

Workplace Health Promotion: From Awareness to Behaviour Change

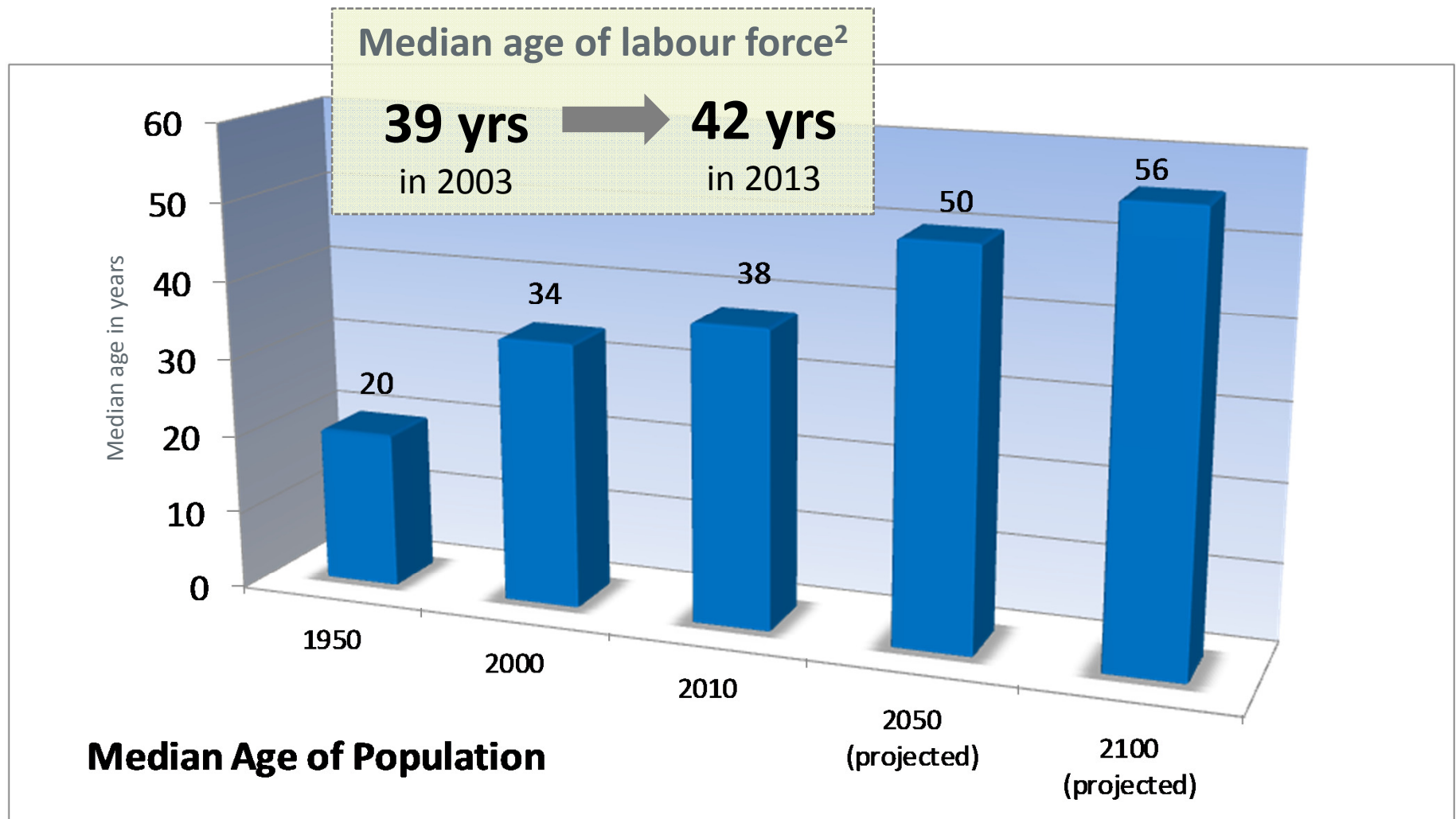
Mr Sim Beng Khoon

Director, Workplace Health and Outreach Division

12 November 2015



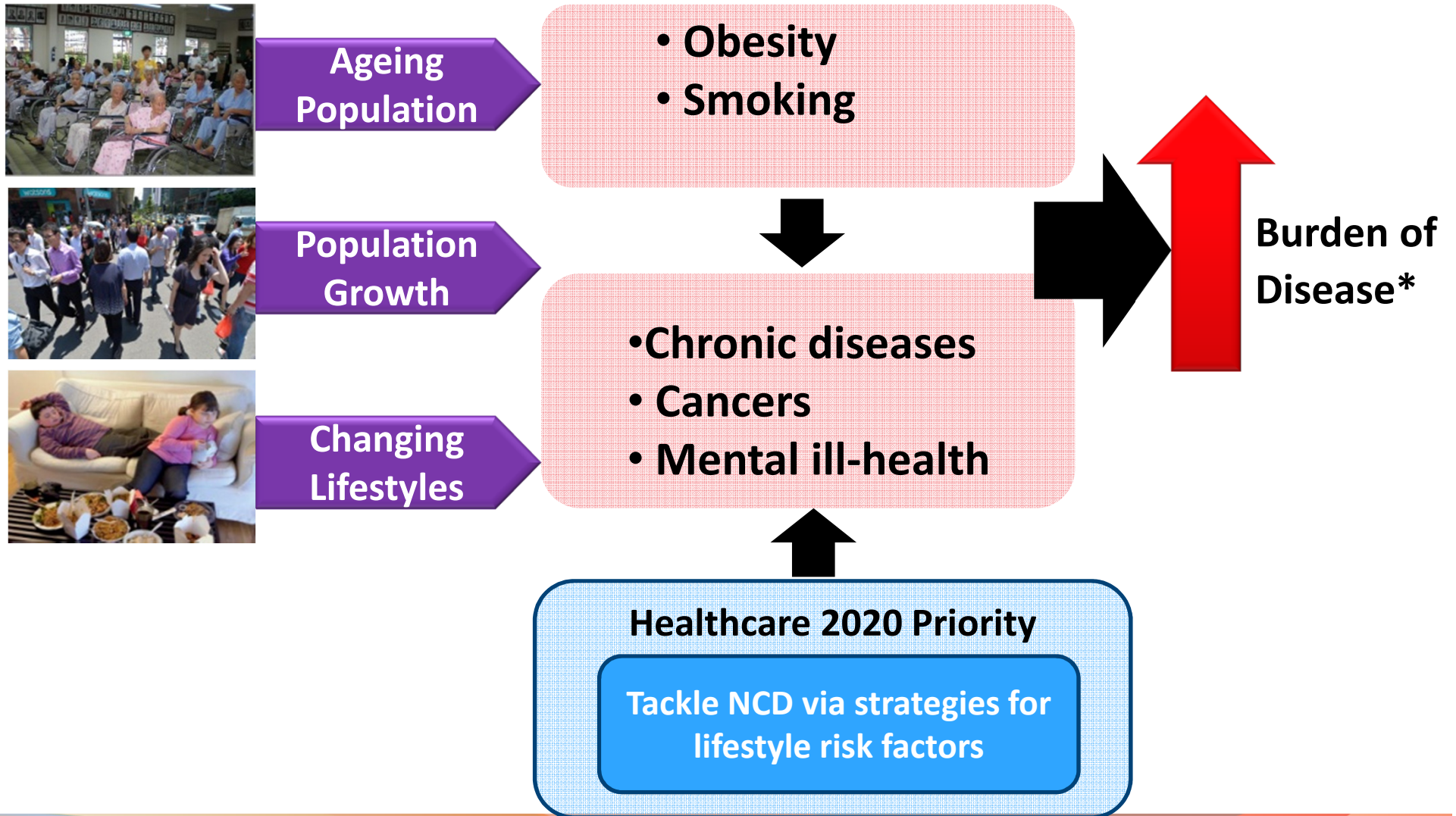
Singapore population is ageing



