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workplace health promotion: implementation series



Marketing Your Programme

Maximising participation

Updated Version 2

KEY CONCEPTS

- Market analysis
- The 5Ps of marketing

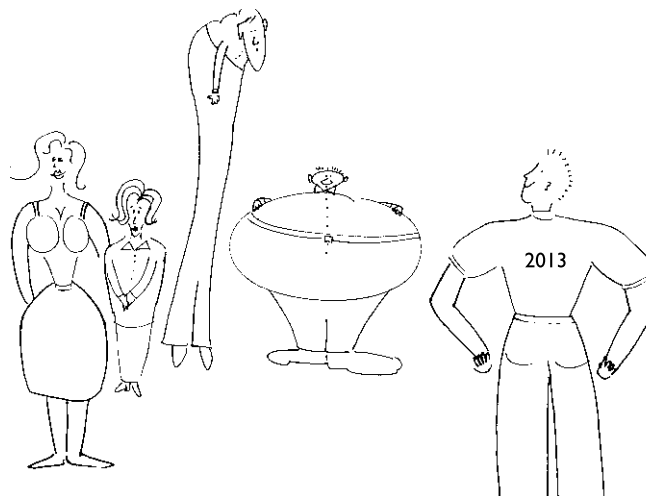
– The Workplace Health Manager...

Your role is a critical one because you have the opportunity to bring about changes that can impact your colleagues' health.

Though your role differs from company to company, you are generally tasked to plan, organise and implement a workplace health promotion (WHP) programme.

While you do not need to be an expert on health issues or be medically trained, some basic understanding of health, the factors that influence it, concepts of WHP and what can be achieved will definitely help you in your task.

This guide will support your role as a workplace health manager, and enable you to plan effectively. To find out on the latest news and events, visit HPB's one-stop on-line portal for workplace health managers at www.hpb.gov.sg/healthatwork. If you need further assistance, please e-mail to Workplace Health at HPB_HEALTH_At_Work@hpb.gov.sg or call 64353704.



Workplace health promotion begins with you, you & YOU...

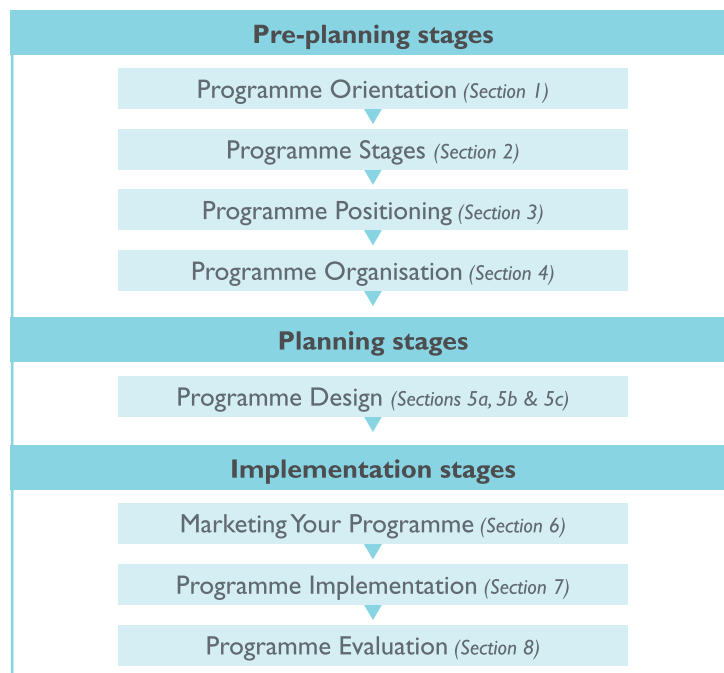
Introduction

The *Essential Guide to Workplace Health Promotion: The ABCs of Managing Your Organisation's Programme* consists of eight Sections, grouped into three series of Pre-planning, Planning and Implementation. This form of organisation mirrors the actual stages of WHP programme planning and implementation.

At different points in each Section, there will be cross-references in italics. This is intended to improve understanding of the inter-relationships between different concepts in different sections.

In these Sections, you will find:

- concise flow charts
- clear definitions
- simple explanations
- essential survival tips
- useful examples
- helpful checklists
- ready-to-print templates.



