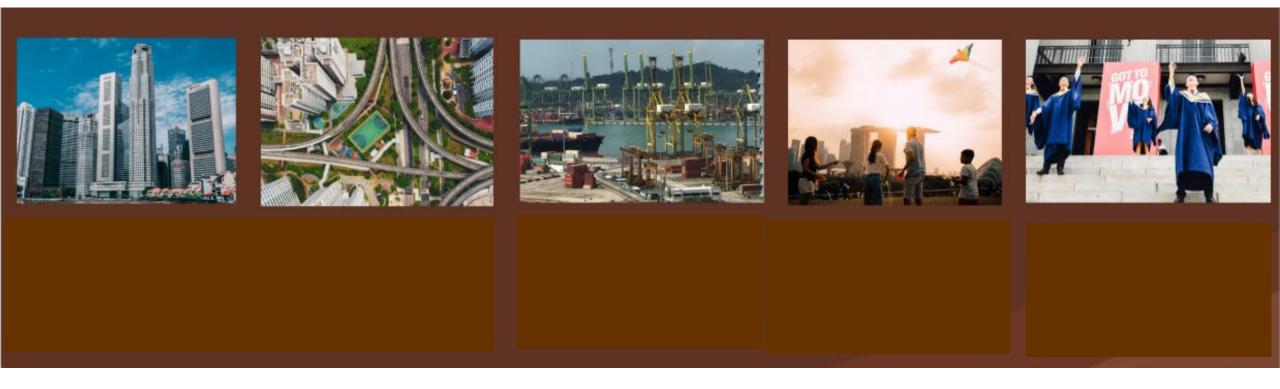


# Singapore's health promotion history

1980s

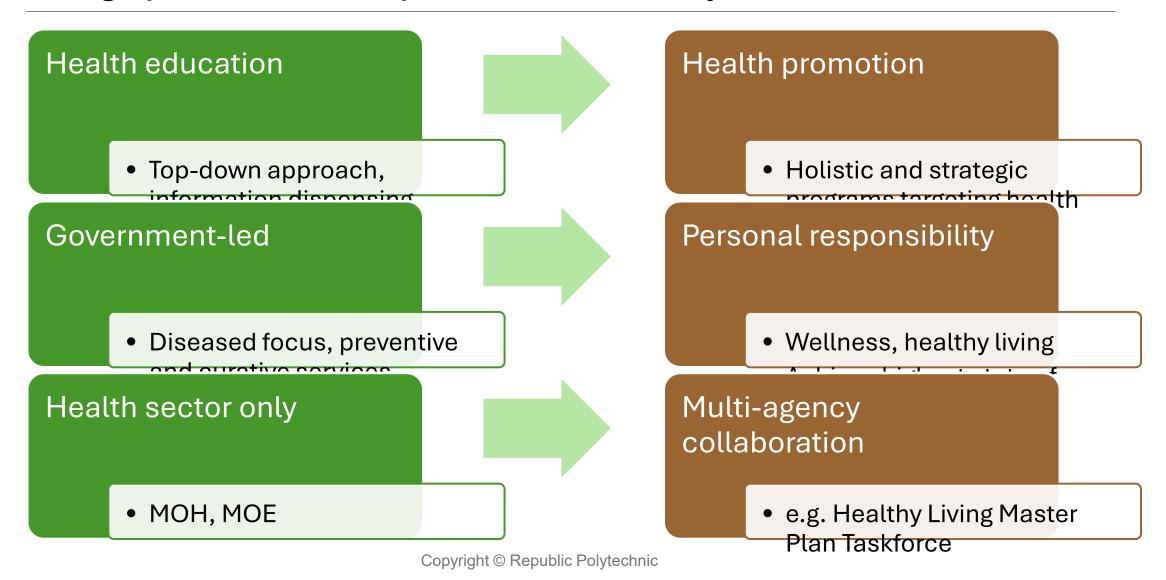


2020s





# Singapore's health promotion history





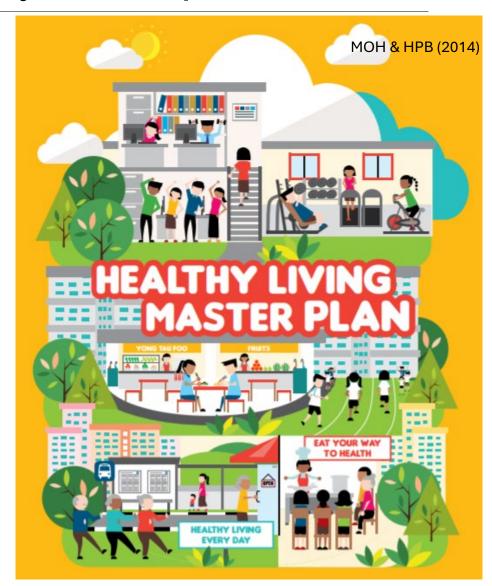
# Singapore's health promotion history - example