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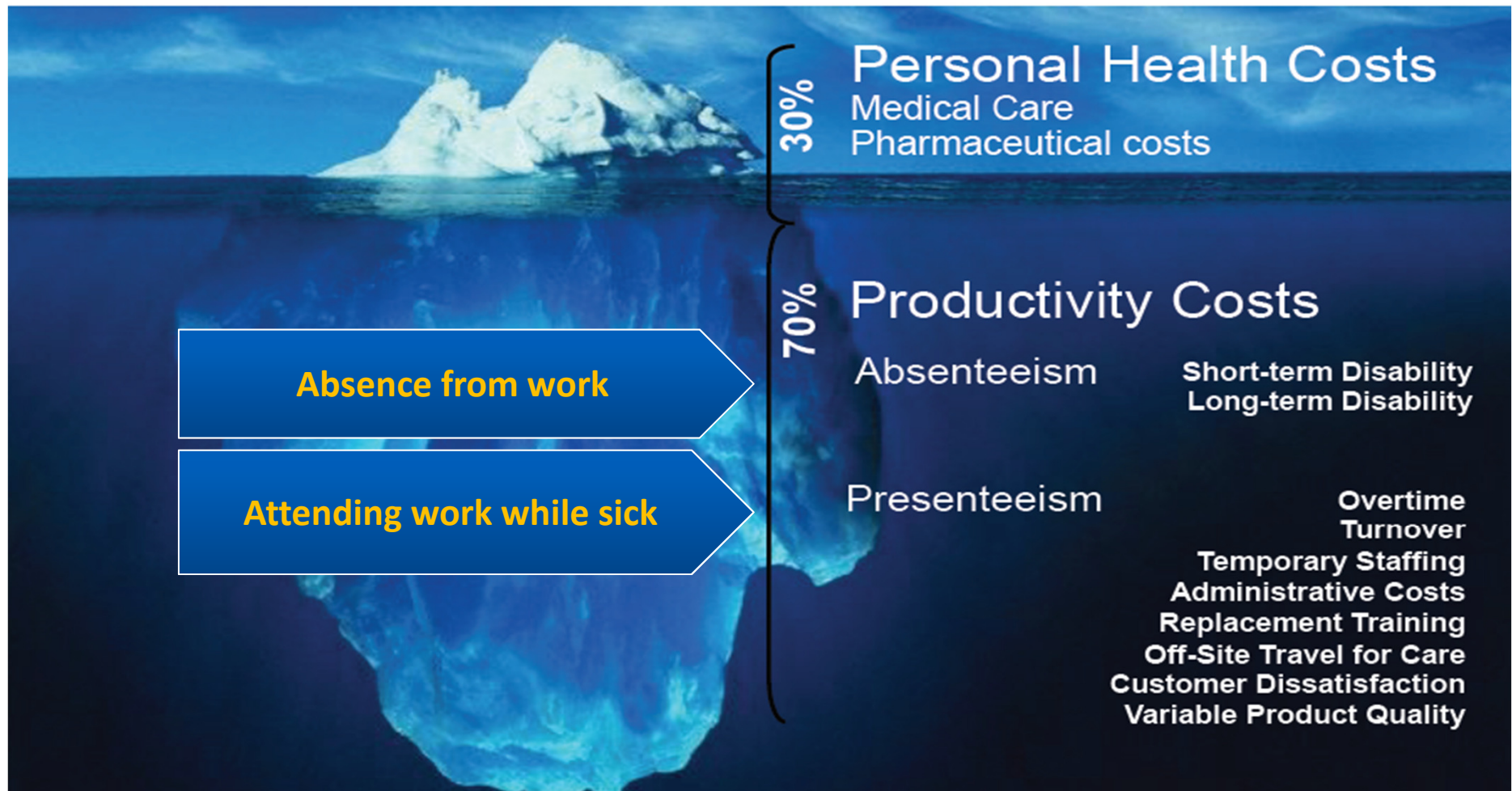
1. Department of Statistics, 2010
2. Ministry of Manpower, Manpower Research and Statistics Department (2013). *Labour force in Singapore 2013*. Singapore.
3. United Nations, Department of Economic and Social Affairs, Population Division (2013). *World Population Prospects: The 2012 Revision*. New York.
4. United Nations, Department of Economic and Social Affairs, Population Division (2001). *World Population Ageing 1950 -2050*. ST/ ESA/ SER.A/207

