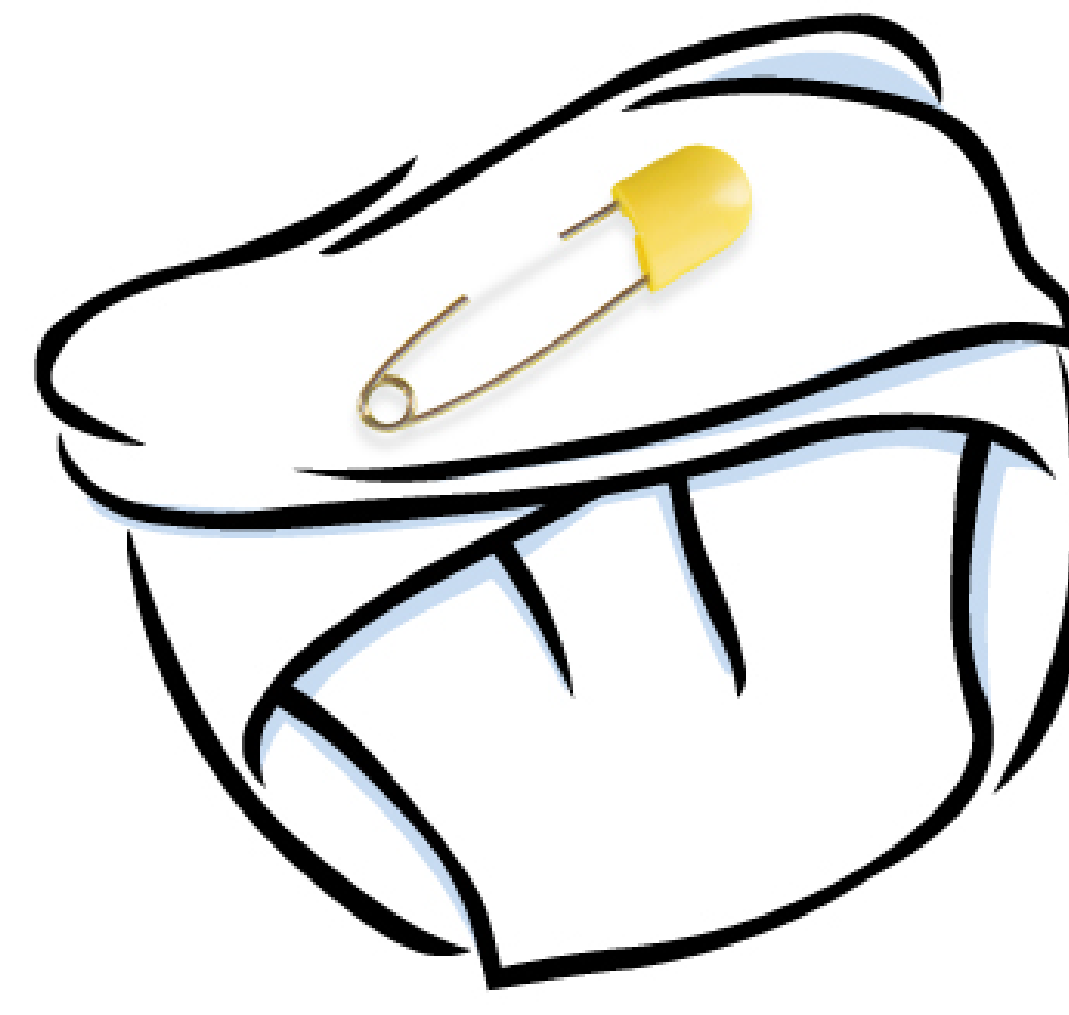


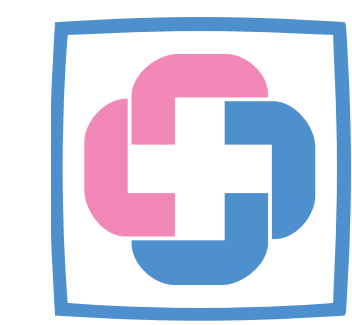


**Singapore Healthcare Management 2017**

Born in KKH!



