

A stylized blue graphic of a person with their arms raised, set against a dark blue background. The figure is composed of smooth, flowing lines, suggesting movement and vitality.

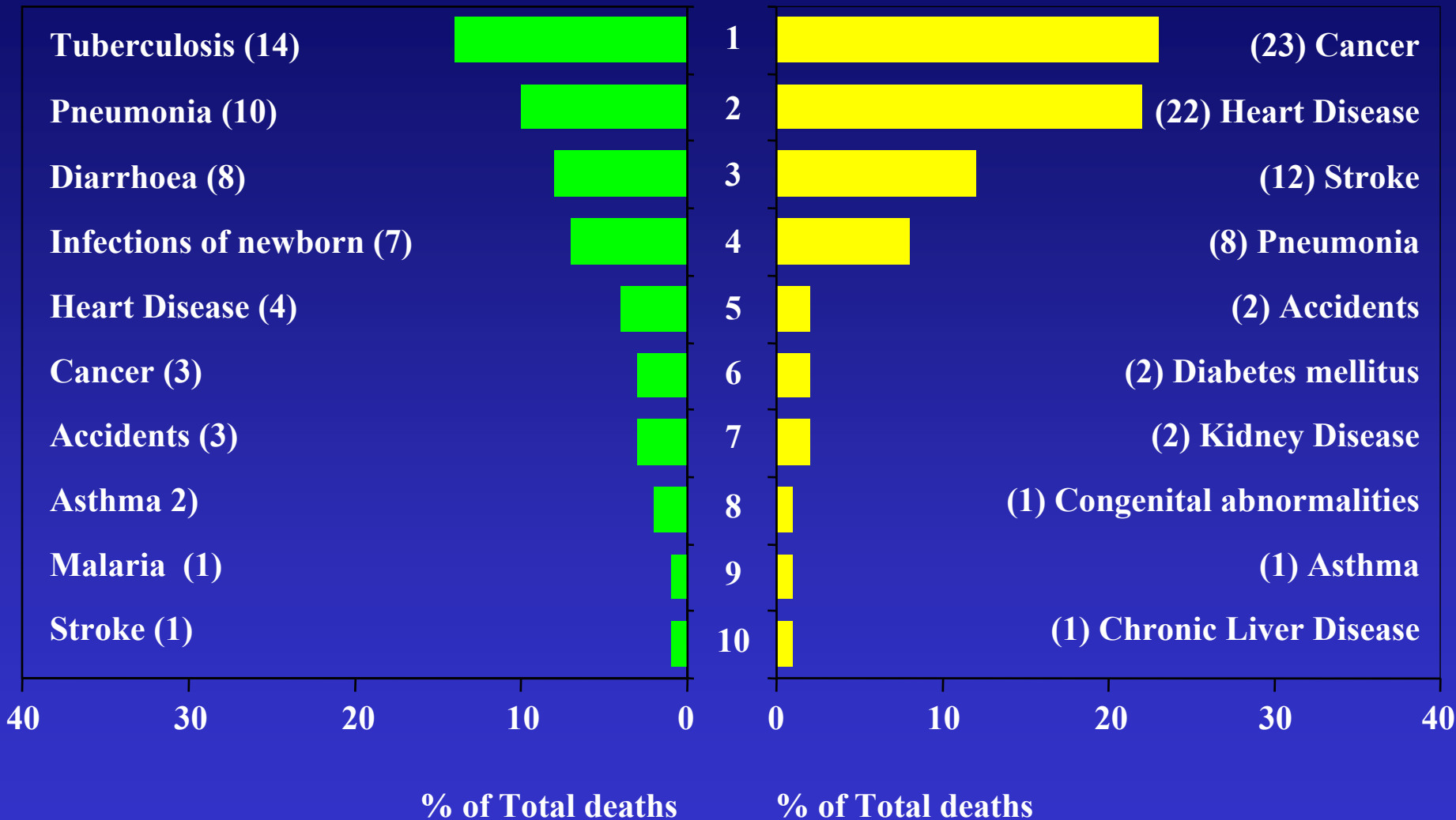
Overview of Health Promotion in Singapore