Changes in demographics and lifestyles have contributed to an increase in Singapore disease burden



* Measured by Disability Adjusted Life Years (DALYs), expressed as the cumulative number of years lost due to ill-health, disability or early death. It is a measurement of the gap between the current health of a population and an ideal situation where everyone in the population lives to old age in full health

Direct healthcare costs are just the tip of the iceberg for companies



Reference: Loeppke, R, et al. (2009). "Health and Productivity as a Business Strategy: A Multi-Employer Study", JOEM, 51(4):411-428

Companies experience productivity loss when workers suffer from work injuries and ill health

Singapore

National Cost of **Work Injuries and Ill Health** (2011)

- **S\$10.45 billion**, equivalent to 3.2% of Singapore's GDP
- Employers bear **S\$2.31 billion**, or on average \$8,000 per case

Source: WSH Institute (2011), Work Injuries and Ill Health, Singapore

International

Health-related cost of obesity among US workers is **US\$73.1 billion** a year, enough to pay the salaries of 1.8 million new workers. Most of these costs come from “presenteeism” - lost productivity due to poor health.

Source: Finkelstein, et al (2003). The Cost of Obesity in the Workplace. Journal of Occ & Env Med. Vol 52 (10), pp971-976

Influencing population health: A paradigm shift

The shift from promoting awareness to changing behaviours and environments for healthy living

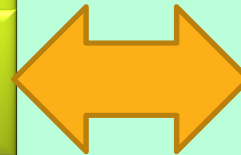
2001 → **2014** → **2020**

Strategic Shift

New Order of Health Promotion

Public Education and Campaigns

Behavioural Change



Environmental Change

**Changing the Context...
Making healthier choice default**

Paradigm Shift in Workplace Outreach Strategy

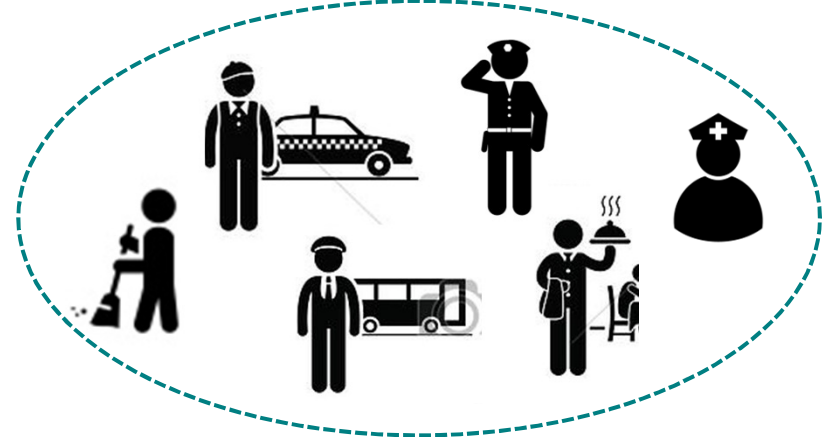


Company-based approach

Supporting companies in setting up workplace health structures, policies, progs



Leverage shared environment to build healthy workplace ecosystems at co-located workplaces



Drive provision of targeted health interventions to mature workers

Supporting contracted mature workers through inter-agency collaborations



Co-develops customised health programmes

Pilots customised health programmes



Employer of cleaners

Engages cleaners on prog schedule and work arrangement



- Service partner
- Worksite for 177 cleaners

- Supports the use of lull service periods (term vacation break) for health progs
- Provides eye screening for their cleaners



Building Construction and Timbers Industries' Employee Union

Garners support of unionised companies

Personal and Occupational health programmes

- Functional health screening
- Chronic Disease Management
- Workplace ergonomics

