

## Progress update on recommendations

### 1 EDUCATION AND AWARENESS



#### Public outreach programmes targeted at residents of HDB heartlands

- HPB's latest public education effort emphasises that pre-diabetes can be reversed, with appropriate lifestyle modifications, such as adopting a healthier diet, exercising regularly and maintaining a healthy weight.
- HPB partners with community and workplaces to disseminate the importance of lifestyle changes, by bringing in physical and nutrition-related programmes with integrated health messages on healthy living.

#### Inclusion of the at-risk solitary, elderly and illiterate groups through face-to-face interaction

- MOH has developed largely pictorial materials on fundamental information, suitable across levels of literacy, to be used during clinical consults or peer support visits.

#### Diabetes awareness campaign and curriculum for children

- MOE, MOH and HPB have included information on prevention and management of diabetes in existing curriculum e.g. secondary science curriculum. An educational video on diabetes has also been uploaded on MOE's online learning portal, the Student Learning Space.

#### Introduction of the "Go Green Guide"

- MOH will be introducing a new nutrition label for beverages by end-2021. We will monitor its effectiveness in informing consumers of the nutritional quality of the product, before deciding whether to extend it to other products.

#### A platform/repository to consolidate diabetes-related material

- Tier 1 National Diabetes Reference Materials was completed in 2019 and is hosted on Diabetes Hub, HealthHub in all four languages.

#### Raise awareness of this consolidated platform

- MOH will be launching a publicity campaign from Q2FY2020.

### 2 HEALTHY LIVING



#### Supportive Environment

##### Re-examine the "Healthy Meals in Schools" Programme and encourage wider adoption

- HPB has been working with MOE and schools to implement the Healthy Meals in Schools Programme (HMSP) since 2011. Food from the four main food groups such as brown rice and wholemeal bread, meat and others, vegetables and fruits are incorporated into the school meals to provide children with the necessary nutrients for their growing needs. While all schools are on-board the HMSP Programme, HPB is in the process of reviewing the programme to help facilitate healthier meals at schools.

##### Popularise "My Healthy Plate" guidelines

- HPB introduced the My Healthy Plate (MHP) visual as part of our nutrition literacy public education efforts in FY19, via social media posts and HealthHub articles
- "My Healthy Plate" (MHP) has been introduced as part of Nutrition Education in the Healthy Meals in Pre-schools Programme (HMPP) guidelines. Over 1,300 pre-schools that are on board the HMPP conduct nutrition education, which introduces the MHP concept to close to 100,000 pre-schoolers. In addition, all pre-schools in Singapore have been equipped with education resources to introduce MHP in a fun and interactive way.
- MHP concept is incorporated as part of the health education curriculum for primary school students. The Healthy Meals in Schools Programme (HMSP) is also modelled after MHP.

##### A "Healthy Hawker" competition

- The City Hawker Food Hunt Awards was held on 3 November 2019. There were 10 Healthier Choice Category winners. The winners are listed here: <http://www.cityhawkerfoodhunt.com/peoples-choice-halloffamewinners2019/>

##### Limit on fast food and snacks advertisements/Restrictions on the use of garnish in food advertisements/Limit promotion on or shelf placement of nutritionally poor foods.

- Advertisements of Grade D SSBs will be prohibited on all mass media channels from end 2021. MOH/HPB will evaluate its effectiveness in discouraging unhealthy purchases, before deciding whether to extend the measure to other products.

##### Celebrity/mascot endorsements for healthier foods

- HPB has been working with influencers such as Ladyironchef, Ms Tamchiak and Michelle Chong. The Eat, Drink, Shop Healthy campaign has been using Chua Enlai for celebrity endorsement.
- Under the nutrition literacy campaign, HPB worked with Kobe, a platform for micro-influencers. The campaign involved over 20 influencers to drive the message of holistic eating, and raising awareness around My Healthy Plate. This ran from end September to end October 2019.

##### Use emotionally targeted counter advertising to improve behaviours

- Research has shown that people want hope and positive motivation to encourage them to improve their health. In the marketing communications on pre-diabetes, the emphasis has always been on hope while urging immediate action.
- Similarly, the "Museum of the World's Deadliest Weapons" activation was launched to share that pre-diabetes/diabetes can be caused by poor daily habits, but tips are given to change these habits and proactively take control of their health.

#### Social Movement

##### Citizen-led "Drink Water" campaign

- NEA has installed water dispensers at 30 hawker centres owned by Ministry of Environment and Water Resources (MEWR), and have approached Town Councils for their buy-in to install water dispensers at HDB-owned hawker centres.
- All hawker centres will have water dispensers installed by mid-2020.
- HPB will run a drink water campaign at an appropriate time in 2020.

##### Healthy food preparation and cooking competitions/Expand, popularize and collaborate with existing organisations that offer cooking courses

- The CJs organized a cooking workshop in June 2018, while HPB provided healthier recipes, which are also available on HealthHub.

#### Incentives

##### Healthpoints/travel rebates as incentives to encourage physical activity

- HPB has a loyalty programme where HealthPoints earned from participation in various HPB's programmes on healthy living can be redeemed for transport vouchers such as Transitlink to top up the participant's travel card.

##### A rewards/incentives scheme to encourage better disease management among people living with diabetes

- HPB has introduced incentives aimed at the general population to encourage them to start leading healthy lifestyles (e.g. NSC, EDSH). As these rewards serve mainly to kick-start desired behavior change, Ministry of Health will focus on other challenges in self-management to sustain healthy behaviours beyond the initial phase.

### 3 ENHANCING SKILLS OF HEALTHCARE PROVIDERS AND CAREGIVERS



##### Communication-focused Diabetic Care Clinic that may adopt motivational interviewing as an approach to influence positive behavior/Expand the role of the Singapore Association for Counseling (SAC) to include clinical communication and chronic disease counselling

- MOH is developing a care team education framework to equip professionals and volunteers with skills to better empower their patients. Trial training has commenced in November 2019.

##### Expansion of the responsibilities of the Association of Diabetes Educators Singapore (ADES)

- As part of the care team education workstream, MOH aims to build a diverse pool of supervisors for care team members, including diabetic nurse educators from ADES.

### 4 PEER AND COMMUNITY SUPPORT



##### Increase peer support by expanding the number of peer groups/More effective peer matching through a central health platform

- MOH is commencing pilot programmes led by healthcare clusters that will facilitate greater peer support in 2020.
- MOH is exploring the inclusion of peer support on a central platform with relevant agencies.

### 5 MEDICAL CARE COSTS AND OUTCOMES



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##### Medical Care Costs and Outcomes

##### Raise the MediSave-claimable amount for Chronic Disease Management Programme (CDMP) to \$750

- In June 2018, the Government has raised the MediSave withdrawal limit for the Medisave400 scheme from \$400 to \$500 per year for outpatient treatment of chronic diseases, including diabetes.
- From January 2021, the Government will further raise the MediSave withdrawal limit for the treatment of CDMP conditions for complex chronic patients to \$700 per year. Patients without complex chronic conditions will continue to be eligible to withdraw up to \$500 per year for their treatments.

##### Adoption of a Patient-Outcomes funding model

- MOH has adapted items from existing patient-reported outcome measures and health outcome indicators to capture and track patient-outcomes as part of programme evaluation for proposals submitted under the War on Diabetes design thinking workstream.