icons



Ideas you can apply



Technical information



Case studies of companies



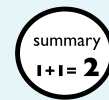
Essential survival tips



Frequently-asked questions



Useful notes



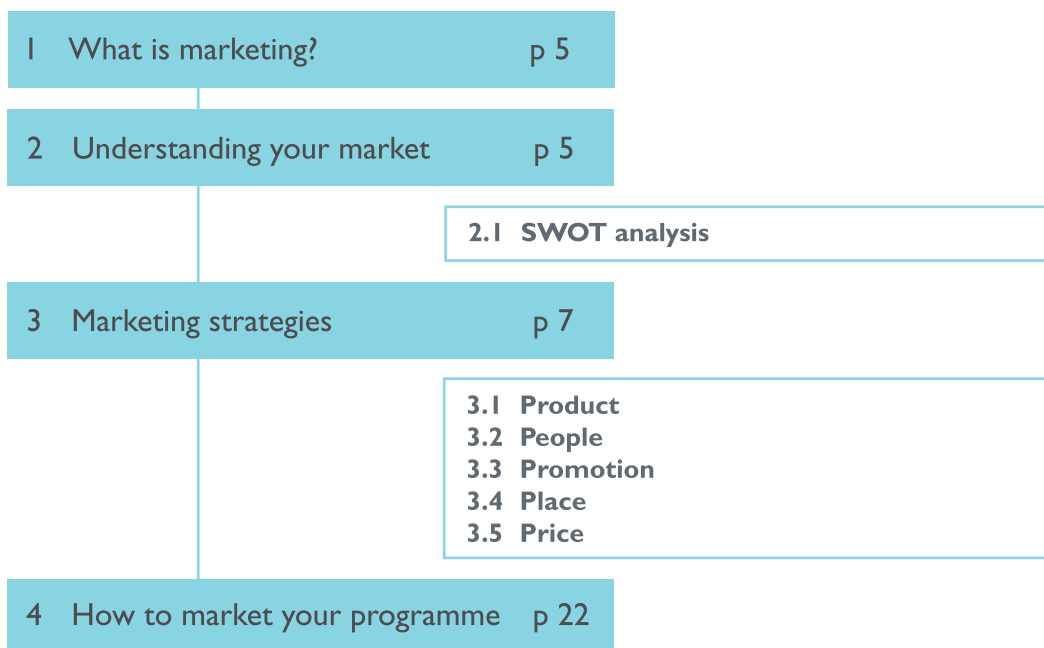
Quick summary

Overview

You have designed what you believe is an effective workplace health promotion (WHP) programme. Now you need to do some marketing.

We can look at marketing on three levels:

- Marketing the WHP programme itself
- Marketing the messages aimed at knowledge, attitude or behaviour change
- Marketing the activities and events that are part of your programme.



The success of a programme often depends on how people perceive it. Therefore marketing is critical.

What is marketing?

1 What is marketing?

Marketing involves analysing what people need, coming up with strategies to sell the solutions, motivating people to be convinced of the value of these solutions, and to participate in them.

Marketing a WHP programme is very different from marketing a product because this form of marketing involves selling intangibles like attitudes, ideas and lifestyle changes. Unlike conventional marketing, health promotion also involves groups that are less likely to respond.

So the challenge is how to sell these intangibles to your target audience.

2 Understanding your market

Marketing WHPs is affected by factors such as strengths and weaknesses within the organisation and the WHP programme, as well as opportunities and threats from external factors.

2.1 SWOT analysis

Look closely at the target market, using the SWOT (Strengths, Weaknesses, Opportunities, Threats) method in conjunction with the goals and objectives for your WHP programme. You might want to use the template in Appendix A to understand your market in terms of the readiness to accept WHP.



TYING THINGS UP

Market analysis should be done at the same time you are choosing interventions (see Section 5b: Choosing Interventions).

While choosing an intervention, you need to consider how the programme can be marketed to ensure sustained participation.

COMPONENTS	CONSIDERATIONS	EXAMPLES
Analysing the health problem	Specific goals and objectives of the marketing efforts should be in line with the goals of the WHP programme for the year (see Section 5c: Writing a Programme Plan and Section 5b: Choosing Interventions).	<i>The company's WHP programme objective: To reduce the percentage of employees who are overweight.</i>
Understanding the market	Align goals and objectives of WHP programme to meet the needs of the target group. Understand the target market and organisation by determining the strengths, weaknesses, opportunities and threats.	<i>Consider how the weight-loss programme can be marketed more effectively, as selling health benefits alone may not attract many participants.</i>
Strengths	Discuss the internal strengths of the organisation or the existing WHP programme.	<ul style="list-style-type: none"> • Financial resources are available • Company's blitz to improve the image of company • Many interested in physical activity • Majority aware of the need to eat healthily
Weaknesses	Discuss the limitations internal to the organisation or the existing WHP programme e.g. limited resources and organisational resistance.	<ul style="list-style-type: none"> • Limited space area • Poor management support • Fragmented programme committee • Competing priorities for health facilitators' time and energy
Opportunities	Discuss external environmental opportunities (present and future) for the company to sell the WHP programme, health message or intervention.	<ul style="list-style-type: none"> • Canteen vendors open to idea of 'Tasty Healthy Challenge' • Many employees more receptive to weight loss and healthy cooking messages because they desire to look good for Hari Raya or Chinese New Year • WHP Grant is available
Threats	Discuss external environmental threats that exist as barriers to the successful 'buy in' of the WHP programme, health message or intervention.	<ul style="list-style-type: none"> • Company culture – many eating groups • Many in pre-contemplation phase – 'being fat is not a problem' • Forthcoming change in management • Increasing cost of community facilities

Marketing strategies

3 Marketing strategies

In marketing, there are five considerations commonly called the 5Ps. They are:



Together, they form the marketing mix. Now let's look at each of these in detail.

3.1 Product

The product you are trying to market could be the:

- WHP programme itself (see Appendix B1)
- message for awareness (see Appendix B2)
- message for attitude change (see Appendix B3)
- message for behavioural change (see Appendix B4)
- event or activity (see Appendix B5).

Basically, the product is defined when we ask ourselves, what do we want people to do?

For example, you may want to get your target audience to commit to eating two servings of fruit a day or to participate in a health screening fitness test.

(You may use the template in Appendix C to define your product.)



- **Be clear about the product.**
- **Align marketed product (see Section 5c: Writing a Programme Plan and Section 5b: Choosing Interventions).**
- **Use specific, concrete terms so that target audiences know exactly what you want them to do (e.g. increase awareness/attitude change/participation in activity or event).**

3.2 People

You need to identify a specific target audience for the product to be marketed.