Environmental Reminders

Modifying push trolleys/ walls of dishwashing stations/ to incorporate health tips

Incentives to drive behaviour change

Small incentives to reward participation and improved health status



Customised Intervention Programme Example: Taxi Industry

Appreciation of issues and challenges faced in sector

Relevant

Age-related condition

Chronic diseases

Work related
(industry specific)

Work > 10hrs/day
in a sitting position



Practical

Operations consideration

- High barrier to taking time for health programmes
- Access the service centres \geq once/month

Solution: House the prog during mandatory servicing down-time

Health Screening

Fatigue management

Ergonomics

“Check Car Check Body” Programme: On-site health intervention for taxi-drivers



Mr Vincent Yap (right), 55, an SMRT taxi driver, having his blood pressure checked by community nurse Quak Yong Choon, 65, at SMRT Taxis' customer service centre yesterday. PHOTO: LIM YAQUBA FOR THE STRAITS TIMES

Health checks for cabbies and cabs

Two firms offer drivers check-ups when they take cabs in for servicing

By DANSON CHEONG

TWO taxi operators here have teamed up with the authorities to help their cabbies keep better tabs on their health as they navigate long hours on the road.

Drivers with SMRT and ComfortDelGro will be able to go for health screenings when they take vehicles for servicing.

“When they send their taxis for checks, they themselves can go for a check-up as well,” said Senior Minister of State for Health Amy Khor, during a visit to SMRT's Woodlands depot yesterday.

The year-long pilot programme by the Health Promotion Board (HPB) will have community nurses checking drivers' weight, blood pressure, cholesterol and blood sugar levels.

It targets 2,880 taxi drivers above the age of 50, or about 80 per cent of all cabbies here.

Those found to have chronic diseases will be advised to see their own doctors – no medication will be issued.

Cabbies will also get access to personalised health coaching to help them live more healthily, said HPB's chief executive Zee Yong Kang.

The service, which started in June, is available at SMRT's Woodlands service depot and ComfortDelGro's Loyang engineering centre.

“When they send their taxis for checks, they themselves can go for a check-up as well,” said Senior Minister of State for Health Amy Khor, during a visit to SMRT's Woodlands depot yesterday.

HARD TO STAY HEALTHY

“I try to maintain my diet, exercise and lower my blood pressure but it's difficult,” he said.

Polyclinic doctor Marvin Chan also highlighted cabbies' health problems in a letter to The Straits Times' Forum page last week.

He wrote that many of his taxi driver patients complained their long hours made controlling conditions like diabetes very difficult.

He urged the Land Transport Authority to ease the 20km daily mileage quota for drivers like these.

“Some share that they missed their meals or their medication because they were driving and in a rush,” he said.

The Land Transport Authority and taxi operators said in response to queries that they encourage cabbies to work with a regular driver, slashing the hours on the road.

“We also do a lot of promotions for our health screenings and remind them to regularly exercise,” said Mr Benny Lim, managing director of roads for SMRT.

“I try to maintain my diet, exercise and lower my blood pressure but it's difficult,” he said.

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for 16 hours daily. The 55-year-old has to take two different pills for his high cholesterol and blood pressure.

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车厂设健康检查站 司机可与德士同时作“体检”

陈紫筠 报道
ziyun@sph.com.sg

拥有18年德士驾驶经验的叶文俊(55岁)患有高血压和高胆固醇。过去半年每天早晚都须吃药。他两个月前参加一项职场保健试验计划,今后每月到SMRT维修厂检查车辆时,也能顺道获取健康咨询服务,不必特地到医院复诊。

试验计划为期一年

保健促进局和SMRT德士及康福德高(ComfortDelGro)企业合作,联手推出免费健康检查和辅导试验计划,让司机送德士进厂维修时,利用等候时间接受健康检查和辅导,估计有2880人从中受益。这项试验性计划为期一年。