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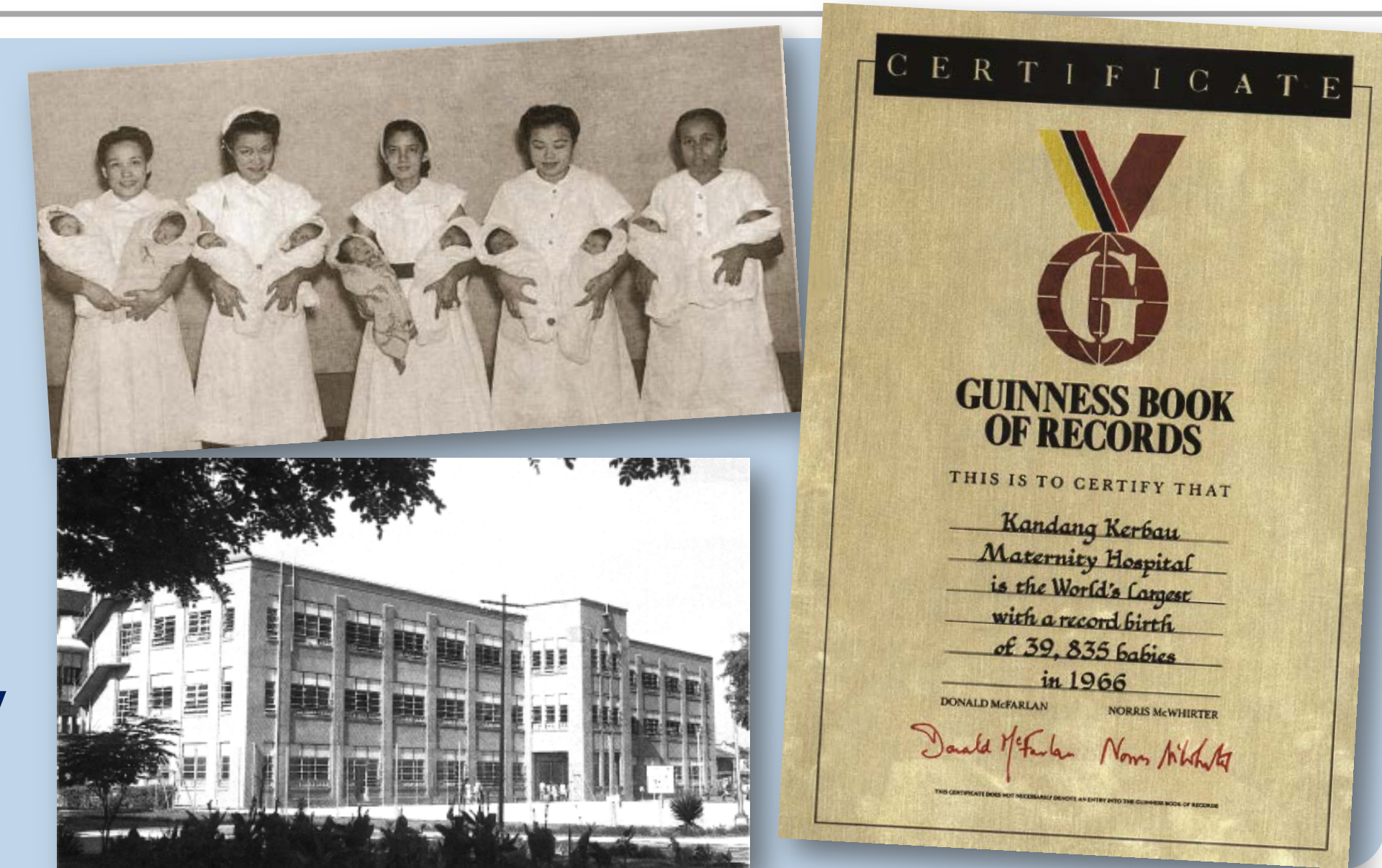
KK Women's and Children's Hospital

SingHealth

## Celebrating a Shared Affinity and a New Guinness World Record

### Introduction

- The "Born in KKH" community event on Sunday 16 October 2016 celebrated a shared affinity of more than **1.2 million** Singaporeans who were born at KK Women's and Children's Hospital (KKH), regardless of social status or ethnicity.
- From the mid-1950s to the mid-1970s, KKH continuously held the **Guinness World Record** as the world's largest maternity hospital, peaking in 1966 with 39,835 babies delivered.
- To commemorate the 50th anniversary of the 1966 world record, we aimed to rally the community to set a new Guinness World Record title: **Largest Reunion of People Born at the Same Hospital**.



### Objectives and Strategic Considerations

#### 1) Celebrate KKH's legacy of care and medical excellence

- To reinforce mindshare of KKH as a centre of excellence and established leader for O&G and Paediatrics.

#### 2) Set a new Guinness World Record: Largest Reunion of People Born at the Same Hospital

- Aim to break the existing world record of 1,221 by a large margin – set for posterity.

#### 3) Rally the community towards parenthood, family life and a healthy lifestyle

- Partner government and grassroots organisations to outreach to the community through carnival activities and healthy lifestyle events onsite.



### Methodology and Event Execution

#### Formation of "Born in KKH" Steering and Organising Committees in February 2016

- Steering Committee set the strategy and direction for the "Born in KKH" community event, comprised KKH staff and representatives from partnering external organisations. Organising Committee tasked to plan and execute the event, members comprised hospital staff from various functions.
- Deputy Prime Minister Mr Teo Chee Hean was Guest-of-Honour for the event.



#### Partnerships and Volunteers

- Partnered national agencies such as ActiveSG and People's Association for wider community outreach. Engaged Singapore Red Cross, Keppel Corporation and SingHealth volunteers to support the record breaking event.