3.2.1 Primary and secondary audience

In most cases, you will have a primary audience and a secondary audience. A primary audience is the one that the programme is for. A secondary audience is the one that is capable of influencing your primary audience's attitude and actions.

For example, for a project on nutrition, your primary audience would be the staff and the secondary audience would be the canteen vendors.

3.2.2 Analysis of audience

You need to analyse the audience in terms of:

- background
- socioeconomic status
- needs and wants
- perceptions
- values
- gender
- lifestyle
- preferences
- cultural mindset
- motivation

(You can use the template in Appendix D). You need to consider how health behaviour is positioned in the mind of your target audience. This will help you choose the message and channel of communication which best appeal to the different groups of people.

For example, your audience may differ according to age and literacy level. If language ability is limited, explanation should be kept simple and you may need to communicate in more than one language.



Be relevant. Consider staff's perception and resistance points or mental barriers. Use a relevant message for different target groups.



- **Are you addressing a primary or secondary audience?**
- **Have you identified possible demographic issues that may make your marketing efforts less successful?**
- **Have you used the right message or channel for this target audience?**

3.3 Promotion

This refers to what the message is, and how it is communicated to create awareness and interest.

You need to consider:

- Persuasive communication strategies
- Use of event-based publicity stunts
- Timing.

3.3.1 Persuasive communication strategies

To generate interest and awareness in WHP activities over a long period of time, you need to employ strategies that appeal to:

- emotions
- social needs
- sense
- need for novelty.

These strategies will be elaborated in the following tables.



Use the right message, at the right time through the right channel.

Appeal to emotions

- **Use common human needs**

Appeal to employees' need to have more freedom and to be in control.

- **Highlight values that are ranked highly**

Tie in your publicity with the employees' highly-ranked values such as networking.

- **Offer to reduce anxiety**

Offer ways to relieve anxiety by helping employees cope with unhealthy behaviour.

For example, your message could be 'Worried about the post-new year flab? Read on...'

- **Polish their self-esteem**

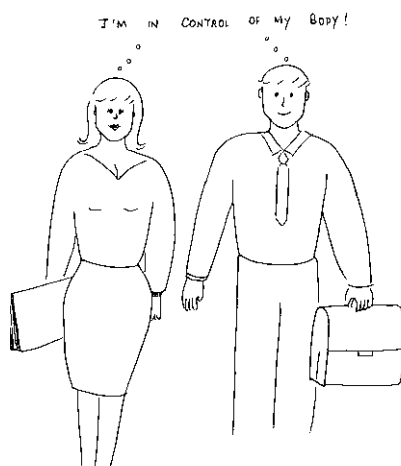
Appeal to employees' need to maintain self-esteem. When you are marketing to encourage participation, emphasise participation as a sign of personal strength rather than weakness. Some examples of catchy WHP promotion themes that do this – 'Take over Time' (for stress management programme), 'Kicking Butts' (for smoking cessation programme), 'Taking Charge' (for exercise programme), 'Eating for a Good Life' and 'Healthy Heart' (for nutrition programme).

- **Use family ties**

People are motivated to adopt healthy behaviours for their family. To ride on that, you can publish stories about a father who quit smoking to please his daughter.

- **Appeal to self-actualisation needs**

Emphasise how adopting healthier behaviour enhances personal achievement, power and status.



Appeal to employees' sense of self-esteem when marketing your WHP programme.

Appeal to social needs

- **Their sense of belonging**
Build on the need for a sense of belonging, or to be seen in the 'right crowd'. Highlight participants who are the 'popular crowd', emphasising that this is the chance to avoid being left out.
- **Need for models**
Tell them when their opinion leader is part of the programme.
- **Need for acceptance or approval**
Bank on their need for support when trying to adopt or maintain a healthy behaviour. Make them feel that they are a winner for simply trying, or even dropping by for one session. You might want to give a freebie for first-time participants.
- **Need for recognition**
Appeal to their need to be seen by giving participants a chance to be featured as 'participant of the month' for outstanding attendance or performance.

Appeal to sense

- **Build on what they know**
Ask yourself: What do employees already know – how can we build on that?
- **Highlight inconsistencies between beliefs and actions**
Many people know about good health practices, but do not practise them. Highlight these. For example, they may know about the effects of cholesterol but they are not changing their eating habits.
- **Change perceptions, not just behaviour**
Do not just focus on changing behaviour. Work on changing the perception of the issue. For example, the common perception is: 'Adopting a healthy lifestyle is doing what's good for you.' Work on changing that perception to: 'Adopting a healthy lifestyle is really about being in control of your body.'

Correct their misconceptions. For instance, many people think that diet and health are not related, or that exercise is only for health enthusiasts.
- **Relate to their self-interest**
Place your message in a context which makes sense to their self-interest. For instance, 'workout so you can fit into that size-8 dress'.

Appeal to sense (cont'd)

- **Relate to their health goals**

Appeal to employees' systematic plan to achieve their health goals. Give practical 'how to' information that they can apply – do not just persuade.

- **Present it as a problem**

Highlight the symptoms accompanying the unhealthy behaviour, and help them to identify the problem for themselves.

