

# Singapore



## Policies, Interventions and Actions

### Minimum standards and guidelines on actions to protect children from the harmful impact of marketing of food and non-alcoholic beverages in the ASEAN region

This report outlines the minimum standards and guidelines for ASEAN Member States to protect children from the harmful impacts of food and non-alcoholic beverage marketing. It also includes a rationale for strengthening legislation, guidelines for developing, implementing, enforcing, and monitoring legislation, and an overview of existing unhealthy food marketing regulations in the region.

Categories:	Evidence of Marketing Guidelines/Policy Transnational Obesity Strategies/Policy/Recommendations or Action Plan
Year(s):	2024 (ongoing)
Target age group:	Children
Organisation:	Association of Southeast Asian Nations (ASEAN)
Find out more:	<a href="https://asean.org">asean.org</a>
Linked document:	<a href="#">Download linked document</a>
References:	ASEAN and UNICEF. 2024. Minimum standards and guidelines on actions to protect children from the harmful impact of marketing of food and non-alcoholic beverages in the ASEAN region. Jakarta; UNICEF.

### Age Well SG

Age Well SG is a national government programme to support seniors to age actively and healthily in their homes and their communities. The programme aims to improve the physical environment to make it easier and safer for seniors to engage in their daily activities. Active Ageing Centres (AACs) across Singapore provide group physical activities, communal meals, and other services for seniors.

Categories:	Evidence of Community Interventions/Campaign
Categories (partial):	Evidence of Physical Activity Guidelines/Policy
Year(s):	2023 (ongoing)
Target age group:	Adults
Organisation:	Ministry of Health, Ministry of National Development and Ministry of Transport
Find out more:	<a href="https://www.agewellsg.gov.sg">www.agewellsg.gov.sg</a>

## Eat, Drink, Shop Healthy Challenge

This consumer reward programme incentivises consumers to choose healthier food and drink options by offering 'HealthPoints' and prizes in the 'Healthy 365' app.

Categories:	Evidence of Community Interventions/Campaign Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan
Year(s):	2023 (ongoing)
Target age group:	Adults and children
Organisation:	Health Promotion Board (HPB)
Find out more:	<a href="http://www.healthhub.sg">www.healthhub.sg</a>

## Healthier SG

Healthier SG is a national primary healthcare initiative by the Ministry of Health (MOH) focused on supporting Singaporeans to lead healthier lifestyles and preventing the development of NCDs. Under Healthier SG, people select a family doctor who will work with them to develop a personalised health plan that includes lifestyle changes and health screenings. The initiative ensures that members receive personalised care, free screenings, and affordable medications.

Categories:	Evidence of NCD strategy
Year(s):	2023 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	<a href="http://www.moh.gov.sg">www.moh.gov.sg</a>
References:	Foo, C.D., Chia, H.X., Teo, K.W., Aysha Farwin, Hashim, J., Koh, G.C.-H., Matchar, D.B., Legido-Quigley, H. and Yap, J.C.H. (2023). Healthier SG: Singapore's multi-year strategy to transform primary healthcare. <i>The Lancet Regional Health - Western Pacific</i> , [online] 37, pp.100861–100861. doi: <a href="https://doi.org/10.1016/j.lanwpc.2023.100861">https://doi.org/10.1016/j.lanwpc.2023.100861</a> . □

## Mandatory front of package labelling: Nutri-grade

From 30 December 2022, beverages sold in Singapore in pre-packaged form must have Nutri-Grade labelling and are subject to restrictions on advertising. This is a mandatory measure. From 30 December 2023, these requirements will be extended to freshly prepared beverages intended for sale at specified settings in Singapore. Nutri-Grade beverages are graded using a single set of thresholds for sugar and saturated fat content.

Categories:	Labelling Regulation/Guidelines
Year(s):	2022 (ongoing)
Target age group:	Adults and children
Organisation:	Government
Find out more:	<a href="http://hpb.gov.sg">hpb.gov.sg</a>

## Ban of PHOs

As of June 2021, Partially-hydrogenated oils (PHOs) are banned as an ingredient in Singapore and must be phased out by all food companies. This ban covers local manufacturing and also imported food products.

Categories:	Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan
Year(s):	2021 (ongoing)
Organisation:	Ministry of Health
Find out more:	<a href="http://www.hpb.gov.sg">www.hpb.gov.sg</a>

## Sugared drinks advertisement ban

Ministry of Health (MOH) will introduce mandatory front-of-pack nutrition labels for less healthy pre-packaged sugar sweetened beverage[1] (SSBs) and advertising prohibitions for the least healthy SSBs on local mass media channels. Awaiting to establish if this is now live, due during 2020.

Categories (partial):	Evidence of Marketing Guidelines/Policy
Year(s):	2020 (ongoing)
Target age group:	Children
Linked document:	<a href="#">Download linked document</a>

## Voluntary Pledge to Reduce Sugar Content

In 2017, seven large beverage companies voluntarily pledged to reduce their drinks' sugar content to 12% by 2020.