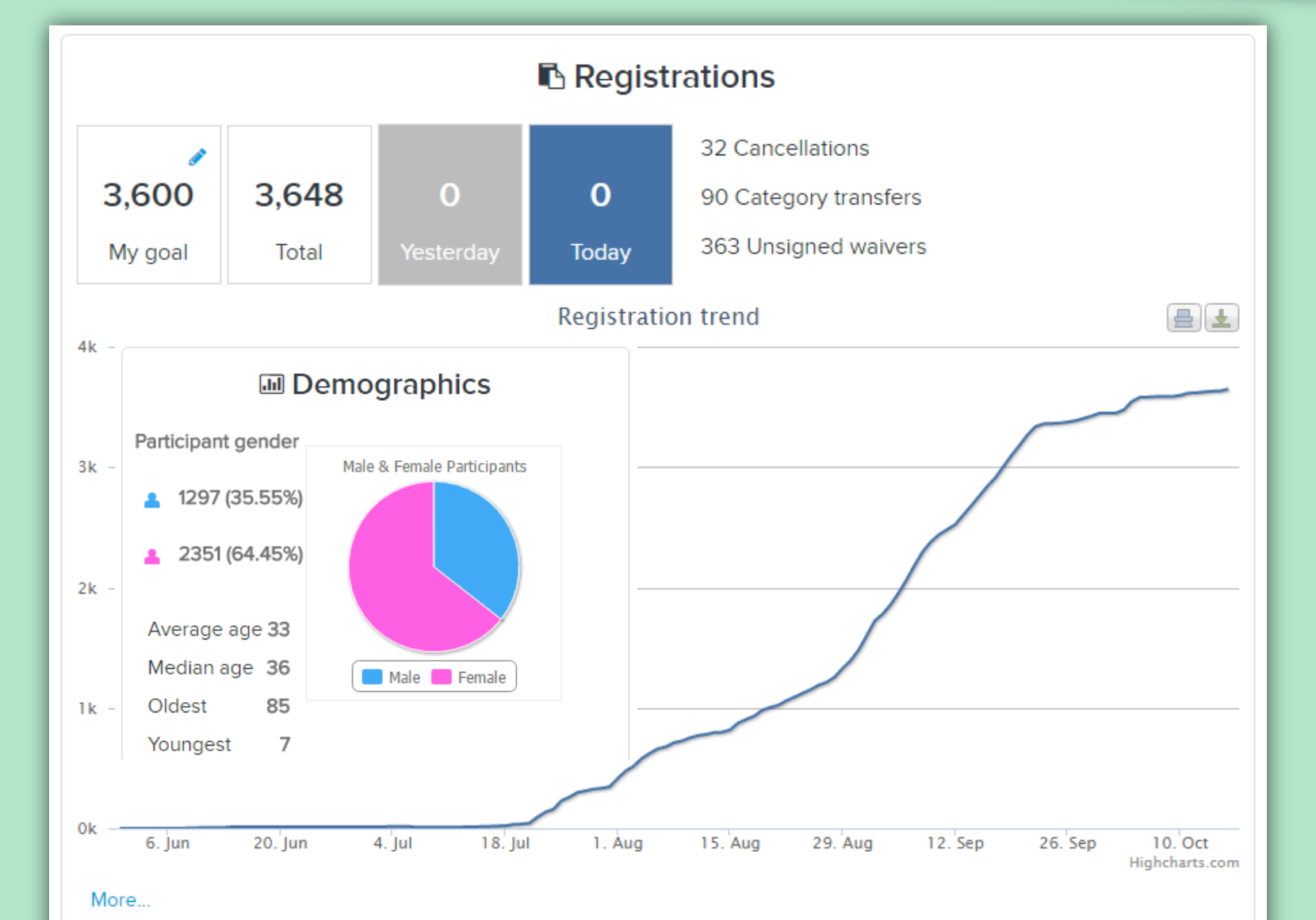
#### Staff Participation and Engagement

- Approach was to have a community carnival to attract both carnival attendees and world record attempt participants. Internal recruitment efforts started by encouraging staff eligible to participate.
- Staff not born in KKH volunteered in roles such as ushers and registration counter assistants.



#### Publicity and Community Engagement

- Commenced recruitment for world record attempt in May 2016: invited key local institutions (e.g. SingHealth, NTUC, PA, MINDEF) to send contingents of eligible staff and family members. Viral online teaser campaign launched in July 2016 to build anticipation and sustain interest in the event.
- World record attempt registration was open to the public in August 2016; reveal of "Born in KKH" in the press and social media. Strong visual design and community brand awareness and affinity helped with the public's positive reception and online viral spread of "Born in KKH".



#### Sponsorships and Philanthropy

- Event costs largely covered by sponsorships and donations. Philanthropic fundraising launched with over **\$200,000** raised for the Women's Health Research and Education Fund under OBGYN ACP.

### Results and Conclusion

- Facebook teaser campaign garnered over **1,500 Likes** and **3,600 Shares** within days – strong support from Facebook fans. Total Facebook outreach was over **334,300** users.
- Community outreach and pre-event publicity helped drive online registrations: **3,648 total**.
- Carnival was well-attended with approximately **5,000** attendees.
- A new Guinness World Record set at **2,241**; vs. previous record of 1,221. This demonstrates positive mindshare and support from Singaporeans.
- "Born in KKH" was a finalist at this year's Asia Pacific PR Excellence Awards in Hong Kong.

