



ANNUAL REPORT
2023/2024

Set Your Heart on Health

The Health Promotion Board (HPB) promotes healthier lifestyles and enhances well-being among Singaporeans through nationwide initiatives. We collaborate closely with our community partners and health advocates to empower individuals from diverse backgrounds to adopt and sustain healthy habits.

From encouraging physical activity to advocating for healthier diets and regular health screening, our initiatives serve to address a wide range of health and well-being concerns. Through this comprehensive approach, HPB ensures that Singaporeans are well supported to pursue healthy living, keeping health and well-being at the heart of the nation.

Vision

A nation of healthy people

Mission

Empowering individuals to take ownership of their health through:

- Being a centre of excellence for health promotion, disease prevention and patient education
- Establishing, engaging and supporting local and international partnerships
- Being a people-centred organisation that inspires and enables our employees to realise their full potential

Our Values

We live our core values as One HPB

- People-Centricity:**
Care for people;
inspire healthy living
- Innovation:**
Dare to try; learn quickly
- Excellence:**
Do our best; keep getting better

Contents

- 3** Vision, Mission, Our Values
- 4** Chairman's Message
- 6** CEO's Review
- 8** Board of Directors
- 10** HPB Leadership
- 14** Health: In the Community
- 44** Health: For Our Young
- 64** Health: For Our Workers
- 74** Health: With Technology
- 78** Health: Of Our People
- 87** Environmental Sustainability Report
- 93** Corporate Governance
- 96** Annual Financial Statements



"We stepped up our collaboration with government and community partners in enriching the health and social ecosystem, ensuring that our residents can readily access and participate in a wide array of healthy lifestyle programmes."



Chairman's Message

In March 2024, I concluded my seventh year serving as Chairman of the Health Promotion Board (HPB). I am immensely proud to have witnessed our progress in transforming Singapore's health promotion landscape during this time. We are realising our vision of a healthier nation through strategic partnerships and innovative initiatives to bring healthy living to every Singaporean.

Fostering Healthier Lifestyles Nationwide

In the last year, under the Healthier SG initiative, HPB made significant strides in encouraging Singaporeans to proactively

manage their health and lead healthier lives. We stepped up our collaboration with government and community partners in enriching the health and social ecosystem, ensuring that our residents can readily access and participate in a wide array of healthy lifestyle programmes.

We empowered residents to care for their physical and mental health, by providing the necessary environment, resources and nudges. For instance, the Healthy 365 mobile app and LumiHealth offer residents personalised in-app programme recommendations across multiple health domains, such as physical activity, diet and sleep.

Enhancing Health and Wellness for All

In addition to community-wide initiatives, we also implemented strategies to address the needs of specific demographics.

With adolescence as a critical period of growth and development, we continued to support our young in staying healthy physically

and mentally. This includes providing access to essential resources like school health and dental services, more varied avenues for physical activities and healthy food. We introduced the Student Health Status Card to more than 200 primary and secondary schools, providing insights into their student population's health status. With the insights, schools have increased the take up of HPB's health promoting programmes to support their students in adopting healthier habits.

We are similarly committed to supporting working adults in cultivating healthier lifestyles. Our Workplace Outreach Wellness programme provides companies with access to a range of health initiatives. These include workshops and activities to promote employee well-being, and health screenings that can be carried out in the workplace. In FY2023, we supported over 400 companies, of which, 70% were small- and medium-sized enterprises. With the growing prevalence of gig and self-employed workers, we also ensured that individuals in these sectors have the necessary knowledge and skills to look after their own health.

HPB is dedicated to supporting our seniors to manage their health and to age healthily. Through the 'Live Well, Age Well' programme, we empower seniors through exercises and workshops to take personal action to enhance their quality of life. Through community engagement and public education efforts, HPB continued to rally seniors to actively look after themselves physically and mentally, so that they can spend their years in good health.

Coming Together for Better Health

Strong partnerships are key to HPB's success. In the past year, we have worked with various government agencies, community partners and industry associations to ensure that our efforts in shaping healthy lifestyles can reach more people.

By leveraging our partners' commitment and expertise, we have been able to continuously expand and enhance our health promoting initiatives and ecosystems. This includes the good work of our Health Ambassadors, who come from all walks of life, in engaging and inspiring fellow members of the community to adopt healthier habits.

I would also like to extend my heartfelt appreciation to the staff at HPB. Their relentless efforts to bring health to all Singaporeans has been vital to improving the health and well-being of the population.

As I pass on the baton to Mr Wong Kim Yin, the new Chairman, I look forward to seeing the further progress that HPB will make in the journey towards building a healthier nation.

Philip Lee

Chairman

Health Promotion Board



"I am confident that our ongoing commitment to personalised health promotion will lead to a healthier and more empowered community. We will keep sharpening our delivery of health promoting initiatives to our citizens, so that better health can be within everyone's reach."

CEO's Review

The Health Promotion Board (HPB) has made significant achievements in the past year. In line with our mission of empowering Singaporeans to lead healthier lives, we have expanded our preventive health initiatives across key segments of the population, and strengthened our partnerships to foster a more supportive healthy living ecosystem.

Delivering Health Initiatives to Citizens

HPB engages citizens of all ages to stay physically active and mentally well through our range of programmes and campaigns. We launched the 'Supporters Who Listen, Support Better' campaign to promote better mental health. The campaign aims to impart essential knowledge to enable Singaporeans to offer emotional support to those in need, fostering empathy within the community.



On the MindSG platform, we provide practical resources and interactive tools to facilitate supportive conversations. As of 31 January 2024, the campaign page garnered 1.7 million page views, and the post-campaign survey revealed that 60% of the respondents know how to support someone coping with challenges, an increase from 49% in 2020.

We continue to safeguard our community and our youth from the adverse health effects of tobacco and e-vaporiser use. We rolled out the 'Vape is the toxic friend you don't need' campaign, from January to March 2023 to raise awareness on the harms and illegality of vaping and its potential to cause nicotine addiction. During the campaign period, we observed a 40% increase in online sign-ups for the I Quit programme, our national nicotine cessation initiative.

Partnering with community and religious organisations, HPB actively engages and encourages our ethnic communities to adopt healthy lifestyles. For example, through the Get Fit for Haj 2023 programme, we encouraged over 700 pilgrims to undergo health screening and participate in exercises to prepare for their haj pilgrimage and ensure their well-being. To engage the Indian community, we also conducted health promotion activities and screening at community events and temples, which saw over 8,900 participants between April 2023 and March 2024.

Shaping Healthier Choices

Over the last year, we worked with more partners and on more initiatives to widen Singaporeans' access to healthier food and beverage (F&B) choices.

Dietary sugar is a key risk factor for diabetes. Since the implementation of the Nutri-Grade measures in 2022, many industry partners have reformulated their products, reducing the median sugar content of pre-packaged beverages. Last year, the Nutri-Grade measures were extended to cover freshly prepared drinks from 30 December 2023, allowing consumers to easily identify healthier options at F&B outlets and catering establishments.

We launched the "Siu Dai by default" movement to encourage F&B operators to offer beverages with lower sugar content as a norm. In December 2023, we distributed 4,500 'siu dai' kits, containing recipe cards and standard measuring spoons, to help drink stall operators in coffee shops, hawker centres, food courts and canteens prepare beverages with reduced amounts of sugar, evaporated milk and condensed milk.

On average, Singaporeans are consuming almost twice the recommended daily sodium intake. Excess sodium intake is a key risk factor for hypertension. We aim to reduce Singaporeans' sodium intake by about 15% by 2026, through encouraging consumers and F&B operators to use less salt or switch to lower-sodium alternatives. We have garnered encouraging responses from the industry. Seven industry associations, nine major manufacturers and eight F&B leaders have committed to reducing sodium content in dishes and increasing the supply of lower-sodium ingredients. The number of eateries, including hawker stalls, coffee shops, school canteens and caterers, using lower-sodium salt, sauces, or seasoning, have

also doubled from the previous year, with some 1,000 eateries now using these healthier ingredients.

Driving Behaviour Changes through Technology

In recognition that citizens have varied needs and preferences, we aim to achieve greater personalisation in health promotion by leveraging data and technology. This enables us to provide recommendations and nudges that better resonate with individuals, and encourage behaviour change.

An example is our redesigned LumiHealth programme, launched in August 2023. The new experience offers participants a variety of 'Health Quests' that transform their health goals into simple everyday actions. As of 31 March 2024, over 198,000 individuals have joined the programme. We observed that participants who had reported lower activity levels before joining LumiHealth had increased their weekly exercise minutes by 64%.

I am proud of what HPB has achieved, made possible through the deep passion and dedicated efforts of our officers. I am confident that our ongoing commitment to personalised health promotion will lead to a healthier and more empowered community. We will keep sharpening our delivery of health promoting initiatives to our citizens, so that better health can be within everyone's reach.

Tay Choon Hong

Chief Executive Officer
Health Promotion Board

Board of Directors

¹ Mr Philip Lee

Chairman
Health Promotion Board

Vice Chairman
Global Banking, Southeast Asia
The Hongkong and Shanghai Banking
Corporation Ltd

(term ended 31 March 2024)

² Mr Wong Kim Yin

Group President and
Chief Executive Officer
Sembcorp Industries Ltd

(with effect from 1 October 2023)

³ Prof Fatimah Lateef

Senior Consultant Emergency
Physician, Director of Quality
and Patient Safety
Department of Emergency Medicine
Singapore General Hospital

Clinical Professor in
Emergency Medicine
Duke-NUS Medical School, Yong Loo
Lin School of Medicine and Lee Kong
Chian School of Medicine, Nanyang
Technological University

Faculty
Duke-NUS Global Health
Medicine Institute

Co-Director
SingHealth Duke-NUS Institute
of Medical Simulation (SIMS)

⁴ Dr Lim Kuo-Yi

Co-Founder and
Managing Partner
Monk's Hill Ventures

⁵ Prof Chua Hong Choon

Chief Executive Officer
Khoo Teck Puat Hospital
and Yishun Health

⁶ Mr TK Udairam

Chief Executive Officer
Sheares Healthcare
International Holdings

⁷ Mr Gerard Toh Wen-Wei

Partner, Audit
KPMG LLP (Singapore)

⁸ Dr Ayesha Khanna

Chief Executive Officer
ADDO AI

(with effect from 1 April 2023)

⁹ Mr Alan Goh

Chief Executive Officer
Sport Singapore

(with effect from 1 April 2023)

¹⁰ Ms Tang Zhi Hui

Senior Director
Industry Division
Ministry of Trade and Industry

¹¹ Mr Tony Low Teck Eng

Zonal Director, Schools (East)
Schools Division
Ministry of Education

(with effect from 1 April 2023)



HPB Leadership

1 Mr Tay Choon Hong

Chief Executive Officer

2 Mr Koh Peng Keng

Deputy Chief Executive Officer
(with effect from 1 April 2023)

3 Dr Annie Ling

Group Director
Policy, Research and Surveillance

4 Ms Joanna Chan

Group Director
Programmes

5 Mr Simon Lim

Group Director
Outreach
(with effect from 15 July 2023)*

Director
Healthier SG Programme Management Office

* Dr Shyamala Thilagaratnam was Group Director
for Outreach till 14 July 2023.

6 Dr Chew Ling

Group Director
Youth Preventive Service

7 Dr Eu Oy Chu

Director
Youth Preventive Dental Service

8 Dr Chong Si Jack

Director
Youth Preventive Health Service
(with effect from 17 April 2023)

9 Ms Ann Low

Director
Healthy Food and Dining and
Programme Business Analysis Division

Director (Covering)
Preventive Health Programmes Division
(till 31 October 2023)

10 Ms Audrey Tong

Director
Integrated Solutions and Programme
Planning Office Division

Director
Physical Activity and Weight
Management Division
(till 31 October 2023)

Director (Covering)
Healthy Ageing Programmes Division
(till 31 October 2023)

11 Ms Alice Ong

Acting Director
Preventive Health Programmes
and Rewards Division
(with effect from 1 November 2023)

12 Ms Rachel Ngo

Acting Director
Physical Activity and Healthy
Ageing Programmes Division
(with effect from 1 November 2023)

13 Mr Bryan Quek

Director
Regional Health and Community
Outreach Division



14 Mr Loh Chin Hui

Director
Workplace Health and Outreach Division
(with effect from 13 September 2023)*

* Mr Simon Lim was Director for Workplace Health and Outreach Division till 12 September 2023.

15 Ms Vasuki Utravathy

Director
School Health and Outreach Division

16 Ms Chung Mui Ken

Chief Information Officer
Chief Information Officer's Office

17 Ms Nicole Lim

Chief Data Officer
Chief Data Officer's Office
(with effect from 7 June 2023)*

* Dr Tan Hwee Pink was Chief Data Officer till 9 June 2023.

18 Mr Terence Ng

Director
Innovation Office Division

Director
Policy and Strategy Development Division

19 Dr Karen Cheong

Director
Research, Evaluation and Monitoring Division

20 Mr Foo Wei Young

Director
Corporate and Industry Partnerships Division

21 Ms Marissa Wong

Director
Corporate Communications Division

22 Ms Dawn Lee

Director
Corporate Marketing Division

23 Mr Tan Wearn Haw

Director
Strategic Planning and Collaborations Division

24 Ms Angeline Foo

Director
Risk Management, Operational Excellence and Compliance Division

Director
Internal Audit

**25 Ms Lek Yin Yin**

Director
Human Resources and Organisation Development Division

Director
Knowledge Translation

26 Ms Janet Teo

Director
Finance, Administration and Legal Division

27 Mr Sebastian Chua

Director
Procurement Division
(with effect from 1 April 2023)





Chapter 1

Health:

In the COMMUNITY

The Health Promotion Board promotes healthier lifestyles and improved well-being for all Singaporeans through our nationwide initiatives. We work closely with community and industry partners to guide Singaporeans towards better health, by providing the necessary resources and shaping conducive environments for everyone to take charge of their own health. We also introduce targeted initiatives to address the health concerns and needs of specific population segments, such as seniors and various ethnic communities. Through this two-pronged approach of reaching the general population as well as specific groups, we ensure that health promoting initiatives remain accessible to all.

A Healthier SG for All



In FY2023, **Healthier SG** was launched with a transformative vision for Singaporeans, placing preventive health at the forefront. Under Healthier SG, residents can proactively manage their health, prevent the onset of chronic diseases and adopt healthier lifestyles. They can co-develop personalised Health Plans tailored to their individual needs with trusted family physicians, have access to enhanced subsidies for nationally recommended screening and vaccinations, and engage in a diverse range of healthy lifestyle activities to promote physical activity and wellness.

The Health Promotion Board (HPB) plays a pivotal role in facilitating residents' health management under Healthier SG. Collaborating with the Ministry of Health and community partners, we are expanding health and social ecosystems, to ensure that residents have easy access to a wide range of healthy lifestyle programmes and services.

With healthy living as a cornerstone of Healthier SG, HPB takes the lead in healthy lifestyle promotion and capacity building, pioneering initiatives and setting standards. We work with General Practitioners (GPs) and allied health professionals to develop lifestyle prescriptions tailored to prevent and manage common chronic conditions, as well as to support care providers by enhancing their capabilities in recommending suitable healthy lifestyle activities.

In collaboration with key community partners, HPB developed the Healthier SG healthy lifestyle programme management framework to categorise community-based programmes offered to residents, to guide residents in finding suitable programmes to support their Health Plan. We also introduced the Physical Activity

Intensity Level categorisation framework, providing GPs and care providers with additional information on aerobic intensity levels for community-based programmes and activities via HealthierSGEventsGoWhere, a one-stop directory for community healthy lifestyle activities, to facilitate recommending and connecting residents to suitable physical activities. We continued to work closely with Grassroots Advisers and Leaders to optimise the capacity and accessibility of Healthier SG programmes in the community.

In the past year, we have increased community physical activity programmes by over 50%, with sufficient capacity to accommodate around 53,800 participants weekly. We have also expanded existing national programmes such as the National Steps Challenge™, Eat, Drink, Shop Healthy Challenge; Screen for Life; I Quit; and 'Live Well, Age Well', to meet the growing demands of Healthier SG enrollees.

Additionally, HPB continuously enhances the Healthy 365 mobile app for residents to access healthy lifestyle activities and programmes offered by HPB and community partners such as People's Association and Sport Singapore. We have also improved the app's search function and added a feature on Aerobic Intensity Level, which enables residents to make informed choices and participate in activities appropriate for their health status. The app provides programme recommendations customised for residents based on their health and demographic profiles, along with features such as meal logging and redemption of Healthier SG enrolment benefits. As of 31 March 2024, nearly 350,000 Healthier SG enrollees have participated in physical activity and nutrition programmes facilitated by the Healthy 365 mobile app.

Between July and November 2023, the 17 Healthier SG roadshows held island-wide, with support from multiple government agencies,

drawed approximately 63,000 attendees. HPB supported the roadshows by deploying 153 Health Ambassadors and 164 HPB staff to onboard, educate and assist residents on the usage of the Healthy 365 mobile app.



HPB staff and volunteers supported the launch of Healthier SG at its first roadshow at Bishan-Ang Mo Kio Park in July 2023.



At Healthier SG roadshows, Health Ambassadors educated residents on the Healthy 365 mobile app and its functions.

Encouraging Healthy Diets



Reducing Sodium in Diets

Excess sodium intake is a key risk factor for hypertension. According to the National Population Health Survey 2022, more than one-third of

Singapore residents have hypertension. The National Nutrition Survey 2022 showed that nine in 10 Singapore residents exceed the daily recommended sodium limit of 2,000mg, consuming about twice the daily limit at 3,620mg on average.

In 2022, the Health Promotion Board (HPB) announced the national sodium reduction strategy, aiming to reduce Singaporeans' sodium intake by about 15% by 2026. Building on this, in 2023, HPB intensified our initiatives to encourage industry reformulation of salt, sauces and seasonings, while advocating for their adoption within the food service sector.

On 21 October 2023, the Singapore Heart Foundation, Singapore Nutrition and Dietetics Association, and The National Kidney Foundation issued a joint position statement to support HPB's sodium reduction strategy and endorse the use of lower-sodium salt substitutes to promote healthier eating habits.

Recognising a concerning 22% increase in the average sodium levels in dishes between 2010 and 2023, HPB collaborated with food operators to lower sodium content through the **"Less Salt, More Taste"** movement, urging them to reduce salt and sauces in their cooking or use lower-sodium ingredients instead. On 11 December 2023, Minister for Health, Mr Ong Ye Kung engaged six key industry associations in the food and culinary sector to rally their support for the "Less Salt, More Taste" movement. These associations pledged to collaborate towards reducing sodium content in dishes and increasing the supply of lower-sodium ingredients. Several manufacturers are supporting this movement by increasing the supply of lower-sodium ingredients for the food service sector. As of 31 March 2024, we secured commitments from seven industry associations, nine major manufacturers, and eight food and beverage (F&B) leaders to reduce sodium in ingredients and dishes.



From left to right: Association of Catering Professionals Singapore, Food Industry Asia, Restaurant Association of Singapore, Singapore Chefs Association, Singapore Food Manufacturers' Association and Singapore Manufacturing Federation pledged their support for the "Less Salt, More Taste" movement.

HPB has also expanded the availability of affordable lower-sodium salt from one to four suppliers, who now supply nearly half of all salt sold to F&B operators in Singapore. As of 30 September 2023, over one in four sauces and seasonings available on retail shelves have lower sodium content. In addition, as of 31 December 2023, the number of eateries, including hawker stalls, coffee shops, school canteens and caterers, using lower-sodium salt, sauces or seasoning, have doubled from the previous year, with some 1,000 eateries using these healthier ingredients.

Additionally, we launched the second year of our multi-year public education campaign with the tagline "You can't trust your tongue to taste excess salt". The campaign aims to increase the public's awareness of the sodium content in everyday foods and provide practical tips on how to reduce sodium intake.



The 2023/2024 lower-sodium campaign raised awareness among Singaporeans about their sodium intake from everyday dishes and encouraged individuals to reduce their sodium intake.

Nutri-Grade for Sugar-Sweetened Beverages

To combat the significant health issue of diabetes and its link to excessive sugar intake, the Ministry of Health and HPB have implemented initiatives to help Singaporeans reduce their sugar intake. In 2022, **Nutri-Grade** labelling measures were introduced to pre-packaged beverages, grading them based on their sugar and saturated fat levels. Beverages graded Nutri-Grade "C" or "D" must display the Nutri-Grade mark while beverages graded Nutri-Grade "A" or "B" can voluntarily display Nutri-Grade labels or the Healthier Choice Symbol. Beverages that are graded Nutri-Grade "D" are prohibited from advertising. These measures guide individuals to make better-informed, healthier choices.

We have observed encouraging results. Many industry partners have reformulated their products, leading to a reduction in the median sugar content of pre-packaged beverages from 7.1% in 2017 to 4.6% in 2022. According to the National Nutrition Survey 2022, daily sugar consumption among Singaporeans has also improved, decreasing from 60g in 2018 to 56g in 2022.

To further support this progress, the Nutri-Grade labelling and advertising restrictions were extended to freshly prepared beverages on 30 December 2023 across non-retail settings such as F&B outlets, catering establishments and educational institutions.



Publicity materials at various public places nudge consumers to limit their intake of Nutri-Grade "C" and "D" drinks and to opt for 'siu dai' drinks.

From December 2023 to March 2024, HPB launched a public education campaign across out-of-home and social media channels to educate consumers on the Nutri-Grade extension of measures to freshly prepared beverages. The campaign encouraged consumers to limit consumption of beverages labelled "C" or "D", opting instead for "A" or "B", healthier choice products or simply water. Additionally, ongoing educational efforts via HealthHub, retail outlets and social media platforms aim to enhance nutritional literacy among Singaporeans.

Complementing the Nutri-Grade measures, HPB initiated the **"Siu Dai by default"** movement to encourage F&B operators to offer beverages with lower sugar content by default. In December 2023, we distributed approximately 4,500 'siu dai' kits to help drink stall operators in coffee shops, hawker centres, food courts and canteens prepare beverages with reduced sugar, evaporated milk and condensed milk.



The 'siu dai' kit included recipe cards listing 'siu dai' drink formulations, spoons for measuring the right 'siu dai' sugar amount, and 'siu dai' decals and wobblers for participating stall owners to display at storefronts for consumer awareness.

As of 31 March 2024, major F&B operators including Kopitiam, Kaffe & Toast, Mr Bean, Mr Teh Tarik, Fun Toast and Kim San Leng have joined the "Siu Dai by default" movement. Kopitiam and Kaffe & Toast have introduced 'siu dai' menus

across selected outlets, while Mr Teh Tarik, Fun Toast, Mr Bean and Kim San Leng are serving 'siu dai' drinks by default across all outlets.

In line with these efforts, on 21 February 2024, HPB rallied the support of the Foochow Coffee Restaurant & Bar Merchants Association and Kheng Keow Coffee Merchants Restaurant and Bar-Owners Association, representing more than half of the coffee shops in Singapore, to promote the "Siu Dai by default" movement among their members.



The Foochow Coffee Restaurant & Bar Merchants Association and Kheng Keow Coffee Merchants Restaurant and Bar-Owners Association pledged their support for the "Siu Dai by default" movement at the engagement session attended by the Minister for Health, Mr Ong Ye Kung.

Enhancing Whole-of-Government Policies

The Whole-of-Government Healthier Catering and Food and Beverage Policies require healthier food and drinks to be the default for government catering, and at government premises.

