



SUPPORTING SINGAPOREANS TO CARE FOR THEIR HEALTH AND WELLBEING

The Ministry of Health (MOH) will continue to invest in health promotion, working with industry and community partners to help Singaporeans achieve better health.

Measures to Reduce Sugar Intake from Pre-packaged Beverages

2. MOH will introduce mandatory nutrition labels and advertising prohibitions for pre-packaged beverages, to take effect from end 2021. To deploy the nutrition label and advertising prohibitions, MOH has also introduced a grading system for beverages, based on sugar and saturated fat content. More information on the grading system is in [Annex A](#).

3. Manufacturers would have almost two years to reformulate their products in accordance to these measures. The regulations for the measures will be published by the end of 2020, before coming into effect in end 2021. This provides sufficient runway for the industry to make the necessary adjustments to comply with the regulations.

4. The Health Promotion Board (HPB) will continue to support industry reformulation efforts, such as by extending grant support through the Healthier Ingredient Development Scheme (HIDS), and facilitating link-ups with novel healthy ingredient developers.

Nutrient-summary label

5. The nutrient-summary label will be named 'Nutri-Grade', and will apply to all pre-packaged non-alcoholic beverages sold in Singapore. It will have four colour-coded grades. Grade A, corresponding to the lowest sugar and saturated fat thresholds, will be in green. Grade D, corresponding to the highest sugar and saturated fat thresholds, will be in red.

6. The label will be mandatory for beverages with Grades C and D, but voluntary for Grades A and B.

7. HPB has conducted local consumer research studies¹, in consultation with experts, to ensure that the design elements of the label can be easily understood by the public. An image of the Nutri-Grade label is shown in [Figure 1](#).

¹ <https://www.moh.gov.sg/resources-statistics/measures-to-reduce-sugar-consumption-from-beverages>

Figure 1: The Nutri-Grade label²



8. In addition to the grades, the sugar level of the beverage will be shown clearly on the label in the form of percentage of total volume. This enables consumers to make more informed choices, as they can compare the sugar levels across beverages within the same grade.

9. The Healthier Choice Symbol (HCS) guidelines will also be revised to align with the thresholds for the new label such that all HCS drinks are either Grade A or B. For Grade A or B products, manufacturers can choose to label their qualifying products with the HCS and/ or Nutri-Grade label.

Advertising prohibitions

10. The advertising prohibition will only apply to Grade D beverages across all media platforms except at points-of-sale (POS). This means that Grade D beverages will not be able to advertise on broadcast, cinema, print, out-of-home, on-ground, as well as online and mobile media platforms. These include television commercials, bus stop advertisements, website banners as well as social media ads such as paid influencer posts.

11. POS advertising at both physical and online sites (including in-store, e-commerce, vending machines and Food & Beverage (F&B) outlets) will be permitted. Examples of POS advertising include shelf talkers, promotional signage, product displays, tasting, and advertisement pop-ups on e-commerce sites. However all POS advertising material featuring Grade D beverages will need to show the products' 'D' Grade clearly.

12. Advertisements that feature a family of products, including one that is Grade D, are also not allowed. However brand advertising will still be allowed. MOH will monitor the situation and tighten the scope of the regulation if needed.

Extension of measures to freshly prepared beverages

13. MOH held a public consultation between December 2018 and January 2019 on possible measures in relation to beverages, with the stated aim of reducing Singaporeans' overall sugar intake.

14. In the course of this consultation and thereafter, MOH received strong feedback from members of the public, experts and the industry on the need to regulate the freshly prepared beverage³ sector. After a careful review of the feedback and the local landscape, the

² The Nutri-Grade label design may be subject to further changes. The final artwork will be released at a later date.

³ Freshly prepared beverages include drinks such as bubble tea, freshly made herbal drinks, freshly brewed coffee/tea, freshly squeezed juices, and more. They could be served at settings such as restaurants, cafes, takeaway kiosks, food courts, etc.

government has decided to extend the labelling and advertising measures to freshly prepared beverages. Sugar from freshly prepared and pre-packaged beverages has the same impact on our blood sugar levels. We also observe that freshly prepared beverages are a key and growing source of sugar in our diets, and there are concerns that regulating only pre-packaged beverages may lead to a substitution effect (i.e. consumers switching from pre-packaged beverages to freshly prepared beverages). Extending the measures to freshly prepared beverages will enable us to better meet our objective of reducing Singaporeans' overall sugar intake.