- **Highlight the benefits**

Give them some concrete examples of how they will benefit from the programme. Some benefits are: saves time, saves money and gives a peace of mind. This applies even when using an incentive. Share with them the benefits they will enjoy (e.g. 'Imagine how good you will feel after you have completed the run and receive your \$5 juice voucher').

- **Highlight ease of access to benefits**

Make the rules for claiming incentives simple. Highlight ways you are making the programme more accessible (e.g. participants get time off and transportation to the venue is provided).

Appeal to need for novelty

- **Make your message interesting**

Make your message entertaining, humorous and interesting. You can use animations in your e-mail, for example.

- **Ride on popular trends**

Promote physical activities that are in vogue such as zumba, aerobics, brisk walking, pilates, yoga and inline skating.

- **Use a fresh angle**

Stimulate their curiosity by posing a situation employees can identify with. For example, 'How can we get our CEO to play soccer?'

- **Use a tangible visible measurement of response**

Provide constant feedback to employees through a visible measure of their response. For example, you could use a thermometer display to show the number of questionnaires that have been turned in.



See strategies as complementary rather than mutually exclusive. Do not limit yourself to one strategy – 'Love one strategy wisely but not too well.'

Case study



CASE STUDY

Maximising Attendance *Just Education*

Introduce fun elements

Drawing inspiration from popular reality television game shows, a “healthy-food-tour” race across Orchard Road to promote good dietary habits in a fun manner was organised. The event garnered a high participation rate and was voted as one of the most popular WHP activities by employees, which subsequently became a regular programme.

Formation of peer interest groups

Employees formed peer interest groups called “Just Groups”, where these groups get to compete with each other in various sports activities. The group with highest points accumulated from its members will be awarded with the title of “Best Group of the Year”. This helps in increasing health awareness among employees and encourages them to participate in physical activities as the teams are more motivated to perform their best.

Staff Recognition

An annual “Healthy Employee Award” is given to recognise employees for their efforts in exercising at least once a week, staying within the healthy BMI range and taking little or no medical leave. This in a way motivates employees to participate in WHP activities which can help them stay healthy



Communicate clearly.

3.3.2 Use of event-based publicity stunts

The marketing plan can ride on existing events within the company. These events can be used to:

- launch WHP programme in the company
- rejuvenate existing WHP programme
- introduce new health promotion activities
- motivate employees to participate in health promotion programmes by creating awareness of common risk factors
- recognise efforts in WHP programme.

As a rule, events-based publicity stunts should not be used more than twice a year, so that novelty is retained.

Some WHP-related event ideas

- **Inter-departmental competition**
You could have a competition to sell wholemeal bread or a competition to create a banner, poster or tagline related to WHP programme.
- **Prize-giving ceremony**
Have a prize-giving ceremony for the winners of a WHP programme promotional campaign.
- **Recognition celebration**
Hold an event that recognises the WHP-related achievements of employees. For example, the CEO offers to buy dinner for anyone who exercises more by walking.
- **Ride on community-related activities**
For example, organise a health fair and invite children from orphanages to participate.

Another example is a Family Day or Family Health Care fair. A health fair could include:

- *Health screening*
- *Healthy cooking competitions*
- *Having sponsors promote their health products*
- *Interest groups to organise games*
- *Talks on parenting skills, stress management or work-life balance.*

Some WHP-related event ideas (cont'd)

- **Health talks**
For example, invite a health food company to give talks and to sponsor an event.
- **Demonstrations**
Organise a workout demonstration or a demonstration of an interesting sport e.g. street dancing or boxercise.
- **Health party or countdown to a WHP programme**
Organise a fun event to highlight a WHP programme.
- **WHP programme point redemption carnival**
If there is already a point redemption system in place, this could be a fun way to get employees to exchange their hard-earned incentive points for items of their choice.
- **Health-related visits**
Organise a visit to health-related places such as a fruit farm or the HealthZone in Health Promotion Board.
- **Lunchtime mini-health fair**
If you haven't the time, place or budget to organise an elaborate health carnival, simply get vendors to sell fruit and vegetables at a discount during lunchtime.
- **Humour festival**
If stress and low morale are concerns, show comedies like Mr Bean or Phua Chu Kang during lunchtime or at the gym.
- **Incentive trip with health theme**
If resources permit incentive trips, consider organising them around health themes, e.g. health cruise or trekking.

3.3.3 Timing

Timing is an all-important factor that will affect the success of your marketing efforts. Here are some ideas on using timing to your advantage. (See Appendix E for a sample promotion roll-out plan.)

Good timing

- **Integrate with other on-going activities**
Organise events to coincide with other special 'days' or events. For example, on Valentine's Day, you could have an activity that features the slogan 'Love your body – built to last'.
- **Avoid peak periods of work**
Peak periods may include year-end closing when management and staff could be too busy to receive the message.
- **Publicise an event way ahead**
Depending on whether it is a large-scale event or just a one-off activity, you will need to start your publicity in stages ahead of the date. If your publicity is started two months ahead, this is how you could plan it (see Appendix E for more information):
 - *Two months before – create awareness, state benefits of healthy behaviour*
 - *One month before – state specific benefits of participation*
 - *Two weeks before – encourage participation*
 - *Day before – send reminders.*
- **Follow-up after the event**
Provide the WHP programme high visibility through articles and testimonials in newsletters.

