

Case Study

Best Practice Assessment for Designing a Health Promotion Plan for Singapore

地铁2号线
Subway Line 2

A black rectangular sign with white text and symbols. On the left, it says '地铁2号线' (MTR Line 2) in Chinese and 'Subway Line 2' in English. To the right of the text is a white icon of a train inside a square frame, and further right is a white arrow pointing diagonally upwards and to the right.

About the Client

- The client is a leading global brand consulting and advertising firm, with a strong reputation in development and designing of brand strategy and communication

Business Objective

- As a part of an ongoing engagement with the Singapore Government's Health Authorities, the client wanted to understand the best practices followed globally by health agencies to promote healthy living and lifestyle among its citizens
- The client was in a critical stage of discussion with the Health Promotion Board to advise them on the possible initiatives to be undertaken to promote good health in 2009. The client was interested in developing an understanding of the initiatives undertaken by each country's health board to educate and motivate the citizens to lead a healthy life

Results & Value Add

- The research helped the client in designing a proposed health promotion plan based on the best practice analysis
- By showcasing the research insights provided by RocSearch in this assignment, and the results thereafter, the client was able to sign a partnership for a period of 5 additional years with the Singapore Health Board

Research Methodology and Approach




- RocSearch suggested a case study based approach, wherein health-related initiatives undertaken by specific countries were studied in detail. For each case study, the following factors were analysed:
 - Program facts: Lifestyle/disease, target segment, reach of the initiative, year of initiation
 - Program description: Objective, initiative components, program implementation and communication
 - The team conducted a thorough research to shortlist the relevant case examples, and in consultation with the client narrowed down on 8 health initiatives across 7 countries

Screenshots

Sample Only
Disguised & Abridged


Undertaking a healthy life campaign to ensure healthy living among the Hispanics in the US

USA

| Image/Creative | Celebra La Vida Con Salud: The Healthy Life campaign |
|---|--|
|  <p>Demonstrating proper use of toothbrush at the fair</p> | <p>Program Facts</p> <ul style="list-style-type: none"> Lifestyle: Overall healthy living Target segment: Hispanics in the US Campaign spread: National health campaign in the US Year of initiation: 2001 <p>Program Description</p> <ul style="list-style-type: none"> Objectives: <ul style="list-style-type: none"> Promote healthy lifestyles by providing information on nutrition, preventive care and disease prevention Encourage Latinos to take charge of their own health Celebrate the benefits of good health within families and communities Campaign is owned and managed by Quality Management Resources (QMRI), a US based marketing firm Federal partner for the campaign is National Institute of Health Private partners include the American Red Cross, Nike, and Entravision Communications It is promoted by a health fair with fairs organized in 10-cities including Atlanta and Boston All attendees of the fair are offered free medical check-ups by federal and local healthcare organizations and hospitals <p>Communication</p> <ul style="list-style-type: none"> Uses radio ads, website and merchandise such as T-shirts to promote the campaign Radio: A weekly, one-hour program "Prevenir! Es Salud" (Prevention is Health) with renowned medical expert, Elmer Huerta, is aired on 18 stations across the country Each local radio station provides health tips, contests and giveaways Website: Provides health information on campaign activities and information on local and national services available from partners Merchandise: Everyone who attends the fair receives T-shirts and other games, soft toys etc. |
|  <p>T-shirt with campaign logo distributed to participants at the fair</p> | |
| <p>Celebrate a Healthy Life. Be Informed, Learn, Act!</p>  <p>The company logo and logo promote healthy life for the entire family</p> | |

Sources: Hispanio PR Wire, celebravida.com, Hispanio Tips

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Sample Only
Disguised & Abridged

... with focus on healthy growth, good food and physical activity

UK

| Theme | Objectives |
|---|--|
| Children: healthy growth and healthy weight | <ul style="list-style-type: none"> Early identification of families with higher risk of obesity Promote breastfeeding and making it the default option for mothers Investment in healthy schools and increasing participation in physical activity <ul style="list-style-type: none"> About US\$ 1.2 billion will be invested, during 2009-11, to improve the quality of school food Focus on enrolling more student in "5 A Day" program, to promote healthy eating habits Develop programmes to increase overweight student's participation in school sports and physical activities <ul style="list-style-type: none"> By 2012, US\$ 264.1 million will be invested in "Cycling England", to get children to participate in cycle training |
| Promote healthier food choices | <ul style="list-style-type: none"> Establish regulations for Food labeling <ul style="list-style-type: none"> Developing a "Healthy Food Code of Good Practice" with the food and drink industry Develop a single approach to food labelling Encourage industry to support individuals and families to reduce consumption of saturated fat, salt and sugar Limit the development of fast food outlets in particular areas, such as, in close proximity to schools and parks OFCOM, the government's advertising and communications regulator, has placed restrictions on broadcast of fast food advertisements during programmes targeted at under 16s |
| Building physical activity into lives | <ul style="list-style-type: none"> Invest US\$ 56.6 million to build "Healthy Towns" infrastructure and to promote physical activity Additional investments to be made in "Sports England", a campaign to promote sports, to extend the program till London 2012 Olympics |
| Creating incentives for better health | <ul style="list-style-type: none"> Stronger incentives for individuals, employers and the NHS to prioritise the long-term work of improving health Work in partnership with employers and employer organisations to explore ways to promote good health among employees and make healthy workplaces part of core business model |
| Personalised advice and support | <ul style="list-style-type: none"> Develop "NHS Choices" website to provide advice for diet, activity levels and ways to maintain a healthy weight <ul style="list-style-type: none"> Weight management services will be provided with additional funding during 2009-11, to provide personalised services and support weight loss |

Source: Department of Health (UK)

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