

# Hospital-based Health Promotion through Healthier Food Choices ( Healthier Choices @ KKH)

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## Background

THE DISEASE burden of lifestyle diseases like hypertension, high blood cholesterol, diabetes and obesity has increased dramatically over time, with obesity doubling from 1992 to 2010.

## Objectives

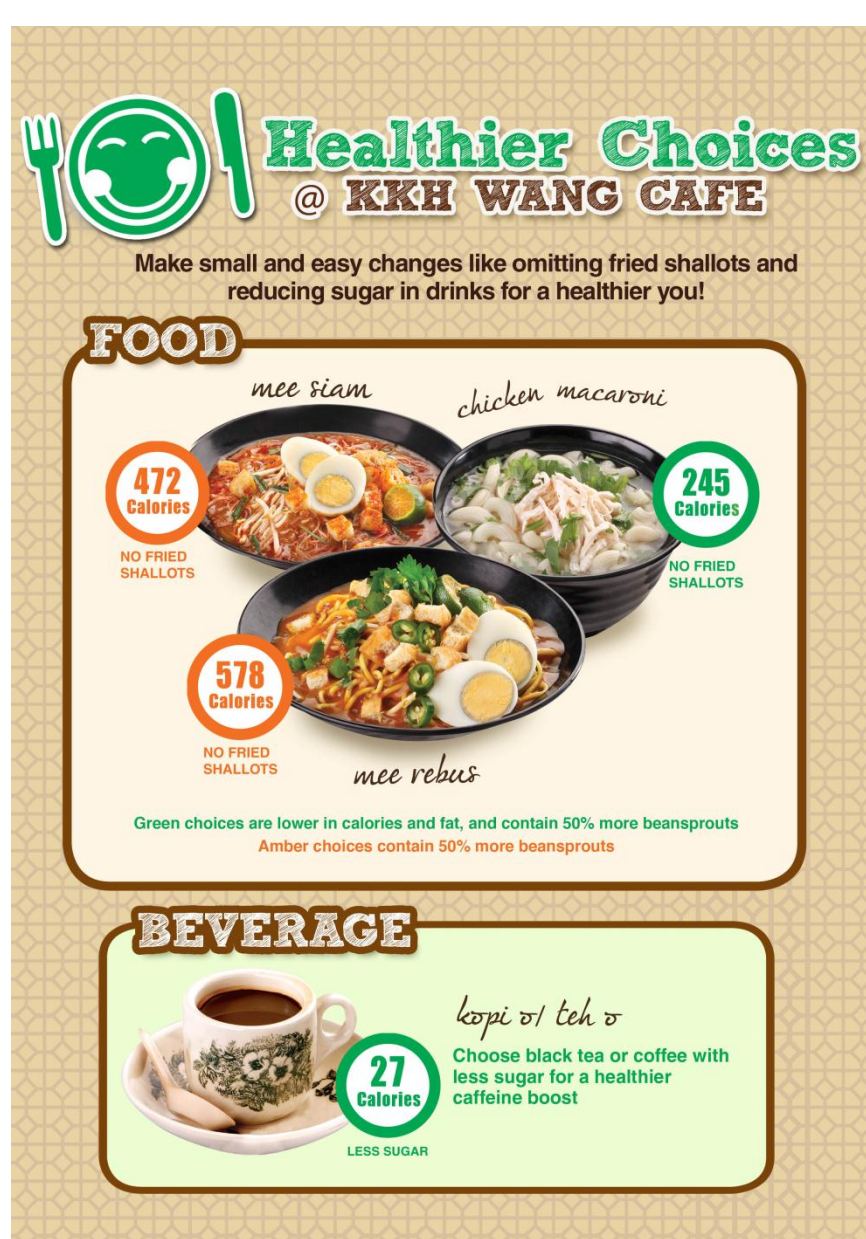
OUR PROJECT aims to promote healthier food choices for staff and visitors to KKH, by creating a supportive environment for healthy eating and education on making healthier choices. Hence, the hospital can become a place to be well, as well as to get well.