**Dr Lam Sian Lian
Chief Executive Officer
Health Promotion Board**

1948

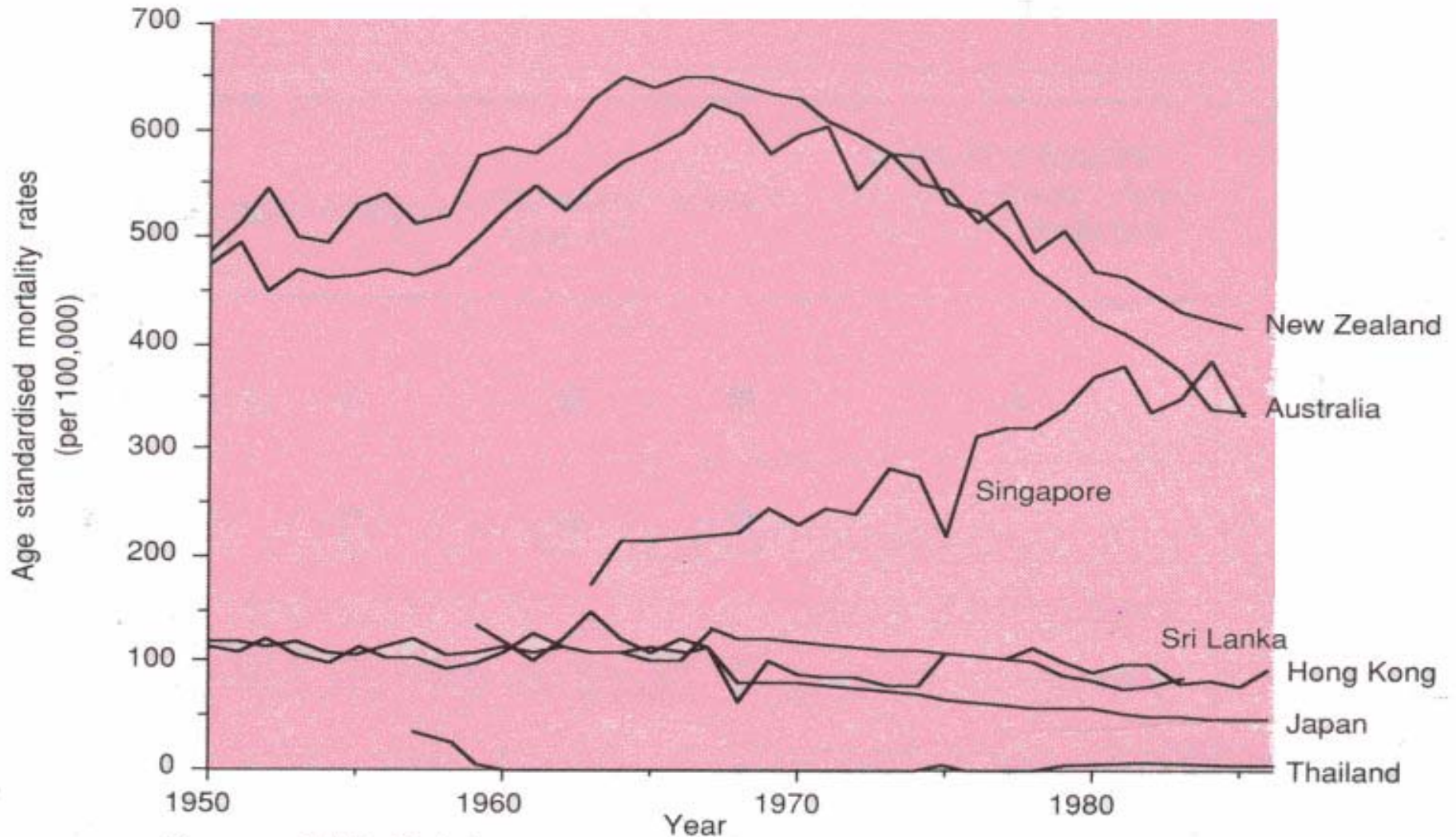
Leading Causes of Death

1990



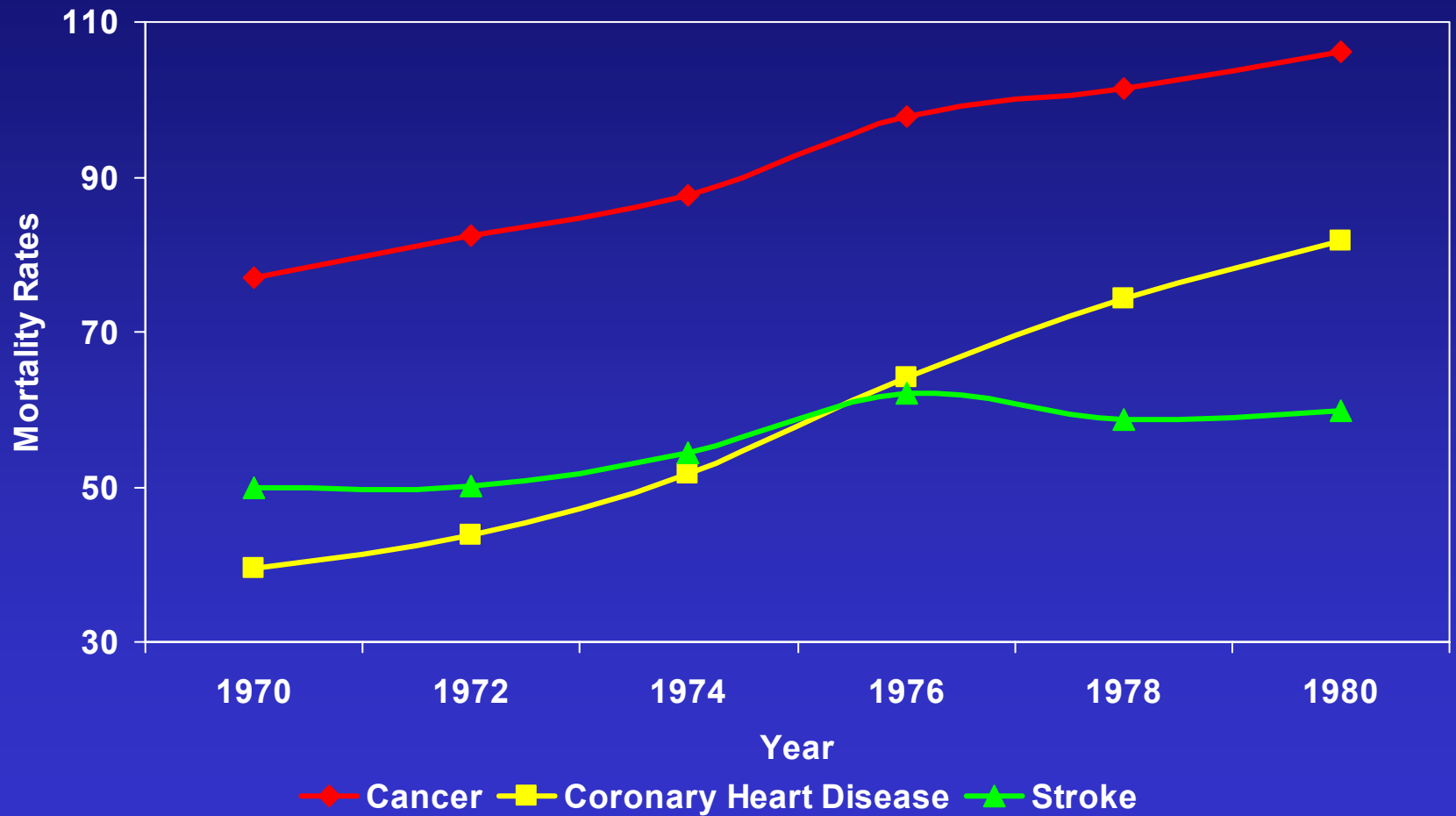
Source: Registry of Births and Deaths

Coronary heart disease mortality rates in Asian-Pacific countries 1950 - 1987 Men 40 - 69 years



Source : WHO Statistics.

Mortality Rates for Cancer, Coronary Heart Disease and Stroke (1970-1980)



Source: Registry of Births and Deaths

Risk Factors of CVD 1979

- Smoking
- Unhealthy diet
- Physical inactivity
- Obesity
- Stress

Campaign Against Diseases Due to Harmful Lifestyles 1979

- Nationwide educational programme
- Month long
- Objective to educate public on risk factors and motivate them to adopt preventive measures
- 5 diseases: ischaemic heart disease, hypertension, lung cancer, diabetes mellitus and mental illness

Launch of Campaign



NATIONAL HEALTH CAMPAIGN 1979
COMBAT DISEASES DUE TO HARMFUL LIFESTYLES
28 SEPT - 25 OCT 1979
OPENING CEREMONY SPONSORED BY CITIBANK



Campaign Against Diseases Due to Harmful Diseases

A large crowd of people is gathered at a public event. In the foreground, a white banner with blue text and asterisks is displayed. The banner reads: "DON'T SMOKE * EAT WISELY * EXERCISE REGULARLY * RELAX". The crowd consists of many people of various ages and ethnicities, all looking towards the camera. The background is a solid reddish-brown color.