Categories:	Industry/Government regulations - voluntary/pledges
Year(s):	2020 (ongoing)
Target age group:	Adults and children
Find out more:	<a href="http://sbr.com.sg">sbr.com.sg</a>

## Healthier Ingredient Development Scheme (HIDS)

An HPB scheme to encourage the use of healthier ingredients in the food service industry by supporting suppliers/manufacturers in innovating and developing a wider variety of healthier ingredients, with the aim of improving the diet quality of Singaporeans when eating out. HIDS works in tandem with the Healthier Dining Programme (HDP), to increase the number of healthier meal options available when eating out.

Categories:	Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan
Year(s):	2017 (ongoing)
Target age group:	Adults and children
Organisation:	Health Promotion Board (HPB)
Find out more:	<a href="http://www.hpb.gov.sg">www.hpb.gov.sg</a>
Linked document:	<a href="#">Download linked document</a>

## NCD Country Profiles 2018 (Obesity Targets)

The profiles also provide data on the key metabolic risk factors, namely raised blood pressure, raised blood glucose and obesity and National Targets on Obesity (as of 2017)

Categories:	Evidence of Obesity Target
Year(s):	2017 (ongoing)
Target age group:	Adults and children
Organisation:	World Health Organisation
References:	Noncommunicable diseases country profiles 2018. Geneva: World Health Organization; 2018. Licence: CC BY-NC-SA 3.0 IGO.

## Healthy Meals in Schools Programme (HMSP)

The Healthy Meals in Schools Programme (HMSP) seeks to enhance the availability of healthier food and beverage choices in schools through an integrated programme involving teachers, canteen vendors and students. HPB supports schools to implement this programme by providing training for canteen staff. In 2020, the HMSP criteria banned deep-fried and preserved foods, high-fat ingredients, and high-sugar snacks and drinks from being sold in school canteens, cafes, and vending machines.

Categories:	Evidence of School Food Regulations Training Evidence of Community Interventions/Campaign Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan
Year(s):	2016 (ongoing)
Target age group:	Children
Organisation:	Health Promotion Board (HPB)
Find out more:	<a href="http://www.hpb.gov.sg">www.hpb.gov.sg</a>
Linked document:	<a href="#">Download linked document</a>

## HPB-MOH Clinical Practice Guidelines 1/2016

Guidelines to clinical practice, based on the best available evidence at the time of development. Includes guidelines for diagnosis and classification, assessment, treatment and screening.

Categories:	Evidence of Management/treatment guidelines
Year(s):	2016 (ongoing)
Target age group:	Adults and children
Organisation:	Health Promotion Board.
Find out more:	<a href="http://www.hpb.gov.sg">www.hpb.gov.sg</a>
Linked document:	<a href="#">Download linked document</a>
References:	Health Promotion Board. OBESITY HPB-MOH Clinical Practice Guidelines 1/2016. Available from: <a href="https://www.hpb.gov.sg/docs/default-source/pdf/obesity-cpg_main_for-online-30-aug.pdf?sfvrsn=2288eb72_0">https://www.hpb.gov.sg/docs/default-source/pdf/obesity-cpg_main_for-online-30-aug.pdf?sfvrsn=2288eb72_0</a> (Accessed 2 April 2019).

## War on Diabetes

The Ministry of Health (MOH) launched a War on Diabetes (WoD) in 2016, in response to the significant health and societal burden posed by diabetes, and established the national Diabetes Prevention and Care Taskforce to promote healthy living, regular screening, and better disease management. The Let's Beat Diabetes public education campaign aimed to raise awareness about diabetes.

Categories:	Evidence of Community Interventions/Campaign Evidence of NCD strategy
Year(s):	2016 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	<a href="http://www.healthhub.sg">www.healthhub.sg</a>
Linked document:	<a href="#">Download linked document</a>

## Action Plan to Reduce the Double Burden of Malnutrition in the Western Pacific Region (2015–2020)

The WHO action plan to reduce the double burden of malnutrition in the Western Pacific Region. It calls for accelerated efforts to improve nutrition. The plan includes targets to halt the increase in childhood overweight and adult and adolescent diabetes and obesity by 2025.

Categories:	Evidence of Obesity Target Transnational Obesity Strategies/Policy/Recommendations or Action Plan
Year(s):	2015-2020
Target age group:	Children
Organisation:	World Health Organisation
Find out more:	<a href="http://www.who.int">www.who.int</a>
Linked document:	<a href="#">Download linked document</a>
References:	World Health Organization. 2015. Action plan to reduce the double burden of malnutrition in the Western Pacific Region (2015–2020).

## Guidelines for Food Advertising to Children

New guidelines aimed at reducing children's exposure to advertising of food and beverages high in fat, sugar and salt will take effect from 1 January 2015.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2015 (ongoing)
Target age group:	Children
Organisation:	Advertising Standards Authority (ASA)
Find out more:	<a href="http://asas.org.sg">asas.org.sg</a>

## HealthHub

HealthHub is a one-stop portal and mobile app for Singaporeans to access a wide range of health content, deals, rewards and e-services. It is designed to empower Singaporeans to take greater ownership of their health and wellness through the online access of personalized health records, better health literacy and adoption of healthy lifestyle practices.