## Methodology

FOOD OUTLETS in KKH were advised on modifying selected recipes to make them lower in calories and fat, and higher in wholegrains.

STAFF AND VISITORS were encouraged to select healthier choice meals, via marketing collaterals including :

 **Visual aids**



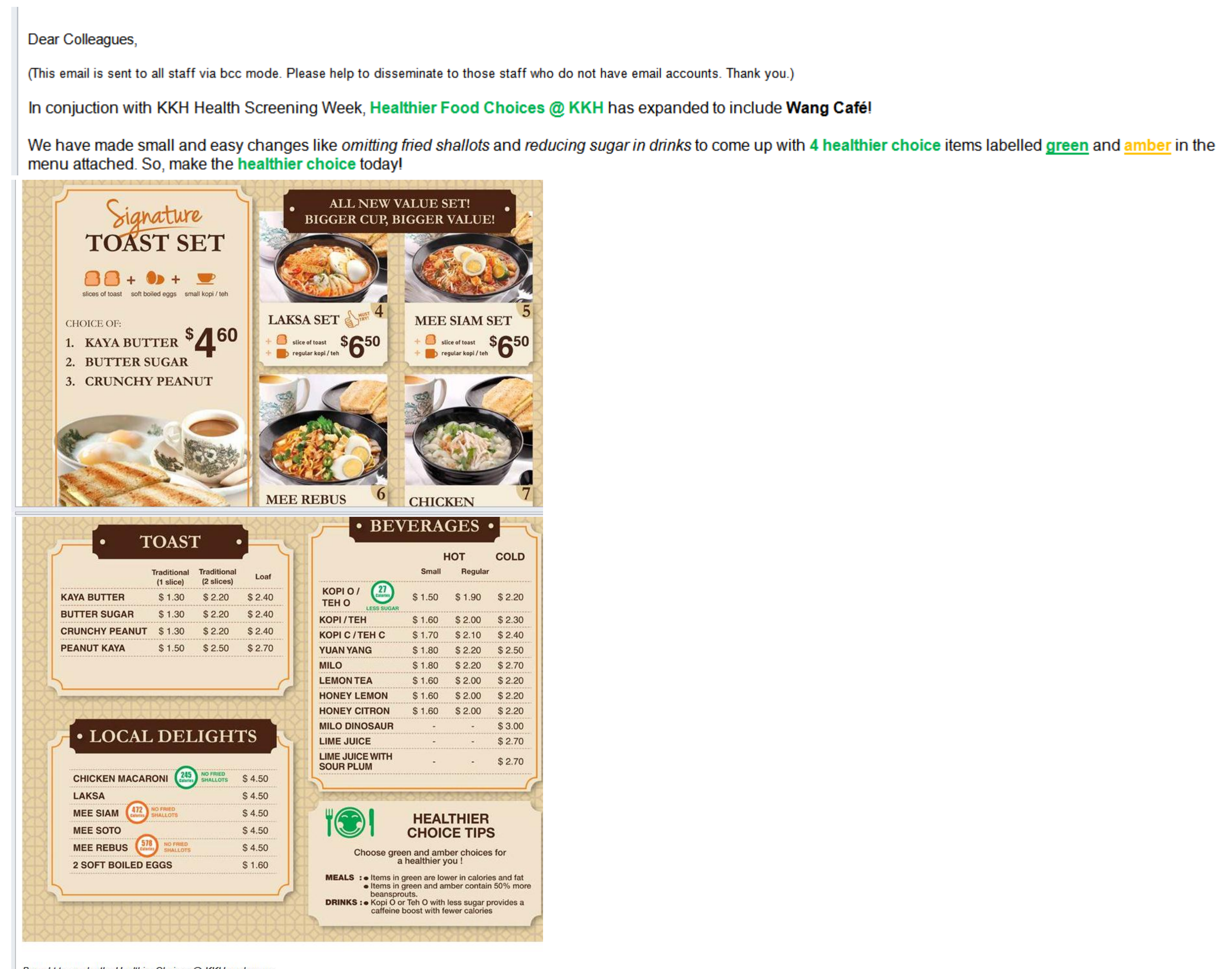
