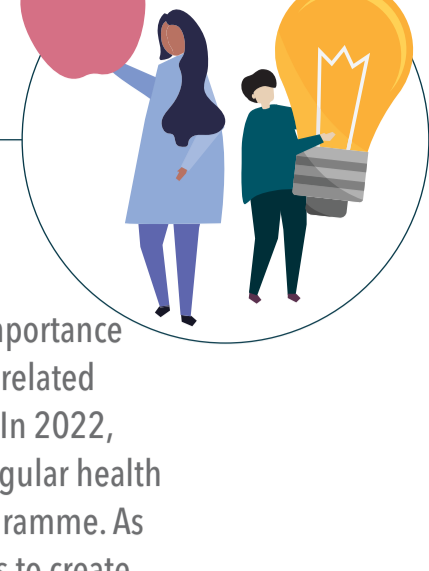


*Final progress update*

as of 2023 (6 years after Citizens' Jury concluded)

**1 EDUCATION AND AWARENESS**



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

• HPB partners with community and workplaces to highlight the importance of lifestyle changes, by bringing in physical activity and nutrition-related programmes with integrated health messages on healthy living. In 2022, HPB continued encouraging Singaporeans to come forward for regular health screening and follow-up through the national Screen for Life programme. As part of its associated annual campaign efforts, HPB focused efforts to create awareness at communal spaces e.g. bus shelters, HDB lifts within the heartlands to nudge residents to go for screening.

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

• As part of the National Diabetes Reference Materials (NDRM), MOH has developed largely pictorial materials on fundamental information, suitable across levels of literacy, to be used during clinical consults or peer support visits by healthcare professionals and lay volunteers.

**Diabetes awareness campaign and curriculum for children**

• MOE, MOH and HPB have included information on prevention and management of diabetes in the curriculum for primary and secondary students e.g. physical education, nutrition and food science, science and social studies. MOE has also developed additional teaching and learning resources to raise students' awareness on diabetes e.g. a lesson package has been uploaded on MOE's Student Learning Space to teach students the causes and preventive measures of type 2 diabetes.

**Introduction of the "Go Green Guide"**

• MOH introduced labelling for pre-packaged beverages in Dec 2022, where drinks with higher sugar and saturated fat have to carry the Nutri-Grade mark. Similar labelling measures will be extended to freshly prepared beverages by end 2023. The measures have spurred industry reformulation of the effective date, with data showing that the median sugar level of pre-packaged beverages has reduced from 7.1% in FY2017 to 4.6% in FY2021. We will continue monitoring the measures' effectiveness in informing consumers of the nutritional quality of beverages, before deciding whether to extend it to other products.

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

• First tranche of National Diabetes Reference Materials (NDRM), which provides fundamental information, was completed in 2019 and is hosted on Diabetes Hub, HealthHub in all four languages.

• To develop the second tranche, MOH and stakeholders had engaged the public on new topics and content organisation for in-depth materials, as well as design features of the online platform that will make it easier for citizens to navigate.

- The English version for NDRM Tier 2 was published on HealthHub in Apr 2023 and has been translated to Chinese, Malay and Tamil languages in Jun 2023.

**Raise awareness of this consolidated platform**

• A publicity campaign on the NDRM to raise awareness amongst patients, care team members and the public was conducted from Dec 2021 to May 2022. The social media marketing has achieved a total of 57.4M impressions, 2M video views and 144k clicks.



**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, and the Healthy Meals in Pre-Schools Programme (HMPP) for pre-schools since 2012. Food from the four main food groups such as wholegrain rice, wholegrain noodles and wholemeal bread, meat and other protein, vegetables and fruits are incorporated into the school meals to provide children with the necessary nutrients for their nutritional needs, and to cultivate healthy eating habits.

• Since the end of 2017, all mainstream schools are on board the HMSP. As of December 2022, over 70% of pre-schools (1,344) (childcare centres and kindergartens) have come on board the HMPP

• Since September 2022, HPB has also provided advice and resources (e.g. FAQs, posters) to school administrators and canteen vendors to help them follow programme guidelines.

**Popularise "My Healthy Plate" guidelines**

• Designed by HPB specially for Singaporeans, My Healthy Plate (MHP) is a friendly, easy-to-understand visual guide for creating balanced and healthy meals. It shows Singaporeans what to eat in the right amounts for each meal, so that one can plan eating portions accordingly. The MHP makes it easier to pick up healthy eating habits that can help Singaporeans better manage weight and ward off chronic diseases.