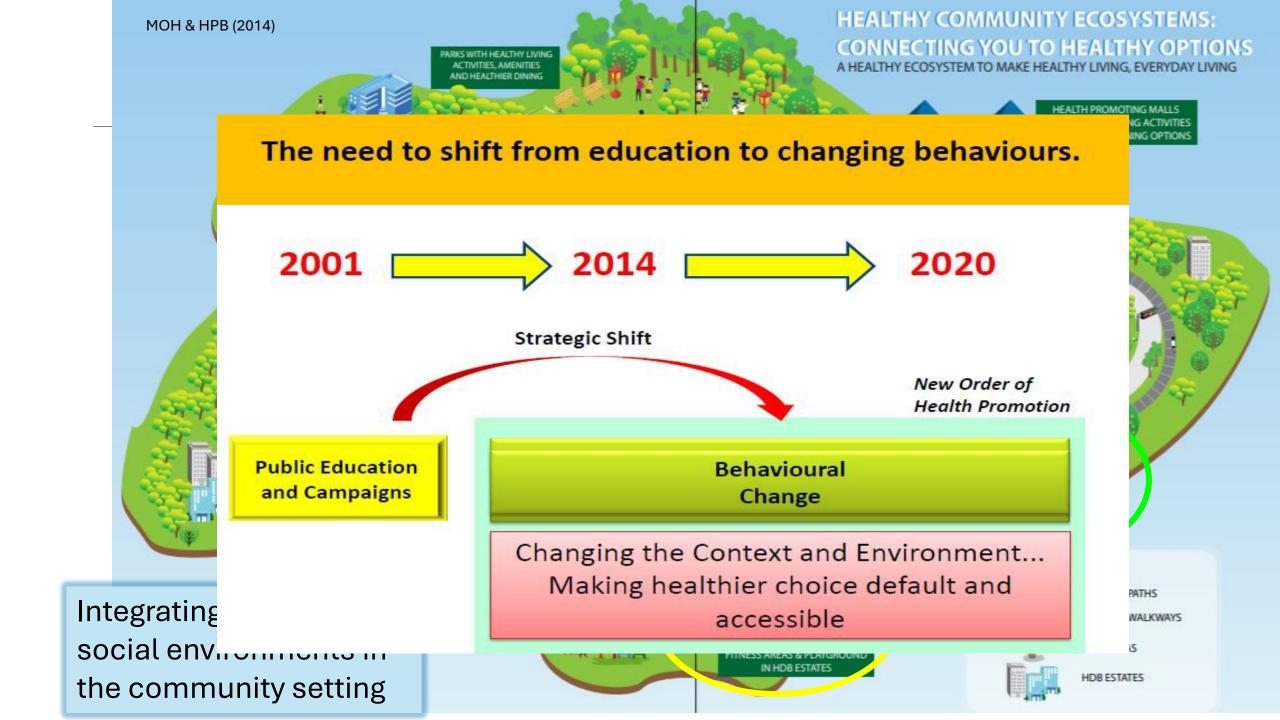
### Healthy Living Masterplan Taskforce:

• MOH, MEWR, MOM, MND

### 3 key strategies:

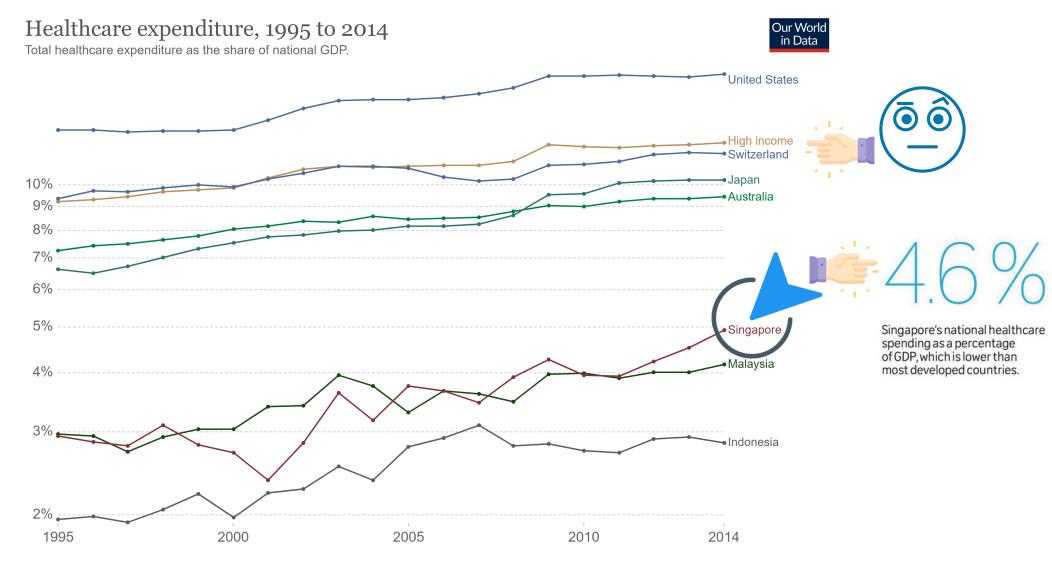
- Building a healthy workplace ecosystem
- Integrating physical and social
   Integrating physical and social epivitophhemis in the community settings
- Creating greater awareness for healthy living among the young







# Promoting health reduces healthcare costs





# Optional video – Human Capital Summit 2018



# ... Future challenge

The World Bank has ranked Singapore No. 1 in their Human Capital Index, but we have not arrived. We must continue updating our policies to support the changing needs of the economy and the aspirations of our people.

For education, this includes starting earlier in life, improving pre-school and making it more affordable, to bring all children to a more equal starting point.

We need to moderate examination pressures and excessive competitiveness in schools, emphasising character, values and soft skills like teamwork, critical thinking and cross-cultural appreciation. We are investing in lifelong learning, and building an attitude of personal responsibility so that we keep reskilling throughout our working lives.

For healthcare, one challenge is to keep medical costs affordable as medical science progresses, with new and expensive treatments and personalised medicine.

Another is to manage lifestyle-related diseases like diabetes and heart disease. We also have to cope with a rapidly ageing population, which will need more healthcare services – hospitals and nursing homes – and manpower.

Our job is never done, because there will be new levels to reach, and higher expectations to fulfil. But we can be proud of what we have achieved. Our goal is to improve the lives of all Singaporeans. By investing in our people, we have enabled citizens to take charge of their lives, think about their future and decide what they want for their children. This is the way for us to progress together.



# Promoting health reduces healthcare costs





# Our healthcare system – 3 key strategies

The '3 Beyonds': Singapore's strategy to sustain quality healthcare as demand rises.

HEALTHY LIFE EXPECTATION THREE KEY SHIFTS FOR A FUTURE-READY HEALTHCARE SYSTEM

1. Beyond healthcare hat health services do we week spital to community

health 72.3

A healthier nation requires less of the healthcare syst

Healthy life expectancy refers to the average number of additional age can expect to live in good health, taking into account mortalil full health due to disease or injury.

Sources: Ministry of Health, "Life Expectancy in Singapore Informati Ministry of Health, Population and Vital Statistics, https://wv

Providing appropriate care in the How should it and avoid frequent hospital and support Singaporeans gad<mark>missions</mark> to lead transformed? To give every Singaporean best value, while keeping our system sustainable. 3. Beyond quality to value Move Beyond quality to value To retain or increase quality of care Copyright © Republic Polytechnic





# Web Object

# Select this object and click the **Web Object** button to edit



# Our healthcare system – regional health systems



# Healthier together

### **BETTER ACCESS TO CARE**

For our ageing population, closer to home

# Expansion of polyclinic network: 30 – 32 polyclinics by 2030

▶ **By 2023:** 6 new polyclinics in Bukit Panjang, Eunos, Kallang, Khatib, Sembawang & Tampines North

▶ By 2025: 2 new polyclinics in Serangoon & Tengah



#### **Expansion of Community Nursing teams**

- ▶ From 18 to 29 neighbourhoods by 2020
- ▶ Helping more seniors get health assessment and advice

#### AFFORDABLE AND SUSTAINABLE CARE



#### For current and future generations

#### **Merdeka Generation Package**

Singaporeans born in the 1950s will get more help:

\$1000

MediSave top-ups over five years

\$100 top-up to Passion Silver card

- Extra MediShield Life premium subsidies
- ► CHAS subsidies

Further 25% off subsidised bills at polyclinics and SOCs

#### **Enhanced CHAS subsidies**

- Extended to cover all Singaporeans with chronic conditions – new Green tier
- ► Increased subsidies for chronic conditions for Blue and Orange
- New subsidies for common illnesses for Orange

#### **INVESTING IN HEALTH PROMOTION**

#### Working with individuals, families and community partners

#### **Managing Diabetes**

- Risk-stratified diabetic foot screening, management and escalation framework across primary and tertiary care
- ► National Diabetes Reference Materials on HealthHub
- Care team training framework for professionals and volunteers

#### Supportive Environment for Healthier Living

- Non-fasting tests under Screen for Life programme
- ►Ban Partially Hydrogenated Oils in our food supply
- National school-based HPV vaccination programme

# Healthier together

Multi-pronged approach:

- ☑Preventing infectious diseases
- ✓ More support for smokers to quit
- ☑ Equity in health by supporting families of lower SES to adopt healthier lifestyles.
- ☑Deployment of health ambassadors
- ☑Age-specific exercise programs
- ☑Integrated platform to view all exercise programs island-wide
- ☑Support healthier living in the community



# Promoting health in Singapore:

The Health Promotion Board



# The Health Promotion Board (HPB)



Govt organisation established 2001



### Promote healthy living

# Empower with knowledge and skills, to take ownership of healthy living

Formulate policies and public programs for health and disease prevention



## Programmes and Services - community







The 'Quit Journeys' campaign shared real-life smoking cessation experiences through both online and offline platforms to inspire smokers to quit smoking.

Pictures from HPB's Annual Report



Visitors at the 'Kita Dah Cukup Manis, Kurangkan OK?' Ramadan event learnt about healthier, lower-sugar beverages.



HPB's Active Ageing Programmes for seniors to stay healthy and socially active are accessible islandwide at locations such as community centres and residents' committee centres.



# Programmes and Services – national





**Pioneer Generation** 

(PG)

**Merdeka Generation** (MG)\*

\$0

erdeka Generation



**Community Health Assist** Scheme (CHAS) Card -**Green\* / Eligible Singapore** 

**Community Health Assist** Scheme (CHAS) Card **Blue or Orange** 

**\$2** 

MOH, Screen for Life

\$5



Citizens

An expanded number of activations across different touchpoints such as supermarkets and malls led to increased participation in the Eat, Drink, Shop Healthy Challenge.



Hawker trail participants learning about healthier dishes at a hawker centre.

Pictures from HPB's Annual Report



Steps Chalenge

stepschallenge.sg | #myl0ktoday

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# Programmes and Services – policy