Case study



CASE STUDY

Event-based Publicity Stints *SPRING Singapore*

At SPRING Singapore, WHP activities are combined with other initiatives to derive more marketing clout and to synergise the use of manpower. For example, the Wellness Team worked with the Human Resource Department to jointly organise A.C.T.I.V.E. Day in conjunction with Lifelong Learning. Learning journeys, mind games, creativity booths and fitness activities were combined to make it a highly entertaining event.

When WHP activities are timed to coincide with these events, they take advantage of the publicity generated for the other company-wide events.

These events were promoted in a variety of ways. Publicity was done through the intranet's Sports and Wellness website. Activities were also extensively publicised through e-mail, monthly in-house newsletters, posters and through the morning in-house broadcast programme.

Team competitions were included to increase participation and to build team spirit. Incentives for early birds and winners were also packaged to draw participation.

3.4 Place

'Place' can refer to any one of these:

- Physical location of where the WHP activity is held (e.g. on the office premises or at community facilities outside the workplace or near MRT stations).
- Media distribution channels you use to communicate the idea of better health (e.g. internal communication media such as the intranet).
- Social support network (e.g. members of the organising committee, opinion leaders or representatives from different departments who help disseminate information).

3.4.1 Choice of channel

Choose internal media channels that employees usually read or listen to (e.g. noticeboards and posters).

3.4.2 Mass vs individual approach

At times, a mass approach is more effective than dissemination through smaller groups. Mass communication is useful for creating awareness. However, smaller group communications such as communicating through opinion leaders to segments of staff is usually more effective in bringing about behavioural changes.



Communication Media

- **Letters and memos**
- **Banners**
- **Bulletins**
- **Employee meetings**
- **E-mail (e.g. from the CEO)**
- **Pop-up e-posters**
- **Posters and signages near queues in the cafeteria**
- **One-liners on payslips**
- **Corporate newsletters**
- **T-shirts, balloons or buttons with printed messages**
- **Slide presentations**
- **Videos**
- **Brochures**
- **Direct mailing to homes**
- **Seminars**
- **Feedback boxes**

3.5 Price

Price refers to what your target audience must give up in order to receive the WHP programme benefits. 'Price' can be monetary or non-monetary.

For example, even for an activity that is free of charge, participants may need to give up time, convenience or indulgences.

The marketing effort must cause employees to perceive that they have more to gain than they have to lose.

3.5.1 Co-payment schemes

There are pricing considerations from the company's perspectives as well. Many companies opt for a co-pay option because they believe that employees will be more committed when they have to foot part of the cost.

Before opting for co-payment, you need to consider these:

- Will employees avoid the programme?
- Will employees resent even paying a small percentage?
- Can employees afford the price?

3.5.2 Incentive schemes

Pricing considerations can also include incentive schemes. You should include strategically selected incentives in your marketing plan as incentives motivate employees to participate and to sustain their participation.

Incentives can be tangible or intangible. Intangible motivating forces could be forces which appeal to emotions, social needs, sense or the need for novelty (see Section 3.3.1 on persuasive communication strategies).



Support but do not overwhelm the WHP programme with incentives.



Recognise inconsistencies between employees' attitudes towards healthy lifestyle and their actions.



SOME INCENTIVES PROMOTE SUCCESS

Incentives are just one of the several critical factors necessary to assure effectiveness and success of the WHP programme. They can add another 8%, 17% or 35% to your participation levels. But they should not be seen as the solutions in themselves.

Designing an incentive scheme

- **Focus on long-term goals**

Create a hierarchy of rewards where the size of the reward increases in proportion to the value of the desired behaviour. For example, for a one-off participation, the incentive is small (e.g. parking coupon or fruit juice voucher). For participation in follow-up sessions or for sustained behaviour such as maintenance of weight loss or continued participation in regular exercise, the reward increases in value.

Some companies use a point system where employees gain points for participation, and use these points to redeem items they want. Higher points are allocated for:

- Follow-up (rather than ad hoc) activities to ensure sustained effort
- Greater effort expended – this could be activities conducted after office hours, or less popular activities or activities that involve more time or are physically more strenuous
- More important interventions – e.g. health screening, participation in health survey and participation in mass exercise day
- Participation in activities at an inter-organisational level
- Efforts to build peer support – e.g. bringing a buddy/section manager.

Some companies like Inland Revenue Authority of Singapore (IRAS) devote an annual exchange carnival for points exchange programme.

- **Ride on group dynamics**

A team approach can enhance individual incentive schemes. Two- or three-person teams encourage participation and can yield doubled retention rates because team members feel accountable to their team for participating. Teams create a natural support system.

- **Fine-tune the qualifying requirements**

Without making it too easy to get the rewards, fine-tune and reduce the requirements. Limit the number of requirements to six or less and keep the rewards achievable in the eyes of participants. Give consolation rewards, and leave room for exceptions and appeals.

- **Use multiple forms of qualifying criteria**

Broaden the base of motivating factors by giving participants multiple opportunities to meet the requirements (e.g. improve total cholesterol by at least 10% or improve the LDL by 5%).

- **Time the incentives right**

Consider when the rewards might have maximum value (e.g. cash right before Chinese New Year or Hari Raya Haji; or for employees with children, bookshop vouchers before the reopening of school term). Do not provide the rewards until the action is done or the event is over.

- **Limit the duration of short-term incentives**

These incentives should not last longer than eight weeks or the duration of the project.



It takes about 30 days of consistent reinforcement for a positive health behaviour to become a habit.