• My Healthy Plate is introduced to primary school students through the learning area of Physical Health and Fitness in Physical Education. The Healthy Meals in Schools Programme (HMSP) is also modelled after the MHP. In 2021, hybrid (on-site and online) activations were held in selected schools to raise awareness of MHP.

• These activations focus on building and increasing awareness of MHP through the 'Quarter-Quarter-Half' concept and on making healthier choices for each food group – including limiting salt and sugar intake, and promoting water as the drink of choice.

• Given the positive reception towards MHP activations, they are being developed as online modules for nationwide rollout in 2023.

**A "Healthier Hawker" competition**

• The City Hawker Food Hunt Awards was last held on 3 November 2019. There were 10 Healthier Choice Category winners.

• HPB has been featuring healthier hawker stalls on its platforms and with content collaborators.

**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.**

• Similar efforts have been integrated into MOH and HPB's ongoing initiatives.

• Advertisements of Grade D pre-packaged beverages are prohibited across all media platforms, except at points-of-sale (POS), from Dec 2022. POS advertising material featuring Grade D beverages will need to show the products' 'D' Grade clearly. This advertising prohibition will be extended to freshly prepared beverages by end 2023.

• MOH/HPB will continue to evaluate the effectiveness of existing initiatives to encourage residents to have a healthier diet and review them if necessary.

**Celebrity/mascot endorsements for healthier foods**

• Based on campaign objectives and requirements, HPB works with relevant content partners (popular personalities, micro influencers) to leverage their networks in amplifying healthy eating messages and providing practical, actionable tips for sustained adoption of healthy habits.

**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. HPB continued using an emotive approach in the 2021 marketing campaign, using humour in the video asset, to point out that feeling fine is not a foolproof indicator of one's health condition; while the campaign visual tapped into the fear of the unknown through the portrayal of a happy person with underlying conditions. This approach seeks to prompt self-realisation, to nudge individuals to go for health screening.

**Social Movement**

**Citizen-led "Drink Water" campaign**

• NEA has installed water dispensers at all functioning hawker centres.

• The Drink Water campaign was included as part of the holistic Nutri-Grade public education campaign which took place from Dec 2022 to Mar 2023, the first 3 months of the implementation of Nutri-Grade measures for pre-packaged beverages.

**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.

• As part of Healthier SG, HPB is working with various partners such as Sport SG, People's Association, to provide lifestyle programmes and activities in selecting and preparing healthier meals.

**Incentives**

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

• HPB has a Rewards Programme where Healthpoints earned from participating in various HVB programmes on healthy living can be redeemed for various rewards, such as vouchers (supermarket, F&B, transport etc.) and points-exchange (Passion Card's TapForMore).

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

• The Healthy 365 app is used to award Healthpoints when residents enrol in Healthier SG and complete their first fully-subsidised Health Plan discussion. Residents can use the app to track their physical activity level and earn Healthpoints when they participate in healthy activities. It also provides useful health information and details on social activities available in the precinct.

**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 has developed a Care Team Education (CTE) framework to equip healthcare professionals and lay volunteers with skills to better empower and engage their patients for holistic care.

• The CTE framework consists of (i) core content, (ii) competencies and (iii) training components for more effective application of skills.

• The Care Team Education Playbook has been disseminated to the relevant stakeholders.

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

• As part of the Care Team Education framework, MOH aims to equip care team members, including diabetic nurse educators from ADES, with skills to better empower and engage patients for holistic care.

**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 between patients and with their family members and friends from Oct 2021.

• To promote and support healthy living in the community, HPB has been building and maintaining a strong network of volunteers, known as Health Ambassadors (HA), since 2011. As at March 2023, HPB recruited 612 HAs, of which more than 250 were trained to onboard residents on Healthy 365 e.g., during Healthier SG roadshows and events.

• To ensure there is a sustainable active lifestyle network, 60 interest groups were created over the months and led by HAs, with more than 1,200 members participating in regular physical activities such as brisk walking, team activities and aerobic exercises.

• These efforts have been integrated into Healthier SG – HAs will continue to support Healthier SG outreach efforts, as well as provide peer support to encourage residents to lead an active lifestyle.

**5 MEDICAL CARE COSTS AND OUTCOMES**



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

• In June 2018, the Government raised the MediSave withdrawal limit from \$400 to \$500 per year for outpatient treatment of chronic diseases, including diabetes, under the CDMP so that it remains affordable.

• In January 2021, the Government further raised the MediSave withdrawal limit for patients with complex chronic conditions under the CDMP to \$700 per year. Patients without complex chronic conditions will continue to be eligible to withdraw up to \$500 per year for their CDMP treatment.

• As of 2022, the limits continue to remain adequate for most subsidised patients requiring such 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.