PARALLEL SESSION 26: Industry, innovation and infrastructure: How can health literacy bridge the digital divide and develop knowledge societies?

How Singapore Leverages Technology to Enhance Health Literacy?

Mr Zee Yoong Kang, CEO
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Compulsory education sets foundation for good health literacy rate

Compulsory, comprehensive education in schools (for children and youths aged 7 to 16 years).

Health information is part of the school curriculum for the first ten years of education.
Besides education, social marketing, programmes & environmental modifications are also designed to enhance health literacy.

Environmental modifications
- e.g. Healthier Choice Symbol (HCS) products, National Steps Challenge

Traditional & Social Marketing
- e.g. Healthy 365 App, Campaigns

Programmes
- e.g. Healthy Lifestyle Festival SG, Sundays at the Park

80% of Singapore residents had adequate health literacy\(^1\)

Source: Health Literacy Study 2013, HPB
A case study of how Singapore use technology to enhance Singaporeans’ health literacy
A high level of device ownership among Singaporeans, indicating high digital penetration

Source: TNS Connected Life Survey 2014
HealthHub.sg – Integration of content and services to influence health behavior, simplify interaction with health service providers & enhance health literacy

**Content & Services**

**Health Content**
Trusted source of information, tips and advice on healthy living

**Health Services & Navigation**
Locate health services, facilities & healthcare professionals from one place

**Health Admin & Finance**
Single point of contact to various health service transactions e.g. view blood donation history, appointments, view CHAS balance

**Personal Health Records**
Simplified access to individual health records and wellness data for ease of use

**Personal Health Management**
Personalised content and enrollment for preventive care programmes & condition-specific action plans to self-monitor and self-manage i.e. user engagement journey

**Communities & Marketplace**
Source of community support and care services
Use of HealthHub.sg is surpassing that of other websites, indicative of HealthHub becoming a trusted source of (local) health information.

Traffic trend comparison among Health Portals visited by SG audience

- HealthHub: 1.16 million visits
- WEDMD: 850,000 visits

Source: Comscore mediamount, Google Analytics

Jul data on Comscore will be published in 1st week of Sep
Future plans to enhance health literacy, riding on technology as a leverage

[to be included - video]
Thank You

National Health and Family Planning Commission
of the People’s Republic of China