Caterers and F&B operators are required to adhere to updated guidelines aimed at reducing sugar, saturated fat and sodium intake. This includes using lower-sodium salt, sauces and seasonings, and offering creamers, and evaporated or condensed milk with reduced saturated fat if served alongside drinks. New guidelines were also introduced for F&B operators to use healthier oil, and reduce the sugar and saturated fat content of freshly prepared beverages.

Connecting with Healthy Food and Dining Partners

In FY2023, HPB organised networking sessions to connect healthier ingredient suppliers with F&B establishments and school canteen operators, cooks and school leaders, to encourage the uptake of healthier ingredients and products. From 1 April 2023 to 31 March 2024, HPB connected 12 suppliers with 106 participants from pre-schools and schools.

Additionally, we created e-learning modules for teachers who also serve as school canteen committee members, to help them to understand and apply the Healthier Meals in Schools Programme (HMSP) guidelines. We also shared the HMSP guidelines on healthy meal preparation with residential care facilities governed by the Ministry of Social and Family Development.



Networking sessions between healthier ingredient suppliers and school canteen vendors, cooks and school leaders, to promote the use of healthier ingredients and products.

Healthier Dining Programme

Our **Healthier Dining Programme** (HDP) seeks to increase the availability and accessibility of healthier F&B options across Singapore. Since its inception in 2014, the HDP has significantly expanded the range of healthier food and drink options available, surpassing the initial offerings by over tenfold. The HDP has also supported the growth of F&B businesses by assisting partners in integrating healthier options into their menus.

To align with national health objectives, such as reducing sugar, saturated fat and sodium intake in Singaporeans' diets, the HDP continuously evolves, with the availability of healthier food options regularly broadened. Following the implementation of the Nutri-Grade measures, we updated the guidelines for lower-sugar beverages in 2023, aligning the sugar levels of healthier drinks endorsed under the HDP with Nutri-Grade "A" and "B" beverages. We actively engaged our F&B partners to communicate these updates and provide support for reformulation, ensuring that healthier beverage options are available for consumers.

From 1 April 2023 to 31 March 2024, the HDP facilitated the serving of over 255 million healthier meals and engaged with more than 3,100 F&B operators, hawker centres and coffee shops, encompassing over 9,000 touchpoints. In FY2023, the HDP welcomed 40 new brands into its fold, including notable establishments such as Ya Kun, Toast Box and Nandos.



"Mr Bean sees high value in being a Healthier Dining Programme partner and will continue being part of this programme, which has helped us venture into hospital and school settings. We also received positive reviews from customers about the new HDP food and drink items on our menu."

— Ms Venus Ang, Assistant Brand Director, Mr Bean

"We noticed an increase in people ordering less sugar for their drinks — menu items with endorsement definitely help customers identify the healthier options available. With healthier choice options available across all outlets, we have also seen an increase in sales of healthier drinks."

— Mr Tommy Ng, Business Development Manager, Mr Teh Tarik

Healthier Choice Symbol

HPB is committed to expanding the availability of healthier grocery items in the retail setting, recognising that 68% of Singaporeans have at least one meal a day at home.

To empower Singaporeans to make informed choices during grocery shopping, we collaborate with the industry to positively label pre-packaged food products that meet healthier criteria with the **Healthier Choice Symbol** (HCS). This initiative guides Singaporeans towards incorporating healthier options into their diets. Compared to similar products within the same food category, products bearing the HCS identifier are generally lower in saturated fat, sodium and sugar, while being higher in calcium, wholegrains and dietary fibre.

Since its inception in 2001, the HCS programme has seen a significant increase in demand and acceptance for healthier products. Over the years, the brand equity and public awareness of the HCS have grown, making it a recognised symbol that Singaporeans actively seek out when grocery shopping.



As of 31 March 2024, there are over 4,000 HCS products across 100 food and drink categories, including staple items such as rice, bread and noodles, as well as products such as sauces and beverages. This wide availability of HCS products in the market ensures that consumers have access to a diverse selection of healthier choices. The market share of HCS products has shown a positive trajectory, rising to 34% as of 30 September 2023, up from 32% in FY2022.

Healthier Ingredient Development Scheme

The **Healthier Ingredient Development Scheme** (HIDS) aims to promote innovation among food manufacturers and encourage the adoption of healthier ingredients in Singapore's food service industry. Since its introduction in July 2017, the HIDS has supported manufacturers in enhancing ingredient profiles and promoting healthier products by providing grants for research and development, marketing and publicity, and trade promotion efforts.

With two sub-schemes, the Healthier Choice Development Scheme and the Go-to-Market Scheme, the HIDS covers categories such as oil, wholegrain rice and noodles, beverages, desserts, sauces, sweet spreads and table salt. This aligns with HPB's strategies to manage sugar and sodium intake for better health outcomes.

In November 2023, we launched the revamped HIDS webpage to enhance the user experience and visual appeal, making it easier for companies who are interested in applying for the HIDS to access information on the grant scheme.

As of 31 March 2024, the scheme has attracted 122 suppliers across nine ingredient categories, offering over 320 healthier ingredient products in nearly 10,000 F&B, institutional and retail outlets.

"The Go-to-Market Scheme from HPB greatly assisted NutriRight in market entry strategy for our reduced sodium line of salt products. The grant enabled us to co-share part of our business associated risks, while encouraging us to create healthier products for the masses. The grant has helped to align both our interests, and HPB represents a valuable partner in our company's efforts to forge new and healthier choices for the Singapore Market."

— Mr Shaun Jalleh, Business Development, NutriRight Pte Ltd



"The Go-to-Market Scheme has given us an excellent opportunity to introduce healthier cooking oils to new and existing customers who would otherwise have been reluctant to switch from traditional, less-healthy products. We found the grant scheme encouraged customers to start exploring other healthier options beyond just cooking oils and to subsequently educate their own customers."

— Wilmar Distribution Business Development Team representative

Eat, Drink, Shop Healthy Challenge

To complement our efforts in bringing healthier F&B choices to consumers, HPB runs the **Eat, Drink, Shop Healthy** (EDSH) Challenge — an initiative that rewards healthier choices with tangible benefits. Participants can earn Healthpoints and exchange them for a range of vouchers when they opt for healthier options.

We collaborated with various retailers including FairPrice, Sheng Siong, Prime and HDP partners like Wok Hey, Mr Bean and Qi Ji, offering multiple touchpoints for participants to choose healthier options.

In FY2023, on-ground promotional activities increased, with 25 more Health Promoting Malls partnering HPB. There were a total of 540 activations across the island, from supermarkets and hawker centres to hospitals, marking a 171% increase from last year.

EDSH was also extended to digital platforms, where HPB partnered with Food Canopy as an e-commerce partner. Participants automatically earn Healthpoints with every healthier purchase by linking the Food Canopy app with their Healthy 365 account, making it easier for participants to choose healthier options. We also included health tips into the Healthy 365 mobile app to educate and remind consumers about healthier eating habits.

In FY2023, participation in EDSH witnessed a significant surge, with 320,000 new participants, bringing the total unique participants to 1.4 million, marking a 40% increase from the year before.



Participants of the Eat, Drink, Shop Healthy Challenge enjoying instant rewards when they make healthier grocery purchases.



"The collaboration with HPB on the Eat, Drink, Shop Healthy Challenge has not only highlighted the importance of healthy eating and lifestyle choices, but also effectively engaged individuals in practical ways to make informed decisions while shopping. Together, we've championed accessible, informed choices that empower people to take charge of their health. It's been a pleasure partnering with the team!"

— Gladys Chin Yan Ying, Senior Marketing Executive, East Point Mall



"Koufu is proud to be a valued partner of HPB and HPB's Eat, Drink, Shop Healthy Challenge. With our food courts and coffee shops located island-wide, especially in neighbourhood areas, we would like to encourage our valued customers to opt for healthier drinks and food options. We will continue to explore other avenues to partner with HPB to continue promoting healthier lifestyles, so our customers can eat and drink healthy."

— Kady Ong, Senior Brand and Marketing Executive, Koufu Pte Ltd



"Qi Ji is pleased to participate in HPB's Eat, Drink, Shop Healthy Challenge in 2023/2024. As a long-standing partner of HPB's Healthier Dining Programme, we have observed growing awareness and evolving customer's preference for healthier food choices. Qi Ji hopes to continue perpetuating healthier dining by introducing healthier ingredients while preserving Singapore's culinary heritage."

— Kenneth Low, Senior Manager (Brand Development), Qi Ji Pte Ltd

Encouraging Active Lifestyles



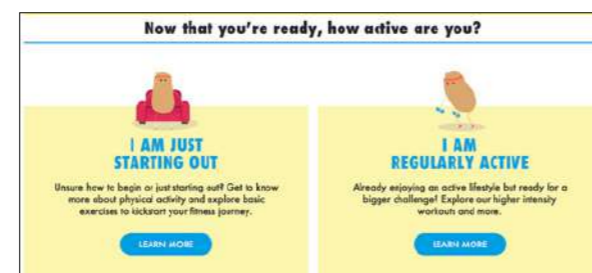
Empowering Residents with Resources to Move It

In our constant push to encourage Singaporeans to adopt and sustain an active lifestyle, the Health Promotion Board (HPB) continued to enhance public knowledge and understanding of the benefits and recommended amount of physical activity and ways to keep active.

In July 2023, we enhanced the **MOVE IT** website, which provides curated resources and tips on physical activity as well as information on HPB's physical activity programmes. The enhancements aimed to offer greater ease of navigation and a wider range of resources, including step-by-step guides for beginners who are just embarking on their fitness journey.

Practical resources are presented in engaging and easy to understand videos and infographics. This enables residents of varying fitness levels to learn how to start their exercise regime safely, better gauge the intensity levels of their physical activity, and carry out different types of workouts on their own at home, in the office and at fitness corners. There are also practical recommendations of indoor and outdoor activities for individuals and families alike.

As of March 2024, the MOVE IT website recorded over 1.1 million visitors, a 10% increase from the previous year.



The enhanced MOVE IT website allows beginners and active individuals to embark on differentiated user journeys.



"I have been attending the Sunrise In The City (SITC) programme since 2019. Prior to this, I did not engage in physical activity as often, and only ran or jogged occasionally. However, I now attend a few sessions of the SITC programme each week and it has become part of my lifestyle. I prefer group classes as I get to know more people and we motivate each other."

— Ms Ho Swee Kheng, SITC participant

To increase the convenience for the community to engage in physical activity and to support residents' health under Healthier SG, HPB expanded our MOVE IT physical activity programmes to over 1,000 locations each week, up from an average of over 700 locations in 2022.

Residents of different ages and fitness levels can choose from a wide array of activities from programmes such as Sundays At The Park, Community Physical Activity Programme, Quick HIIT, Active Family Programme and Move It, Feel Strong. Through close collaboration with community partners and other public agencies, including the People's Association, Sport Singapore and Active Ageing Centres (AACs), we extended the activities into more community spaces spanning community centres, residents' committees, parks, shopping malls and AACs. This offers residents more convenient avenues to lead active lifestyles in their everyday environments.

With the scale-up in the physical activity programmes, the number of participants in HPB's community-based activities increased from 148,000 in FY2022 to 157,000 in FY2023.



New resources on the MOVE IT website offer practical tips for leading an active lifestyle.

Scaling Up Physical Activity Programmes

In FY2023, HPB scaled up our MOVE IT physical activity programmes conducted across the island post-COVID-19, to make active living more engaging and accessible.

We refreshed the Quick HIIT programme with the addition of equipment-based high-intensity interval training workouts and introduced Crossfit Functional Fitness under the Sunrise In The City programme. The changes injected more varied and dynamic exercises into the programmes while supporting residents in improving and maintaining their physical fitness.



Participants keep active through the equipment-based workout under Quick HIIT, a HPB MOVE IT programme.



Seniors engaged in strength-training exercises with resistance bands as part of the Move It, Feel Strong programme.
Photo credit: Kebun Baru Villas NC



Individuals participated in Zumba, as part of HPB's Community Physical Activity Programme.

The **National Steps Challenge™**, a technology-enabled programme that leverages wearables and gamification to encourage residents to move more, complements the widely available physical activities conducted by HPB. In FY2023, the Challenge continued to motivate participants to embrace regular moderate- to vigorous-intensity physical activity (MVPA), by reducing their sedentary time and gradually

working towards at least 150 minutes of MVPA each week, to meet the recommendation in the Singapore Physical Activity Guidelines.

Over a period of six months, our data showed that about 41% of the participants engaged in more MVPA, with an increase of 58 minutes in the weekly median MVPA minutes. Among those who were initially clocking fewer than 5,000 steps daily, 42% of them clocked more steps, with a median daily step count increase of nearly 1,500 steps.

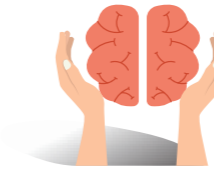
Collaborating with Partners to Promote Active Living

Beyond programmes, HPB also forged partnerships with stakeholders such as other public service agencies and the private fitness industry, to promote active living through community events.

One significant initiative was curating the physical activity programmes organised by fitness industry players as part of the Wellness Festival Singapore (WFS) 2023, a large-scale event led by the Singapore Tourism Board (STB). The festival, which drew 300,000 visitors from June to July 2023, featured an array of wellness offerings ranging from fitness and nutrition to emotional well-being and lifestyle activities, across iconic locations in Singapore.

Working with STB, HPB encouraged and guided fitness partners of the WFS to align their practices and programmes with the Singapore Physical Activity Guidelines. The programmes incorporated recommendations from the guidelines to promote different fitness components such as aerobic fitness, bone and

muscle strength, balance and flexibility. They also offered individuals and families a holistic range of workouts and exercises that catered to different fitness needs and levels across more than 40 activities.



Bridging Conversations on Mental Well-Being

Creating a Supportive Environment

The Health Promotion Board (HPB) supports the National Mental Health and Well-being Strategy in establishing a supportive environment for mental well-being, and equipping people with essential skillsets to provide emotional support to those who might have difficulties coping on their own.

In September 2023, we launched the **‘Supporters Who Listen, Support Better’** campaign to foster a supportive community for better mental well-being. The campaign aimed to equip Singaporeans with skills to offer emotional support to those in need and help them cope better. It spotlighted effective supportive skillsets, leveraging the acronym C.A.R.E: Show Concern, Actively Listen, Respond Effectively, and Be Empathetic, for easier recall and understanding. The campaign film and visuals drew audiences into scenarios where individuals provided support through active listening.

The campaign was amplified across a range of platforms, featured on media channels such as television, cinema, video streaming platforms, and in public spaces such as MRT platforms and bus stop shelters. HPB also worked with content creators to create relatable content on the importance of effective support skills in rendering better support, and tapped on their networks to amplify these messages.

The campaign directed Singaporeans to **MindSG**, a one-stop national portal for mental health and well-being resources, to learn more about effective support skills and tap on resources such as chat sticker packs on instant messaging apps. The sticker packs offer suggested greetings for individuals to start conversations when offering support. Users could also participate in a quiz to identify their supporting style and how to apply it in helping others.



Campaign key visuals prompt the audience to consider if they are giving the right support.



Chat sticker packs and supportive cards are available on MindSG to help users provide support to others.



We rolled out on-ground activations nationwide, extending the campaign into the community, tertiary institutions and workplaces. The vibrant activation booths and engaging activities drew participants. Participants found out about their supporting style from a simple exercise and could pick up encouragement cards to pen messages for someone they care for. Facilitators were also on-site to provide tips on effective support skills.



Participants learnt how to offer effective support at a community event.

As of 31 March 2024, the campaign page attained 1.7 million page views and the campaign video garnered 9.7 million views. The post-campaign survey found that 60% of respondents knew what to do to support someone who was having difficulties coping with challenges, an improvement from 49% in 2020. Additionally, we conducted 28 activations and reached out to over 8,300 participants as of 31 March 2024.

"The colourful HPB activation booth with its gigantic toy capsule machines really caught the students' interest and drew them in to find out more about the booth's activities. We also noticed that the facilitators were detailed in sharing their knowledge on peer support with the students too! The adorable capsule gift was a great idea to remind the participants of their role as a peer supporter."

— Ms Chong Ai Ling, Counsellor,
Student Care Department,
Institute of Technical Education
College Central



"I really enjoyed the activity and loved its interactive element where we can role-play to discover our supporting style and learn tips to support others better. It was a simple activity, yet was strong and powerful to share the message of how to support others better!"

— Bishan-Toa Payoh and
Marymount "Mental Wellness
Carnival 2023: What's on your
Mind" event participant

Beyond the campaign and on-ground activations, we continue to scale up our peer support programme. Started in 2017 in schools and workplaces, the programme enables participants to gain insights into developing supportive skills and empathetic communication, and know when to encourage their peers to seek further support. Peer supporters continue to receive guidance through continual learning workshops and check-in sessions, so that they remain equipped and empowered to make a difference.



Participants learnt how to identify mental health concerns and reach out to those in need at a peer support workshop.

In FY2023, HPB collaborated with the Ministry of Culture, Community and Youth, to commence training for grassroots volunteers and citizens under the Well-Being Circles. The Well-Being Circles aim to equip Singaporeans with skills to look after their own mental well-being and extend support for their peers in the community.

Since FY2017, we have trained over 15,000 peer supporters, with over two-thirds extending support to others and applying what they have learnt post-training.

We also emphasised building a supportive environment through the biennial Singapore Mental Health Conference 2023, co-led by HPB and the Institute of Mental Health, together with co-organisers, the National Council of Social Service, and the Agency for Integrated Care in October 2023. Graced by Minister for Health, Mr Ong Ye Kung, the two-day Singapore Mental Health Conference 2023 brought together 932 participants from diverse sectors — government, healthcare, social services and education, alongside clients and caregivers — to network and share insights on mental health and well-being.



Conference panellists, Ms Robyn Shearer, A/Prof Daniel Fung, Mr Tay Choon Hong and Dr Jean Liu, engaged in a lively dialogue on digital mental health.



Delegates participated in HPB's 'Supporters Who Listen, Support Better' campaign activation at the conference.

Themed 'Co-Creating Our Mental Health Ecosystem', the conference emphasised the collective efforts of stakeholders in fostering a supportive environment for mental health. Through six plenary sessions and 40 presentations, the key highlights of the conference included discussions on the need for collaborative efforts across various domains such as education, social support and digital technology to ensure the holistic well-being of youths, and efforts to create a workplace that supports good mental health and well-being. Additionally, the conference provided insights on mental wellness for seniors and leveraging community partnerships to enhance outreach to them. A new topic on digital mental health highlighted the potential of emerging technologies in supporting the population's mental health and well-being.

HPB received positive response to the conference, with 98.7% of participants agreeing that the conference met its objectives and 98.4% indicating that they will apply the information gained in their areas of work.



"The programme was well-balanced and enriching as it catered to the different groups of service providers."

— Singapore Mental Health Conference 2023 attendee

Helping Seniors Age Gracefully and Healthily



The Health Promotion Board (HPB) and the People's Association jointly developed and implemented '**Live Well, Age Well**', a holistic health and wellness programme tailored to seniors. The programme comprises a suite of active ageing activities across six domains to engage and empower seniors to boost their physical, mental and social health, in support of the refreshed Action Plan for Successful Ageing launched in 2023.

The six domains are: Live Active, which engages seniors in meeting their recommended physical activity levels, with a focus on strength-building, balance-improving and flexibility-enhancing exercises; Live Enriched, which equips seniors with knowledge and skills for their physical, mental and functional health; Live Nourished, which encourages seniors to adopt a healthy and balanced diet with a focus on essential nutrients such as protein and calcium; Live Assured, which encourages seniors to take charge of their health by going for regular screening and follow-up; Live Happy, which educates seniors on the importance of mental and social well-being and the value of social connections; and Live Prepared, which arms seniors with knowledge and skills to navigate life post-retirement.

The '**Live Well, Age Well**' activities are available to seniors at over 900 locations nationwide and over 53,000 seniors have participated in the activities in FY2023.

A Multifaceted Approach to Active Ageing Programmes

Teaming up with the Agency for Integrated Care, HPB introduced programme descriptors to provide information on the suitability of programmes to seniors, based on their functional status. This empowers Active Ageing Centres to select the most appropriate programmes for their participants and also encourages seniors to sign up for programmes that meet their needs and preferences.

We also worked closely with Republic Polytechnic to curate and enhance existing training courses, to upskill our HPB trainers and ensure the quality of our programmes.

Enhancing Frailty Prevention

Since August 2023, we have rolled out two frailty prevention initiatives, **Steady Lah** and **Healthy Ageing Promotion Programme for You (HAPPY)** under the '**Live Well, Age Well**' programme. Developed in partnership with the Regional Health Systems, the initiatives target seniors who are at risk or showing early signs of frailty and help them to improve and maintain their functional ability, particularly in their physical function, so that seniors can remain independent longer.

Steady Lah is a collaboration between HPB and Tan Tock Seng Hospital's allied health team. The initiative offers seniors a series of progressive strength and balance exercises to help them improve muscle strength and functional mobility, and activities to encourage a calcium-rich diet. Participants also learn about fall recovery techniques to minimise injuries and to call for help in the event of a fall.

HAPPY was adapted from the Cognicise programme in Japan and piloted by the National University Hospital. Seniors participate in dual-tasking workouts, which involve cognitive tasks, and strength and balance exercises to improve their physical and cognitive functional ability.

In FY2023, over 900 seniors have participated in Steady Lah and HAPPY, with seven in 10 reporting improvements in strength, balance and walking speed.



Seniors participated in strength and balance exercises as well as dual-tasking activities with Minister for Health, Mr Ong Ye Kung, Minister for National Development, Mr Desmond Lee, and NTUC Secretary-General, Mr Ng Chee Meng, at a Steady Lah and HAPPY showcase during the launch of the 2023 Action Plan for Successful Ageing.



"After the programme, I am able to balance better and walk more steadily! I also learnt that I need to increase my calcium intake to build stronger bones and have started to eat more cheese products."

— Ms Goh Sou Cheng, participant of the Steady Lah initiative



"We enjoyed challenging ourselves with the dual-task exercise because it stimulates the mind while doing exercises! We felt that the exercises have helped to strengthen our leg muscles and we are now able to lift up our knees much more easily than before."

— Mr Robert Low and Mrs Shirley Low, participants of the HAPPY programme

Reducing the Risk of Vascular Dementia

Vascular dementia is a common type of dementia in Singapore. It is not an inevitable consequence of ageing, and we can reduce the risk through healthy lifestyle habits such as staying physically active, eating healthy, staying mentally stimulated and staying socially connected.

HPB rolled out the **'Don't let vascular dementia happen to you'** campaign from June to August 2023 to enhance awareness of vascular dementia and encourage adults aged 50 years and above to take action in reducing their risk. The campaign delved into everyday life, using relatable scenarios, like misplaced items in unexpected places, to drive home the impact the condition can have on our lives.

Campaign visuals were placed at high touchpoint areas such as bus stop shelters and posted on social media, to reach out to the intended target audience. The campaign video received 1.1 million views during the campaign period. As part of the campaign, we also worked with Dementia Singapore to curate a series of 60-second educational videos to highlight the signs and symptoms of vascular dementia and ways to reduce the risks.

Post-campaign surveys revealed that 97% of respondents were aware of the condition. It also showed that 97% of respondents were aware that the risk of vascular dementia can be reduced by taking the necessary precautions, up from 76% in 2021. It also found that 67% were aware that individuals should take action to reduce the risk of vascular dementia as early as possible.