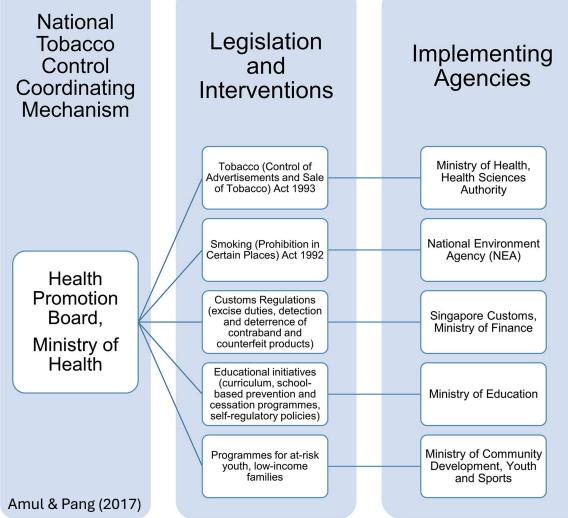














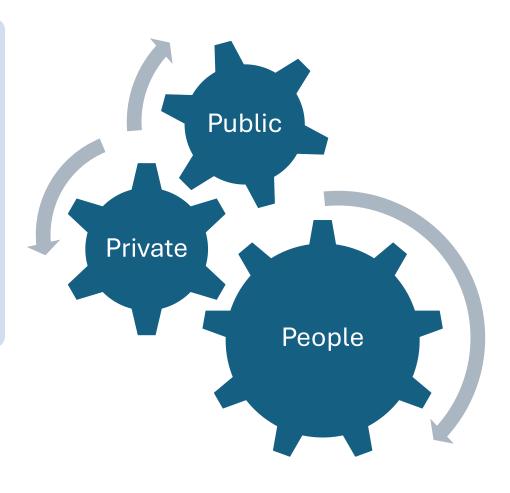
# The approach – 3P partnerships

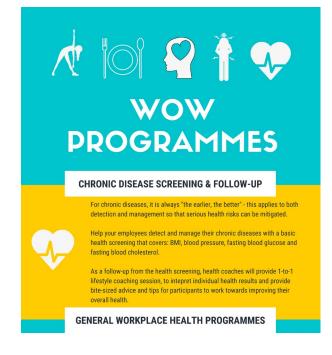






HPB's Active Ageing Programmes for seniors to stay healthy and socially active are accessible islandwide at locations such as community centres and residents' committee centres.

















## Health Promotion Strategies – A Grounds Up Approach



- Designing programmes based on specific target audience.
- Using age-appropriate outreach strategies.
- Collaborating with like-minded governmental, corporate and non-governmental organisations in health promotion activities.
- Developing advocacy groups for different health topics e.g ambassadors
- Providing training for personnel involved in health promotion work
- Providing grants for various health promotion initiatives.
- Creating a pro-health environment and culture.
- Developing public education to provide knowledge, skills and services to target audience.
- Developing evidence-informed practices on health promotion.

# Example – the Citizen's Jury on WoD



# Challenges!

# Challenges in Health Promotion

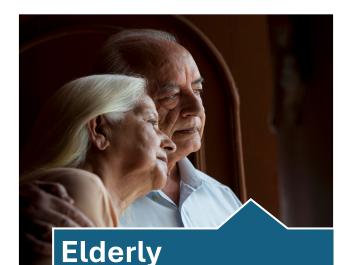


- difficult to obtain evidence-informed practices
- health is not at top priority
- difficult to engage parents
- competition from other initiatives in schools



### Adults

- habits and beliefs are difficult to change
- health is not at top priority
- absence of a control platform to develop sustainable in-depth health promotion initiatives



- multi-dimensional that requires a lot of interagency collaborations
- fairly new area of health promotion in Singapore

# Future challenges in Singapore Healthcare

(Straits Times, 13 Oct 2018)

The World Bank has ranked Singapore No. 1 in their Human Capital Index, but we have not arrived. We must continue updating our policies to support the changing needs of the economy and the aspirations of our people.

For education, this includes starting earlier in life, improving pre-school and making it more affordable, to bring all children to a more equal starting point.

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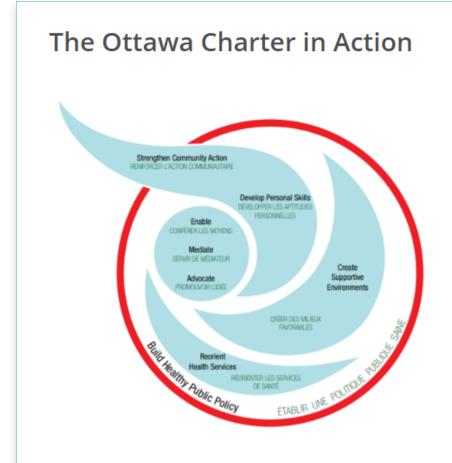
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Singaporeans. By investing in our people, we have enabled citizens to take charge of their lives, think about their future and decide what they want for their children. This is the way for us to progress together.

# Quiz!



### Click the Quiz button to edit this object



The three wings originating from the inner spot and the big outer circle represents the five key **action areas** for health promotion.

Reflecting on the nation's efforts to fight chronic diseases, think of programs in Singapore that are examples of these 5 action areas and answer the following questions.

# Summary



# What did we learn today?

- Singapore's vision for health promotion is to have a nation of healthy and happy people.
- The Health Promotion Board is the **key driver in health promotion**.
- Other **key partners** are like-minded government agencies, corporate partners, non-government agencies and the people themselves.
- Taking reference from the Ottawa Charter for Health Promotion, the key health promotion strategies for Singapore are **customising**, **age-appropriate** and **comprehensive programmes**, creating **pro-health environment**, engaging in **partnerships** and providing **funding**.
- The key health concerns evolves around the **4 pillars of healthy lifestyle**; physical activity, nutrition, mental wellness and smoke-free lifestyle.
- Other health concerns, in addition to the above 4, are specific to a particular population group.
- The **Healthier Together, HealthSG Taskforce** serve as the blueprint of projects towards achieving the common whole-of-government goal of healthy living for all Singaporeans



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# Thank you