

Physical Activity Guidelines

The national Physical Activity Guidelines provide practical guidance for various age groups (Infant to 6 years; seven to 18 years; 19 to 50; and 51 years and above) on the types and volume of physical activities that decrease morbidity, premature death and enhance quality of life. The primary types of physical activity include lifestyle, aerobic, and strength activity and may be accumulated during work, commuting, or leisure time. The guidelines will communicate the complimentary importance of all three types of physical activity and how they can be incorporated as part of a total physical activity programme.

Clinical Practice Guidelines for Childhood Obesity Prevention and Management

HPB will be developing a new set of Clinical Practice Guidelines (CPGs) to empower health care professionals and other stakeholders to initiate evidence-informed obesity prevention and management interventions from an early age.

Food Advertising/Marketing to Children

With increasing evidence to show that food marketing influences the food preferences among the young, there has been a push for more concerted efforts to strengthen policies on food marketing targeted at children. In line with this, HPB will be introducing a set of local guidelines to protect children from indiscriminate advertising and marketing of unhealthy food and beverage choices.

Healthy Origins Programme (pre-birth to 2 years old) & Firm Foundations Programme (>2 to 6 years old)

Leveraging on a growing body of evidence which suggests that chronic conditions, including obesity, have their origins in the pre-natal and early developmental phases of life, HPB will be developing a Healthy Origins Programme (HOPE) and Firm Foundations Programme. These programmes will shift obesity prevention efforts further upstream to empower parents to nurture healthy lifestyles of their children from an early age. A multi-pronged approach comprising capacity building of parents and other relevant stakeholders; development of policies and guidelines to support healthy growth and development of the young; multi-sectoral collaborations (egs., health care institutions, infant/child care facilities) as well as the establishment of supportive environments (eg., Baby Friendly Hospital initiative that supports breastfeeding) will be adopted to advance this initiative.

Healthier Food Choices for Youth

HPB will work to extend a similar Healthy Eating in Schools Programme (HESP), which is extensively adopted by the mainstream primary and secondary schools, to the Institutes of Higher Learning. HESP, formerly known as the Model School Tuckshop Programme seeks to enhance the availability of healthier food and beverage choices in schools through an integrated programme involving

teachers, canteen vendors and students. HESP will enhance the older youth's access to healthier food and beverage on campus.

Healthier Food Choices Commitment

The Healthier Food Choices Commitment aims to help prevent obesity increase by trimming 25 billion kilocalories from the food supply by 2013. The Commitment will bring together members of the food industry comprising food and beverage manufacturers, retailers, and restaurants including quick service restaurants and food courts to pledge their support to provide and promote healthier lower calorie food products and meals. Some of the areas that food industry members will be pledging include product reformulation of existing products or dishes; the development of new healthier products or dishes; and customer communication and promotion of healthier food products.