Case study

Designing an incentive scheme (cont'd)

- **Balance between intrinsic and extrinsic rewards**
Intrinsic rewards include a sense of achievement, fulfilment, relaxation, stamina and alertness. These rewards are equally important and should be emphasised in the marketing efforts.
- **Keep the administration simple**
Keep the enrolment or registration process simple.
- **Evaluate regularly**
Evaluate the incentive programme to refine and improve it. You can evaluate by measuring the number of employees who complete the minimum requirements of an incentive programme.



CASE STUDY

Helping Employees Stay on Course in Smoking Cessation *DuPont Singapore*

“Our company doctor is involved in the promotion of our smoking cessation programme. The doctor assesses and evaluates where the smokers are in terms of their attitudes, readiness and willingness to quit.

Various methods such as the use of nicotine patch or *Zyban* are offered to the smokers. To begin with, they will pay 50% of the cost. After six months, the company will reimburse them if they have been successful. This is a good way to encourage smokers to stay on course and to take responsibility. Employees enrolled in this programme are monitored and followed-up by the WHP manager.

Although success rates are presently low, the challenge is to continue our efforts in this direction. Those who succeed in quitting are recruited as ‘mentors’ to encourage others.

We are aiming for long-term benefits – creating awareness and instilling employees with a desire to quit on their own.”

Wellness Network Leader

How to market your programme

4 How to market your programme

There are two steps in planning your marketing:

- Understand the market
- Apply marketing strategies.

Use Appendix F to help you plan your marketing.

Step 1 – Understand the market

Have a clear idea of where the strengths, weaknesses, opportunities and threats lie with regard to what you want to market.

Step 2 – Apply the 5Ps of marketing

Consider what you are marketing (Product)

Decide on what you want your employees to do. Do you want to change their awareness, attitude or behaviour? Is this with regard to the WHP programme as a whole or a particular intervention?

Be clear about your target audience (People)

Consider what might generate maximum response given their demographic profile, lifestyle and preferences.

Consider Promotion strategies

How do you create interest through communication?

Consider the Place

What are the best ways of getting information out to those who need to hear it?

Consider the Price

What are some of the pricing options?

Appendix A
Understanding your market – SWOT analysis

Appendices B1– B5
Samples of WHP marketing messages

Appendix C
Defining the product

Appendix D
Understanding the audience

Appendix E
Sample promotion roll-out plan

Appendix F
Marketing checklist

Appendix A

Understanding your market – SWOT analysis

You can use this for your own SWOT analysis.

COMPONENTS	CONSIDERATIONS	APPLICATIONS
Analysing the health problem	Specific goals and objectives of the marketing efforts should be in line with the goals of the WHP programme for the year.	<ul style="list-style-type: none"> • <i>Our company's WHP programme goals:</i> _____ • <i>Our company's WHP programme objectives</i> _____
Understanding the market	Understand the target market and organisation by determining the strengths, weaknesses, opportunities and threats.	<ul style="list-style-type: none"> • <i>Think about your typical target audience as a person. What is he/she like? (Use Appendix D.)</i>
Strengths	Internal strengths of the organisation or the existing WHP programme.	<ul style="list-style-type: none"> • <i>Financial resources adequate?</i> • <i>Public relations adequate?</i> • <i>Programme committee established?</i> • <i>Interest level?</i> • <i>Awareness level?</i> • <i>Other strengths:</i> _____
Weaknesses	Limitations within the organisation (e.g. resources and resistance).	<ul style="list-style-type: none"> • <i>Physical environment?</i> • <i>Management support?</i> • <i>Programme committee?</i> • <i>Other forms of competition for time or resource:</i> _____
Opportunities	External environmental opportunities to sell the WHP programme, health message or intervention.	<ul style="list-style-type: none"> • <i>Supportive partners?</i> • <i>Festivals or occasions?</i> • <i>Workplace Health Promotion Grant?</i> • <i>Greater profits for the company equals more funds for WHP programme?</i> • <i>Other opportunities:</i> _____
Threats	External environmental threats that exist as barriers to 'buy in' of the WHP programme, health message or intervention.	<ul style="list-style-type: none"> • <i>Company culture?</i> • <i>Receptivity?</i> • <i>Change in management?</i> • <i>Increasing cost of community facilities?</i> • <i>Other threats:</i> _____

Appendix B1

Marketing the WHP programme through branding



Logo courtesy of Singapore Technologies Electronics Ltd

Appendix B2

Marketing health message for awareness

**Losing Weight
The Healthy Way**

www.hpb.gov.sg
1800 223 1313

I couldn't do a single squat when I started. Now I can do 20!

When I joined the Lose To Win™ programme, I was nearly at my wit's end trying to lose weight, after already having tried a lot of fat diets.

One of the first things I did was to buy a weighing scale. When I checked my weight, it was way beyond what I had imagined it would be. That's when I realised it was time to take some steps.

When I started the programme, I met a whole community of people trying to get healthier, and that gave me a lot of reinforcement. One of the great things HPB Lose To Win™ introduced me to was the EAT – an iPhone application which helps me track my weight, set goals and check calorie values of foods. It really helped me find a balance.

Since starting the programme, I've lost about 20kgs. I couldn't do a single squat when I started. Now I can do 20! Earlier this December, I even ran a half-marathon in about 3 hours. I feel absolutely great, very confident, and much fitter than I was last year.

