

# MEDIA FACTSHEET

## LAUNCH OF 2015 HEALTH CALENDARS

1. The health calendar initiative was first introduced in December 2013 by the Health Promotion Board (HPB). To bring healthy living to the community, the health calendar incorporates user-friendly health tips into wall calendars to provide everyday visual cues for women and their families to adopt healthy living tips. It was developed based on insights gathered from in-depth interviews with women. Respondents shared their preferences on the type of health information collaterals they would like to receive and most said they preferred simple health messages presented in a pictorial format, with easy calls-to-action and information on financial incentives and subsidies.
2. Piloted last year in the Malay community, the 2014 Malay health calendar received positive feedback from the community and this year, HPB will launch an enhanced 2015 Malay health calendar as well as pilot a Chinese edition.
3. Both calendars comprise bite-sized health information ranging from how to apply for health subsidies, convenient calls-to-action that include reminders to go for regular health screening, tips on maintaining a positive mindset and smoking cessation, to low cost recipes for healthier versions of local food. The calendars are tailored for the Malay and Chinese community, containing recipes and information relevant to these communities.
4. HPB will be working with community partners and 100 HPB Health Ambassadors to distribute the calendars to lower income families.

### **Malay Health Calendar**

#### *Pilot in 2014*

5. The Malay health calendar was piloted in December 2013 and distributed to 3,000 low-income families.

#### *A Scaled Up 2015 Calendar*

6. HPB is scaling up the reach of the 2015 Malay health calendar, following positive feedback and suggestions for improvements based on last year's pilot calendar.
7. Titled "Good Health, Better Life" (Kesihatan Baik, Kehidupan Lebih Sihat), the 2015 health calendar covers a range of information on healthy living. It also includes a telephone directory of relevant Malay-Muslim social welfare services and financial assistance schemes.
8. The 2015 calendar features the following enhancements:
  - Daily prayer times
  - Easier access to information: Recipes, health tips and other useful information laid out on a single page instead of over multiple pages

- More detailed information such as a step-by-step illustration for flu prevention through hand washing and a simple health screening checklist that recommends necessary screenings based on age group
- Locations and contact numbers of islandwide health screening centres to prompt action to go for regular health screening
- “My Healthy Plate” visual guide by the HPB which is an easy-to-understand visual representation of a balanced and healthy diet, and tips to encourage healthier Hari Raya Aidilfitri feasting in July

9. The 2015 calendar will be launched on 20 December 2014 at the Al-Ansar Mosque in Bedok. At the launch, HPB’s Health Ambassador, Madam Normalis, will be conducting a healthy cooking demonstration and prepare two healthy low budget recipes from the calendar.

#### *Reaching More Families*

10. Given the success of the 2014 health calendar, HPB has scaled up the reach of the 2015 calendar. From the 3,000 copies piloted last year, 30,000 copies will be available this year to low-income Malay-speaking households nationwide.

11. HPB is partnering with Malay-Muslim organisations and Voluntary Welfare Organisations (VWOs) such as the Muslimah Committee of South East Mosque Cluster, the AIN Society Serenity Social Service Centre, Association of Muslim Professionals (AMP), Jamiyah Education Centre (Geylang), Mendaki, Muhammadiyah Health & Daycare Centre, Pertapis Child Development Centre, Persatuan Pemudi Islam Singapura (PPIS) Headquarters to distribute the Malay health calendars to Malay-Muslim residents.

12. One hundred HPB Health Ambassadors, who are trained and equipped with healthy lifestyle knowledge, will also be supporting to spread the healthy living message through their own formal and informal networks, and encourage the residents they meet to adopt healthier lifestyle habits and lead a healthier 2015.

13. From 20 December 2014, the calendars will be available while stocks last at the following distribution points:

<b>Address</b>
Al Ansar Mosque 161A Bedok North Avenue 1 Singapore 469753
PPIS As-Salaam Family Support Centre Blk 322 Ubi Ave 1 #01-591 Singapore 400322
PPIS FSC West Blk 301 Bukit Batok St 31 #01-01 Singapore 650301
AIN Society Serenity Social Service Centre Serenity Social Service Centre Blk 2 Eunos Crescent #01-2545 Singapore 400002
Goodlife! Senior Activity Centre 15 Marine Terrace #01-18 Singapore 440015
Muhammadiyah Health & Daycare Centre Blk 10 Eunos Crescent #01-2711 Singapore 400010

<b>Address</b>
Tung Ling Community Services Care & Friends Center Blk 10 Dakota Crescent #01-11 Singapore 390010 Contact no: 6345 8310

14. A softcopy version is also available for download from [www.hpb.gov.sg/womens-health](http://www.hpb.gov.sg/womens-health) from 20 December 2014, widening the reach of the calendars and allowing even more in the community to benefit from the health tips.

## **Chinese Health Calendar**

### *Pilot Launch*

15. Given the success of the Malay health calendar launched in 2014, a Chinese health calendar will be introduced to the Chinese community as a practical health information resource, providing simple health messages and everyday visual cues for families to adopt healthy living tips.

16. Titled “A Healthy Journey Starts with Me” (一个健康的旅程, 由我开始!), the 2015 Chinese health calendar is designed with the needs and interests of lower-income women in mind.

17. Apart from recipes and general health tips, themed topics include reminders on the importance of screening during Cervical Cancer Awareness Month in May and Breast Cancer Awareness Month in October, as well as healthy eating tips during the Chinese New Year in February and Mid-Autumn Festival in September.

18. There is also a special section on healthcare finance subsidy schemes, such as the Community Health Assist Programme (CHAS) and Pioneer Generation Package. Other information on assistance, including a telephone directory of Chinese social welfare services and financial assistance schemes is also included.

### *Reaching the Community*

19. Ten thousand copies of the 2015 health calendar will be available to low-income Mandarin-speaking households nationwide.

20. HPB is working in partnership with the Ministry of Social and Family Development Social Service Offices (MSF SSO), Chinese Development Assistance Council (CDAC) and Voluntary Welfare Organisations (VWOs) such as Senior Activity Centres (SACs) to distribute the calendars to Chinese households.

21. One hundred HPB Health Ambassadors, who are trained and equipped with healthy lifestyle knowledge, will also be supporting to spread the healthy living message through their own formal and informal networks, and encourage the residents they meet to adopt healthier lifestyle habits and lead a healthier 2015.

22. From 20 December 2014, the calendars will be available while stocks last at the following distribution points:

<b>Address</b>
Goodlife! Senior Activity Centre 15 Marine Terrace #01-18 Singapore 440015

<b>Address</b>
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Tung Ling Community Services Care & Friends Center Blk 10 Dakota Crescent #01-11 Singapore 390010 Contact no: 6345 8310
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23. A softcopy version is available for download from [www.hpb.gov.sg/womens-health](http://www.hpb.gov.sg/womens-health) from 20 December 2014, widening the reach of the calendars and allowing even more in the community to benefit from the health tips.