In FY2023, HPB collaborated with the National Museum of Singapore to pilot **Balik Kampung workshops** for seniors at the museum. Balik Kampung workshops are a series of interactive psycho-social educational sessions to help reduce the risk of mental health conditions among seniors, including dementia. The pilot utilised the museum's immersive exhibits to evoke reminiscence with music booths with a collection of old songs and interactive tours. The 150 seniors who participated in the six sessions, shared how they enjoyed the engaging sessions and intended to practise the new skills learnt.



To better reach out to seniors, vascular dementia campaign posters were placed at strategic locations such as a HDB lift landing lobby in a mature estate.



To increase visibility and awareness, campaign posters were placed at areas with high footfall such as a bus interchange.



Seniors engaged in interactive educational activities at the Balik Kampung workshop held in the museum to learn how healthy lifestyle habits can reduce the risk of vascular dementia.

Shifting Perceptions, Driving Action



Addressing Misuse of Antibiotics

While antibiotics kill or slow down the growth of bacteria, they can lead to undesirable consequences if used incorrectly, including ineffective future treatments, prolonged recovery time and the emergence of antibiotic-resistant bacteria.

As part of our National Strategic Action Plan on Antimicrobial Resistance (AMR), HPB's AMR campaign, titled **'Misuse of Antibiotics Puts You At Risk'**, serves to raise the awareness about the dire consequences of antibiotic misuse, equip the public with knowledge about antibiotics, and promote desirable behaviours when it comes to antibiotic usage.

Building on the success of the FY2022 campaign, our FY2023 campaign aimed to further amplify its messages by leveraging humorous portrayals of various characters to bring the creative concept of "Don't Play Doctor" to life, turning serious information into edutainment to effectively inform and persuade the audience.

Our campaign emphasised the consequences of inappropriate antibiotic use, such as adjusting dosage without medical advice. We spread these messages through social and video platforms such as TikTok, YouTube, and advertisements on Grab, a ride-hailing app, to reach our target audience. Through this multi-channel approach, the campaign imparted knowledge on the risks associated with antibiotic misuse and promoted adherence to doctor-prescribed antibiotic treatments.



The antimicrobial resistance campaign, 'Misuse of Antibiotics Puts You At Risk', highlights the consequences of misusing antibiotics.

'HIV doesn't differentiate'

In FY2023, HPB continued our efforts to address the lack of perceived risk towards human immunodeficiency virus (HIV) infection and promote self-initiated testing with an engaging and dynamic campaign. Building on FY2022's theme **'HIV doesn't differentiate'**, the FY2023 campaign urged individuals to take charge of their health through voluntary testing.

We collaborated with various partners, including the National HIV Programme, National Centre for Infectious Diseases, Action for AIDS Singapore, Changi General Hospital, Department of Sexually Transmitted Infections Control Clinic, National University Hospital, Singapore General Hospital, and the Singapore National Employer Federation, to roll out the FY2023 HIV Awareness Campaign. Through the campaign, we emphasised the importance of HIV testing, encouraging individuals to know their HIV status by getting tested at least once, and for those at higher risk, to get tested more frequently (or every three to six months).

To ensure a wide reach, we placed eye-catching advertisements at MRT stations and ran targeted digital campaigns across social media platforms and apps and other online advertising platforms. We also enlisted infectious diseases specialists to deliver vital information through radio broadcasts in the four national languages, debunking myths and stressing the importance of testing. During the campaign's run from October 2023 to January 2024, we saw over 2,300 HIV tests redeemed, marking a significant step forward in this initiative.



The 'HIV doesn't differentiate' campaign stressed the importance for all individuals to get tested for HIV at least once.

Gain Long-term Protection with Pneumococcal Vaccination

In our ongoing battle against vaccine-preventable diseases, HPB has dedicated the annual immunisation campaign, **'Protect the Simple Joys of Life'**, to safeguarding the health of seniors aged 65 and above.

With the rollout of the Healthier SG initiative in July 2023, two pneumococcal vaccinations (Pneumococcal conjugate 13-valent (PCV13) and Pneumococcal polysaccharide 23-valent (PPSV23)) recommended under the National Adult Immunisation Schedule are now fully subsidised. With the financial barriers removed for seniors who participate in the Healthier SG programme, the campaign urged seniors to take proactive steps towards protecting themselves from pneumococcal disease.

The campaign featured seniors who have taken their pneumococcal vaccinations and how they encouraged their peers to do so. We ran our campaign's message across various platforms including free-to-air television, bus stop shelters, HDB lift doors, as well as via digital advertisements in HDB estates to ensure the call for vaccination reached our seniors.



The 'Protect the Simple Joys of Life' campaign urged those aged 65 and above to get their pneumococcal vaccinations.

We also reached out to seniors who turned 65 years old in 2023, by sending over 55,000 letters to provide them with vital information on where to receive the vaccinations and highlighted the full subsidies available at their enrolled Healthier SG clinics.

HPB also continued to collaborate with Open Government Products, the Ministry of Health and the Agency for Integrated Care to encourage uptake of pneumococcal vaccination. We sent SMS reminders to more than 400,000 seniors, prompting them to book an appointment via the Health Appointment System, to take action in order to receive protection against pneumococcal disease.

Screening for Better Health



Screen for Life Campaign

The Health Promotion Board (HPB) leads the Screen for Life programme, encouraging Singaporeans and Permanent Residents to go for regular health screening and follow-ups. The programme empowers individuals to take charge of their well-being with accessible and affordable screening services available at Community Health Assist Scheme general practitioner clinics and government polyclinics nationwide.

The Screen for Life campaign is part of our public education efforts to break down barriers and misconceptions surrounding health screening, and guide individuals towards age- and gender-appropriate screening tests covered under the programme.

Responding to insights gleaned from the FY2022 Screen for Life campaign and a 2022 study on the motivations and barriers towards health screening, our FY2023 campaign addressed common fears and myths that screening should be done only if one feels unwell, and brought a renewed focus during cancer awareness months and relevant occasions, including World Cancer Day, on screening for breast, colorectal and cervical cancers.

In FY2023, HPB utilised traditional media channels such as MRT stations, television, buses and digital screens and established strategic partnerships with publishers and content creators to amplify the campaign's message.



Screen for Life posters highlight the importance of health screening even when one feels fine.

Breast Cancer Support Scheme

The North East Community Development Council collaborated with HPB and SingHealth on a breast cancer support scheme to provide free mammogram screening to women from lower-income households. The North East Cancer Warrior Support Scheme, launched on 28 May 2023, provides up to \$10,000 in financial assistance, should eligible beneficiaries receive a

positive diagnosis of breast cancer following the mammogram screening facilitated through the scheme.

As of 31 March 2024, 791 women have applied for the scheme. Out of these, 63% qualified and were eligible for financial support, and 55% of the eligible beneficiaries have been screened.



HPB staff shared on HPB's health promotion programmes at the launch event of the North East Cancer Warrior Support Scheme.



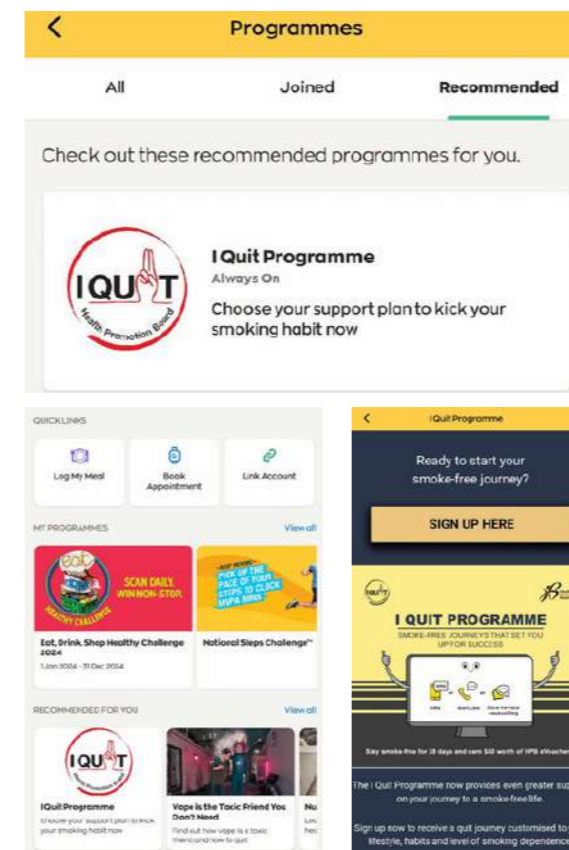
Mr Koh Peng Keng, HPB's Deputy Chief Executive Officer, received a token of appreciation from Guests-of-Honour Minister Masagos Zulkifli and Mayor Desmond Choo.

Stubbing Out Smoking and Vaping

In May 2023, the Health Promotion Board (HPB) introduced several enhancements to the nicotine cessation initiative, **I Quit** programme, to further support individuals in their journey for a healthier, smoke-free future.



We incorporated a common scientifically validated nicotine dependency survey, known as the Fagerstrom survey, in the programme, to provide participants with a better understanding of their nicotine addiction level. We also extended the period of our support provided to our I Quit participants across the various cessation platforms – SMS, tele-counselling and face-to-face counselling – from six to 12 months. Within the 12-month period, we continue to engage participants each month, making follow-up calls to help participants focus on sustaining their nicotine-free lifestyle. HPB also offered all participants the option to receive cessation tips via text messages, as an additional level of support and motivation to sustain their quit behaviour. Participants are also sent a monthly summary of their cessation progress via a text message to motivate them to remain committed to their quit journey.



HPB encourages Healthy 365 users, who have indicated that they smoke, to join the I Quit programme through the mobile application.

Since July 2023, the I Quit programme was featured as a recommended programme for Healthier SG enrollees and users of the Healthy 365 app who have indicated that they smoke. Users can directly register and join the programme with the direct links provided. In FY2023, the I Quit programme supported 4,700 participants on their journey towards quitting smoking.

Additionally, to address a concerning rise in vaping prevalence, we launched the '**Vape is the toxic friend you don't need**' campaign from January to March 2023. The campaign aimed to ignite conversations and spark reflections on the health risks of vaping, dissuade non-vapers from picking up the habit and empower current vapers to curb the habit. These messages were amplified across social media platforms as well as digital content publications.



The 'Vape is the toxic friend you don't need' campaign aimed to educate youths and young adults on the illegality and health harms of vaping.

We also infused vape-free messages into interactive skits done at schools, to reach out to the younger population. In December 2023, HPB worked with multiple public agencies to further share the anti-vaping messages beyond schools. At immigration checkpoints nationwide, we reminded travellers about the health harms of vaping and the illegality and penalties for vaping and possessing vapes.

A post-campaign evaluation of our 2023 vape-free campaign revealed a heightened awareness, leading to increased knowledge of the harmful and illegal nature of vaping and its potential to lead to nicotine addiction. This also contributed to a 40% increase in online sign-ups for the I Quit programme during the campaign period.



Vape-free campaign banners and posters were placed at various checkpoints to warn travellers against vaping, highlighting its health and legal consequences.

Uniting for Positive Change



Health Ambassador Network

Introduced in 2011, the Health Promotion Board's (HPB) **Health Ambassador Network** comprises volunteers from different walks of life to champion a healthy lifestyle among Singaporeans.

From July to November 2023, over 250 Health Ambassadors supported a total of 17 Healthier SG roadshows across Singapore. They helped residents enrolled in Healthier SG to come onboard the Healthy 365 mobile app and guided them on its features, such as signing up for HPB's programmes, meal-logging and redemption of rewards. They also assisted residents in scheduling appointments to collect HPB's fitness trackers.

During the roadshows, Health Ambassadors shared healthy living tips and demonstrated simple exercises, such as Dual Exercises, a blend of physical activity and cognitive training, to promote staying active at home. They also educated residents on incorporating healthy eating habits into their daily lives, including understanding Nutri-Grade labels and using the My Healthy Plate visual guide for well-balanced meals.

Our Health Ambassadors engaged with over 40,000 roadshow participants, supporting them in putting healthy living at the forefront.



Health Ambassadors supported Healthier SG roadshows by helping residents to come onboard the Healthy 365 mobile app, as well as educating residents on leading healthier lifestyles.

Forging Community Partnerships

In September 2023, HPB and the Agency for Integrated Care (AIC) signed a Memorandum of Understanding to promote collaboration and better support for seniors in Singapore. Since June 2023, HPB has collaborated with AIC to provide a bundle of programmes to all Active Ageing Centres (AACs) and expanded the coverage of structured programmes across AACs to enhance engagement and empowerment among community partners and residents.



Staff members of the Active Ageing Centres learn about the range of programmes for seniors available via the Healthy 365 app.

HPB has implemented a structured engagement approach with the three Regional Health Systems (RHS), the National Healthcare Group, SingHealth and the National University Health System, to enhance support for the RHS in overseeing the health of their populations through optimised healthy lifestyle programmes. This collaboration aims to identify key areas of collaboration in Healthier SG and implement localised projects to promote healthy living, including conducting activities and health screening with local community partners, triaging seniors to appropriate intervention programmes, and promoting the Healthy 365 app.

To support not-for-profit health promotion initiatives for the community, HPB administers the **Our Healthy Singapore Grant** to drive ground-up health initiatives and establish community ownership among partners. Through the grant, the various projects have since reached out to over 5,900 residents, ranging from children to seniors. As of 31 March 2024, 10 additional projects had been approved, potentially reaching another 7,800 individuals.

HPB worked with National Parks Board (NParks) to promote preventive health during the Parks Festival, held on 23 and 24 September 2023. This included activities and campaigns to encourage parents and children to lead healthier lifestyles, such as the Active Family programme and the 'Your Child's First Influencer' campaign, as well as the 'What's Your Supporting Style' mental health campaign for participants to discover their supportive style and adopt practical tips to be a better supporter. In addition, we encouraged eligible residents to enrol in Healthier SG and to download the Healthy 365 mobile app.

HPB also supported the SAFRA Choa Chu Kang Festive Carnival from 24 to 26 November 2023, advocating holistic health through parent-child activities and mental health campaigns.

The NParks' Parks Festival drew more than 14,000 visitors over the course of two days, while the SAFRA Choa Chu Kang Festive Carnival saw the participation of close to 18,000 attendees over three days.



Parent and child participated in a role modelling activity at the SAFRA Choa Chu Kang Festive Carnival.
Photo credit: SAFRA Choa Chu Kang

Healthy Living Passport Programme

The **Healthy Living Passport Programme** (HLPP) aims to improve health literacy and encourage healthier lifestyles in the areas of physical activity, nutrition and mental well-being among lower-income families across Singapore.

In FY2023, we revamped the HLPP to reach out to more lower-income families. The revamped programme emphasises on community engagement and collaborative partnerships, instead of being programme-centric. We collaborated with various organisations, including People's Association (PA), Ministry of Social and Family Development Community Link (MSF ComLink) and Social Service Agencies (SSAs) to expand the programme's reach and impact.



A health coach explaining to a beneficiary about the Body Mass Index and healthier eating at the Singapore Indian Development Association's Garden of Delights Family Fiesta in December 2023.



Participants learnt about My Healthy Plate and healthy eating through an interactive game booth at a Community Bursary Awards Ceremony.

For example, we partnered with PA on their Jalan With Your Buddy programme, where we provided talks to participants on how to prepare affordable healthier meals. Subsequently, community volunteers guided participants in selecting healthier choice groceries in supermarkets.

HPB also collaborates with the MSF ComLink and SSAs to organise family races for lower-income families with young children. These events aim to promote family bonding through activities that cultivate healthy eating habits and foster effective parent-child communication.



Families participated in various activities, such as exercise sessions, at events organised for lower-income families with young children.

Parents are also encouraged to download the Healthy 365 mobile app, so they can access health resources and participate in HPB's flagship programmes such as the National Steps Challenge™ and the Eat, Drink, Shop Healthy Challenge.

From April 2023 to March 2024, we engaged over 4,500 individuals through 22 events across Singapore.



"HPB has been a collaborative partner from the planning stages to the actual event (Family Race). Our clients enjoyed the activities planned by HPB as their activities are well thought-out and engaging to build stronger and healthier families. Lakeside Family Service Centre looks forward to partnering with HPB again to serve Jurong East residents."

— Lakeside Family
Services representative

Ethnic Community Outreach

HPB executed strategic campaigns during the festive seasons of Ramadan and Hari Raya, and Deepavali in 2023, to actively engage the Malay/Muslim and Indian communities to adopt healthy lifestyles. By incorporating culturally nuanced messaging across vernacular media platforms and enlisting popular ethnic influencers,

the campaigns resonated with the Malay/Muslim and Indian communities, fostering engagement and amplifying healthy living messages.

At the heart of these efforts were initiatives like **'Jaga Diri, Sayang Diri, Ok?'** and **'Pledge Pannalaamaa'**, which invited people to take a stand for their well-being during the festive seasons. From pledging to go for health screenings to committing to quit smoking or embracing healthier diets and exercise routines, the campaigns inspired personal empowerment.

As part of efforts to encourage lower-income families to adopt healthier eating habits, we collaborated with community partners to distribute healthier grocery packs to over 9,000 lower-income families island-wide during Ramadan 2023.

In collaboration with the Islamic Religious Council of Singapore (Muis) and appointed General Sales Agents, we conducted the **Get Fit for Haj 2023** programme to prepare pilgrims physically for their haj pilgrimage and encourage them to undergo health screening to ensure their well-being during the journey. Over 700 pilgrims participated in the programme.

The launch of the fifth focus area on community health under M³ (a collaboration between Muis, MENDAKI and MESRA) marked a significant milestone in community health initiatives, with a dedicated steering committee led by Senior Parliamentary Secretary for Health, Mdm Rahayu Mahzam, overseeing efforts to promote health within the M³ towns.



Lower-income families received healthier grocery packs at Geylang West Community Club during Ramadan, as part of efforts to encourage healthier eating habits.



As part of the Get Fit for Haj 2023 programme, male pilgrims participated in Chair Zumba at Al-Ansar Mosque to prepare themselves physically for their haj pilgrimage.

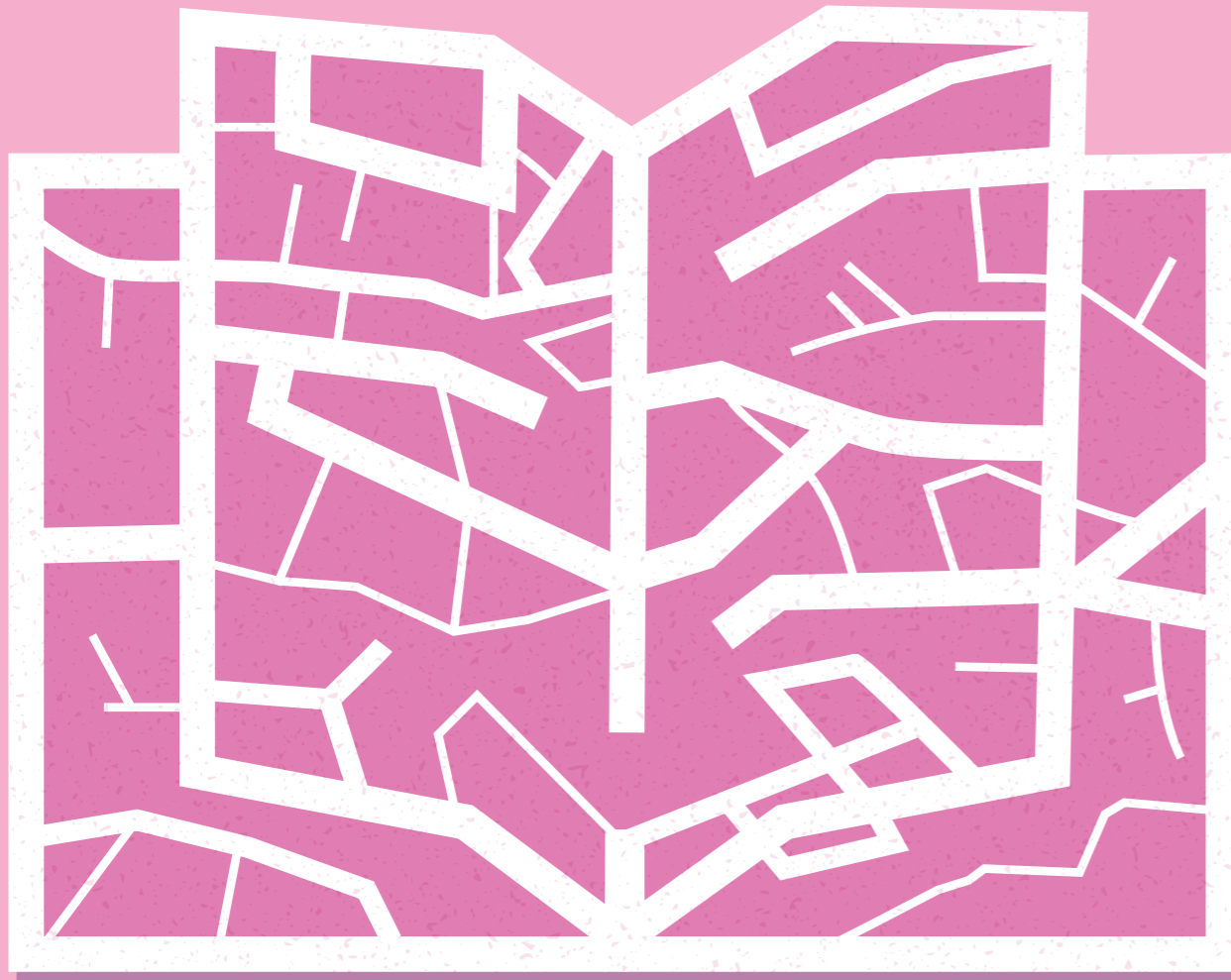
HPB partnered with Indian community partners such as the Singapore Indian Development Association, Narpani Pearavai, and Hindu Endowments Board to conduct health promotion activities and health screening at community events and temples. Over 8,900 Indian residents participated in these activities between April 2023 and March 2024. We also collaborated with these partners during Deepavali to distribute healthier food items to over 25,000 lower-income families, promoting the adoption of healthier eating habits during the festive season.

Overall, in 2023, HPB reached out to 68,900 individuals in the communities to promote healthy living.



HPB collaborated with the Singapore Indian Development Association on a series of Project Give events during Deepavali, to distribute healthier grocery packs to lower-income families.





Chapter 2

Health: For Our YOUNG

Dedicated to nurturing the health and well-being of Singapore's youth, the Health Promotion Board collaborates with schools, parents and caregivers to prioritise healthy diets, physical activity and mental wellness from early childhood through adolescence. By partnering closely with parents and caregivers, we safeguard the holistic well-being of young Singaporeans, fostering an environment conducive for the adoption of healthy living from young.

Fostering Health and Wellness in our Young



In 2023, the Health Promotion Board's (HPB) Youth Preventive Service continued our mission of nurturing the health and vitality of our children and youths. Through comprehensive school health initiatives, dental screenings, vaccinations and personalised lifestyle coaching, we embarked on a journey of empowerment and transformation. Our dedication to innovation and excellence has led to enhancements in accessibility and efficiency, ensuring that we can provide quality care to our young to support their development.

Improving Care for Better Health

The School Health Service (SHS) conducts screenings tailored to students' ages to identify growth and developmental conditions, such as weight issues, scoliosis, vision and hearing impairments. We also administer mandatory vaccinations according to the National Childhood Immunisation Schedule, ensuring national herd immunity and providing personal protection against vaccine-preventable diseases. To safeguard against cervical cancer, we offer the human papillomavirus (HPV) vaccination to eligible female secondary school students.