DON'T SMOKE * EAT WISELY *
*** EXERCISE REGULARLY * RELAX**


Health Exhibition



Health Campaigns

- Healthy Heart, Healthy Life
- National Health Fair
- Nutrition Week
- All essentially educational in nature
- Stress on personal responsibility
- Largely MOH effort

New Approaches

- Review Committee on National Health Policies in 1991
- High prevalence rates of cancer, heart disease and stroke 
- Escalation of health care cost
- Need to seek new strategies
- Recommended adoption of a health promotion and disease prevention approach to reduce morbidity and mortality from lifestyle diseases

Targets for Year 2000

Risk Factor	Data Available	Targets
Obesity		
- School Children	13%	9%
- Adult population	4.3%	3%
Physical Inactivity		
- Population doing regular exercise	19%	40%
Smoking		
- Population rate	14%	10%
High Blood Pressure		
- Population rate	15%	13%
Blood Cholesterol		
- Mean cholesterol level	5.8 mmol/L	5.2 mmol/L
- % population with over 6.2mmol/L (240 mg/dL)	27%	20%

Strategies

- Multisectoral approach
 - ✓ MOH taking lead
 - ✓ Involvement of other government agencies, private sector, employers, unions, community organisations, professional bodies
- Create support environment
 - ✓ 2 urgent areas
 - ✓ Healthy food supply
 - ✓ Exercise facilities
- Provide health education
 - ✓ Enable individuals to make informed choices
 - ✓ Learn skills for healthy living

Strategies

- Emphasize role of individual
- Strengthen existing preventive health services
 - ✓ Expand medical check facilities
 - ✓ Encourage public to go for regular health check
- Implement special programmes for specific target groups
 - ✓ Schoolchildren
 - ✓ National servicemen
 - ✓ Working adults
 - ✓ Elderly

National Healthy Lifestyle Programme

- Launched in 1992
- Emphasis on healthy living
 - ✓ Regular exercise
 - ✓ Healthy diet
 - ✓ No smoking
 - ✓ Manage stress

Framework

- Interministerial Committee on Healthy Lifestyle chaired by DPM
- Healthy Lifestyle Coordinating Committee chaired by PS (Health)
- Healthy Lifestyle Unit
- PS21 Staff Wellbeing Functional Committee
- Civic Committee on Healthy Lifestyle

Political Support

- Funds allocated for various programmes and activities
- Facilities improved
- National Healthy Lifestyle Campaign launched by PM

PM Launching Campaign





PM Doing the Great Singapore Workout

Health Promotion Board

- Established on 1 Apr 2001
- To spearhead health promotion, health education and disease prevention efforts

Health Promotion Board

Mission

- To empower Singaporeans to achieve optimal health throughout life
- To ensure accessibility to health information and preventive health services
- To collaborate with public, private and community organisations in health promotion
- To create a conducive environment that leads to a healthy lifestyle
- To be a centre of excellence for health promotion

National Disease Control Plans

- Provide a comprehensive framework for the control of
 - ✓ CHD
 - ✓ Stroke
 - ✓ End-stage renal disease
 - ✓ Breast cancer
 - ✓ Cervical cancer
- Primary, secondary and tertiary prevention strategies

Screening Programmes for Adults

- Check Your Health
 - ✓ Launched 2000
 - ✓ Hypertension, diabetes, hypercholesterolaemia
- BreastScreen Singapore
 - ✓ Launched 2002
 - ✓ Breast cancer
- CervicalScreen
 - ✓ Launched 2004
 - ✓ Cervical cancer