15. As a start, these measures will only apply to large chains which serve many customers. The government will carefully analyse the local F&B landscape in order to determine the appropriate criteria for a 'large chain'.

16. Other jurisdictions that have introduced mandatory labelling in F&B settings have adopted thresholds of between 10 to 20 outlets as their criteria. Taking reference from this, small 'mom-and-pop' businesses with one or two stalls, such as those in hawker centres, will not be affected at the outset. Nevertheless, we will closely monitor the rollout of the measures, and may gradually extend the scope to cover more establishments over time for greater impact. F&B chains and businesses that are not considered 'large chains' under the criteria are encouraged to voluntarily adopt these measures.

17. MOH and HPB will continue to engage the industry in the coming months to better understand the issues, and determine the appropriate approach to implement the measures.

Measures to encourage consumption of plain water

18. The government has also increased the availability and accessibility of drinking water. Water dispensers are already available at 30 hawker centres. By mid-2020, water dispensers will be installed at the remaining 82 hawker centres. The public transport operators (PTOs) have also installed water coolers at 14 out of 39 bus interchanges and terminals, and plan to install them at two more bus interchanges at Bukit Batok and Woodlands. MOH will continue to work with the PTOs to install more water dispensers where feasible.

19. The War on Diabetes is a joint effort by all stakeholders. MOH encourages F&B operators to provide tap water, whether free or at a nominal charge, to their dining customers. Members of the public are also encouraged to bring along a water bottle to make use of the water dispensers that have been installed island-wide, or to fill directly from the tap.

20. To complement these efforts and encourage Singaporeans to opt for water, HPB will launch a nationwide campaign to promote the consumption of plain water in mid-2020.

Supporting Singaporeans to be Vaccinated

21. To increase the affordability and accessibility of nationally recommended vaccinations and childhood developmental screenings, MOH will extend subsidies for all vaccinations under the National Childhood Immunisation Schedule (NCIS), National Adult Immunisation Schedule (NAIS), and childhood developmental screenings, to all Community

Health Assist Scheme (CHAS) general practitioner (GP) clinics, and all polyclinics by the end of 2020.

- i. Singaporean children (under 18 years old) will be eligible for fully subsidised NCIS vaccinations and childhood development screenings at CHAS GP clinics and polyclinics.
- ii. Singaporean adults will be eligible for means-tested subsidies for NAIS vaccinations. The subsidies available at polyclinics are:
 - Lower-to-middle-income: 75%
 - All other adults: 50%
- iii. Singaporean adults will receive similar levels of means-tested subsidies for NAIS vaccinations at CHAS GP clinics. To ensure cost savings are passed on to Singaporeans, MOH will introduce fee caps on subsidised NAIS and NCIS vaccinations administered at CHAS GP clinics, with details on these to be released at a later date.

More information on NCIS and NAIS can be found in [Annex B](#) and [Annex C](#) respectively.

22. Singaporeans can also continue to tap on up to \$500 of their MediSave to pay for the remaining out-of-pocket cost for NAIS vaccinations at MediSave-accredited institutions. From 2021, patients with complex chronic conditions can use up to \$700 of their MediSave each year.

Progress of HealthySG Taskforce Recommendations

23. Since the HealthySG recommendations were first announced in July 2019, various agencies have been working collectively to bring the recommendations to fruition, harnessing the power of the community, infrastructure and technology to nudge Singaporeans towards adopting a healthy lifestyle. Progress has been made on various fronts.

Piloting new smoking cessation models at public healthcare institutions

24. MOH and HPB are evaluating the proposals received from the public healthcare institutions (PHIs) to test out new models for smoking cessation. Some of the proposals received include leveraging technology to increase accessibility of services and provide an enhanced counselling experience, or continuing care in the community. Eligible smokers will also be able to access fully subsidised nicotine replacement therapy through the pilots to complement their counselling sessions and increase quit success. MOH and HPB target to reach 10,000 smokers through this programme.