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2015 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	<a href="http://www.healthhub.sg">www.healthhub.sg</a>

## Lose To Win

Lose To Win is a holistic weight-loss programme organised by the Health Promotion Board (HPB) that helps participants get fit in a fun and interactive way.

Categories:	Evidence of Multidisciplinary Intervention
Categories (partial):	Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan Evidence of Physical Activity Guidelines/Policy
Year(s):	2015 (ongoing)
Target age group:	Adults
Organisation:	Singapore Government - Health Promotion Board (HPB)
Find out more:	<a href="http://www.healthhub.sg">www.healthhub.sg</a>

## MOVE IT

MOVE IT is a HealthHub programme that provides physical activity advice, and a range of activities and free workout classes.

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2015 (ongoing)
Target age group:	Adults and children
Organisation:	Health Promotion Board (HPB)
Find out more:	<a href="http://www.healthhub.sg">www.healthhub.sg</a>

## ActiveSG

ActiveSG, an initiative by Sport Singapore, is a national movement promoting inclusive and widespread participation in sport. Through accessible facilities, events, and programmes, it encourages active living.

Categories:	Evidence of Community Interventions/Campaign Evidence of Physical Activity Guidelines/Policy
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Sport Singapore
Find out more:	<a href="http://www.sportsingapore.gov.sg">www.sportsingapore.gov.sg</a>

## Healthier Dining Programme

The Healthier Dining Programme (HDP) was launched in 2014 to increase the availability and accessibility of healthier food and drink options. The programme helps businesses incorporate healthier options, and provides grants to businesses to help them promote their healthier items.

Categories:	Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Health Promotion Board (HPB)
Find out more:	<a href="http://www.hpb.gov.sg">www.hpb.gov.sg</a>

## Regulation 78 of the Singaporean Food Regulations

In 2012, an amendment to regulation 78 of the Singaporean Food Regulations, made under the Sale of Food Act (1973), set a limit of 2% on trans fats in pre-packaged edible fats and oils for sale or for use as an ingredient in the preparation of food. The limits came into effect on 2 May 2012.

Categories:	Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan
Year(s):	2012 (ongoing)
Target age group:	Adults and children
References:	<a href="https://policydatabase.wcrf.org/level_one?page=nourishing-level-one#step2=4#step3=334">https://policydatabase.wcrf.org/level_one?page=nourishing-level-one#step2=4#step3=334</a>

## Healthier Choice Symbol

The Healthier Choice Symbol (HCS) is a symbol that Singaporeans can relate to for healthier packaged foods. It is a part of the Nutrition Labelling Programme and is intended to provide point-of-sale information to help people make informed food choices.

Categories:	Labelling Regulation/Guidelines
Year(s):	1998 (ongoing)
Target age group:	Adults and children
References:	<a href="https://extranet.who.int/nutrition/gina/en/node/8196">https://extranet.who.int/nutrition/gina/en/node/8196</a> Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a>

## GNPR 2016-17 (q7) Breastfeeding promotion and/or counselling

WHO Global Nutrition Policy Review 2016-2017 reported the evidence of breastfeeding promotion and/or counselling (q7)

Categories:	Evidence of Breastfeeding promotion or related activity
Target age group:	Adults
Organisation:	Ministry of Health (information provided by the GINA program)
Find out more:	<a href="https://extranet.who.int">extranet.who.int</a>
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): <a href="https://extranet.who.int/nutrition/gina/en">https://extranet.who.int/nutrition/gina/en</a> Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a>

## Healthy Workplace Ecosystem

HPB has been partnering with landlords and developers to bring healthier food options, free exercise sessions, health talks/workshops and health screenings to their workers and tenants at their workplaces. The collaboration aims to establish Healthy Workplace Ecosystems of convenient and conducive environments for workers to achieve healthier lifestyles.

Categories:	Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan Evidence of Community Interventions/Campaign
Target age group:	Adults
Organisation:	Health Promotion Board (HPB)
Find out more:	<a href="http://www.hpb.gov.sg">www.hpb.gov.sg</a>

## Infant and Children Nutrition (ICN) Working Group

Categories:	Evidence of Nutritional or Health Strategy/Guidelines/Policy/Action plan
Target age group:	Children
Organisation:	Ministry of Health
References:	<a href="https://extranet.who.int/nutrition/gina/en/node/27114">https://extranet.who.int/nutrition/gina/en/node/27114</a> Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a>

## NCD targets

Includes targets of: • Maintain obesity rate at < 10% among adults by 2020 • Reduce overweight rate among children from projected 14% to 11% by 2020

Categories:	Evidence of NCD strategy
Target age group:	Adults and children
Linked document:	<a href="#">Download linked document</a>
References:	WHO

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