Targets for Year 2000

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Targets for Year 2000

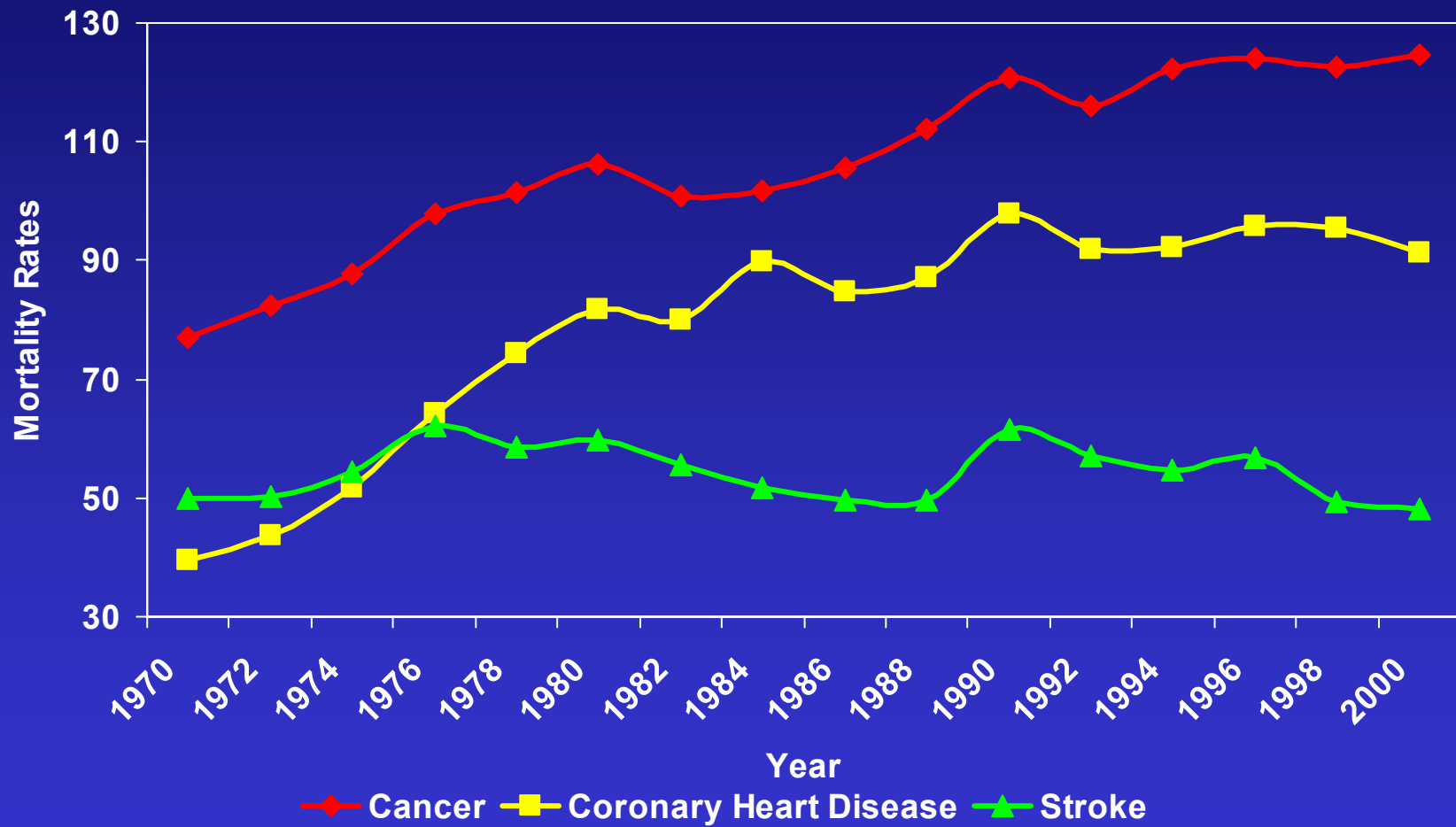
Risk Factor	Data Available	Baseline 1992	Targets 2000
Obesity			
- School Children	13%	14%	9%
- Adult population	4.3%	5%	3%
Physical Inactivity			
- Population doing regular exercise	19%	14%	40%
Smoking			
- Population rate	14%	18%	10%
High Blood Pressure			
- Population rate	15%	22%	13%
Blood Cholesterol			
- Mean cholesterol level	5.8 mmol/L	5.3 mmol/L	5.2 mmol/L
- % population with over 6.2 mmol/L (240 mg/dL)	27%	19.4%	20%



Targets for Year 2000

Risk Factor	Data Available	Baseline 1992	Targets 2000	Results 1998
Obesity				
- School Children	13%	14%	9%	10%
- Adult population	4.3%	5%	3%	6%
Physical Inactivity				
- Population doing regular exercise	19%	14%	40%	17%
Smoking				
- Population rate	14%	18%	10%	15%
High Blood Pressure				
- Population rate	15%	22%	13%	27%
Blood Cholesterol				
- Mean cholesterol level	5.8 mmol/L	5.3 mmol/L	5.2 mmol/L	5.5 mmol/L
- % population with over 6.2 mmol/L (240 mg/dL)	27%	19.4%	20%	25%

