

# Hospital-based Health Promotion through Healthier Food Choices

( Healthier Choices @ KKH)

Ong Bee Keow Christine, Tan Shiling, Ong Chengsi, Cheryl Tan Qian En KK Women's and Children's Hospital

Angelia Zeng Zhixin, Tan Hui Zhen Sharon Knight Frank Asset Management Pte Ltd (Managing Agent for KKH Mall)

## 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





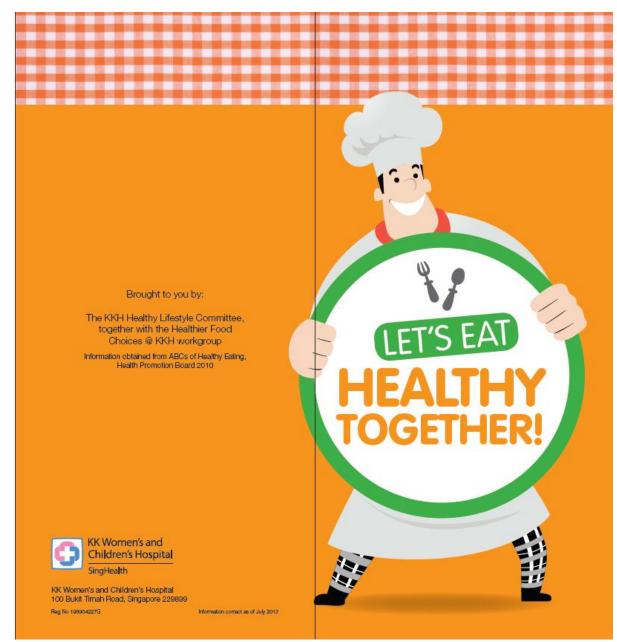


#### Printed information





So, include 2 - 3 servings of whole-grains in a day!



#### Nerbal communication





#### Digital communication

Cross Collegues,

(This email is sent to all staff via bcc mode. Please help to disseminate to those staff who do not have email accounts. Thank you.)

In conjuction with KKH Health Screening Week, Healthier Food Choices @ KKH has expanded to include Wang Cafe!

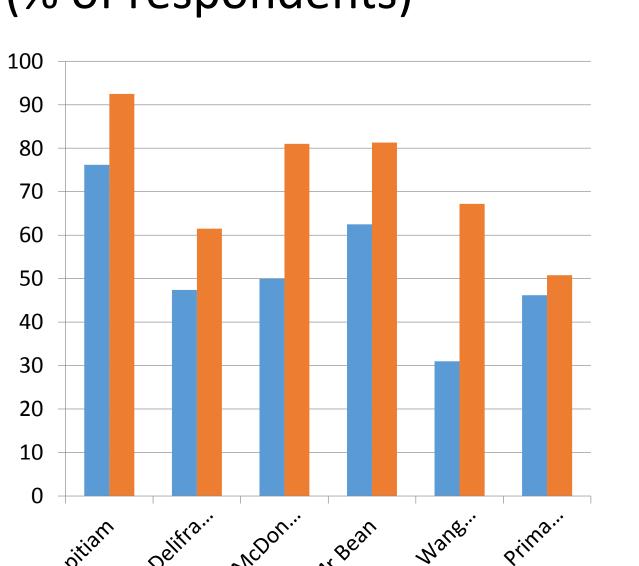
We have made small and easy changes like conditing fined shallofs and reducing sugar in drinks to come up with 4 healthier choice litems labelled green and amber in the menu attached. So, make the healthier choice lotted in the menu attached so, make the healthier choice lotted in the menu attached. So, make the healthier choice lotted in the menu attached in the same of the s

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

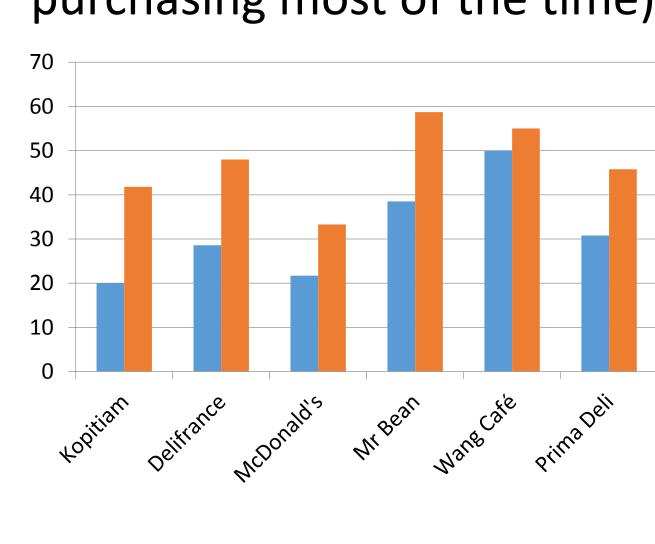
- i) awareness on the availability of healthier choice options
- (ii) frequency of healthier choice purchases and
- (iii) effectiveness of each marketing collateral.

## Results Visitors Staff

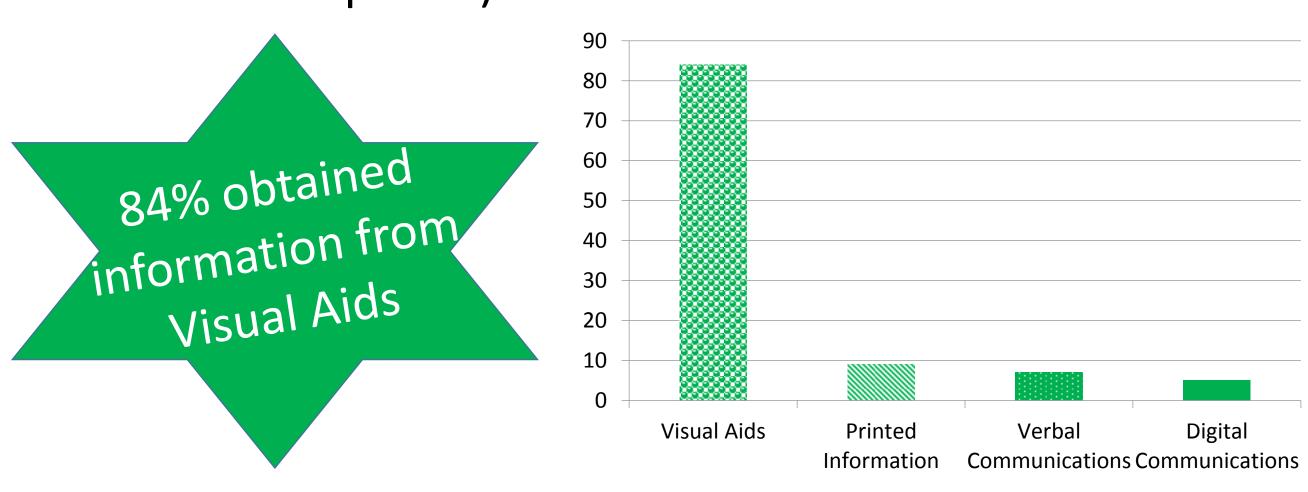
(i) Awareness on availabilityof healthier choice options(% of respondents)



(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.