以SMRT德士为例,从今年6月起,属下年龄在40岁及以上的司机已陆续在位于兀兰工业区的维修厂接受健康检查。除了基本血糖、血

压、血液胆固醇及身身体重检查,该公司也将在接下来六个月,安排德士司机每月接受健康咨询服务一次,让护士为他们制定个性化饮食和运动计划及跟进状况。之后透过第二次体检,评估他们的健康是否有改善。

这项医疗服务由亚历山大保健集团提供,每天有两名医疗人员在维修厂为SMRT德士司机作检查。

卫生部兼人力部高级政务部长许连顺博士受访时说,50岁到59岁四人的糖尿病患病率是一般人的两倍,而本地德士司机中有八成年龄在50岁及以上。

他说:“计划旨在为德士司机提供更大便利,让他们将德士送厂维修时,顺道作身体检查,这样就不必担心损失工作时间或收入。”

许连顺指出,德士司机长时间在路上奔波,有些人可能不定时吃饭,也担心停工检查身体会影响收入,因此把保健服务带进职场,可

鼓励他们更注意健康。

此外,德士司机也能参加午餐保健讲座,学习如何吃得健康或在休息时间进行简单运动,以降低患上慢性疾病的概率。

考虑把计划扩大

许连顺透露,保健促进局将评估试验计划的成效,探讨把计划推广给更多德士司机,或是巴士司机和地铁驾驶员,帮助这些交通从业员保持健康体魄。当局也会考虑把计划拓展到其他领域如零售、清洁和保安业。

叶文俊每年都会到诊所作身体检查,在社保援助计划下每次支付约三四十元。他说:“德士司机工作时间长,一般得驾驶16个到18个小时。我是单班制司机,每天早上6时开工,到晚上八九时才收工,有时连连夜班也要工作。要保持健康的作息相当困难。我会尽量抽空作身体检查,跟进自己的病况。”



保健促进局和SMRT德士及康福德高合作,提供免费健康检查,让司机送德士进厂维修时,利用等候时间接受健康检查和辅导,估计有2880人从中受益。图为SMRT维修厂的“健康检查站”,德士司机不必担心因为停工体检而损失工作时间或收入。(何炳耀摄)

德士进厂维修 司机可顺便体检

陈紫筠

驾驶德士18年的叶文俊(55岁)血压和胆固醇双高,过去半年每天早晚都需吃药。2个月前,他参加了职场保健试验计划,今后每月到SMRT维修厂检查德士时,也能顺道看医生,不必特地到医院复诊。

保健促进局和SMRT德士及康福德高企业合作,联手推出免费健康检查和辅导试验计划,让司机送德士进厂维修时,利用等候时间接受

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以SMRT德士为例,从今年6月起,属下年龄在40岁及以上的司机已陆续在位于兀兰工业区的维修厂接受健康检查。

除了基本血糖、血压、血液胆固醇以及身身体重检查,该公司也将在接下来六个月,安排德士司机每月获取健康咨询服务一次,让护士为他们制定个性化饮食和运动计划及跟进状况,最终透过第二次体检,评估他们的健康是否有改善。



SMRT德士司机今后可充分利用修车时间,在维修厂里看医生。(何炳耀摄)

这项医疗服务由亚历山大保健集团提供,每天都会有一名医疗人员在维修厂为SMRT德士司机做检查和提供健康资讯。

卫生部兼人力部高级政务部长许连顺博士受访时说:“这项计划旨在为德士司机提供更大便利,让他们在将德士送厂维修时,顺道做身体检查,这样就不必担心损失工作时间或收入。”

此外,德士司机也能参加午餐保健讲座,学习如何吃得健康或在短暂时休息时做简单运动,以降低患上慢性疾病的概率。



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ComfortDelGro taxi drivers get customised healthcare scheme under HPB partnership

SINGAPORE – The Health Promotion Board (HPB) has partnered ComfortDelGro to bring a free healthcare and screening programme to its pool of taxi drivers.

The scheme will provide the drivers with an initial health screening, followed by a seven-month health counselling and coaching programme customised to each individual's health conditions.