In 2023, 98% of primary school students were vaccinated with Diphtheria, Tetanus and acellular Pertussis/inactivated poliovirus vaccine (DTaP/IPV), and 94% of Secondary 1 female students received the HPV vaccination.

As part of our continued efforts to improve customer experience, the SHS piloted the **DocMobile initiative** in 2023, where our doctors managed students' medical follow-ups at schools, instead of at the Student Health Centre at HPB. Our doctors conducted teleconsultations with parents during medical assessments at schools. The DocMobile initiative increased convenience for both students and parents and avoided unnecessary referrals while ensuring students received appropriate medical attention. Following the pilot phase in 2023, we rolled out this initiative to all schools in 2024, benefitting about 12,500 families each year.

The **National Myopia Prevention Programme** aims to delay myopia onset and progression through public education and early detection and management via vision screening. To support students under the Financial Assistance Schemes, HPB and Essilor Singapore introduced the Spectacle Voucher Fund Scheme in 2006. A roving optical shop at selected schools, in collaboration with Essilor Singapore and partners, provides students with greater convenience in redeeming spectacles. In 2023, about 3,380 students benefitted from the Spectacle Voucher Fund Scheme.

HPB introduced virtual lifestyle coaching in 2023, allowing students to undergo weight management coaching at their convenience, increasing the accessibility of services. HPB nurses are equipped with counselling and motivational interviewing techniques to provide virtual coaching for overweight students. Close to 1,300 students participated in these pilot sessions from July to December 2023.

Recognising the importance of communicating with the young, the SHS also experimented with a new set of coaching resources in 2023 to include a 12-series webcomic titled 'The Adventures of Brody'. Students can easily relate to and draw connections with the webcomic's main character, Brody, as he goes on a journey to manage unhealthy lifestyle habits. Students can also 'chat' with Brody through a pilot Telegram bot about their weight management journey and Brody supports them with physical activity and nutrition tips.



'The Adventures of Brody' is a webcomic series about the importance of managing unhealthy lifestyle habits.

Empowering Young Smiles

The School Dental Service (SDS) is committed to the dental health of school children, ensuring that dental screening and treatment remains efficient and customer-centric. SDS provides essential and timely dental screening and follow-up care to children in mainstream primary and secondary schools, including preventive dental treatment such as oral health education, fissure sealants and topical fluoride application, in addition to basic dental services such as fillings, extractions and urgent dental trauma management.

HPB extends our focus on preventive care upstream with the **Pre-school Oral Health Programme**, bringing dental screening and the application of topical fluoride to nursery children at childcare centres. In 2023, it reached 973 preschools and 36 KidSTART centres, enabling early detection of dental issues through screening and timely intervention to prevent dental decay. To increase the awareness and involvement of parents in inculcating good oral health habits of our young, we inform parents of their child's oral health status, and remind them to seek early treatment from dental professionals where necessary.

HPB also engages parents of Secondary 4 and 5 students to promote lifelong oral health care, even after the students have graduated. Parents of graduating students receive letters through HealthHub to urge them to continue regular dental check-ups for their children.

HPB expanded efforts to provide dental care for special education students, reaching 19 special education schools with on-site dental screening and basic treatment. We provided additional staff support to accommodate treatment needs, referring complex cases to paediatric dental specialists as required.



A Mobile Dental Clinic with a special lift to transfer patients on wheelchairs into the clinic.



Side tables in one of the Mobile Dental Clinics can be folded down to accommodate patients on wheelchairs.



A 'Happy Blanket' is wrapped around patients with special needs to calm them down during treatment.



"The HPB dental therapist has always prioritised the needs of the students in providing dental service to them. She attends to urgent dental needs promptly. She is always reassuring and professional in helping the students as well as in engaging parents and staff. The services provided have been professional and excellent. Please keep up the excellent work."

— Mr Chua Choon Hock,
Principal, Cedar Primary School

Upgrading for Better Service

The Student Health Centre and Student Dental Centre (SDC) at HPB underwent renovation in 2023, to create a welcoming, safe and comforting atmosphere for young patients and their parents. The waiting and clinical areas received new flooring, fresh paint and colourful wall decals. Wall murals were also put up, conveying myopia prevention messages, engaging students' interest and promoting learning of healthy habits during clinic visits.



New furniture, wall decals and design at the Student Dental Centre create a comforting atmosphere for young patients and their parents.

Building Healthy Foundations



In our continuous focus on fostering healthier environments for all, the Health Promotion Board (HPB) remains dedicated to innovating and streamlining programmes for our children and youth across various educational platforms. Through our multifaceted approaches, we also cultivate a culture of looking after our health and well-being from young.

Healthy Pre-school Accreditation Framework

The **Healthy Pre-school (HPS) Accreditation Framework** guides pre-school centres in cultivating nurturing environments that promote healthy behaviours in children, families and staff. Under the framework, pre-schools are encouraged to serve healthier meals, promote active living through physical activity, and foster parent and educator involvement.

The HPS Accreditation Framework acknowledges pre-school centres with robust school-based health promotion practices. As part of the Early Childhood Development Agency's regulatory standards, all pre-schools are required to meet basic requirements such as providing sufficient active movement time and meals based on the Healthy Meals in Pre-schools Programme guidelines.

Pre-schools with 'Platinum' accreditation, which is valid for two years, exceed basic requirements and implement healthy living activities tailored for overweight students, conduct lessons on healthy lifestyle habits, involve parents in reinforcing healthy habits at home, and equip teachers with the skills to promote healthy behaviours among pre-schoolers.



New wall murals were put up at the Student Health Centre to engage students and parents during their clinic visits.

In early 2023, HPB completed a service-wide upgrade of all its X-ray facilities. All 30 Mobile Dental Clinics and the SDC were equipped with digital radiography equipment. Instant generation of high-quality X-ray images increased the team's efficiency for diagnosis and treatment planning.

Between 1 April 2022 and 31 March 2024, 864 pre-schools received the HPS 'Platinum' accreditation. To encourage more pre-school operators to apply for the HPS Accreditation, HPB simplified the application process in August 2023. The revised application process involves a single-step submission, requiring the completion of an online self-assessment form along with relevant supporting documents.



Pre-schools with the 'Platinum' accreditation implement robust health promotion practices, which include serving healthier meals, promoting physical activity and involving parents and educators to promote healthy behaviours.

Healthy Meals in Pre-school Programme

As part of efforts to inculcate healthy eating habits in children, the **Healthy Meals in Pre-schools Programme** (HMPP) guides

pre-schools on offering well-balanced meals that cater to the nutritional requirements of pre-schoolers.

Under the programme, pre-schools are encouraged to provide meals that incorporate wholegrains, lean protein, fruits, vegetables and high-calcium beverages, and reduce the consumption of fat, sugar and sodium. All pre-schools that provide meals to children must adhere to the HMPP guidelines as stipulated in the Early Childhood Development Centres' Regulatory Standards and Code of Practice.

In January 2024, HPB revised the HMPP guidelines to include incorporating lower-sodium ingredients in food preparations and providing two servings of milk daily for children attending full day childcare services. To help pre-schools adhere to the revised guidelines, we conducted five virtual briefings from April to October 2023, attended by over 1,400 participants from about 800 pre-schools.

Student Health Status Card

In FY2023, HPB in collaboration with the Ministry of Education, introduced the **Student Health Status Card** (SHSC), which provides schools with insights into their student population's health status and enable them to adopt evidence-driven approaches to foster healthy living environments for students.

As part of the SHSC, primary and secondary schools receive school-specific and anonymous cluster-specific data on various health metrics, for example the proportion of overweight and severely overweight students, and the prevalence

of myopia in their primary school. Based on students' health status, HPB recommends relevant programmes and resources for schools to help improve their students' health. In FY2023, HPB engaged a total of 200 primary and secondary schools.

Since the roll out of the SHSC, schools with higher proportions of overweight or severely overweight students have increased the take up of HPB's programmes aimed at promoting the adoption of healthier habits. There are 52 schools that have adopted the Active Youth Programme and 43 schools that have opted for the 'Stay Strong to Say No' assembly skit on the harms of vaping and smoking.

Peer Support Programme for Youths

To promote mental health literacy and foster a supportive environment for mental health and well-being, HPB runs a peer support programme for youths with Institutes of Higher Learning (IHLs). The programme equips youth volunteers with the knowledge and skills to reach out and provide support to their peers. Youths learn how to recognise signs and symptoms of common mental health conditions, offer empathetic listening and support and encourage help-seeking behaviours among their peers.

The programme, conducted in-person and virtually, also covers a spectrum of mental health topics, including anger management and transition management. In FY2023, over 2,200 students from IHLs participated in the peer support programme.

"It is a very engaging programme which helps to educate participants about mental health and well-being. We also learn how to better cope with mental health challenges and extend help to others."

— Year 2 Student, Republic Polytechnic

"The programme is useful for individuals who wish to provide support for their loved ones and for those who are struggling with mental health issues. I am more aware of how different disorders can affect someone and what we can do to support them."

— Year 1 Student, Institute of Technical Education College West



Developing Healthy Habits for Lifelong Well-being

Healthy habits established in childhood tend to persist into adulthood. The Health Promotion Board (HPB) remains steadfast in driving initiatives to promote healthy habits and empower individuals to take charge of their health. By providing essential tools and resources, as well as collaborating with partners, we pave the way for children and youth to lead healthier lifestyles.

Healthy Meals in Schools Programme

HPB works with schools to implement the **Healthy Meals in Schools Programme**, to provide well-balanced meals to primary and secondary school students and nurture their preference for healthier foods from an early age. This involves promoting the consumption of wholegrains and reducing the intake of fat, sodium and sugar.

From January 2024, we implemented the revised guidelines on healthier beverages that can be sold in primary and secondary schools. The revised guidelines include reducing the permitted size of sugar sweetened beverages to 330ml and below and requiring fruit juice to contain no more than 5g of naturally occurring sugar per 100ml.

To prepare schools for the revised guidelines on healthier beverages, HPB conducted four virtual briefing sessions. More than 310 participants, including school management and canteen stall vendors, took part in the briefing sessions, with

99% of the respondents agreeing that the briefing sessions improved their understanding on the revised guidelines and that they were able to identify beverages that comply with the guidelines.

Active Youth Programme

To promote active living among students from mainstream schools, student care centres and Institutes of Higher Learning, we offer the **Active Youth Programme**, which includes a diverse range of physical activities including dance, cardio workouts, muscle and bone strengthening exercises, sports, games and self-defence exercises. These one-hour workout sessions aim to develop fundamental fitness levels through exercises of varying intensity, in line with the recommendations from the Singapore Physical Activity Guidelines. In FY2023, over 34,000 students participated in the programme across more than 1,000 sessions.



As part of efforts to encourage active living, students participate in a range of physical activities under the Active Youth Programme. Photo credit: Student Care at Knowledge Park

Efforts to Encourage Nicotine-free Lifestyles

To promote a nicotine-free lifestyle among students, HPB works with the Ministry of Education (MOE) to educate students about the

detrimental effects of smoking and vaping, as well as disciplinary actions associated with such behaviours.

With MOE's support, we engaged 35 schools and over 70 key personnel such as Zone Directors, Superintendents, Vice-Principals, Discipline Masters and Student Welfare Officers at Network Learning Community sessions throughout the year. At these sessions, we highlight the prevention and intervention programmes HPB offers and gather feedback on existing programmes, to continue supporting schools in educating on the harms of smoking and vaping among their students.



An engagement session organised by a Network Learning Community where educators learnt about the harms of smoking and vaping, and the programmes and resources available. Photo credit: Network Learning Community

HPB also collaborated with MOE to enhance the content of an existing assembly skit, 'Stay Strong to Say No', which is offered to schools to educate students on issues around substance abuse. We revised the skits to incorporate messaging about vaping, focusing on the adverse effects of nicotine, dispelling misconceptions, addressing peer pressure, promoting nicotine-free norms and sharing the benefits of a nicotine-free lifestyle.

As of 31 March 2024, the 'Stay Strong to Say No' skit had been delivered in 120 primary and secondary schools, reaching a total of 84,000 students.

In May and November 2023, we partnered the Health Sciences Authority to issue advisories to primary and secondary schools, and junior colleges, reminding parents and students that vaping is illegal regardless of age, is harmful to health and has a potential gateway effect to smoking. Complementing these advisories, we disseminated infographics detailing the harms of smoking and vaping to parents, and included information on the penalties associated with the purchase, use and possession of e-vaporisers.



An infographic sent to parents on the harms of vaping and smoking in May and November 2023.



Shaping Healthy Futures with Families

In the journey towards fostering healthier families, the Health Promotion Board (HPB) adopts the concept of role modelling, to empower parents to lead by example and make healthier choices. From nurturing healthy eating habits to promoting mental well-being, our tailored programmes and innovative approaches pave the way for healthier families.

You Are Your Child's First Influencer

HPB rolled out the '**You Are Your Child's First Influencer**' campaign, targeting parents of children aged 3 to 10 years old, to promote the adoption of healthy habits through positive role modelling. As part of the campaign, parents and children took part in immersive activity booths, where they learnt about healthy habits such as staying active, eating healthier and limiting screen time. We collaborated with partners including the National Library Board (NLB), Sport Singapore, and the National Parks Board, to bring these activity booths to various family events.



As part of the 'You Are Your Child's First Influencer' campaign, parents and children learnt about healthy habits at activity booths, such as staying active, eating healthier and limiting screen time.

In addition, parents received weekly emails over a month, offering valuable resources and tips to support them in sustaining healthier habits at home for themselves and their children. Between May 2023 and March 2024, over 10,400 parents and children participated in the activity booths across 10 partners' events.

Family Fun Time Carnival

The **Family Fun Time Carnival** promotes parent-child bonding and encourages healthier eating habits through interactive activities where parents and children can learn about My Healthy Plate. Parents also received activity kits to reinforce healthy eating habits at home.

HPB collaborated with government agencies and community organisations such as the Ministry of Social and Family Development (Families for Life), Nee Soon South Community Club, MUMs for Life and pre-schools to bring the carnival to various events. Over 8,750 parents and children participated in nine carnival sessions from May to November 2023.



Visitors to the Family Fun Time Carnival participated in enjoyable activities to learn about healthy eating.

Programmes Tailored for Families

In December 2022, HPB collaborated with Whole-of-Government partners such as ServiceSG and the Ministry of Social and Family Development, community partners including SAFRA and FamNex, and maternity hospitals such as KK Women's and Children's Hospital (KKH), Singapore General Hospital, and Thomson ParentCraft Centre to introduce and extend the reach and impact of postnatal programmes. The programmes consisted of workshops and exercise sessions and focused on empowering postnatal parents to establish a healthy lifestyle for themselves and their children during the first 1,000 days after birth.

The postnatal workshop was delivered online and aimed to promote holistic well-being and enhance health literacy among parents navigating postpartum life. It covered essential topics such as postnatal nutrition, breastfeeding, weaning, mental well-being and postnatal physical activity, and served as a valuable resource for parents seeking evidence-based guidance tailored to local contexts.

The postnatal exercise sessions were conducted physically across five locations island-wide to encourage mothers to lead active lifestyles for themselves and their children. Led by certified postnatal trainers, these sessions provided safe and effective exercises for postnatal recovery, followed by sharing of health messages for new parents, which included tips on promoting good mental well-being, having a well-balanced diet and establishing a healthy foundation for

their children. As of November 2023, when the programmes ended, 893 participants had benefitted from the sessions.



Postnatal mothers engaging in physical activities to embrace a healthier postpartum journey.

The **Colours of the Mind workshop** aims to equip parents and caregivers with the knowledge and skills to cultivate a supportive and nurturing environment for their child's mental health and well-being. The workshop is tailored for parents and caregivers of children aged 3 to 6 years old, focusing on domains such as positive functioning, emotional intelligence and social intelligence. In collaboration with NLB, HPB conducted

the workshop across three library locations in October 2023, benefitting a total of 129 parents and children.



The Colours of the Mind workshop empowers participants with skills to nurture their children's mental well-being. Photo credit: Ms Jasmine Koh, Colours of the Mind workshop participant



"The examples shared by the facilitator to showcase the types of emotions a child goes through and the different tips to manage them was very insightful. The emotions wheel they handed out was also very useful, as my granddaughter and I use it at home to identify the emotions she feels. More importantly, I felt that the workshop also made me empathise more with the (negative) emotions that my granddaughter was experiencing and gave me more confidence to manage it in a calmer and more effective manner, instead of getting angry over it."

— Ms Jasmine Koh, Colours of the Mind workshop participant

Recognising the pivotal roles of parents and grandparents in inculcating healthier habits in children, the **Eat Right, Feel Right workshop** offers actionable tips on tackling common issues in children's eating habits and preparing healthier meals at home. In collaboration with pre-schools, participants receive resources such as the Fun with Food activity e-booklet for parents and children and infographics on nutrition designed for grandparents. As of 31 March 2024, over 350 parents, 120 grandparents and 400 children benefitted from 21 sessions of the Eat Right, Feel Right workshop.



Parents and grandparents learnt about tackling common issues in children's eating habits, and how to prepare healthier meals at the Eat Right, Feel Right workshop.

To educate parents and caregivers on how they can cultivate healthy habits in their children across different developmental stages, HPB collaborated with medical experts from KKH and lactation consultants from Thomson ParentCraft Centre to develop 20 infographics for **Parent Hub**, a one-stop online parenting resource portal. The infographics cover various health topics such as physical activity, nutrition, mental well-being, sleep, myopia, child safety and breastfeeding.

HPB and our medical partners amplified the infographics through their social media platforms, as well as in clinics. Furthermore, we distributed the infographics through other partners across different touchpoints. For instance, HPB disseminated infographics on physical activity recommendations for children during water and outdoor play, to over 3,500 Management Corporation Strata Title developments. Additionally, 23 Health Promoting Malls and three Integrated Hubs showcased various infographics across their premises and social media platforms.

Since its inception in 2021, Parent Hub has garnered a remarkable surge in page views, from 394,000 views in FY2021 to 3.62 million views as of FY2023. Similarly, unique visitors to the portal have increased from 135,000 in FY2021 to 1.04 million in FY2023.



Infographics available on Parent Hub cover various health topics.

Collaborating with Partners to Promote Health Literacy



The Health Promotion Board (HPB) continues to collaborate with partners, such as healthcare institutions and social service agencies, to conduct initiatives that inspire and empower parents, educators and children to lead healthier lifestyles.

Blood Pressure Initiative

To educate students on preventing cardiovascular disease, HPB partnered the Singapore Heart Foundation (SHF) on the **Blood Pressure initiative**, highlighting the importance of maintaining optimal blood pressure readings and adopting healthy lifestyle practices such as eating healthier and keeping active.

Under this initiative, students from primary and secondary schools were equipped with educational materials, empowering them to influence their families towards healthier living and safeguarding against hypertension. In addition, students participated in a series of assembly talks, interactive panels and classroom activities conducted by SHF, in both virtual and in-person settings. From April 2023 to March 2024, the initiative reached 93 schools and engaged over 56,000 students.



Through the Blood Pressure Initiative, students were able to learn about heart health and blood pressure. Photo credit: Singapore Heart Foundation

Myopia Prevention Programme

To prevent or delay the onset of myopia in children, particularly among pre-schoolers, HPB partners the Singapore National Eye Centre and KK Women's and Children's Hospital to engage students, educators and parents through programmes and webinars on myopia prevention. These initiatives are conducted both in-person and virtually.

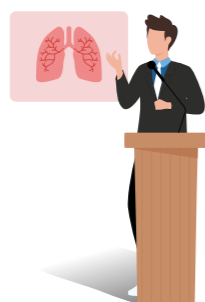
As part of the **Preschool Myopia Prevention Programme** for 5- to 6-year-olds, students learn about the anatomy of the eye and good eye care habits. They also learn about myopia and ways to reduce screen time. Educators and parents participate in webinars to learn about the effects of screen time on myopia and how to inculcate good eye care habits in pre-schoolers. The webinar for parents also covers information on other eye conditions such as lazy eye and crossed eyes.

As of 31 March 2024, 558 pre-schoolers participated in the programme. In addition, 60 pre-school staff and 700 parents attended the webinar for educators and parents respectively.



"Children could interact with real examples or materials to experience how far certain things are – like holding a book or laptop – so the children can see how far the book is placed."

— Principal, PAP Community Foundation Kindergarten @ Boon Lay



Partnering Youths to Advocate for Healthy Living

Through our collaborations with partners, the Health Promotion Board (HPB) empowers and rally youths to champion health initiatives for their peers and communities. Through innovative projects, we harness their power of creativity and peer influence to inspire healthier living.

Youth Resource Panel

HPB formed the **Youth Resource Panel (YRP)** to engage youths in health and well-being initiatives, offering a platform for young advocates to contribute their ideas, connect with like-minded peers and cultivate leadership skills.

Collaborating with educational institutions such as Institute of Technical Education College Central, Nanyang Polytechnic, Republic Polytechnic, Singapore Polytechnic and Temasek Polytechnic (TP), 126 youths have joined the YRP as of 31 March 2024.

YRP members engaged directly with HPB at quarterly YRP huddles held in April, August and December 2023. They shared insights on health priorities, and exchanged best practices for community advocacy on healthy living. Leveraging the power of social media, YRP members have amplified health-related messages to over 2,000 unique accounts, generating more than 3,000 impressions through #YRP posts. Furthermore, grassroots initiatives led by YRP members have fostered active participation from about 750 youths and members of the public, showcasing the panel's impactful contributions to youth-driven health promotion efforts.



Members of the Youth Resource Panel shared best practices on advocating for the importance of mental well-being.



"The Youth Resource Panel (YRP) allowed me to understand the government's perspective and Singapore's perspective on health-related matters. I have also become more aware of what other people are doing with regard to health."

— Joey, YRP member



"I was exposed to different mindsets and ways of thinking due to the variety of youths in the group. Networking was a good experience; I managed to learn more about other youths and their initiatives. I also joined the Safe Haven community as a volunteer."

— Celestia, YRP member

Nudging Tertiary Students Towards Healthier Food Choices

The collaboration between TP School of Humanities and Social Sciences and HPB, titled '**Nudging Tertiary Students Towards Healthier Food Choices**', aimed to enhance awareness and engagement in healthy living among youth through campus partnerships and youth-led insights and advocacy projects.

This initiative explores the dietary preferences and motivations behind food purchase decisions among local tertiary students, both on and off campus. It investigates the influence of social media and food delivery app platforms on youths' decision-making, addressing the knowledge gap regarding youths' health behaviours in today's digital world. By analysing these insights, the project aims to propose targeted approaches that can be considered, to help youths sustain healthy behaviours.

The project team conducted thorough research, encompassing primary interviews and secondary literature reviews, to propose actionable solutions for fostering healthier eating habits among students. Together with HPB and TP, the project team can further test the feasibility of these proposed initiatives, for both physical and digital environments.

Youth Action Challenge

In 2019, the **Youth Action Challenge (YAC)** was launched with the aim of empowering youths to create actionable solutions to address societal challenges. In its fifth season and HPB's second year of collaboration with the Ministry of Culture, Community and Youth and National Youth Council, the YAC centred around four key themes in 2023: 'Caring and Inclusive Society', 'Food Security (Environment and Sustainability)', 'Well-being and Resilience' and 'Digital Inclusion and Safety'.

With a focus on promoting healthy living among youth, we spearheaded the theme on 'Well-being and Resilience' and shared insights, trends and sentiments on youth health, showcasing existing healthy living efforts and digital tools available to inspire innovation and advocacy in health promotion. A total of 15 teams participated in the challenge to address health-related issues, demonstrating a growing commitment among youths to champion healthier lifestyles.