 **Printed information**



 **Verbal communication**



 **Digital communication**



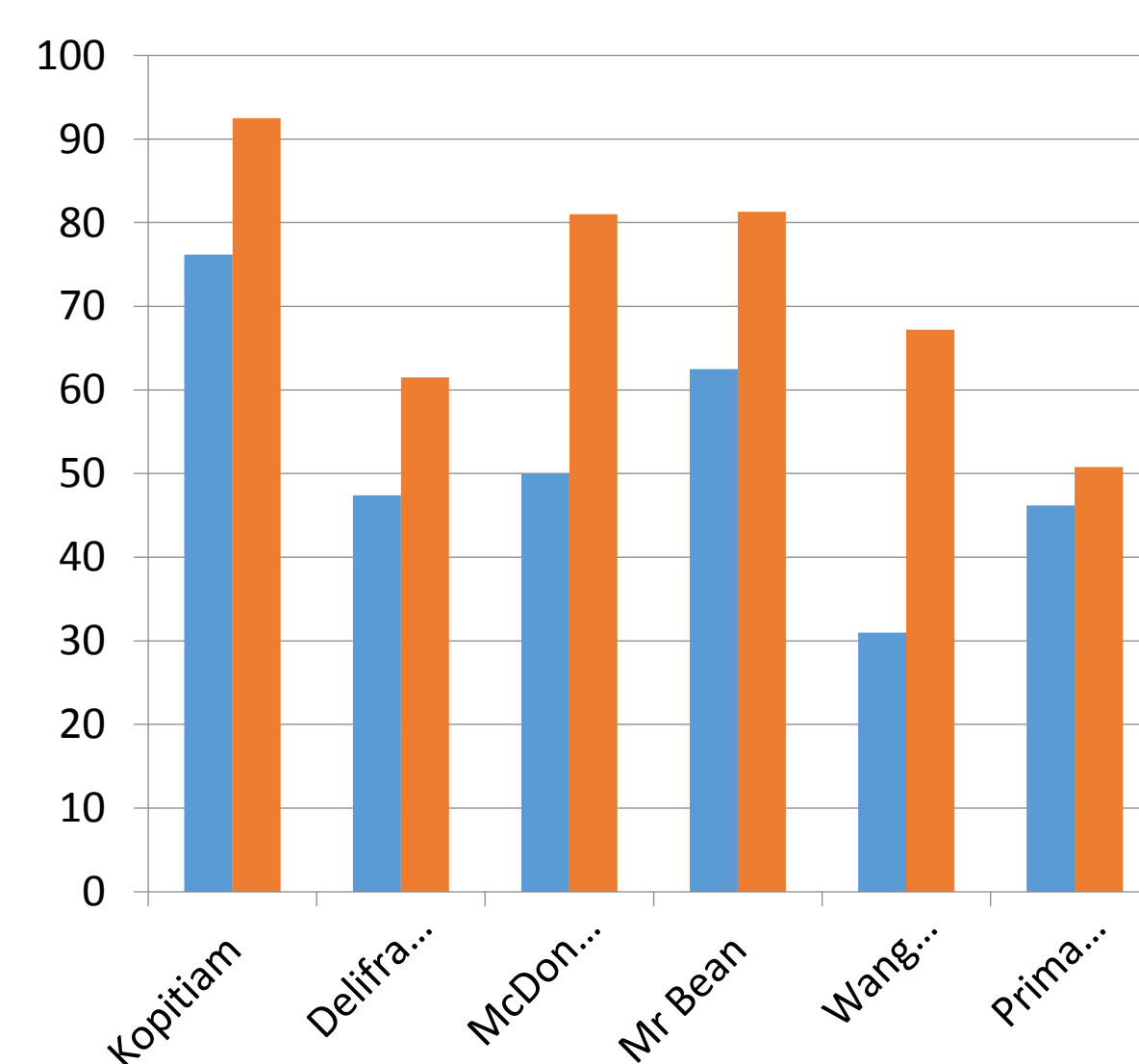
A SURVEY was conducted on staff (n=90) and visitors (n=90) via an interviewer-administered questionnaire to determine

- awareness on the availability of healthier choice options
- frequency of healthier choice purchases and
- effectiveness of each marketing collateral.