Targeted help for disadvantaged groups to improve health

25. To help families in disadvantaged segments live healthily, MOH and HPB will roll out the Healthy Living Passport programme in 2020. Under this programme, participating families will have greater access to health promotion programmes, as well as receive messages and education that are tailored to their specific needs and circumstances.

Trained volunteers known as HealthySG Buddies will engage and support these families to help them along.

Enhanced community outreach through Integrated Volunteer Network

26. HPB is partnering with the public healthcare institutions (PHIs) to enhance community outreach and volunteerism to deliver better health promotion programmes to more people in the community. Under the Integrated Volunteer Network and Learning Hub, HPB and the PHIs will recruit, train and deploy HPB Health Ambassadors and public hospital volunteers to reach out to patients and residents in the community, in areas such as health promotion, promoting health screening and encouraging smokers to quit. HPB and the PHIs will also organise programmes for volunteers, and cross-share learning and best practices. Volunteers will also have opportunities for training and deployment across healthcare clusters according to their interests and strengths.

27. Examples of programmes include assisting with Horticultural Therapy Sessions for rehab patients in Yishun Community Hospital, promoting post-screening health coaching services with SingHealth under their Eastern Community Health Outreach programme, and participating in the National University Health System's Health Peers training. Since April 2019, volunteers in the Integrated Volunteer Network have reached out to over 4,000 patients and residents.

28. HPB aims to have volunteers from all the public hospitals come on-board this initiative in 2020.

Harnessing Technology to Support Healthy Ageing, Active Living

Moments of Life App (Active Ageing)

29. The Moments of Life (MOL) app was enhanced on 1 September 2019 to cater to seniors aged 60 and above to further support them in staying active, healthy and engaged in the community. From April 2020, the app will be further enhanced with a booking function to enable seniors to register more easily for active ageing programmes across agencies. Over time, the functions of the app will be progressively expanded to benefit Pioneer Generation and other seniors aged 60 and above.

30. As of end January 2020, there have been 72,000 new MOL app downloads since the trial version of the app features for seniors was introduced.

Virtual Health Booklet

31. To extend the benefits of the Child Health Booklet to adults, HPB is developing a lifelong Virtual Health Booklet for Singaporeans to use as a comprehensive, reliable and personalised health repository to monitor and take charge of their health across their life course. HPB has engaged members of the public in a series of focus group discussions to find out what Singaporeans would like in the virtual Health Booklet, which is targeted to be launched in end-2020.

Precision public health

32. Precision public health will allow HPB to deliver sophisticated, personalised and timely support to Singaporeans to help them make healthier choices. It also enables coordinated delivery of tailored programmes to support better lifestyle management.

33. One of the key components of precision public health is the Population Health Data Hub (PHDH), a national data hub containing information across different areas such as demographics, lifestyle and health information. The PHDH will support population-level research with anonymised data and help us better understand Singaporeans' lifestyle, behaviour and health. The data can be used to support a wide range of health and wellness related innovations, research and analytics, or to direct service delivery to the population. Interventions and nudges may be customised to individuals' needs and lifestyle to empower behavioural change and drive health outcomes.

34. To ensure that Singaporeans' data is protected from unauthorised use, the PHDH system and its data are secured in accordance with stringent government data protection and security standards. Unless explicit consent from the individual is given for sharing of identifiable data, only anonymised data would be granted on a needs basis.