During the Youth Action Challenge, participants looked at health-related issues and how to encourage healthy living.

Tech4City

In the Huawei's **Tech4City Competition 2023**, which took place from April to September 2023, youths were challenged to create technology-

driven solutions around key societal domains such as well-being, learning, energy, mobility and finance.

HPB led the domain on well-being, to discuss about youth health issues and foster a platform for innovative solutions. HPB also shared about well-being trends and challenges among youths at a dialogue session on 13 September 2023.



At the Tech4City Competition 2023, HPB spearheaded the domain on well-being, and shared about promoting healthy living among youths.

Psychathon 2023

HPB collaborated with the Singapore Psychological Society on **Psychathon** in July 2023, aiming to empower psychology students to drive societal change by bridging the gap between theoretical knowledge and practical application.

As part of the Psychathon, participants had to address the challenges of cultivating positive lifestyle habits among adults in a stage of transiting from school to the workplace. A total of 29 youths presented their insights and innovative solutions to encourage healthy living among new working adults. These were showcased on Singapore Psychological Society's social media platforms, and garnered an estimated reach of 3,000 impressions.



Participants at Psychathon 2023 presented their insights and solutions to encourage healthy living among new working adults.

Hackathon 2023

From August to October 2023, HPB collaborated with the Nanyang Technological University (NTU) on the annual **NTU Basecamp Well-being Hackathon 2023**, where students and staff created solutions to enhance the health and well-being of the NTU community. Participants were given a challenge statement on how to promote holistic well-being, including both physical and mental health. Together, they brainstormed on how to address health challenges and solutions to cultivate healthy habits.

The hackathon drew a total of 20 proposals and 137 participants. Of the top five proposals, four proposals leveraged technology to promote healthy living. Complementing the hackathon's emphasis on physical health, NTU students and staff also participated in various physical activities offered under HPB's Active Youth Programme.



Student and staff brainstormed for solutions to address health challenges at the Nanyang Technological University Basecamp Well-being Hackathon 2023.
Photo credit: Nanyang Technological University

**Chapter 3**

Health: For Our **WORKERS**

In promoting health-conscious work environments, the Health Promotion Board offers accessible health programmes to support the workforce in developing healthier lifestyles. Through strategic partnerships and expanded initiatives, we ensure that employees, including mature workers in challenging sectors, receive all-encompassing support for both physical and mental well-being.

Driving Holistic Well-being at Workplaces



As part of the Tripartite Oversight Committee on Workplace Safety and Health, which drives the workplace health and safety agenda at the national level, the Health Promotion Board (HPB) partnered other public agencies, unions, private sector organisations and employers to enable greater access to holistic well-being within the workforce. We extended our reach into untapped workplaces and geographical locations, strengthened collaborations with various sectors for mature workers and those in high-risk industries to adopt healthier lifestyles, and enhanced our offerings to cater to working adults on flexible work arrangements.

One of our approaches is to offer employers plug-and-play co-funded programmes through the **Workplace Outreach Wellness (WOW) programme**. The programme serves as a supportive resource for companies to implement curated health initiatives for their employees at low or no cost.

The programme offers a diverse array of workshops and activities covering different facets of health, including chronic disease health screening and coaching, ergonomics, nutrition, mental well-being and physical activity.



Employees participating in health screening organised on their company's premises.

In FY2023, over 470 companies signed up for the WOW programme, with 70% of them being small- and medium-sized enterprises (SMEs). Over 17,400 employees participated in these programmes. These companies organised health programmes for their employees at their workplaces, successfully engaging more employees to embark on their health journeys. Among the initiatives, mental well-being programmes resonated strongly, with 75% attendees indicating that they have gained knowledge to better care for themselves. Participants were equipped with practical tools and strategies to adeptly navigate stress, foster positive connections, enhance sleep quality and provide support to their peers.

HPB engaged companies and their employees under the WOW programme, through thematic events that included panel sharing and discussions, health talks, and educational booths and interactive displays, which featured bite-sized health insights and tips. Many SMEs were able to effectively leverage these events to engage their employees. Employees thoroughly enjoyed the activities and acquired health knowledge through the interactive learning and games, while bonding as a team.



"We have thoroughly enjoyed the programmes, such as "Managing Stress Creatively", offered on WOW. The benefits extend beyond our expectations, providing both knowledge enrichment and stress relief, which impact our personal and work lives. I wholeheartedly recommend the WOW programmes to others."

— Ms Goh Pei Shan, Senior Admin
HR Manager, Koh Kock Leong
Enterprise Pte Ltd



Participants underwent basic health measurements under the WOW programme and picked up tips to better manage their health.

Besides offering companies affordable health programmes, HPB contributed actively to the **Total Workplace Safety and Health (Total WSH) programme** driven by the Workplace Safety and Health Council. The programme aims to encourage companies, particularly those in high-risk industries such as the construction,

manufacturing and transport/storage industries, to establish integrated workplace safety and health initiatives to minimise accidents or ill health, which are interdependent.

As part of the health component of the Total WSH programme, we offered employers a holistic suite of health-promoting programmes, encompassing chronic disease health screening and coaching, ergonomics, physical activities, nutrition talks and mental well-being workshops. As of March 2024, the Total WSH programme has reached out to more than 160 companies, benefitting over 16,000 employees.



Growing Partnerships for Wider Reach

In FY2023, the Health Promotion Board (HPB) further widened our reach through new collaborations and initiatives with partners as a key part of our strategy to transform workplace clusters into **Healthy Workplace Ecosystems**.

With the emergence of co-working spaces as a new segment in the workspace industry, we collaborated with co-working space operators to integrate health and wellness activities into workspaces that bring together people from different industries, companies and professions. We offered activities through online and on-site channels, ranging from invigorating workouts and knowledge-sharing workshops to health screening initiatives, benefitting close to 18,000 workers by the end of FY2023.

In our second year of collaboration with facilities management company CBRE, we continued to bring workplace health programmes to workforce

segments operating in strata-owned and single-property landlord commercial buildings that CBRE manages.

Through CBRE PLAY, an initiative of CBRE supported by HPB, over 15,770 workers benefitted from greater access to programmes ranging from physical activities to mental well-being workshops in FY2023.



Workers enjoying a morning of yoga under CBRE PLAY at The Central in Clarke Quay to keep active before starting work.

HPB also partnered with other stakeholders to transform large precincts such as Business Improvement Districts, integrating health into initiatives that aim to create more vibrant and healthier workplaces. As part of the Singapore Tourism Board's Wellness Festival Singapore (WFS) from June to July 2023, HPB joined hands with our Healthy Workplace Ecosystems partners on a series of events at multiple locations to

promote holistic well-being among working adults. These partners include CapitaLand, Marina Central Business Improvement District and Sentosa Development Corporation. Leveraging their events, HPB provided a variety of health promoting activities such as physical activity sessions and mental well-being workshops. Over 4,000 workers participated in these activities.

Beyond the WFS, HPB collaborated with Singapore River One on the Wellness Fest @ Singapore River Festival in September 2023, promoting well-being and mindfulness through a wide range of health-focused activities and workshops. The event drew more than 500 participants who benefitted from physical activities and mental well-being workshops.

These events aimed to promote healthy living as part of leisure and recreation. The partners' understanding of the demographics and preferences of the communities in their precincts enabled them to offer engaging and relevant health promoting activities to those who work in that area.



"I look forward to attending the Zumba and cardio workout sessions at my workplace every week. The workouts are stress-relieving, and they help me to be healthier, feel more energised and sleep better at night."

— Ms Paulyn Lee, participant in a Healthy Workplace Ecosystem programme

Enabling a Healthier and Productive Mature Workforce



Across various sectors where mature workers are higher in proportion, the Health Promotion Board (HPB) continued to engage the workforce to stay healthy and productive. Apart from partnering with companies to implement programmes at the workplace, we also work with unions and business associations to support the well-being of mature employees under their membership.

In the logistics sector, HPB collaborated with PSA Singapore, and leveraged the agency's on-site exercise facilities to organise ergonomics sessions where fitness trainers guided prime mover and lashing specialists on techniques to enhance muscle strength and flexibility, and minimise back injuries caused by poor posture. HPB also brought all canteens across PSA's various port locations onboard the Healthier Dining Programme. Through this effort, PSA's employees and contractors, who often have their meals in the canteens at their work sites, can now have greater access to healthier food and beverages. In addition to these initiatives, we conducted experiential workshops that focused on mental wellness, to equip their employees with practical tips on stress management.

In FY2023, we delivered workplace health programmes to over 3,200 workers in the logistics sector.



Employees at PSA Singapore ordering healthier dishes for lunch.



PSA Singapore employees learning how to recognise signs of stress during a mental health experiential workshop.



"The customised health programme for office-based employees was a good reminder to maintain healthy habits as it is easily overlooked as we work."

— Mr Edwin Wong, Senior Software Engineering Lead, PSA Corporation Limited



“Our collaboration with HPB has been instrumental in introducing personalised health and lifestyle coaching sessions, contributing to a more health conscious work environment. Additionally, the introduction of healthier food options in our canteen and the implementation of diverse wellness initiatives have markedly improved our workplace health culture. We appreciate HPB’s steadfast commitment to supporting PSA in promoting health and wellness in the workplace.”

— Mr Cheang Chee Kit, Head, Health, Safety And Security, South East Asia, PSA Corporation Limited

In the food and beverage (F&B) and retail sectors, HPB partnered with companies such as BreadTalk Group, Koufu Group and NTUC FairPrice Group in 2023 to roll out workplace health programmes at their headquarters and multiple large chain food courts such as Food Republic, Food Junction, Koufu and Kopitiam.

HPB also collaborated with the Housing & Development Board, hawker associations as well as companies that manage shopping malls in Singapore such as CapitaLand, to bring programmes, including health coaching, to the doorstep of individuals working at hawker centres and shopping malls.

Together with our partners, we have made good progress in bringing health initiatives to these workers on shift-based work and who are employed at scattered work sites. In FY2023, these programmes have benefitted 27,000 retail workers, hawkers and other F&B workers, cleaners and security personnel across 100 hawker centres and shopping malls.



Health checks and health coaching sessions conducted at hawker centres and food courts enable hawkers and employees to be more aware of their health status and how to manage their health.



“I’m thankful that I was able to learn about my high BMI during the session, set personal health goals and work towards a healthier lifestyle!”

— Mr Aaron Teo, Counter Staff, Koufu Food Hall



“I am grateful that I get to check my blood pressure and BMI before I end work whenever the health coaches are here for the programme. The explanations by the health coaches have helped me better understand what I need to take note of for better blood pressure and BMI readings.”

— Mdm Huang Yu Kee, Upper Boon Keng Market and Food Centre, #01-71



“We would like to express our sincere gratitude for the strong partnership with HPB. One key collaboration involved orchestrating a series of sessions for our food services, retail business and supply chain business. This initiative successfully served more than 250 team members, who benefitted from the health screenings and personalised coaching sessions conducted by HPB coaches. The meticulously executed sessions have garnered positive feedback from our team members.”

— Ms Audrey Chin, Human Resources Business Partner Lead, NTUC FairPrice Group (NTUC FairPrice and Kopitiam)

In FY2023, HPB also continued to ensure that gig and self-employed workers have the knowledge and skills to enhance their physical and mental well-being. To better support the food delivery riders, we have deepened our collaborations with unions, companies and platform operators such as Grab, Foodpanda and Deliveroo to offer tailored health programmes to the workers that suit their work nature, characterised by irregular work patterns and decentralised work locations.

Beyond initiatives such as health screening for chronic diseases and health coaching sessions held at premises where the workers congregate, HPB also worked with our partners to host a series of health promoting resources and content on the partners' online portal, covering various health topics such as chronic disease management, nutrition and mental well-being to equip the workers with knowledge and skills to adopt a healthier lifestyle.



Food delivery workers take part in health screening sessions at their service centres and rider hubs.

As of March 2024, more than 4,700 gig and self-employed workers have participated in the programmes. Among those who attended at least two health coaching sessions, approximately 45% reported improvements in their lifestyle practices, such as being more active and adopting healthier dietary habits.

"The health screening and coaching sessions were well received by the Grab partners, and we look forward to partnering with HPB to conduct more of such sessions. I appreciate the health programmes conducted at the Grab Service Centre."

— Mr Mohamed Arzath,
Partner Engagement Associate, Grab

"The health coach was able to explain the health messages clearly and I have learnt useful health tips to lead a healthy lifestyle."

— Mr Mohamed Naseer bin Abdul Salam,
Food Delivery Rider





Chapter 4

Health: With **TECHNOLOGY**

In the ongoing pursuit of citizen-centric health promotion, the Health Promotion Board (HPB) harnesses technology and behavioural insights to design sustainable interventions. Through collaborative efforts with partners, HPB guides Singaporeans to focus on their wellness through innovative, technology-enabled solutions which support individual health goals and needs.

Driving Healthy Behaviour Changes with Data



The Health Promotion Board (HPB) uses data to derive insights, adopting a citizen-centric approach for impactful health promotion programmes. This approach enables us to continuously refine personalised programme offerings for citizens, contributing to effective behaviour change among Singaporeans.

In handling data and insights, HPB's key priority is to ensure that data is securely managed to protect the privacy of our programme participants. We ensure that the use of HPB's data is carried out according to the best practices in data management and protection. HPB staff also need to comply with the high standards of data governance, understand and identify data security risks and relevant mitigating measures.

Enhancing Health Outcomes with Sleep Tracking



Having sufficient sleep is important for both physical and mental health. To encourage residents to monitor whether they are getting sufficient sleep daily, the Health Promotion Board (HPB) introduced a sleep tracking function in the Healthy 365 mobile app in May 2023. Our aim was to help residents gain insights on their sleep habits and nudge them to take action and prioritise regular and sufficient sleep for better physical and mental well-being.

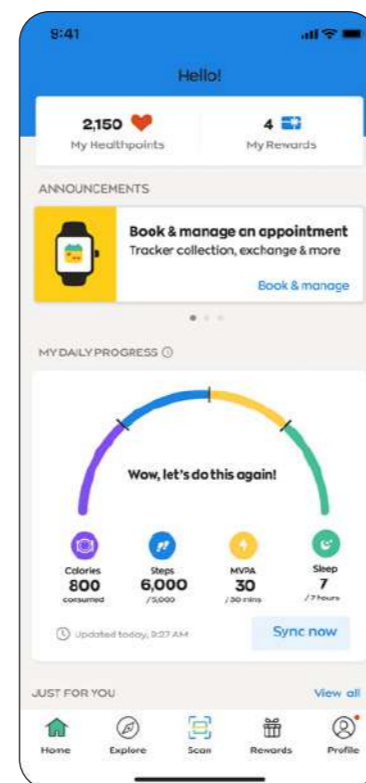
To foster engagement and encourage more Healthy 365 app users to start monitoring sleep regularly, HPB conducted a **Sleep Tracking**

Challenge from October to December 2023.

Users wore a sleep-compatible fitness tracker when they slept and synced the data with the Healthy 365 app. As part of the challenge, users earned Healthpoints daily for tracking their sleep. We also disseminated bite-sized information via push notifications on the Healthy 365 app to educate users about the importance of regular and sufficient sleep and sleep hygiene tips.

Over 345,000 Healthy 365 users participated in the challenge. The challenge saw an increase in users' sleep tracking frequency from an average of 7.5 days per month pre-challenge to about 11 days per month during the challenge.

Building on this momentum, in February 2024, HPB rolled out another Sleep Tracking Challenge and a Sleep Education Campaign to further underscore the importance of prioritising sufficient sleep for overall physical and mental well-being. Through these initiatives, Singaporeans can gain the awareness and knowledge to optimise their sleep habits and achieve healthier outcomes.



Users gained insights into their sleep habits through tracking and monitoring their sleep duration on the Healthy 365 app.

Personalising Health with LumiHealth



LumiHealth is a personalised health programme that integrates Apple Watch's health features to encourage participants to stay active and adopt healthy habits. Each participant's profile, health status and health goals, bring personalised health and wellness challenges tailored uniquely to them.

Through a redesigned LumiHealth experience rolled out in August 2023, participants gained flexibility in their choice of newly curated and guided 'Health Quests', which transformed their health goals into simple everyday actions. The quests focus on the importance of consistency and sustainability, helping participants to track their daily progress and ensuring they stay on track to achieve their health goals.

As of 31 March 2024, over 198,000 past and new participants started their health journey with the new LumiHealth. Around 89% of participants also embarked on at least one quest on the new experience. The Health Promotion Board observed that participants who previously had lower activity levels¹ before joining LumiHealth appeared to benefit the most; on average, their weekly exercise minutes increased by 64%.

Other than physical activity, the quests cover a variety of health topics such as nutrition, mental well-being and sleep. Participants who selected mental well-being quests completed an average of four mindfulness sessions per week.

¹ Participants with 'lower activity levels' are those whose average daily calories burned from exercise and daily activity is less than 37.5% of the calories required for basic functions at rest in the month prior to joining LumiHealth.



Participants can achieve their health goals by choosing from different 'Health Quests' in the redesigned LumiHealth.



Chapter 5

Health: Of Our PEOPLE

The cornerstone of the Health Promotion Board's organisational excellence is our team of dedicated staff who share a single purpose of improving the lives of Singaporeans, to create a healthier nation. Recognising the importance of supporting the well-being, learning and development of our staff, as they work to impact the lives of others, we continuously engage them to nurture a dynamic and adaptable workforce.

Reaching Out Beyond Borders



Through global partnerships, the Health Promotion Board (HPB) drives innovation, exchanges knowledge and sustains growth. We also establish our position as an active contributor and thought leader in health promotion globally, cross-sharing best practices and insights of preventive health initiatives with international counterparts at key regional conferences and forums.

Contributing to Global Thought Leadership

HPB was redesignated as a **World Health Organization (WHO) Collaborating Centre for Health Promotion and Disease Prevention** from 2023 to 2027. This reflects our renewed commitment to shaping the best health promotion practices, showcasing our organisational expertise and contributing to the advancement of health promotion on a global stage.

As the head of the WHO Collaborating Centre, Dr Chew Ling, Group Director of HPB's Youth Preventive Service, was invited as an advisor to the WHO Data for Policy Workshop in the Republic of Korea in June 2023. Representatives from HPB's senior management were also invited to share their knowledge and expertise at the Asian Congress of Nutrition in China in September 2023.

Forging International Relations

The Chief Executive Officers of the Health Promotion Foundations attended the **20th International Network of Health Promotion Foundations (INHPF) Annual Meeting** in Thailand to discuss strategies and activities for 2024. At the meeting, themed 'Accelerating Health Promotion

Innovations towards Equitable Well-being', HPB representatives shared about our food and partnership strategies as examples of ensuring equitable access to health in Singapore. In recognition of Singapore's leadership in health promotion, Mr Tay Choon Hong, HPB's Chief Executive Officer, was elected as chair of the INHPF from 2024 to 2025.



HPB representatives attended the 20th International Network of Health Promotion Foundations Annual Meeting, held in Thailand.

As part of our international collaborations on innovative approaches in non-communicable disease prevention, HPB hosted several delegations. These included representatives from Thailand's Ministry of Public Health and WHO to exchange insights on promoting health in workplaces and a visit to a Healthy Workplace Ecosystem cluster where HPB facilitates health promoting activities with partners. We also shared about Singapore's precision public health approach to personalise health interventions and nudges.



Representatives from Thailand's Ministry of Public Health visited HPB.



Representatives from Thailand's Ministry of Public Health participating in an exercise session during their visit to MapleTree Business City, a Healthy Workplace Ecosystem.



HPB with senior officials from the Ministry of Public Health Thailand, Bangkok Metropolitan Administration, Thai Health Promotion Foundation and Thai Low Salt Network at an exchange visit on non-communicable diseases prevention and control led by the World Health Organization.

During the year, HPB also hosted ministers, ambassadors, senior government officials and academia from countries such as Brunei Darussalam, China, Finland, the Republic of Kiribati and the United Kingdom. We shared on various initiatives and programmes, and their impact and potential to influence and benefit health promotion efforts beyond Singapore's borders. Our commitment to international collaboration and benchmarking serves to enhance our capabilities, contributing to Singapore's standing in global health promotion.



HPB hosted a visit by distinguished guests from the Republic of Kiribati's Ministry of Health and Medical Services.

Looking Out for Staff Well-being



As the Health Promotion Board (HPB) continues to boost the nation's health, we remain diligent in supporting our people and looking after their well-being. Our holistic health framework adopts a multi-pronged approach to provide a supportive environment that sustains the mental, social and physical well-being of our staff.

Staff continue to enjoy flexible working arrangements and protected time to engage in activities that support their well-being. Our Wellness Ambassador Network and Ministry of Fun organised various activities throughout the year, providing avenues for staff to give back to the community, manage their stress, build camaraderie and boost their holistic well-being. These included a Hair for Hope event, National Day observance ceremony, workplace lunch exercise classes, sale of fresh fruits at HPB and a HPB Dinner and Dance.



Various activities were organised throughout the year to foster the good health and well-being of our staff.

HPB also reviewed and enhanced several staff benefits during the year, such as increasing the shoe allowances for nurses, and Long Service Award quantum and union grants. Staff also benefitted from new corporate memberships to landmark attractions and improved health screening subsidies.

Additionally, we increased the scope of our Leaders Engagement Funds so that middle managers can utilise the funds to organise activities to build team cohesion. HPB is always on the lookout to enhance our employees' experience, including through regular employee engagement surveys and feedback from conversations with the leadership team.

Engaging and Empowering Our Staff



At the Health Promotion Board, we strive to foster a healthy environment from within, starting with our employees. By providing an innovative work environment and growth opportunities, our staff can develop to their fullest potential while working to serve the nation. We take pride in empowering our staff and challenging them to tap into their creativity to bring forth new ideas.

To keep our staff connected and aligned with organisational happenings, we have implemented board-wide engagement initiatives. Internal knowledge-sharing platforms like the Wonders of Our Work newsletter and monthly learning events encourage our staff to explore innovative work practices. Our officers have benefitted from practical insights into key areas such as incorporating digitalisation and analytics in our work, as well as improving employee and customer experience.

Our staff can also engage in meaningful conversations with the Senior Leadership Group through small group engagements such as the 'CE (Chief Executive) Fireside Chat' and 'DCE (Deputy Chief Executive) Connect and Leaders Coffee Chat' sessions.



The Wonders of Our Work newsletter keeps staff connected to HPB activities and initiatives featured across the public service.



HPB's Chief Executive Officer engaging HPB managers on leadership and supervisory practices.

In September and October 2023, our officers met for a Leaders and Staff Townhall respectively to discuss and exchange views on issues such as leadership, work practices and collaboration. One of the key topics was how to better enable a safe space for managers to hold essential conversations with staff.



At the Staff Townhall in October 2023, HPB's Leadership Group engaged the staff on various topics like collaboration and work practices.

Enhancing Capabilities



The Health Promotion Board (HPB) rolls out initiatives to ensure that teams can work together harmoniously and productively. To promote team collaboration and foster positive team dynamics, HPB conducted DISC (Dominance, Influence, Steadiness and Conscientiousness) Personality Profiling workshops for staff. Through these workshops, our staff gained insights into diverse working styles, motivations and communication preferences within their teams. As a result, teams can communicate better and work together more closely and efficiently.



Staff attended the DISC Workshop to understand their personal and team behavioural styles, and enhance their team conversations.