– Archana

Breast cancer screening puts you in the pink.
乳腺癌检验助您保持健康。

If you are 50 years of age and have not had your first screening, it is time to do so.
如果您年满50岁或以上，却从未接受过检验，现在是时候接受筛查了。

Let's Screen Regularly together.

www.hpb.gov.sg
1800 223 1313

Go for a mammogram every two years

During the process, a female radiographer will put the breast between two flat plates and compress for a few seconds. This is performed on one breast at a time. Some discomfort is to be expected as the breast needs to be compressed to take a clear X-ray.

Preparing for the mammogram

Your appointment should be at least one week after the last day of your menses.

On the day of screening:

- Wear a two-piece outfit as you will need to undress from the waist up.
- Do not use any perfume, deodorant, powder or ointment on your underarms or breasts.

What to expect after a mammogram?

You will receive your results in the form of a letter. A report will not be given.

If your results are normal, you should continue to do your monthly breast self examination and have regular mammogram once every two years.

If your results are abnormal and you are asked to go for further tests, do not panic. Out of 10 women who need further tests, 9 women will usually have normal results. Being asked to go for further tests does not mean you have breast cancer.

What should you do if you are asked to go for further tests?

You should make your appointment within two weeks of receiving your result letter.

You can make your appointment at any of the following locations:

- National Cancer Centre ☎ 6438 8415
- National University Hospital ☎ 6772 2263
- Tan Tock Seng Hospital ☎ 6357 8177

On the day of your appointment, avoid using powder, perfume, deodorant or creams on your underarms, and wear a two-piece outfit, as you will need to undress from the waist up. Bring along your IC and result letter.

What further tests are required?

The tests that you need will depend on your mammogram result.

Some examples of further tests include:

- A repeat mammogram where different views of the breast are taken
- A breast ultrasound where sound waves are used to see the breast tissue

Your doctor will be able to advise on the suitable tests for you.

Cost of a screening mammogram

Under **BreastScreen Singapore** – the cost is subsidised at \$50 for Singaporeans and \$75 for Permanent Residents, both of which are **Medisave-claimable***. The usual price is about \$100+.


If you visit a hospital or a private X-ray centre that is Medisave-approved, you can also use your Medisave* to pay for your screening mammogram.

*If you are aged 50 or above, you can use your own or your immediate family member's Medisave up to \$400 per Medisave account a year for your screening mammogram at approved mammogram X-ray centres. Call 1800 223 1313 for the list of Medisave-approved mammogram centres.

Appendix B3

Marketing health message for attitude change

What Is Osteoporosis?




Osteoporosis, which means porous bones, is a condition where your bones become weak, brittle and fracture (crack or break) more easily than normal bones. Even a minor bump or fall can cause a serious fracture. Fractures from osteoporosis can occur in any bone, but the most common sites are bones at the hip, spine, wrist, ribs, pelvis and upper arm.

1 in 3 persons with hip fractures suffer considerable loss of function and become dependent on others. 1 in 5 people die within a year of sustaining a hip fracture.

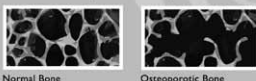
Osteoporosis is fast becoming a common problem in Singapore especially with an ageing population. So start protecting your bones today!

What Are The Signs of Osteoporosis?



Osteoporosis is a 'silent' disease. There are usually no signs and symptoms during the early stages. But during the later stages, you may experience:

- back pain
- loss of height over time, with a stooped posture usually associated with a rounded 'hump' (Dowager's hump) seen on the upper back of older people.
- fracture of the spine, wrist, hip or other bones.



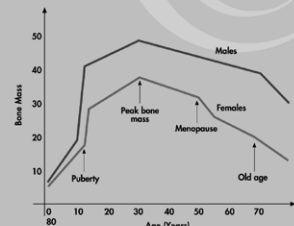
Normal Bone Osteoporotic Bone

01

How Does Osteoporosis Occur?

It occurs when bone loss is greater than bone production.

Bones are living tissues that change constantly. New bone cells are made to replace and repair old bone cells that are worn out. During childhood and adolescence, more bone tissue is deposited than it is broken down. Hence it is important to achieve your maximum bone growth (commonly referred to as Peak Bone Mass) before the age of 30.



Between the ages of 30 to 50 years, your bone mass does not change significantly but it is still important that you consume a diet high in calcium. The reverse is true, after the ages of 50 years for women and 65 years for men, substantial bone loss starts to occur and it is important to maintain a high calcium diet to keep your bones strong and healthy.

The risk of osteoporosis increases with age. Protect your bones before it is too late!

02

Everyone does not get cancer

Better News
Everyday more and more people
With cancer are cured

Best News
Everyday you can do something
To help protect yourself from cancer

Contact the Workplace Health Committee at 5468 for more details

Appendix B4

Marketing health message for health behaviour change

Health Promotion Board

Healthy Bones

Begin With You

www.hpb.gov.sg
1800 223 1313

Salt, less is best.

The extra salt may increase your blood pressure, and in turn increase your risk of stroke and kidney disease. Taste your food before adding sauces or gravies.

www.hpb.gov.sg/foodforhealth

Eat 2 + 2 for better health.

Vegetables and fruit provide your body with essential vitamins, minerals and phytochemicals (plant substances) that are beneficial for your health. Eat 2 servings of fruit and 2 servings of vegetables every day.