Encouraging Good Bone Health

Raising awareness of the importance of bone health

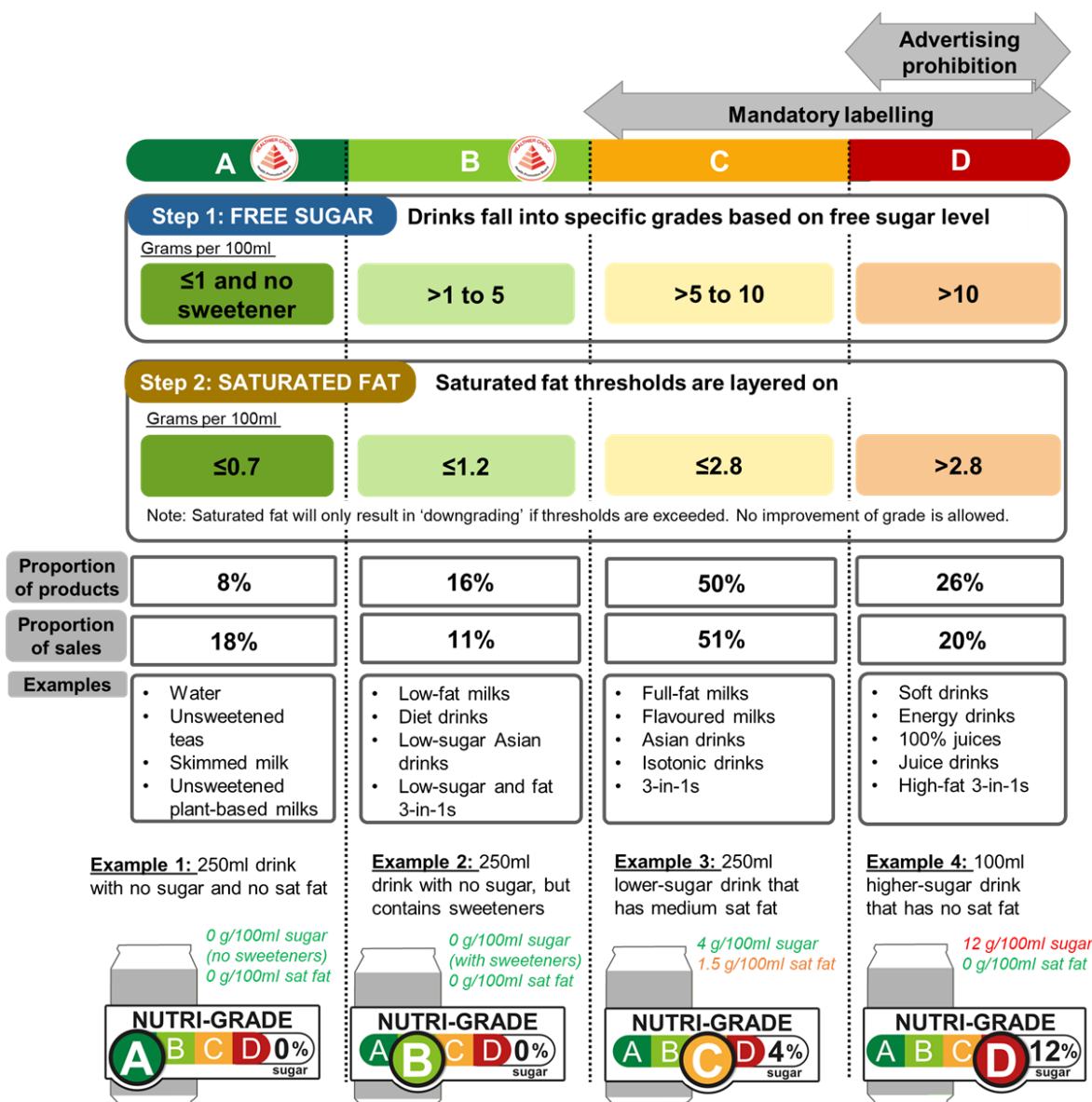
35. Osteoporosis can increase the risk of fractures in older people, which can in turn adversely affect the quality of life and mortality among seniors. HPB, in collaboration with the Osteoporosis Society of Singapore (OSS), will embark on a series of efforts to raise awareness of and knowledge on good bone health among Singaporeans. Efforts lined up include a pilot outreach to ten schools on bone health.

36. HPB and OSS will also train 300 Bone Health Ambassadors from HPB's existing pool of Health Ambassadors and volunteers from other organisations. These Bone Health Ambassadors will support community events and public education sessions by healthcare professionals, to create awareness of falls prevention and ageing. These sessions will commence in the second half of 2020.

GRADING SYSTEM FOR BEVERAGES

1. Beverages will be graded based on sugar and saturated fat content⁴. All beverages, including juices, soft drinks, milk and milk-based drinks, coffee and tea etc. will be graded using a single set of nutrient thresholds. The grading system and its nutrient thresholds are summarised in [Figure A-1](#).