Mortality Rates for Cancer, Coronary Heart Disease and Stroke (1970-2000)



Source: Registry of Births and Deaths

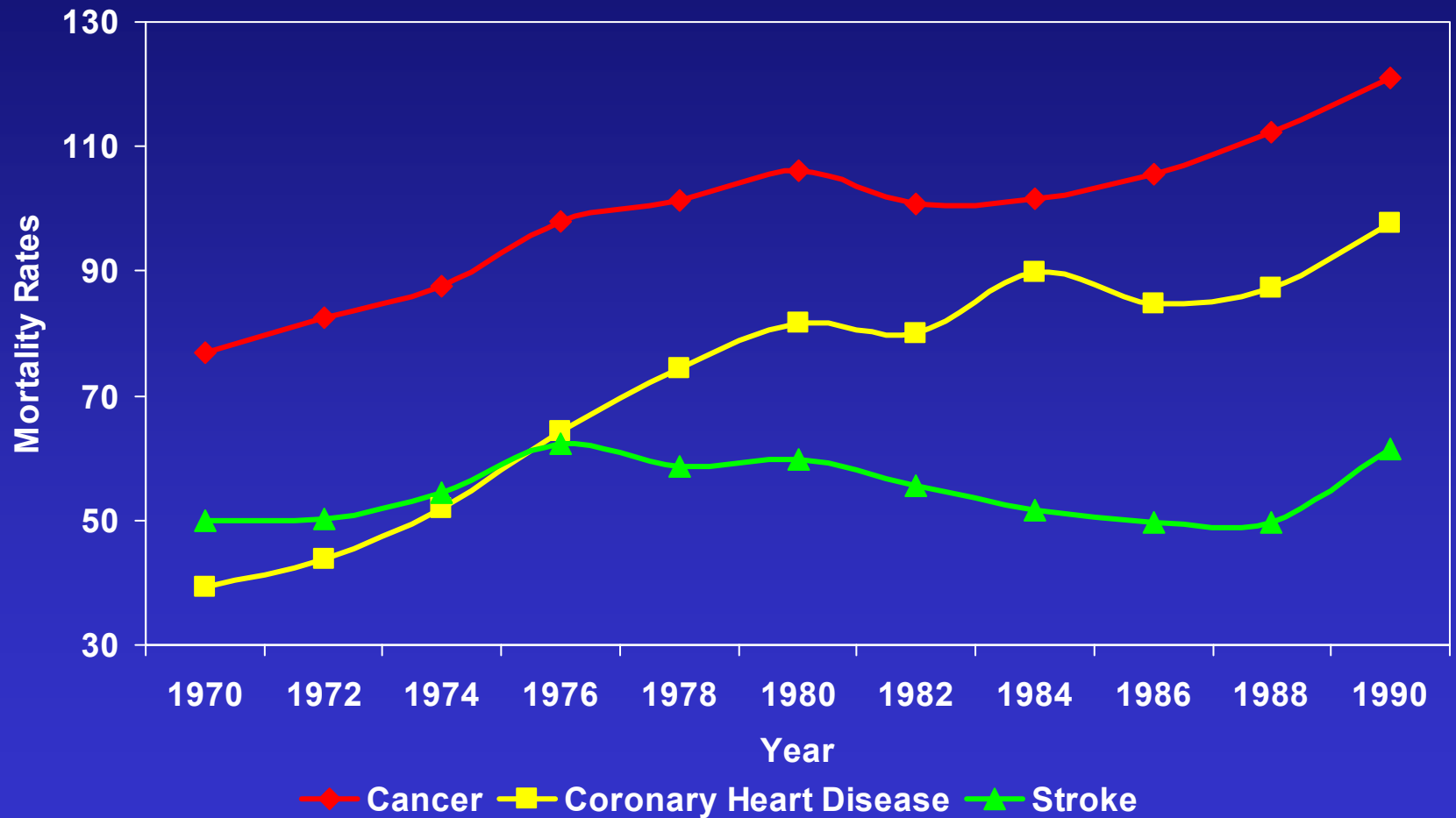
Challenges

- Changing behaviour – knowledge not translated into action
- Results not immediate
- Funding of programmes



THANK YOU

Mortality Rates for Cancer, Coronary Heart Disease and Stroke (1970-1990)



Source: Registry of Births and Deaths