Eat 2 FRUIT + 2 VEGGIES
EVERY DAY FOR GOODER HEALTH

www.hpb.gov.sg/foodforhealth

Sugar, less is best.

The extra sugar in your drink adds calories to your body. If the calories are not used up during physical activity, it may lead to weight gain and obesity, increasing your risk of diabetes, heart disease and stroke. Ask for less syrup or sugar in your drinks.

www.hpb.gov.sg/foodforhealth


Appendix B5

Marketing WHP event/activity

Please Post on all Bulletin Boards — Place

GET BACK TO HEALTH ← Promotion

Are you tired of sore back muscles and back aches?
Want more energy for life?
Then, it's time to get back to health!



For anyone concerned about their back — People

Free! — Price

All participants receive a free back screening — Product

Monday, November 25th
Conference Room, #14
4.30 - 5.30 pm

✂️ -----
Sign-Up Form

Name _____ Dept _____

Reason for attending the programme

Please return form to WHP Committee by November 1st.
Thank You

A sample low back programme promotion poster highlighting the five Ps of the marketing

Appendix C

Defining the product

- 1 What is the *overall* product we want to market? (Is the WHP programme a message for awareness, attitude change or participation in a health-related activity?)

- 2 What specific areas are we targeting (e.g. awareness, attitude, skills and environment)?

- 3 What do we want our target audience to do as a result of our WHP programme efforts in these specific areas (e.g. increase in awareness of an issue, adopt a change in attitude, participate in an activity and acquire skills to make healthy lifestyle changes)?

Appendix D

Understanding the audience

1 Who is the target audience?

2 Is your target audience more likely to be male or female?

3 What is the age range?

4 What is his/her income level?

5 What is his/her educational level or language ability?

6 How knowledgeable is he/she about the topics?

7 What are his/her attitudes about your company? the topics?

8 What is his/her religious, cultural and ethnic backgrounds?

9 What are his/her values? (e.g. hard work and loyalty)

10 What are his/her tastes or interests?

11 How does he/she spend his/her free time?

12 What makes him/her unique?

Appendix E

Sample promotion roll-out plan

Use this sample plan to help you map out the communications process.

TIMELINE	OBJECTIVE	MAJOR TASKS	PLACE (CHANNELS)	PERSONS RESPONSIBLE
Two & a half months before...	<ul style="list-style-type: none"> Identify promotion strategy. 	<ul style="list-style-type: none"> Identify specific objectives. Determine budget. Get resources (facilities, speakers & equipment). Plan incentive structure. Recruit 'buddies' for a peer support programme. Select media for promotion (e.g. competitions, kick-off events, community relations activities, newsletters & talks). 		
Two months before...	<ul style="list-style-type: none"> Create interest & awareness. 	<ul style="list-style-type: none"> Provide general information: <ul style="list-style-type: none"> Highlight the need identified State benefits of change Introduce incentive structure. 	Use meetings, PowerPoint presentations, newsletters, e-mail or posters.	
One month before...	<ul style="list-style-type: none"> Real publicity begins. Educate on specific issues. Encourage participation. 	<ul style="list-style-type: none"> Provide specific information on health concern/need: <ul style="list-style-type: none"> Posters or meetings Kick-off events Memo from CEO. 	Use exhibitions, newsletters, talks, competitions, posters, meetings, kick-off events or memo from CEO.	
During project	<ul style="list-style-type: none"> Respond to health needs & preferences. Keep staff informed. 	<ul style="list-style-type: none"> Get maximum participation. Keep staff informed of benefits. Keep staff informed. 	Consider newsletter coverage, testimonials, management endorsement or direct communication to homes of staff.	
After project	<ul style="list-style-type: none"> Create supportive atmosphere. 	<ul style="list-style-type: none"> Reward for participation. Reward WHP committee. Review promotion activities. 	Consider newsletters, e-mail, congratulation banners or award ceremony by CEO.	
Ongoing	<ul style="list-style-type: none"> Evaluate & review. Keep WHP programme visible. 	<ul style="list-style-type: none"> Review strategy. Evaluate successes/failures. Keep staff informed. Create a supportive climate. 	Include health-related articles in newsletters.	

Appendix F

Marketing checklist

Use this checklist to ensure that you are reaching the right people, with the right message, through the right channels at the right time in order to obtain the right effects.

Right Product

The 'product' we want to market is

Right People

The **primary target audience** is

The **secondary target audience** is

Some **obstacles** we might face are

How is healthy behaviour positioned in the employees' minds?

Right Promotion

Is the message suitable? Yes No

What is the tone?

Is it upbeat positive honest?

Have articles or pictures about the programme appeared in the newsletters and bulletin boards?

Yes No

Do articles or testimonials of WHP events continue to appear?

Yes No

Have you planned recognition ceremonies and awards to maintain interest and motivation?

Yes No

Is there publicity of management support and endorsement? Use of CEO's name to champion a cause?

Yes No

Are family members eligible to participate?

Yes No

If yes, have you directed special communications or notices directed to homes of staff?

Yes No

Right Place

What are their favourite media? (What do they usually read, listen to, or watch?) Have we used them?

Would a mass approach be more effective than dissemination through smaller group (e.g. communication through opinion leaders)?

Yes No

Is there a feedback mechanism?

Yes No

What does the informal feedback say?

Right Timing

How frequently will they hear the message?

Do we have enough lead time to roll out the informational campaign?

Yes No

Is there enough hype/countdown to the event?

Yes No