Promoting Growth and Talent Development

The Health Promotion Board (HPB) ensures that our staff continue to develop and grow their skills and capabilities. We adopt a competency-driven approach that anchors our staff in various aspects, from recruitment to career development.

Competency-based Career Development and Recruitment

HPB takes a structured approach to performance management, career development, nurturing leaders by embedding core and leadership competencies into performance appraisal, career development and progression conversations.

At the start of and throughout the work year, supervisors work with staff to set goals, and coach them on their performance and

development. HPB also organised roadshows to share about the functional competencies required for each job family with staff and supervisors.

HPB also plans and paves the way for younger and newer leaders. In FY2023, we reviewed and enhanced our succession planning framework to prepare a pipeline of internal talents ready to assume key or new leadership positions, while forging developmental pathways for internal successors.

All staff are provided with opportunities for sponsorships, scholarships and lateral rotations to develop and progress within the organisation. Initiatives such as the Young Officers Development Accelerator and Career Planning Workshops empower our staff to determine their own career paths, equipping them with the necessary tools and insights to make informed decisions about their professional development.

To ensure that staff can carry out their jobs to the best of their abilities, HPB leverages competency-based recruitment. At interviews, hiring managers assess individuals against the divisions' identified functional competencies for more effective hiring decisions.



Celebrating Staff Achievements

The Health Promotion Board (HPB) celebrates and recognises staff for their achievements. Our values-based culture fosters a deep sense of belonging among staff and ensures that they feel appreciated for their contributions.

During the year, various officers received the Long Service Award, Special Appreciation Award and Retirement Certificate for their

accomplishments and dedication to the organisation. We also awarded deserving officers with sponsorships and scholarships for their continuous education.

EPIC Awards 2023

HPB reviewed and updated the **EPIC Awards** to acknowledge staff's commitment to organisational core values – 'Excellence', 'People-centricity', 'Innovation', and a willingness to 'Collaborate for impact' (EPIC). This internal staff award aims to motivate staff to work towards the desired culture and behaviours. The 2023 EPIC Awards recognised 361 staff members and 35 project teams for their exemplary work.



EPIC Awards were presented to staff at the HPB Dinner and Dance event to recognise their exemplary work.

Recognition Beyond HPB

Beyond the Health Promotion Board (HPB), our staff are also recognised by external organisations. Various individuals and teams from HPB received awards such as the Singapore Health Quality Service Award, National Day

Awards, Public Service Transformation Awards and the 17th Tan Chin Tuan Nursing Award. Nominated officers also had the honour to receive the National Awards (COVID-19) and COVID-19 Resilience Medal.

National Day Awards Investiture 2023

The **National Day Awards** (NDA) recognises the most eminent staff members for their dedication to health promotion work for the nation.

Ms Alice Ong, Acting Director of the Preventive Health Programmes and Rewards Division, and Ms Lee Hailen, Deputy Head of the Nursing and Monitoring and Surveillance Division, both received the Commendation Medal.

Ms Ong led a HPB flagship programme, the National Steps Challenge™. She designed the gamification elements for the Healthy 365 mobile app and incorporated incentives to reward participants for adopting healthy lifestyle habits. Ms Lee made a major contribution to the National Immunisation Registry where her work was critical to ensuring that Singaporeans had timely and reliable access to accurate COVID-19 vaccination records and status, during the pandemic. With this, Singaporeans were supported in being able to continue with their daily lives amid a national crisis.

Ms Angelia Pang, Higher Executive I of the Performance and Rewards Department, and Ms Chang Fui Sian Shandy, Assistant Manager Nursing, Health Information, received the Efficiency Medal, for their support in COVID-19 operations. Ms Pang had stepped up to support the recruitment of swabbers in 2020, in addition to her regular work responsibilities.

Some of our HPB staff also received the NDA Long Service Medal. These officers are from the Youth Preventive Dental Service and include Ms Mary Kaw Yoke Man, Higher Dental Surgery

Assistant, Ms Nor Seri Halimah Binte Othman, Senior Dental Surgery Assistant, Ms Mis'anah Binte Samat, Manager, Ms Safura Binte Ja'afar, Assistant Manager, and Ms Suzana Binte Ahmad Noor, Assistant Manager.



HPB staff were recognised for their dedication at the National Day Awards 2023.

National Award (COVID-19)

Many of our officers and teams remained resilient in the face of the challenging period of the COVID-19 pandemic and continued to make outstanding contributions to the fight against COVID-19. In September 2023, 49 HPB officers received the state-level National Awards (COVID-19), while 521 HPB current and former staff were awarded the COVID-19 Resilience Medal in December 2023. Two teams, the Testing Operations Team and Vaccination Operations Team, also received the COVID-19 Resilience Certification.

Nursing Awards

On 21 November 2023, Ms Noraini Binte Mohamad Ali, Principal Enrolled Nurse, Youth Preventive Service, was awarded the 2nd runner up of the 17th Tan Chin Tuan Nursing Award for Enrolled Nurses. This national award honours her dedication to advancing her nursing skills.

Ms Cindy Lim, Nurse Clinician, Youth Preventive Health Service, was awarded the Ministry of Health's Nurses' Merit Award on 19 July 2023. The award celebrates nurses who have displayed exceptional performance and contributed to the promotion of the nursing profession.

ENVIRONMENTAL SUSTAINABILITY REPORT

Our environmental sustainability report reflects the Health Promotion Board's sustainability efforts and performance during the financial year 2023. The report summarises our efforts, progress and plans under the GreenGov.SG initiative, which advances the national agenda on sustainability development.

Board and Senior Management Statement

In alignment with the Singapore Green Plan 2030 which sets in place a national blueprint for sustainable development, we are committed to environmental sustainability. To reflect our commitment in our sustainability journey, we promote sustainability practices in our service delivery as well as work with our stakeholders to reduce our carbon footprint, minimising our environmental impact.

We prioritise sustainability through responsible resource management, prioritising the health and well-being of the nation and community, fostering good governance, and safeguarding assets. By embracing sustainability, we ensure the long-term effectiveness of our health initiatives and contribute to a nation of healthy people.

Our Approach

The Health Promotion Board (HPB) has taken measures to reinforce a green mindset, thereby minimising our environmental impact. Being dedicated to maintaining Green Mark Platinum standards for our building, we have advanced our environmental commitments by adopting the use of energy-efficient LED lighting, optimising office temperature to 25°C and incorporating the 3-Ticks Water Efficiency Labelling (WELS) certification.

To enhance sustainability in our office operations, we have implemented an electronic records management system to reduce paper waste and installed recycling bins for e-waste. Additionally, recycling bins for plastic, metal cans and paper have been placed in office pantries. To further promote sustainability, we no longer distribute single-use plastic cutlery. These initiatives not only reflect our commitment to fostering a greener and more eco-conscious workplace, but also demonstrate HPB's commitment to sustainability.

HPB's Assets and Premises

The Health Promotion Board (HPB) building was built in 1997 and situated at 3 Second Hospital Avenue within the Singapore General Hospital campus. The Gross Floor Area is 32,147m² comprising 12,738m² occupied by HPB, 11,487m² occupied by 11 sub-tenants, 6,268m² of common spaces and the rest occupied by ancillary rooms.

HPB is committed to achieving the highest level of sustainability and adheres to the Green Mark Platinum Standards. This commitment extends to the implementation of technologies such as an energy-efficient Air-Conditioning and Mechanical Ventilation (ACMV) system, water-efficient fittings and waste reduction.

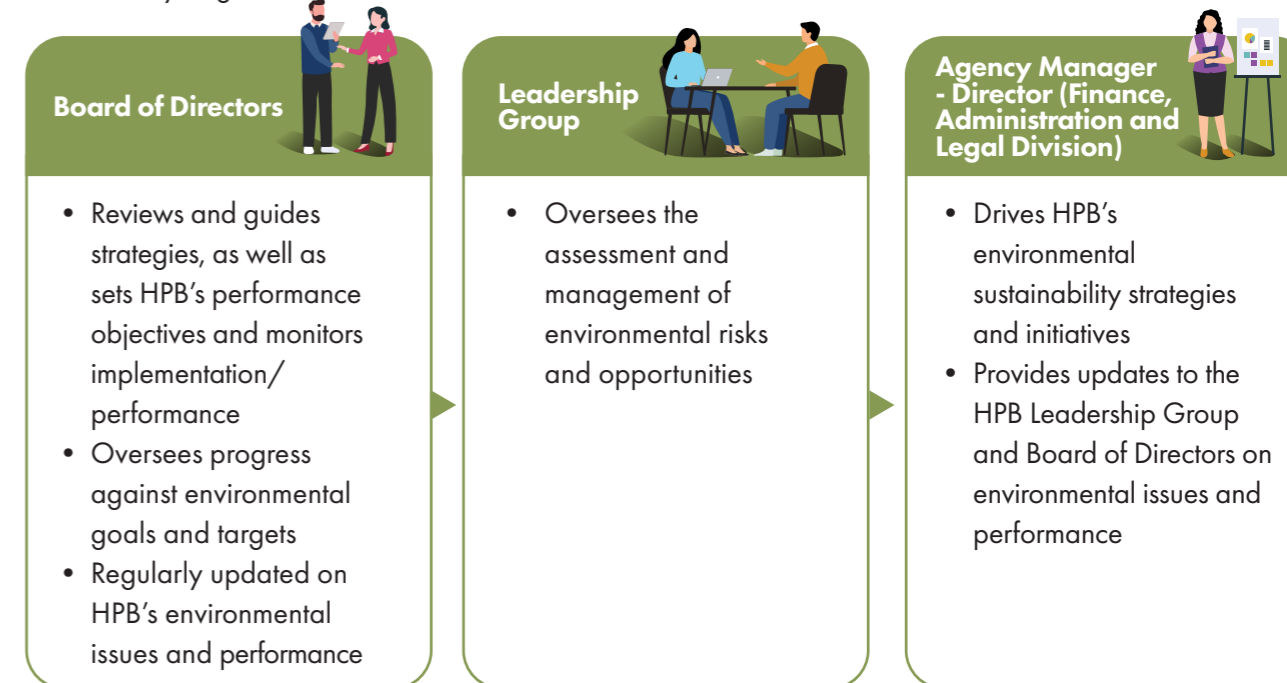
Sustainability Governance Structure

The Board of Directors provides oversight on Health Promotion Board's (HPB) sustainability goals and strategies. The Board of Directors is updated periodically on the sustainability performance.

The Leadership Group, led by the Chief Executive, oversees the formulation and implementation of sustainability initiatives, including building internal capability as well as instilling sustainability culture among our staff and stakeholders.

Our board members bring with them diverse professional backgrounds and experiences in healthcare, financial and energy sectors to provide guidance aligned with our sustainable goals.

At the management level, HPB's Leadership Group drives and aligns organisational workstreams towards sustainability targets.



HPB's Environmental Sustainability Targets and Performance

The Health Promotion Board (HPB) has adopted the following sustainability targets, which are aligned with the GreenGov.SG framework:

- Peak emissions around 2025;
- 10% reduction in Energy Utilisation Index by 2030, compared to the average of 2018–2020 levels;
- 10% reduction in Water Efficiency Index by 2030, compared to the average of 2018–2020 levels; and
- 30% reduction in Waste Disposal Index by 2030, compared to 2022 levels.

Carbon Emission

Carbon emission assessments include direct and indirect emissions from energy consumption which are categorised into Scope 1, 2 and 3 emissions. HPB’s operations predominantly involve administrative activities, public health initiatives and educational campaigns aimed at promoting healthy lifestyles. Given the nature of our operations, we focus solely on Scope 2¹ emissions, which pertain to the consumption of energy. Scope 1² emissions are not applicable to HPB as we do not incur direct emissions such as those from vehicle fleets or on-site energy generation.

Due to the complexities associated with accounting for activities conducted on our behalf that are outside of our direct control, we will not be including Scope 3³ emissions in this report.

Scope 2 Carbon Emission

HPB’s estimated Scope 2 Carbon Emissions due to the consumption of energy are reflected in Table 1 below:

Year	Scope 2 Carbon Emissions (tonnes CO ₂ e)
FY2021	2,244
FY2022	2,020
FY2023	1,959

Table 1: Carbon Emission Performance

Our carbon emissions have shown improvements, aligning with our objective of peaking emissions around 2025.

Energy

HPB achieved an 11% reduction in Energy Utilisation Index (EUI⁴) in FY2023, compared to the baseline years. See Table 2 below.

Year	FY2018–FY2020 (baseline)	FY2021	FY2022	FY2023
Consumption (kWh)	5,391,573	5,492,325	4,945,569	4,794,668
EUI (kWh/m ²) ⁵	168	171	154	149
Difference from Baseline (%)	-	2	-8	-11

Table 2: Energy Utilisation Index Performance

¹ Scope 2 emissions are indirect emissions that result from the use of purchased electricity, heat and steam.
² Scope 1 emissions are direct emissions that occur from sources that are owned or controlled by HPB.
³ Scope 3 emissions are all other indirect emissions that are a consequence of the activities of HPB but occur from sources not owned or controlled by HPB.
⁴ Energy Utilisation Index (EUI) – amount of electricity used per floor area.
⁵ For calculation purposes for EUI, our gross floor area is taken to be 32,147m².

Measures taken to reduce electricity consumption are as follows:

- Upgraded fluorescent lighting to LED (FY2022 Q4).
- Maintained office temperature at 25°C (FY2022 Q4).
- Replaced cooling towers with energy-efficient mode (FY2023 Q4).
- Upgraded air-conditioning system to include Variable Speed Drives (FY2023 Q4).

Water Consumption

HPB has surpassed our Water Efficiency Index (WEI¹) target with a 21% reduction in FY2023 in comparison to the baseline years. See Table 3 below.

Year	FY2018–2020 (baseline)	FY2021	FY2022	FY2023
Water Consumption (m ³)	36,795	31,148	31,778	26,936
WEI (litres/person/day)	80	78	70	63
Difference from Baseline (%)	-	-3	-13	-21

Table 3: Water Efficiency Index Performance

Measures taken to reduce water consumption are as follows:

- Replaced water fittings with those with the 3-Ticks Water Efficiency Labelling (FY2021 Q2).
- Shut down water features for higher water efficiency (FY2018 Q4).

Waste Generation

HPB had a 6.6% increase in Waste Disposal Index (WDI²) in FY2023, compared to the baseline year of FY2022. The increase is due to renovation works. See Table 4 below.

Year	FY2022 (baseline)	FY2023
Amount of Waste Disposed (kg)	96,150	97,317
WDI (kg/person/day) ³	0.212	0.226
Difference from Baseline (%)	-	6.6

Table 4: Waste Disposal Index Performance

¹ Water Efficiency Index (WEI) – amount of water used per person per day.
² Waste Disposal Index (WDI) – amount of waste disposed of per person per day.
³ WDI is defined as the total waste disposed of per day divided by the total number of public officers headcount including visitors to the premises.

Measures taken to reduce waste are as follows:

- Implemented electronic Records Management System (FY2022 Q2);
- Reduced office printers (FY2022 Q1);
- Digitising records to reduce the use of paper (Ongoing since FY2023 Q3);
- Eliminated use of single-use disposable cups and plastic stirrers (FY2022 Q4);
- Deployed Recycling Bins for e-waste (FY2023 Q1); and
- Implemented printer toner cartridge recycling bins (FY2023 Q1).

Overall Assessment

HPB is committed to achieve our environmental sustainability targets. Energy Utilisation Index and Water Efficiency Index have already met the targeted 10% reduction by 2030, from the average of 2018 to 2020 baseline levels. We will intensify efforts towards meeting the target reduction of 30% in Waste Disposal Index by 2030, compared to 2022 levels.

Incorporating sustainability into our core business areas and procurement practices

We have incorporated a series of green procurement practices in promoting sustainability across our operations:

1. Office ICT equipment to meet the latest ENERGY STAR standards;
2. Electrical appliances to meet the National Energy Agency's Mandatory Energy Labelling Scheme;
3. White printing paper to have Enhanced Singapore Green Label by the Singapore Environment Council; and
4. Prohibit the use of disposables for in-house dining within our new food and beverage tenancy contract.

HPB will continue to drive both external and internal facing sustainability efforts in line with the government's GreenGov.SG initiative.

Building a sustainable culture

To cultivate a sustainable culture in staff, we consistently reinforce green mindsets through sustainability events, workshops and office efforts.

Our recycling workshop to turn waste packaging into zipper pouches held on 31 October 2023 was well-received by staff. Staff members who attended the workshop were pleasantly surprised with the product and utilise it until today. Additionally, a Green Fair that was held on 20 March 2024 was well-received by many staff who showed interest in learning methods of recycling and upcycling.

Signages around the office serve as a reminder to staff to switch off lights and air-conditioning when not in use, reduce water wastage and to report leaks promptly. Additionally, to encourage staff to be more proactive towards sustainability efforts, we phased out the use of disposables in office pantries and meeting facilities.

HPB will continue to implement staff engagement initiatives with sustainability themes and build a culture where our officers contribute to a greener and more sustainable environment.



CORPORATE GOVERNANCE




Corporate Governance

Corporate Governance

The Health Promotion Board (HPB) was established on 1 April 2001 to perform the functions, objects and duties set out in the Health Promotion Board Act (Chapter 122B) (the “Act”).

Board of Directors

As at 31 March 2024, the Board of Directors (the “Board”) comprises 11 independent members from a variety of sectors including academia, audit, finance, healthcare and the public sector. It is committed to ensuring the highest standards of corporate governance and managing operations and programmes well to achieve its objectives. The Board reviews and approves HPB’s strategies, plans and financial budgets to ensure that activities and resources allocated are optimised to meet HPB’s objectives and key priorities. It ensures that internal control systems and processes are in place to comply with applicable laws and regulations and to preserve integrity and transparency within HPB. The Board also approves documented human resource policies in the key areas of recruitment, remuneration and benefits.

There are four board committees with written terms of reference approved by the Board. These committees are the Personnel Board, Audit and Risk Management Committee, Medical and Dental Board, and Finance and Investment Committee. Each committee helms the different aspects of strategic and operational management and control.

The members of the Board are paid allowances based on a tiered structure, which takes into consideration the different workload and responsibilities held by the various members as shown:

Position	Allowance for FY2023/2024 (\$)
Chairman of the Board	22,500
Chairman of Audit and Risk Management Committee	16,875
Member of Audit and Risk Management Committee and Chairman of Sub-Committee	11,250
Member	5,625

Disclosure and Transparency

There are clear policies and procedures for board members and staff to declare, prevent and address potential or actual conflict of interest. Where conflict of interest arises, they do not vote or participate in discussions and decision-making on the subject matter.

All staff are expected to uphold the integrity of the Public Service to instil public confidence and trust by adhering to HPB’s Code of Conduct.

Among the top three HPB key executives in FY2023/2024, three key executives receive annual remuneration between \$500,000 and \$700,000. The annual remuneration includes salary, bonus, benefits and employers’ CPF contributions.

Reserve Policy Statement

HPB manages its reserves judiciously and reviews it annually to ensure long-term financial sustainability. As at 31 March 2024, HPB’s reserves stood at \$100.3 million (or 25% of HPB’s annual expenditure) and are unrestricted for use to fund capital and operational requirements, including the funding of deficits as and when they arise.

Board Meeting Attendance

Four meetings were convened in FY2023/2024, on 23 June 2023, 21 September 2023, 5 December 2023 and 25 March 2024.

Appointment	Name	Attended
Chairman	Mr Philip Lee	4
Member	Mr Alan Goh ^(a)	2
Member	Dr Ayesha Khanna ^(a)	3
Member	Prof Chua Hong Choon ^(b)	4
Member	Prof Fatimah Lateef ^(a)	2
Member	Mr Gerard Toh Wen-Wei ^(c)	4
Member	Dr Lim Kuo-Yi	1
Member	Ms Tang Zhi Hui	4
Member	Mr TK Udairam ^(d)	4
Member	Mr Tony Low Teck Eng	3
Member	Mr Wong Kim Yin (with effect from 1 October 2023)	2

(a) Member, Audit and Risk Management Committee

(b) Chairman, Medical and Dental Board

(c) Chairman, Audit and Risk Management Committee

(d) Chairman, Finance and Investment Committee

Risk Management and Internal Controls

Risk Management

The Risk Management Steering Committee, chaired by the Chief Executive Officer, serves as the apex management body overseeing risk management at HPB. Supported by the Risk Management, Operational Excellence and Compliance Division in collaboration with divisions across the organisation, this governance structure ensures the effectiveness of risk controls and compliance with relevant policies, guidelines, and internal procedures.

HPB has established an Integrated Risk Management Framework to comprehensively address risks, from risk identification to incident management, and business continuity management. Aligned with the ISO 31000 Risk Management Standard, the Framework advocates for a systematic and proactive approach to managing risks, fostering a culture of risk awareness and continuous improvement. Risk management and mitigation strategies are integral to HPB’s daily operations, annual planning and budgeting.

The management highlights significant matters relating to risk management and controls to the Board and the Audit and Risk Management Committee (ARMC) as necessary.

Whistle-blowing Policy

A Whistle-blowing (Internal Disclosure) policy is in place to provide an avenue for staff, suppliers, customers, contractors and other stakeholders to raise concerns about possible improprieties and wrongful practices in HPB, which go to secured channels manned by the Internal Audit Division. Information provided is kept strictly confidential and all cases are reported to the ARMC.

Internal Audit

The Internal Audit Division reports to the ARMC and operates independently from the other divisions of HPB. In accordance with the HPB Internal Audit Charter, the Internal Audit Division provides independent and objective assessments to the management and ARMC on the adequacy and effectiveness of governance, risk management and controls processes within HPB. This is aligned with the International Standards for the Professional Practice of Internal Auditing set by the Institute of Internal Auditors.

ANNUAL FINANCIAL STATEMENTS



Statement by Directors

For the financial year ended 31 March 2024

We, Wong Kim Yin and Tay Choon Hong, on behalf of Health Promotion Board (the “Board”), do hereby state that, in our opinion:

- (a) The accompanying statement of financial position, statement of comprehensive income, statement of changes in equity and statement of cash flows together with the notes thereto are drawn up so as to give a true and fair view of the financial position of the Board as at 31 March 2024 and the financial performance, changes in equity and cash flows of the Board for the financial year then ended; and
- (b) At the date of this statement, there are reasonable grounds to believe that the Board will be able to pay its debts as and when they fall due.

On behalf of the Board

Wong Kim Yin
Chairman

Tay Choon Hong
Chief Executive Officer

24 June 2024

Independent Auditor's Report to the Member of Health Promotion Board

For the financial year ended 31 March 2024

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Health Promotion Board (the "Board"), which comprise the statement of financial position as at 31 March 2024, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the financial year then ended, and notes to the financial statements, including material accounting policy information.

In our opinion, the accompanying financial statements are properly drawn up in accordance with the provisions of the Public Sector (Governance) Act 2018, Act 5 of 2018 (the "Public Sector (Governance) Act"), the Health Promotion Board Act 2001 (the "Act") and Statutory Board Financial Reporting Standards in Singapore ("SB-FRS") so as to present fairly, in all material respects, the state of affairs of the Board as at 31 March 2024 and of the results, changes in equity and cash flows of the Board for the financial year ended on that date.

Basis for opinion

We conducted our audit in accordance with Singapore Standards on Auditing ("SSAs"). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Board in accordance with the Accounting and Corporate Regulatory Authority ("ACRA") Code of Professional Conduct and Ethics for Public Accountants and Accounting Entities ("ACRA Code") together with the ethical requirements that are relevant to our audit of the financial statements in Singapore, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ACRA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other matters

The financial statements of the Board for the financial year ended 31 March 2023 were audited by another auditor who expressed an unmodified opinion on those financial statements on 5 July 2023.