To make it more convenient, the

programme will be rolled out at ComfortDelGro's Taxi Service Centre so drivers can participate in the initiative while waiting for their cars to be serviced, the HPB and ComfortDelGro said in a joint statement.

More than 375 drivers have participated since the programme began on June 16.

Drivers are screened for blood glucose, blood cholesterol and blood pressure levels, and their body mass index

are measured. They also complete a lifestyle survey.

Based on the results, drivers will then spend the next seven months being coached one-on-one by nurses, who will plan simple goals to improve their health. There will also be lunchtime health management workshops twice a week on topics such as the ergonomics of driving, where nurses demonstrate the correct sitting posture to adopt while driving.

Other workshops include fatigue management, nutrition, physical activity, mental well-being and smoking cessation.

At the end of seven months, drivers will undergo a second health screening and lifestyle survey to determine if there has been any improvement to their health status.

ComfortDelGro operates about 16,600 Comfort and CityCab taxis in Singapore, with 34,000 drivers.

Health journey of taxi drivers

Month 1-2

sms

Receives a reminder (SMS) to go for screening when he services his taxi



Attends health screening while waiting for his taxi to be serviced



Month 2 onwards

health report

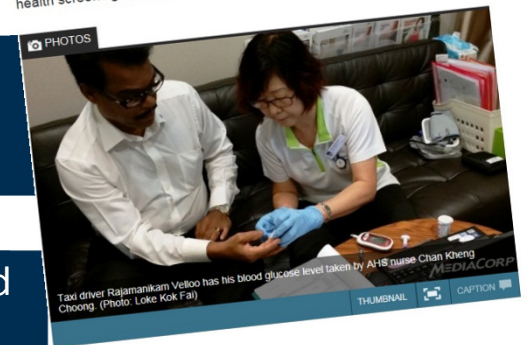
Collects his health report from health coach when he services his taxi the following month.

Health Coach will provide one-on-one health counselling



Visits the health coach for follow-up coaching every month during taxi servicing

The programme provides drivers who are aged 40 and above with free health screenings for chronic conditions.



Month 9 - 10



At the end of the 9th month, there will be a health check and the health coach will assess whether he fulfils his health targets

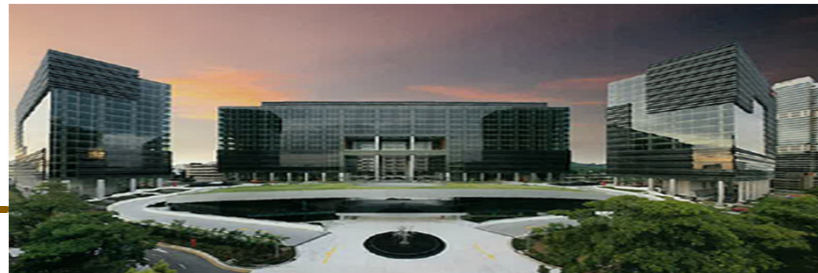
Rewards!

Receives incentives such as shopping vouchers etc., if he participates in the intervention activities.

Leveraging environment to nudge behaviour change

An example: Health Promoting Mapletree Business City (MBC)

Supportive Environment



maple^{tree}

Activation Programmes

Workforce : 12,000 employees from 23 companies

Amenities : 1 food court, 8 F&B retailers, 1 gymnasium tenant (Fitness First)

Influencing employees' meal choices through provision of healthier options

Collaborations with major retail chains and food court to identify 500 calorie meals

Publicising and providing visual cues to healthier meal deals



Providing easy access to healthy lifestyle programmes and activities

Before work...

Complimentary access or studio classes at onsite private gymnasium

During lunch...

Lunchtime workshops on various health topics

After work...

Mass structured runs or running interest groups at nearby park



Key directions for workplace health in Singapore

Bringing impactful health progs to mature workers through inter-agency collaborations



Leveraging environment to nudge health behaviour change

Synergising safety and health efforts to improve workers well-being



Healthier and Happier Workforce in Singapore

Thank you!

