

INTRODUCTION

• SingHealth, as the Regional Health Manager of the eastern part of Singapore, participated in the main Healthier SG (HSG) roadshow at Ang Mo Kio-Bishan Park and more roadshows in the East.

MAIN ROADSHOW: ★ Ang Mo Kio-Bishan Park

ROADSHOWS IN THE EAST:

★ Our Tampines Hub

★ Heartbeat @ Bedok

★ Redhill Square

★ Pasir Ris East Community Club

★ Sengkang Community Club



OUR AIM:

By rallying staff support across SingHealth to build teamwork, we aim to reach out to our residents, so as to educate and encourage them to:



METHODOLOGY

1 Rallied for staff support to pack SingHealth goodie bags for community outreach and brand building.

41 staff from Regional Health System (RHS) embarked on an uphill task to pack 20,000 goodie bags over the intensive course of 2 days.



2 SingHealth Office of Regional Health (SORH) Comms worked with SingHealth institutions on programme curation.

Doctors, dentists, community nurses and physiotherapists from across SingHealth volunteered their weekends to give talks on preventive health. They were from: Changi General Hospital, KK Women's and Children's Hospital, National Dental Centre of Singapore, Singapore General Hospital, Singapore National Eye Centre, Sengkang General Hospital and SingHealth Polyclinics.



3 Development of collaterals and publicity materials to promote Healthier SG roadshows.

Encouraged the public and staff to visit the roadshows and to sign up for the Healthier SG programme.



4 Dietitians, Community Nurses and Wellbeing Coordinators planned and executed interactive games.

Together, they encouraged residents to have a healthy diet and lifestyle.

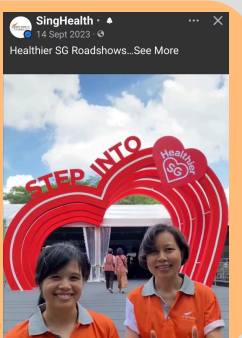


5 Staff from RHS (SORH and RHS Operations) as well as institutions within SingHealth raised awareness on SingHealth programmes.

They informed residents and encouraged sign ups for preventive health and Healthier SG programmes.



6 SORH Comms worked with Group Comms to create social media stories and videos related to Healthier SG to promote preventive health.



RESULTS

1. Encouraged health screenings and Healthier SG sign ups.
2. Built credibility and strengthened the branding of SingHealth as the Regional Health Manager.
3. Established good partnerships with Ministry of Health, SportSG and Health Promotion Board, etc.
4. Concerted effort and teamwork of staff to support Healthier SG. A total of about 135 SingHealth staff participated at the roadshows.

CONCLUSION

1. A good cause in terms of raising awareness on preventive health and encouraging residents to take charge of their own health.
2. Staff engagement was achieved. Fostered team bonding and closer working relations between institutions and departments.
3. Emerged as One SingHealth in support of Healthier SG.