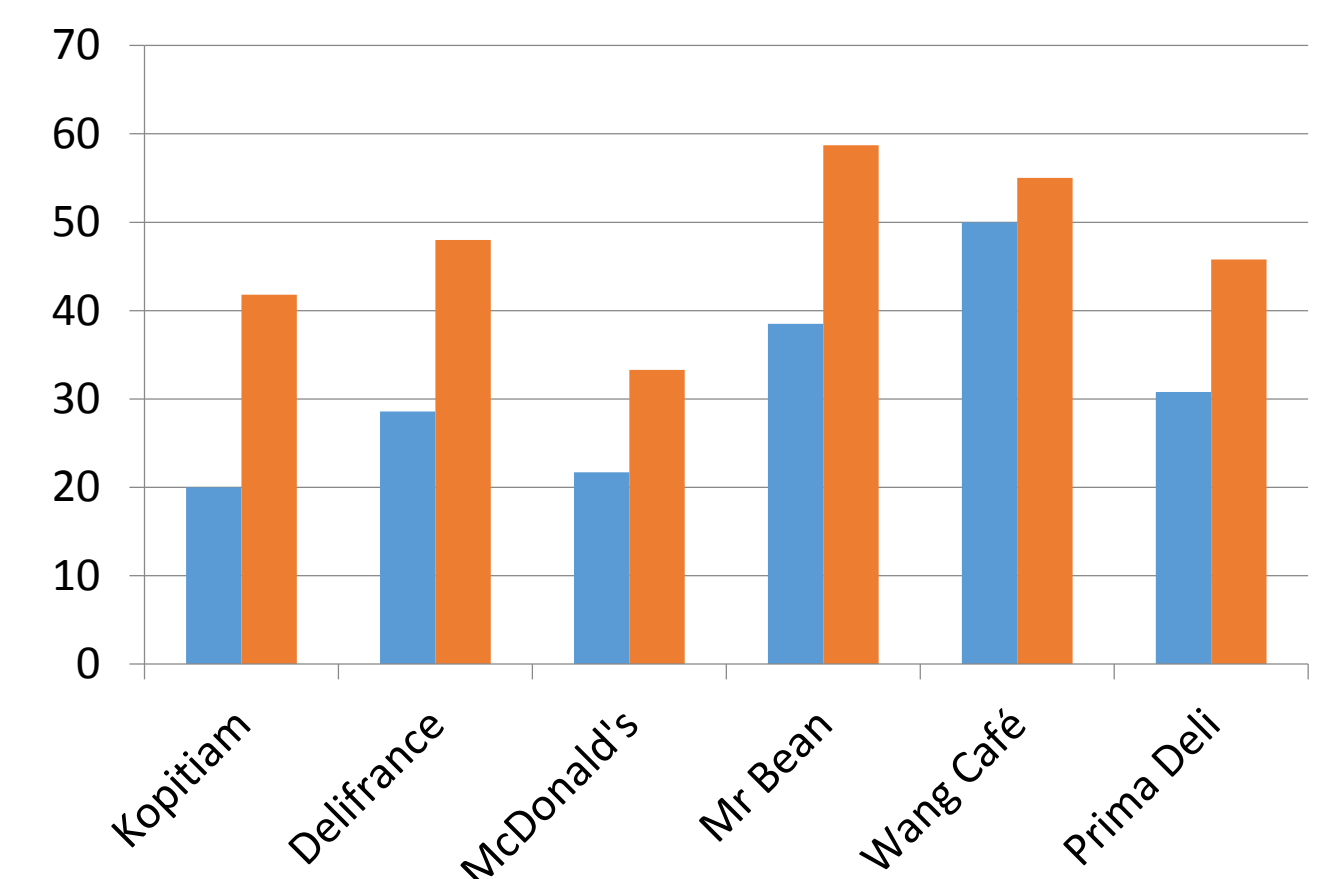
## Results

■ Visitors  
■ Staff

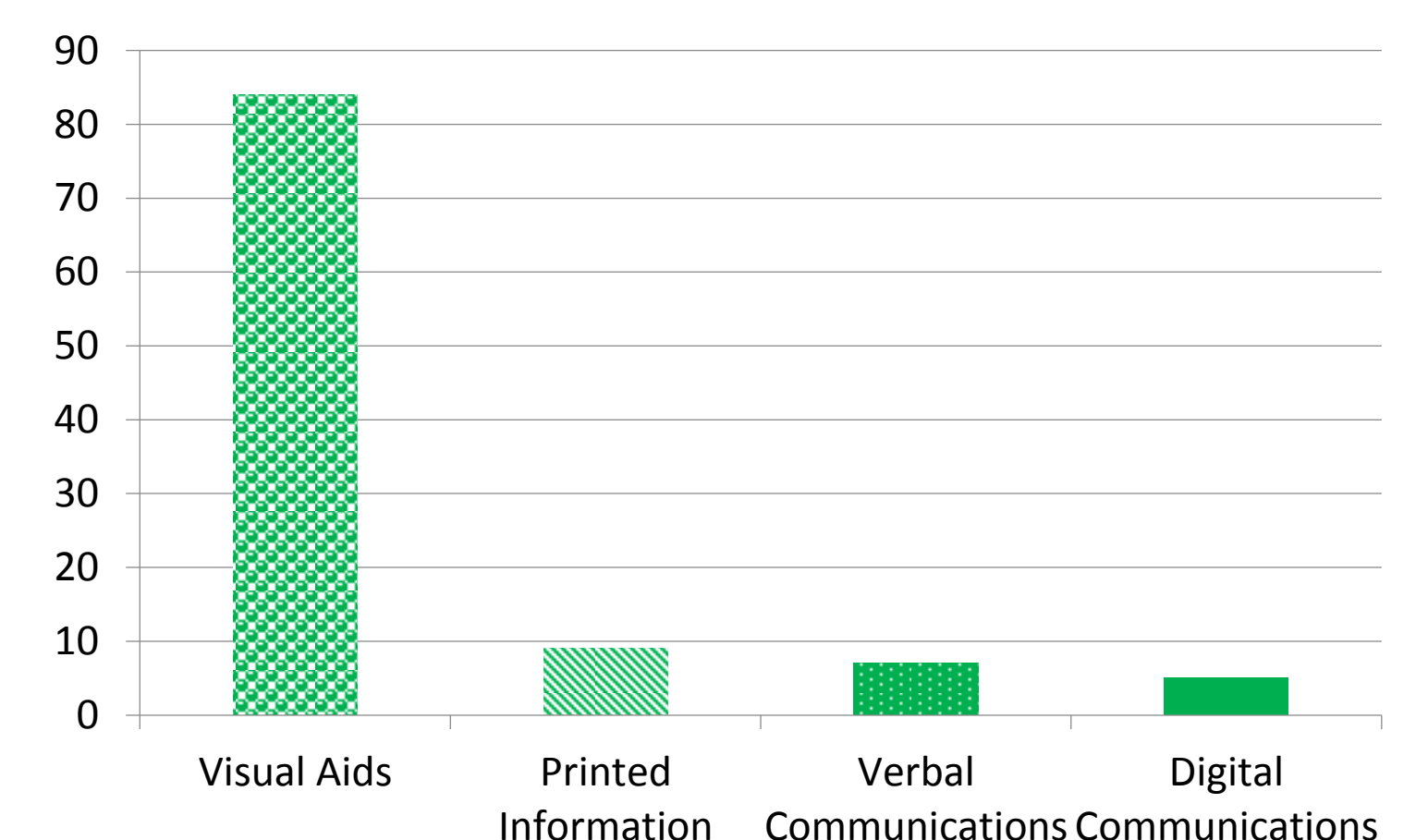
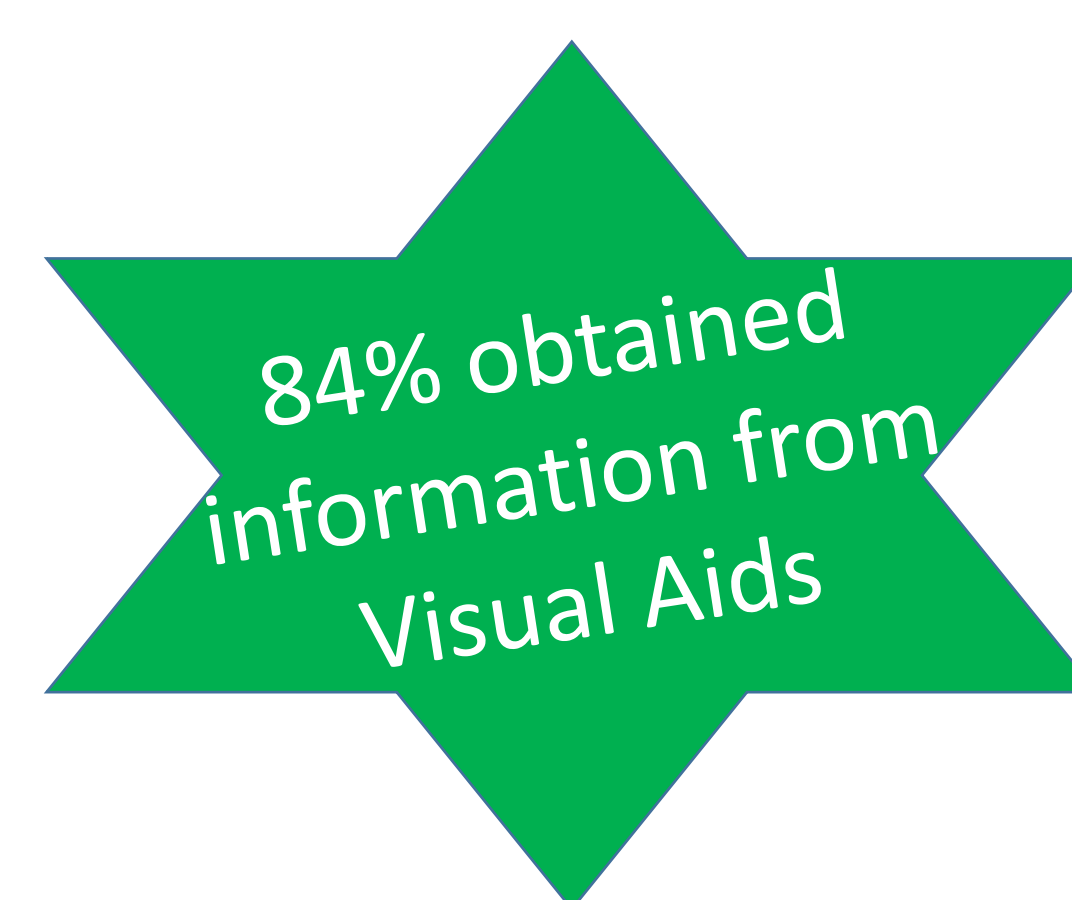
(i) Awareness on availability of healthier choice options (% of respondents)



(ii) Frequency of healthier choice purchases (% purchasing most of the time)



(iii) Effectiveness of marketing collaterals (% of respondents (staff and visitors) obtaining information on healthier choice options)



**Conclusion :** NUTRITION HEALTH education is feasible in a hospital setting and can be achieved even in food outlets which do not traditionally offer healthy foods. VISUAL AIDS are a powerful and effective way of promoting healthier foods.