Figure A-1: Summary of Nutri-Grade Grading System



Source: Health Promotion Board

2. Based on an analysis of the current market, approximately 70% of pre-packaged beverages sold in Singapore would be affected by mandatory labelling. 20% of the

⁴ Saturated fat is commonly found in milk/creamer-based drinks.

beverages sold are Grade D products that would be subject to the advertising prohibition. Some examples of affected beverages include higher-sugar carbonated soft drinks, sweetened teas and coffees, 3-in-1s, fruit juices, cultured drinks and energy drinks.

3. We expect to see reformulation and introduction of healthier drinks over the next one to two years before the measures come into effect in end-2021, which will provide a greater variety of healthy options for Singaporeans and reduce the number of products affected by the two measures.

4. The sugar and saturated fat thresholds were determined based on a careful analysis of the local market. The grading system has also been validated by experts to ensure that it is scientifically robust. The thresholds may also tighten as considerations such as market trends and consumer preferences change over time.

Current vaccinations in the NCIS

Vaccination against	Birth	1 month	3 months	4 months	5 months	6 months	12 months	15 months	18 months	10-11 years
Tuberculosis	BCG									
Hepatitis B	HepB (D1)	HepB (D2)			HepB (D3)					
Diphtheria, tetanus, pertussis			DTaP (D1)	DTaP (D2)	DTaP (D3)				DTaP (B1)	Tdap (B2)
Poliovirus			IPV (D1)	IPV (D2)	IPV (D3)				IPV (B1)	OPV (B2)
<i>Haemophilus influenzae</i> type b			Hib (D1)	Hib (D2)	Hib (D3)				Hib (B1)	
Measles, mumps, rubella							MMR (D1)	MMR (D2)		
Pneumococcal disease*			PCV (D1)		PCV (D2)		PCV (B1)			
Human papillomavirus†	<i>Recommended for females aged 9 to 26 years (offered to secondary 1 female students as part of subsidised school-based health programme since April 2019)</i>									

Legend:

	Vaccinations given at birth are currently fully subsidised at the three public maternity hospitals for newborns born to subsidised Singaporean patients.
	Vaccinations currently fully subsidised at polyclinics (Tdap and OPV are offered as part of subsidised school-based health programme)
	Vaccination against pneumococcal disease is currently not subsidised
	Vaccination against human papillomavirus is currently not subsidised at polyclinics. It is offered to Secondary 1 female students as part of the fully subsidised school-based health programme since April 2019.

Footnotes:

* *Pneumococcal conjugate vaccine (PCV)*

† *Bivalent HPV vaccine (HPV2) or quadrivalent HPV vaccine (HPV4)*

Subsidies for vaccines recommended under the National Adult Immunisation Schedule (NAIS) for Singaporeans and Permanent Residents

1. MOH introduced the NAIS in November 2017 to provide guidance on vaccinations that persons aged 18 years and older should adopt to protect themselves against vaccine-preventable diseases.
2. Based on the pilot National Population Survey 2016/2017, the vaccination coverage for some of the existing recommended adult vaccines has been estimated to be low – around 14% for influenza vaccination and 12% for pneumococcal vaccination in persons aged 65 to 74 years.
3. With the introduction of subsidies, we hope to reduce the barriers for vaccination. In conjunction with other initiatives to promote take-up of the vaccines, such as public education, we aim to more than triple the current vaccination coverage for these recommended adult vaccines to over 50% within five years from the roll out of the subsidies.

List of vaccines recommended under the NAIS

Vaccine	18-26 years	27-64 years	≥ 65 years
Influenza	1 dose annually		1 dose annually
Pneumococcal*	1 or 2 doses (depending on indication)		1 dose each*
Human papillomavirus (HPV) [†]	3 doses		
Tetanus, diphtheria and pertussis (Tdap)	1 dose per pregnancy		
Measles, mumps and rubella (MMR)	2 doses		
Hepatitis B	3 doses		
Varicella	2 doses		

Legend:

	Recommended for adults who meet age requirement
	Recommended for adults with specific medical conditions or indications
	Recommended for adults who have not been previously vaccinated or lack evidence of past infection / immunity

Footnotes:

* *Pneumococcal vaccines in the NAIS include 13-valent pneumococcal conjugate vaccine (PCV13) and 23-valent pneumococcal polysaccharide vaccine (PPSV23).*

[†] *Two types of HPV vaccines are in the NAIS – bivalent HPV vaccine (HPV2) and quadrivalent HPV vaccine (HPV4).*