Independent Auditor's Report to the Member of Health Promotion Board (Continued)

For the financial year ended 31 March 2024

Report on the Audit of the Financial Statements (Continued)

Other information

Management is responsible for the other information. The other information comprises the information included in the annual report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the provisions of the Public Sector (Governance) Act, the Act and SB-FRS, and for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

A statutory board is constituted based on its constitutional act and its dissolution requires Parliament's approval. In preparing the financial statements, management is responsible for assessing the Board's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Board or to wind up the Board or for the Board to cease operations.

Those charged with governance are responsible for overseeing the Board's financial reporting process.

Independent Auditor's Report to the Member of Health Promotion Board (Continued)

For the financial year ended 31 March 2024

Report on the Audit of the Financial Statements (Continued)

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SSAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Board's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Board to cease to continue as a going concern.

Independent Auditor's Report to the Member of Health Promotion Board (Continued)

For the financial year ended 31 March 2024

Report on the Audit of the Financial Statements (Continued)

Auditor's responsibilities for the audit of the financial statements (Continued)

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Report on Other Legal and Regulatory Requirements

Opinion

In our opinion:

- the receipt, expenditure, investment of moneys and the acquisition and disposal of assets by the Board during the financial year are, in all material respects, in accordance with the provisions of the Public Sector (Governance) Act, the Act and the requirements of any other written law applicable to moneys of or managed by the Board; and
- proper accounting and other records required have been kept, including records of all assets of the Board whether purchased, donated or otherwise.

Basis for opinion

We conducted our audit in accordance with SSAs. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Compliance Audit section of our report. We are independent of the Board in accordance with the ACRA Code together with the ethical requirements that are relevant to our audit of the financial statements in Singapore, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ACRA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion on management's compliance.

Independent Auditor's Report to the Member of Health Promotion Board (Continued)

For the financial year ended 31 March 2024

Report on Other Legal and Regulatory Requirements (Continued)

Responsibilities of management for compliance with legal and regulatory requirements

Management is responsible for ensuring that the receipts, expenditure, investment of moneys and the acquisition and disposal of assets, are in accordance with the provisions of the Public Sector (Governance) Act, the Act and the requirements of any other written law applicable to moneys of or managed by the Board. This responsibility includes monitoring related compliance requirements relevant to the Board, and implementing internal controls as management determines are necessary to enable compliance with the requirements.

Auditor's responsibilities for the compliance audit

Our responsibility is to express an opinion on management's compliance based on our audit of the financial statements. We planned and performed the compliance audit to obtain reasonable assurance about whether the receipts, expenditure, investment of moneys and the acquisition and disposal of assets, are in accordance with the provisions of the Public Sector (Governance) Act, the Act and the requirements of any other written law applicable to moneys of or managed by the Board.

Our compliance audit includes obtaining an understanding of the internal control relevant to the receipts, expenditure, investment of moneys and the acquisition and disposal of assets; and assessing the risks of material misstatement of the financial statements from non-compliance, if any, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control. Because of the inherent limitations in any accounting and internal control system, non-compliances may nevertheless occur and not be detected.

BDO Up

BDO LLP

Public Accountants and
Chartered Accountants

Singapore
24 June 2024

Statement of Financial Position

As at 31 March 2024

	Note	2024 \$'000	2023 \$'000
Non-current assets			
Property, plant and equipment	3	25,943	18,679
Intangible assets	5	5,705	4,486
Financial assets, at amortised cost	6	14,418	4,896
		46,066	28,061
Current assets			
Receivables	7	8,443	6,746
Prepayments		2,067	3,162
Grant receivables	8	9,556	8,207
Cash and cash equivalents	10	212,822	192,132
		232,888	210,247
Current liabilities			
Payables and accruals	11	90,784	78,481
Lease liabilities	4	5,208	4,667
Grants received in advance	8	3,094	15,432
Provision for contribution to consolidated fund	18	6,077	2,289
		105,163	100,869
Net current assets		127,725	109,378
Non-current liabilities			
Deferred capital grants	12	98	220
Lease liabilities	4	10,461	45
Obligations in respect of pension scheme	13	6,933	7,257
		17,492	7,522
Net assets		156,299	129,917
Equity			
Share capital	14	56,006	51,237
Accumulated surplus			
- General funds		100,293	78,680
		156,299	129,917

The accompanying notes form an integral part of these financial statements.

Statement of Comprehensive Income

For the financial year ended 31 March 2024

		General Funds		Restricted Funds		Total	
	Note	2024 \$'000	2023 \$'000	2024 \$'000	2023 \$'000	2024 \$'000	2023 \$'000
Income							
Fees and charges	16	2,389	2,566	-	-	2,389	2,566
Sponsorship income	16	-	-	232	1,758	232	1,758
Donation income		-	-	588	687	588	687
Interest income		6,067	2,687	-	-	6,067	2,687
Other income		114	114	-	-	114	114
		8,570	5,367	820	2,445	9,390	7,812
Expenditure							
Staff cost	17	(106,582)	(101,532)	(625)	(532)	(107,207)	(102,064)
Programme, supplies and marketing		(154,906)	(152,057)	(52,960)	(50,857)	(207,866)	(202,914)
Maintenance		(20,823)	(17,759)	(33,479)	(28,214)	(54,302)	(45,973)
Fixed asset depreciation and amortisation of intangible assets		(9,522)	(10,478)	(1,595)	(1,581)	(11,117)	(12,059)
General and administrative		(1,629)	(1,352)	(17,815)	(13,686)	(19,444)	(15,038)
		(293,462)	(283,178)	(106,474)	(94,870)	(399,936)	(378,048)
Deficit before grants							
		(284,892)	(277,811)	(105,654)	(92,425)	(390,546)	(370,236)

The accompanying notes form an integral part of these financial statements.

Statement of Comprehensive Income (Continued)

For the financial year ended 31 March 2024

		General Funds		Restricted Funds		Total	
	Note	2024 \$'000	2023 \$'000	2024 \$'000	2023 \$'000	2024 \$'000	2023 \$'000
Grants							
Government operating grants	9	320,513	310,133	104,977	90,499	425,490	400,632
Non-government operating grants	9	-	-	677	1,926	677	1,926
Deferred government capital grants amortised	12	127	(4)	-	-	127	(4)
		320,640	310,129	105,654	92,425	426,294	402,554
Surplus before contribution to consolidated fund for the financial year							
		35,748	32,318	-	-	35,748	32,318
Contribution to consolidated fund	18	(6,077)	(2,289)	-	-	(6,077)	(2,289)
Surplus for the financial year, representing total comprehensive income for the financial year							
		29,671	30,029	-	-	29,671	30,029

The accompanying notes form an integral part of these financial statements.

Statement of Changes in Equity

For the financial year ended 31 March 2024

		Accumulated surplus		
	Note	Share capital \$'000	General funds \$'000	Total \$'000
2024				
Beginning of financial year		51,237	78,680	129,917
Issuance of ordinary shares	14	4,769	-	4,769
Surplus for the financial year, representing total comprehensive income for the financial year		-	29,671	29,671
Total transactions with owners, recognised directly in equity				
Dividends paid	15	-	(8,058)	(8,058)
End of financial year		56,006	100,293	156,299
2023				
Beginning of financial year		55,139	56,211	111,350
Issuance of ordinary shares	14	16,778	-	16,778
Cancellation of ordinary shares	14	(20,680)	-	(20,680)
Surplus for the financial year, representing total comprehensive income for the financial year		-	30,029	30,029
Total transactions with owners, recognised directly in equity				
Dividends paid	15	-	(7,560)	(7,560)
End of financial year		51,237	78,680	129,917

The accompanying notes form an integral part of these financial statements.

Statement of Cash Flows

For the financial year ended 31 March 2024

	Note	2024 \$'000	2023 \$'000
Cash flows from operating activities			
Deficit before grants		(390,546)	(370,236)
Adjustments for:			
- Depreciation of property, plant and equipment		8,937	8,936
- Gain on disposal of property, plant and equipments		(4)	-
- Amortisation of intangible assets		2,180	3,123
- Interest income		(6,067)	(2,687)
- Interest expense		203	316
		(385,297)	(360,548)
Changes in working capital:			
- Receivables		(556)	948
- Prepayment		1,095	102
- Payables and accruals		12,303	(34,277)
Cash flows used in operations		(372,455)	(393,775)
- Obligations in respect of pension scheme		(451)	(439)
- Payment of contribution to consolidated fund		(2,289)	-
Net cash used in operating activities		(375,195)	(394,214)
Cash flows from investing activities			
Additions to property, plant and equipment		(204)	(2,467)
Additions to intangible assets		(3,399)	(3,311)
Disposal of property, plant and equipment		6	483
Purchase of investments		(9,407)	(4,927)
Disposal of investments		-	15,000
Interest received		4,811	1,073
Net cash (used in)/provided by investing activities		(8,193)	5,851
Cash flows from financing activities			
Government grants received		411,952	379,140
Non-government grants received		533	1,917
Proceeds from issuance of shares		4,769	145
Return of shares		-	(244)
Principal repayment of lease liabilities		(5,042)	(5,247)
Interest paid		(76)	(183)
Dividends paid		(8,058)	(7,560)
Net cash generated from financing activities		404,078	367,968
Net change in cash and cash equivalents		20,690	(20,395)
Cash and cash equivalents at beginning of financial year	10	192,132	212,527
Cash and cash equivalents at end of financial year	10	212,822	192,132

The accompanying notes form an integral part of these financial statements.

Notes to the Financial Statements

For the financial year ended 31 March 2024

These notes form an integral part of and should be read in conjunction with the accompanying financial statements.

1. General Information

Health Promotion Board (the “Board”) was established on 1 April 2001 under the provisions of the Health Promotion Board Act 2001 (the “Act”) and is under the purview of Ministry of Health. As a statutory board, the Board is subject to the directions of Ministry of Health, and is required to implement policies and policy changes as determined by its supervisory ministry. The Board’s registered office is located at 3 Second Hospital Avenue, Singapore 168937.

The principal activities of the Board are to:

- (a) advise the Government, either of its own motion or upon request made to it by the Minister, on all matters connected with the promotion of good health and healthy lifestyles amongst the people of Singapore, including the formulation of policies, the creation of conditions and the provision of public facilities that are conducive to the promotion of good health and healthy lifestyle amongst the people of Singapore;
- (b) devise, organise and implement programmes and other activities for or related to the promotion of good health and healthy lifestyle amongst the people of Singapore, health education programmes and programmes and other activities for or related to the prevention or detection of diseases;
- (c) collaborate with any organisation to devise, organise and implement, or to provide support or assistance to any organisation in devising and implementing any of the programmes or activities referred to in paragraph 1(b);
- (d) monitor and conduct investigations and research into any matter relating to the health and nutritional statuses of the people of Singapore;
- (e) promote a healthy food supply in Singapore;
- (f) determine, establish and recommend nutritional standards and dietary guidelines, and guidelines for the provision of nutritional information;
- (g) provide healthcare services (including medical, dental, health screening and immunisation services) to school children and such other persons or class of persons as the Board thinks fit;
- (h) provide consultancy services to Government departments, members of the healthcare industry and the private sector on matters relating to health education, the preservation and promotion of health, healthy lifestyles and healthy dietary practices and the prevention and detection of diseases; and

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

1. General Information (Continued)

- (i) represent the Government internationally on matters related to or connected with health education, the preservation and promotion of health and the prevention and detection of diseases.

2. Material Accounting Policy Information

2.1 Basis of Preparation

Statement of compliance

These financial statements of the Board have been prepared in accordance with the provisions of the Public Sector (Governance) Act 2018, Act 5 of 2018 (the “Public Sector (Governance) Act”), the Health Promotion Board Act 2001 (the “Act”) and Statutory Board Financial Reporting Standards (“SB-FRS”). SB-FRS include Statutory Board Financial Reporting Standards, Interpretations of SB-FRS and SB-FRS Guidance Notes as promulgated by the Accountant-General.

Basis of measurement

The financial statements have been prepared in accordance with SB-FRS under the historical cost convention, except as disclosed in the accounting policies below.

The financial statements are presented in Singapore dollars (\$) which is the functional currency of the Board. All financial information presented in Singapore dollars has been rounded to the nearest thousand (\$’000), except when otherwise stated.

The preparation of these financial statements in conformity with SB-FRS requires management to exercise its judgement in the process of applying the Board’s accounting policies. It also requires the use of certain critical accounting estimates and assumptions. The areas involving a higher degree of judgement or complexity, or areas where estimates and assumptions are significant to the financial statements are disclosed in Note 2 to the financial statements and summarised below.

Significant accounting estimates and assumptions used:

- Pension expenses (Note 2.12 and 13)

Management is of the opinion that there are no critical judgements (other than those involving estimates) that have a significant effect on the amounts recognised in the financial statements.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.1 Basis of Preparation (Continued)

Interpretations and amendments to published standards effective in 2023

New or revised accounting standards and interpretations effective from 1 April 2023

On 1 April 2023, the Board adopted the new or amended SB-FRS and Interpretations of SB-FRS (“INT SB-FRS”) that are mandatory for application for the financial year. Changes to the Board’s accounting policies have been made as required, in accordance with the transitional provisions in the respective SB-FRS and INT SB-FRS.

The adoption of these new or amended SB-FRS and INT SB-FRS did not result in substantial changes to the Board’s accounting policies and had no material effect on the amounts and disclosures reported for the current or prior financial years, except for the below:

Amendments to SB-FRS 1 Presentation of Financial Statements: Disclosure of Accounting Policies and SB-FRS Practice Statement 2

The Board has adopted the amendments to SB-FRS 1 for the first time in the current year. The amendments change the requirements in SB-FRS 1 with regards to disclosure of accounting policies. The amendments replace all instances of the term ‘significant accounting policies’ with ‘material accounting policy information’. Accounting policy information is material if, when considered together with other information included in the Board’s financial statements, it can reasonably be expected to influence decisions that the primary users of general purpose financial statements make on the basis of those financial statements.

The supporting paragraphs in SB-FRS 1 are also amended to clarify that accounting policy information that relates to immaterial transactions, other events or conditions is immaterial and need not be disclosed. Accounting policy information may be material because of the nature of the related transactions, other events or conditions, even if the amounts are immaterial. However, not all accounting policy information relating to material transactions, other events or conditions is itself material. Accountant-General’s Department (“AGD”) has also developed guidance and examples to explain and demonstrate the application of the ‘four-step materiality process’ described in SB-FRS Practice Statement 2.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.1 Basis of Preparation (Continued)

Interpretations and amendments to published standards effective in 2023 (Continued)

New standards, amendments and interpretations issued but not yet effective

Certain new accounting standards and interpretations have been published that are effective in future reporting periods and have not been early adopted by the Board. The Board does not expect any of these standards upon adoption will have a material impact on the Board.

2.2 Property, Plant and Equipment

Property, plant and equipment are initially measured at cost, subsequent to recognition, property, plant and equipment are measured at cost less accumulated depreciation and accumulated impairment losses.

Subsequent expenditure relating to property, plant and equipment that has already been recognised is added to the carrying amount of the asset only when it is probable that future economic benefits associated with the item will flow to the Board and the cost of the item can be measured reliably. All other repair and maintenance expenses are recognised in profit or loss when incurred.

Depreciation on property, plant and equipment is recognised as an expense in the statement of comprehensive income on a straight-line basis over the estimated useful lives of each component of property, plant and equipment.

The estimated useful lives for the current and comparative periods are as follows:

	Useful lives
Computers	3 to 5 years
Leasehold improvements	5 to 8 years
Furniture and fittings	8 years
Other equipment	3 to 10 years
Medical equipment	5 to 8 years
Motor vehicles	10 years
Office space	3 years or shorter of unexpired lease term

Capital work-in-progress included in property, plant and equipment are not depreciated as these assets are not yet available for use.

The residual values, estimated useful lives and depreciation method of property, plant and equipment are reviewed, and adjusted as appropriate, at each balance sheet date. The effects of any revision are recognised in profit or loss when the changes arise.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.3 Intangible Assets

Intangible assets that are acquired by the Board, which have finite useful lives, are measured at cost less accumulated amortisation and accumulated impairment losses. Intangible assets are amortised in the statement of comprehensive income on a straight-line basis over their estimated useful lives of 3 to 5 years, from the date on which they are available for use.

Computer software under development

Computer software under development are stated at cost. Expenditure relating to the capital work-in-progress are capitalised when incurred. No depreciation is provided until the intangible assets are ready for use. Costs associated with maintaining the computer software are expensed off when incurred.

Computer software are subsequently carried at cost less accumulated amortisation and accumulated impairment losses. These costs are amortised to profit or loss using the straight-line method over their estimated useful lives of 3 to 5 years.

Costs directly attributable to the development of computer software are capitalised as intangible assets only when technical feasibility of the project is demonstrated, the Board has an intention and ability to complete and use the software and the costs can be measured reliably.

2.4 Impairment of Non-Financial Assets

The carrying amounts of the Board's non-financial assets are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, the assets' recoverable amounts are estimated.

An impairment loss is recognised if the carrying amount of an asset or its cash-generating unit ("CGU") exceeds its estimated recoverable amount. Impairment losses are recognised in profit or loss.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.5 Financial Assets

(i) Classification and measurement

The Board classifies its financial assets into the amortised cost measurement category based on the following conditions:

- The financial asset is held within a business model whose objective is to hold financial assets in order to collect contractual cash flows; and
- The contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

At initial recognition

At initial recognition, the Board measures a financial asset at its fair value, except for trade receivables that do not have a significant financing component which are measured at transaction price.

At subsequent measurement

Financial assets mainly comprise cash and cash equivalents, receivables, grant receivables and quoted and unquoted debt securities.

The financial assets are subsequently measured at amortised cost under the effective interest method. The gross carrying amount is reduced by impairment losses, if any. Interest income, foreign exchange gains and losses and impairment are recognised in profit or loss. Any gain or loss on derecognition is recognised in profit or loss.

(ii) Impairment

The Board assesses on forward looking basis the expected credit losses associated with its financial assets carried at amortised cost.

For receivables, grant receivables and cash and cash equivalents, the general 3-stage approach is applied. Credit loss allowance is based on 12-month expected credit loss if there is no significant increase in credit risk since initial recognition of the assets. If there is a significant increase in credit risk since initial recognition, lifetime expected credit loss will be calculated and recognised.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.5 Financial Assets (Continued)

(iii) Recognition and de-recognition

Regular way purchase and sales of financial assets are recognised on trade date - the date on which the Board commits to purchase or sell the asset.

Financial assets are de-recognised when the rights to receive cash flows from the financial assets have expired or have been transferred and the Board has transferred substantially all risks and rewards of ownership.

On disposal of a financial asset, the difference between the carrying amount and the sale proceeds is recognised in profit or loss.

2.6 Grants

Government grants and contributions received by the Board from other organisations for the purchase of depreciable assets are taken to grants received in advance account in the first instance. They are taken to the deferred capital grants account upon the utilisation of the grants for the purchase of assets which are capitalised.

Deferred capital grants are recognised in the statement of comprehensive income over the periods necessary to match the depreciation and write off of the assets purchased or donated, with the related grants. Upon the disposal of property, plant and equipment, the balance of the related deferred capital grants is recognised in the statement of comprehensive income to match the net book value of the property, plant and equipment disposed.

Government and other grants received by the Board to meet operating expenses are recognised as income in the year these operating expenses were incurred and there is reasonable assurance that the Board will comply with the conditions attached to it. Government grants are accounted for on the accrual basis.

Government grants are grants received from government bodies, including statutory boards. Funds received from all other organisations are classified as non-government grants.

2.7 Cash and Cash Equivalents

For the purpose of presentation in the statement of cash flows, cash and cash equivalents include cash at bank and cash placed with Accountant-General's Department ("AGD").

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.8 Payables and Accruals

Payables and accruals represent liabilities for goods and services provided to the Board prior to the end of financial year which are unpaid as well as rewards payables that are pending redemption and settlement as of the end of the financial year. They are classified as current liabilities if payment is due within one year or less (or in the normal operating cycle of the business, if longer). Otherwise, they are presented as non-current liabilities.

Payables and accruals are initially recognised at fair value, and subsequently carried at amortised cost using the effective interest method.

2.9 Share Capital

Ordinary shares are capital injection by the Government in the Board and classified as equity. Incremental costs directly attributable to the issuance of new ordinary shares are deducted against the share capital account.

2.10 Funds

In view of the limitations and restrictions placed on the use of certain funds, resources for various purposes are classified for accounting and reporting purposes into separate funds in accordance with the activities or objectives specified for the use of those funds.

(a) General funds

General funds are available for use at the discretion of the management for the furtherance of the Board's objectives.

(b) Restricted funds

Restricted funds are those granted for a particular cause, the use of which is restricted to that cause.

2.11 Revenue Recognition

(a) Fees and charges

The revenue for clinic services fee and course fee are recognised when the services are rendered over time on an hourly and daily basis respectively. Payment for the transaction price is due on the Board's credit term policy at the time the invoice is issued to the customers.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.11 Revenue Recognition (Continued)

(a) Fees and charges (Continued)

The Board provides service maintenance to the tenants of the building located at 3 Second Hospital Avenue, Singapore 168937. The revenue is recognised when the services are rendered over time on a monthly basis. Payment for the transaction price is due on the Board's credit term policy at the time the invoice is issued to the tenants.

(b) Sponsorship income

Sponsorship income refers to contributions of cash, goods and/or services in support of the Board's programmes and the Board is expected to provide publicity entitlement of approximately equal value to the sponsors. Sponsorship-in-kind are measured at the fair value of the cash, goods and/or services received and are recognised over time when the publicity entitlements are rendered.

(c) Donation income

Donation income refers to outright donations in kind in support of the Board's programmes with no benefits given to the donors.

(d) Interest income

Interest income is recognised on a time-proportion basis using the effective interest method.

2.12 Employee Benefits

Employee benefits are recognised as an expense, unless the cost qualifies to be capitalised as an asset.

(a) Defined contribution plans

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an employee benefit expense in the statement of comprehensive income in the periods during which services are rendered by employees.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.12 Employee Benefits (Continued)

(b) Employee leave entitlement

Employee entitlements to annual leave are recognised when they accrue to employees. A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the reporting date.

(c) Short-term employee benefits

Short-term benefit obligations are measured on an undiscounted basis and are expensed as the related service is provided. A liability is recognised for the amount expected to be paid under short-term cash bonus if the Board has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

(d) Post-employment benefits

Cost of providing defined benefit retirement scheme (the "HPB Pension Scheme") is determined using the projected unit credit method, with actuarial valuations being carried out at least once in three years. The present value of obligation for all pensionable employees is determined by projecting each active employee's benefits accrued from the starting date of their service with the Board (i.e., 1 April 2001) up to the valuation date, allowing for salary increases and the probability of earlier exits, and discounted using a long-term discount rate. The obligations to existing pensioners under the HPB Pension Scheme are calculated as the present value of pensions payable to the pensioners for their remaining lifetime.

At each valuation date, the total present value of obligation is compared to the book amount to determine the actuarial gain or loss. The Board recognises all actuarial gains and losses arising from post employment benefits in other comprehensive income and all expenses related to defined benefit plans in personnel expenses in the statement of comprehensive income.

Past service cost is recognised immediately to the extent that the benefits are already vested since the starting date of the pensionable employees' service with the Board.

Certain actuarial estimates and assumptions directly influence the amount recognised in the statement of comprehensive income. Further details about the assumptions used and sensitivity analysis are disclosed and further explained in Note 13 to the financial statements.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.13 Lease

When the Board is the lessee

At the inception of the contract, the Board assesses if the contract contains a lease. A contract contains a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration. Re-assessment is only required when the terms and conditions of the contract are changed.

The office space lease contained an extension option upon completion of the existing lease term. Management has not included the extension option in the lease measurement as it requires approval by the Collector of Land Revenue.

- Right-of-use assets

The Board recognised a right-of-use asset and lease liability at the date which the underlying asset is available for use. Right-of-use assets are measured at cost which comprises the initial measurement of lease liabilities adjusted for any lease payments made at or before the commencement date. Any initial direct costs that would not have been incurred if the lease had not been obtained are added to the carrying amount of the right-of-use assets.

The right-of-use asset is subsequently depreciated using the straight-line method from the commencement date to the earlier of the end of the useful life of the right-of-use asset or the end of the lease term.

Right-of-use assets are presented within “Property, plant and equipment”.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

2. Material Accounting Policy Information (Continued)

2.13 Lease (Continued)

When the Board is the lessee (Continued)

- Lease liabilities

Lease liability is measured at amortised cost using the effective interest method. Lease liability shall be re-measured when:

- There is a change in the Board’s assessment of whether it will exercise an extension option; or
- There are modifications in the scope or the consideration of the lease that was not part of the original term.

Lease liability is re-measured with a corresponding adjustment to the right-of-use asset, or is recorded in profit or loss if the carrying amount of the right-of-use asset has been reduced to zero.

- Short-term and low-value leases

The Board has elected to not recognise right-of-use assets and lease liabilities for short-term leases that have lease terms of 12 months or less and low value leases. Lease payments relating to these leases are expensed to profit or loss on a straight-line basis over the lease term.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

3. Property, Plant and Equipment

	Computers \$'000	Leasehold improvements \$'000	Furniture and fittings \$'000	Medical and other equipment \$'000	Motor vehicles \$'000	Office space \$'000	Total \$'000
2024							
Cost							
Beginning of financial year	11,455	11,364	374	17,761	4,302	13,116	58,372
Additions	-	-	-	204	-	-	204
Lease modifications	797	-	-	-	-	15,202	15,999
Disposals	(843)	-	(15)	(457)	-	-	(1,315)
End of financial year	11,409	11,364	359	17,508	4,302	28,318	73,260
Accumulated depreciation							
Beginning of financial year	8,577	7,214	230	13,347	1,581	8,744	39,693
Depreciation charge	2,037	889	27	1,182	430	4,372	8,937
Disposals	(842)	-	(15)	(456)	-	-	(1,313)
End of financial year	9,772	8,103	242	14,073	2,011	13,116	47,317
Net book value							
End of financial year	1,637	3,261	117	3,435	2,291	15,202	25,943

Right-of-use assets acquired under leasing arrangements are presented together with the owned assets of the same class. Details of such leased assets are disclosed in Note 4. The lease modification of computers and office space during the current financial year is by way of leasing arrangement as disclosed in Note 4 to the financial statements.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

3. Property, Plant and Equipment (Continued)

	Computers \$'000	Leasehold improvements \$'000	Furniture and fittings \$'000	Medical and other equipment \$'000	Motor vehicles \$'000	Office space \$'000	Capital work-in- progress \$'000	Total \$'000
2023								
Cost								
Beginning of financial year	13,119	10,934	379	18,075	4,147	13,116	448	60,218
Additions	677	562	-	405	155	-	668	2,467
Disposals	(2,414)	(669)	(5)	(1,225)	-	-	-	(4,313)
Transfer	73	537	-	506	-	-	(1,116)	-
End of financial year	11,455	11,364	374	17,761	4,302	13,116	-	58,372
Accumulated depreciation								
Beginning of financial year	8,249	7,184	208	13,410	1,164	4,372	-	34,587
Depreciation charge	2,242	699	27	1,166	430	4,372	-	8,936
Disposals	(1,914)	(669)	(5)	(1,225)	-	-	-	(3,813)
Others	-	-	-	(4)	(13)	-	-	(17)
End of financial year	8,577	7,214	230	13,347	1,581	8,744	-	39,693
Net book value								
End of financial year	2,878	4,150	144	4,414	2,721	4,372	-	18,679

Right-of-use assets acquired under leasing arrangements are presented together with the owned assets of the same class. Details of such leased assets are disclosed in Note 4.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

4. Leases - The Board as a Lessee

Nature of the Board's leasing activities

Office space

The Board leases office space for the purpose of providing healthcare services (including medical, dental, health screening and immunisation services) to school children and for use as corporate offices.

Computers

The Board leases computer equipment used to improve the concurrent user capacity and overall reliability of applications.

There is no externally imposed covenant on these lease arrangements.

(a) Carrying amounts

ROU assets classified within Property, plant and equipment

	2024 \$'000	2023 \$'000
Office space	15,202	4,372
Computers	474	293
	15,676	4,665

(b) Depreciation charge during the financial year

	2024 \$'000	2023 \$'000
Office space	4,372	4,372
Computers	616	732
	4,988	5,104

(c) Carrying amounts

Lease liabilities

	2024 \$'000	2023 \$'000
Lease liabilities - Current	5,208	4,667
Lease liabilities - Non-current	10,461	45
	15,669	4,712

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

4. Leases - The Board as a Lessee (Continued)

(d) Interest expense

	2024 \$'000	2023 \$'000
Interest expense on lease liabilities	76	183

(e) Lease expense not capitalised in lease liabilities

	2024 \$'000	2023 \$'000
Short-term lease expense	382	167
Low-value lease expense	685	850
	1,067	1,017

(f) Total cash outflow for all leases in 2024 was \$6,185,000 (2023: \$6,447,000).

(g) There was \$15,999,000 lease modification of ROU assets during the financial year 2024 (2023: \$Nil).

(h) Reconciliation of liabilities arising from financing activities:

	Beginning of financial year \$'000	Principal and interest payment \$'000	Non-cash changes	Interest expense \$'000	Lease modifications \$'000	End of financial year \$'000
2024						
Lease liabilities	4,712	(5,118)		76	15,999	15,669
2023						
Lease liabilities	9,959	(5,430)		183	-	4,712

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

5. Intangible Assets

	Computer software \$'000	Computer software under development \$'000	Total \$'000
2024			
Cost			
Beginning of financial year	40,260	2,805	43,065
Additions	2,491	908	3,399
Disposals	(8,320)	-	(8,320)
Transfer	2,805	(2,805)	-
End of financial year	37,236	908	38,144
Accumulated amortisation			
Beginning of financial year	38,579	-	38,579
Amortisation charge	2,180	-	2,180
Disposals	(8,320)	-	(8,320)
End of financial year	32,439	-	32,439
Net book value			
End of financial year	4,797	908	5,705
2023			
Cost			
Beginning of financial year	45,402	140	45,542
Additions	563	2,748	3,311
Disposals	(5,788)	-	(5,788)
Transfer	83	(83)	-
End of financial year	40,260	2,805	43,065
Accumulated amortisation			
Beginning of financial year	37,441	-	37,441
Amortisation charge	3,123	-	3,123
Disposals	(1,985)	-	(1,985)
End of financial year	38,579	-	38,579
Net book value			
End of financial year	1,681	2,805	4,486

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

6. Financial Assets, at Amortised Cost

	2024 \$'000	2023 \$'000
Beginning of financial year	4,896	14,996
Maturity of financial assets	-	(15,000)
Addition of financial assets	9,407	4,896
Amortised discount	115	4
End of financial year	14,418	4,896
	2024 \$'000	2023 \$'000
Quoted debt securities - Singapore	14,418	4,896

As at 31 March 2024, debt securities are quoted and consists of three issues with nominal values amounting to \$4,000,000, \$10,000,000 and \$1,000,000 with coupon rates of 2.13%, 1.25% and 2.88% per annum and maturity dates on 1 June 2026, 1 November 2026 and 1 September 2027, respectively.

7. Receivables

	2024 \$'000	2023 \$'000
Trade receivables	1	85
Due from related parties (non-trade)	4,497	3,724
Other receivables	3,555	2,346
Security deposits	390	591
	8,443	6,746

The non-trade receivables from the related parties are unsecured, interest free and repayable on demand.

Included in other receivables are mainly the interest receivable from deposits under the Centralised Liquidity Management ("CLM") Framework amounting to approximately \$3,237,000 (2023: \$2,147,000).

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

8. Grant Receivables/(Grants Received in Advance)

Grant receivables

The movement of grant receivables at the reporting date is as follows:

	Note	2024 \$'000	2023 \$'000
(a) Government			
Beginning of financial year		8,207	34,840
Recognised in the statement of comprehensive income	9	399,736	376,736
Grants received during the financial year		(398,498)	(403,526)
Amount transferred to deferred capital grants	12	5	157
End of financial year		9,450	8,207
(b) Non-government – Temasek Foundation Cares CLG Limited			
Beginning of financial year		-	-
Recognised in the statement of comprehensive income	9	639	-
Grants received during the financial year		(533)	-
End of financial year		106	-

Grants received in advance

The movement in grants received in advance during the financial year is as follows:

	Note	2024 \$'000	2023 \$'000
(c) Government			
Beginning of financial year		15,394	63,676
Grants received/(returned) during the financial year		13,454	(24,386)
Recognised in the statement of comprehensive income	9	(25,754)	(23,896)
End of financial year		3,094	15,394

Grants received during the financial year included \$7,816,000 (2023: \$7,333,200) for the purpose of dividend payment to Ministry of Finance.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

8. Grant Receivables/(Grants Received in Advance) (Continued)

Grants received in advance (Continued)

	Note	2024 \$'000	2023 \$'000
(d) Non-government – Temasek Foundation Cares CLG Limited			
Beginning of financial year		38	47
Grants received during the financial year		-	1,917
Recognised in the statement of comprehensive income	9	(38)	(1,926)
End of financial year		-	38

9. Grant Recognised in the Statement of Comprehensive Income

	Note	2024 \$'000	2023 \$'000
Government operating grants			
Transferred from grants receivables	8(a)	399,736	376,736
Transferred from grants received in advance	8(c)	25,754	23,896
		425,490	400,632
Non-government operating grants - Temasek Foundation Cares CLG Limited			
Transferred from grants receivables	8(b)	639	-
Transferred from grants received in advance	8(d)	38	1,926
		677	1,926

10. Cash and Cash Equivalents

For the purpose of presenting the statement of cash flows, cash and cash equivalents comprise the following:

	2024 \$'000	2023 \$'000
Cash at bank	2	13
Cash placed with Accountant-General's Department	212,820	192,119
Cash and cash equivalents in the statement of cash flows	212,822	192,132

Deposits placed with Accountant-General's Department ("AGD") are centrally managed by AGD under the Centralised Liquidity Management ("CLM") Framework.

The Board earns interest rate ranging from 2.62% to 3.65% per annum (2023: 0.49% to 2.85% per annum).

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

11. Payables and Accruals

	2024 \$'000	2023 \$'000
Trade payables	4,790	3,760
Other payables and accruals	83,950	71,754
Due to related parties		
- trade	1,597	2,198
- non-trade	4	326
Security deposits	443	443
	90,784	78,481

Included in Other payables and accruals are rewards liabilities of approximately \$19,113,000 (2022: \$11,908,000). The Board operates Healthy 365 and LumiHealth mobile apps that issue Healthpoints and Coins (collectively, "Rewards") respectively to participants for completing health promotional challenges. Rewards can be redeemed for vouchers at participating merchants such as shopping malls and grocery stores, credits for transportation use and donations to charitable organisations.

The trade and non-trade payables to related parties are unsecured, interest free and repayable on demand.

12. Deferred Capital Grants

	Note	2024 \$'000	2023 \$'000
Beginning of financial year		220	59
Amount transferred from government grants	8	5	157
		225	216
Amount transferred to statement of comprehensive income:			
- to match depreciation/amortisation of related assets		(125)	4
- to match net book value of related assets disposed		(2)	-
		(127)	4
End of financial year		98	220

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

13. Obligations in Respect of Pension Scheme

The Board operates an unfunded defined retirement benefit plan for certain employees under the provisions of the Pension Act (Chapter 225, 2004 Revised Edition). The pension fund was set up by the Board on 1 April 2001.

In managing the risk arising from the pension scheme, the Board maintains sufficient cash balance to support benefit payments to employees who participated in the plan over the life of the plan. The benefit payment obligations are influenced by discount rate and life expectancy of employees. The pension scheme is a closed scheme for which there shall be no new entrants to the scheme.

The Board performed an actuarial valuation to determine the liability of the Board in respect of its defined retirement benefit plans. The amount of contribution is based on the actuarial valuation performed by Align SMA Pte Ltd in March 2021.

	2024 \$'000	2023 \$'000
Present value of unfunded obligations	6,933	7,257

Movements in the net liability recognised in the statement of financial position are as follows:

	2024 \$'000	2023 \$'000
Beginning of financial year	7,257	7,563
Amounts recognised in the statement of comprehensive income	127	133
Benefits paid	(451)	(439)
End of financial year	6,933	7,257

The amounts recognised in the statement of comprehensive income are as follows:

	2024 \$'000	2023 \$'000
Interest on obligation	127	133
Total included in staff costs under other benefits and allowances	127	133

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

13. Obligations in Respect of Pension Scheme (Continued)

Principal actuarial assumptions

Principal actuarial assumptions at the reporting date:

	2024 %	2023 %
Discount rate	1.80	1.80

Assumptions regarding future mortality are based on published mortality tables.

At 31 March 2024, the weighted average duration of the benefit payment obligation was approximately 8 years (2023: 9 years).

Sensitivity analysis

A 25 basis points change in discount rate at the reporting date would have increased/(decreased) surplus for the financial year by the amounts shown below. This analysis assumes that all other variables remain constant:

	25 bp increase \$'000	25 bp decrease \$'000
2024		
Effect on defined benefit obligation	136	(136)
2023		
Effect on defined benefit obligation	160	(160)

A 10 percent change in mortality rate at the reporting date would have increased/(decreased) surplus for the financial year by the amounts shown below. This analysis assumes that all other variables remain constant:

	10% increase \$'000	10% decrease \$'000
2024		
Effect on defined benefit obligation	99	(99)
2023		
Effect on defined benefit obligation	117	(117)

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

14. Share Capital

	2024 No. of shares	2024 \$'000	2023 No. of shares	2023 \$'000
Issued and fully paid:				
Beginning of financial year	51,236,383	51,237	55,138,597	55,139
Issuance during the financial year	4,769,238	4,769	16,778,316	16,778
Return of share capital	-	-	(20,680,530)	(20,680)
End of financial year	56,005,621	56,006	51,236,383	51,237

During the financial year, the Board issued 4,769,238 shares (2023: 16,778,316 shares) to the Ministry of Finance under Section 22A of the Health Promotion Board Act for a total consideration of \$4,769,238 (2023: \$16,778,316).

In the previous financial year, the Board returned 20,680,530 shares to the Ministry of Finance due to transfer of assets for a total consideration of \$20,680,530.

The shareholder is entitled to receive dividends as and when declared by the Board. The ordinary shares have no par value.

15. Dividends

	2024 \$'000	2023 \$'000
Ordinary dividends paid or proposed		
Final dividend paid in respect of the previous financial year of \$0.16 (2023: \$0.15) per share	8,058	7,560

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

16. Income from Contracts with Customers

Disaggregation of income from contracts with customers

The Board derives income from the transfer of goods and services over time and at a point in time in the following major income streams:

	At a point In time \$'000	Over time \$'000	Total \$'000
2024			
Fee and charges:			
- Service maintenance	-	1,432	1,432
- Clinic service	957	-	957
	957	1,432	2,389
Sponsorship	-	232	232
Total revenue from contracts with customers	957	1,664	2,621
2023			
Fee and charges:			
- Service maintenance	-	1,449	1,449
- Clinic service	1,117	-	1,117
	1,117	1,449	2,566
Sponsorship	-	1,758	1,758
Total revenue from contracts with customers	1,117	3,207	4,324

17. Staff Costs

	2024 \$'000	2023 \$'000
Wages and salaries	89,709	86,021
Employer's contribution to defined contribution plans	12,088	12,215
Staff welfare and development	2,271	1,957
Other benefits and allowances	3,139	1,871
	107,207	102,064

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

18. Provision for Contribution to Consolidated Fund

Under Section 13(1)(e) and the First Schedule of the Singapore Income Tax Act, Chapter 134, the income of the Board is exempt from income tax.

In lieu of income tax, the Board is required to make contribution to the Government Consolidated Fund in accordance with the Statutory Corporations (Contributions to Consolidation Fund) Act, Chapter 319A. The provision is based on guidelines specified by the Ministry of Finance and is computed based on 17% of the net surplus of the Board for each financial year at the prevailing corporate tax rate for the Year of Assessment. Contribution to consolidated fund is provided for on an accrual basis.

19. Related Party Transactions

In addition to the information disclosed elsewhere in the financial statements, the following significant transactions took place between the Board and related parties at terms agreed between the parties:

(a) *Transactions with Ministries, Organs of State, Statutory Boards and other government agencies*

During the financial year, the Board engaged in various transactions in the ordinary course of its operation with entities related to the Board at prevailing prices or on customary terms and conditions. These transactions could have been replaced with transactions with other parties on similar terms and conditions.

	2024 \$'000	2023 \$'000
Sales of goods and services		
Manpower cost for MOF-CARE project	11	1,599
Security deposit and electricity charges	2,272	3,160
Purchases of goods and services		
Rental of premises	8,031	8,011
IT-related services	23,161	18,497
Secondment billing	3,871	1,981
Standard ICT Operating Environment (SOE) subscription charges	140	168
GeBiz charges	883	737
Maintenance of ICT subscription	721	709

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

19. Related Party Transactions (Continued)

(b) Key management personnel compensation

Key management personnel of the Board are those persons having the authority and responsibility for planning, directing and controlling the activities of the Board.

Key management personnel compensation is as follows:

	2024 \$'000	2023 \$'000
Directors' fees	115	105
Wages and salaries	8,332	7,792
Employer's contribution to defined contribution plans	538	419
	8,985	8,316

20. Commitments

(a) Capital commitments

Capital expenditures approved but not provided for and not recognised in the financial statements are as follows:

	2024 \$'000	2023 \$'000
Commitments in respect of contracts placed as at reporting date	2,833	3,712

(b) Other lease commitments - Information Technology (IT) cost

Commitments in relation to IT cost contracted for at the reporting date but not recognised as liabilities are as follows:

	2024 \$'000	2023 \$'000
Not later than one year	201	205
Between one and five years	252	227
	453	432

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

21. Financial Risk Management

Overview

Risk management is integral to the whole business of the Board. The Board has a system of controls in place to create an acceptable balance between the cost of risks occurring and the cost of managing the risks. Management monitors the Board's risk management process to ensure that an appropriate balance between risk and control is achieved.

Financial risk factors

The Board's activities expose it to a variety of financial risks: market risk (including interest rate risk), credit risk and liquidity risk.

The Board of Directors is responsible for setting the objectives and underlying principles of financial risk management for the Board. The management team then establishes the detailed policies such as risk identification and measurement, exposure limits to manage financial risk.

The finance personnel measure actual exposures against the limits set and prepare regular reports for the review of the management team and the Board of Directors.

The information presented below is based on information received by the management team.

(a) Market risk

(i) Interest rate risk

At the reporting date, the interest rate profile of the interest bearing financial instruments are as follows:

	2024 \$'000	2023 \$'000
Cash placed with Accountant-General's Department	212,820	192,119

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

21. Financial Risk Management (Continued)

Financial risk factors (Continued)

(a) Market risk (Continued)

(i) Interest rate risk (Continued)

Sensitivity analysis

A 25 basis points change in interest rates at the reporting date would have increased/ (decreased) surplus for the year by the amounts shown below. This analysis assumes that all other variables remain constant:

	25 bp increase \$'000	25 bp decrease \$'000
As at 31 March 2024	532	(532)
As at 31 March 2023	480	(480)

(b) Credit risk

Credit risk refers to the risk that counterparty will default on its contractual obligation or commitment that it has entered into with the Board, resulting in financial loss to the Board.

(i) Risk management

The Board adopts the following policy to mitigate the credit risk.

At the reporting date, the maximum exposure to credit risk is represented by the carrying amount of each financial asset in the statement of financial position.

For cash and cash equivalents, the Board mitigates its credit risks by placing with banks and financial institutions, which are regulated.

For financial assets at amortised cost, other than cash and cash equivalents, the Board transacts with Ministries and Government Agencies and high credit quality non-related counterparties.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

21. Financial Risk Management (Continued)

Financial risk factors (Continued)

(b) Credit risk (Continued)

(ii) Credit rating

The Board uses the following categories of internal credit risk rating for financial assets which are subjected to expected credit losses under the 3-stage general approach. These four categories reflect the respective credit risk and how the loss provision is determined for each of those categories.

Category of internal credit rating	Definition of category	Basis for recognition of expected credit losses
Performing	Borrower or issuer have a low risk of default and a strong capacity to meet contractual cash flows.	12-month expected credit losses
Underperforming	Borrower or issuer for which there is a significant increase in credit risk. Significant in credit risk is presumed if interest and/or principal repayment are over credit terms (either on immediate to 30 days terms).	Lifetime expected credit losses
Non-performing	Borrower or issuer has known credit issues.	Lifetime expected credit losses
Write-off	There is no reasonable expectation of recovery and legal means of recovery has been considered.	Asset is written off

All financial assets measured at amortised cost as at 31 March 2024 have been categorised as Performing and there is no material 12-month expected credit losses.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

21. Financial Risk Management (Continued)

Financial risk factors (Continued)

(c) Liquidity risk

The Board has minimal exposure to liquidity risk as its operations are funded by government grants. The Board has ensured sufficient liquidity through the holding of highly liquid assets in the form of cash and cash equivalents at all times to meet its financial obligations.

The table below summarises the maturity profile of the Board’s financial liabilities at the end of reporting period based on contractual undiscounted payments:

	Less than 1 year \$’000	Between 1 and 5 years \$’000
At 31 March 2024		
Payables and accruals	(90,784)	-
Lease liabilities	(5,797)	(10,979)
At 31 March 2023		
Payables and accruals	(78,481)	-
Lease liabilities	(4,730)	(45)

(d) Capital risk

The Board defines “capital” as share capital and accumulated surplus. The Board’s policy is to maintain a strong capital base to safeguard the ability to meet its long-term needs and to maintain creditor and market confidence.

There were no changes in the Board’s capital management approach during the financial year. The Board is not subject to imposed capital requirements.

Notes to the Financial Statements (Continued)

For the financial year ended 31 March 2024

21. Financial Risk Management (Continued)

Financial risk factors (Continued)

(e) Financial instruments by category

The aggregate carrying amounts of receivables, financial assets and financial liabilities at amortised cost are as follows:

	2024 \$’000	2023 \$’000
Financial assets, at amortised cost (excluded GST recoverable)	245,035	211,981
Financial liabilities, at amortised cost	106,453	83,193
Financial liabilities, at FVOCI	6,933	7,257

22. Authorisation of Financial Statements

These financial statements for the financial year ended 31 March 2024 were authorised for issue by the Board on 24 June 2024.



Health Promotion Board
3 Second Hospital Avenue
Singapore 168937

Tel: 6435 3500
Fax: 6438 3848
www.hpb.gov.sg