

POST EVENT REPORT



NATIONAL HEART WEEK/WORLD HEART DAY 2021 VIRTUAL

DATE: 18 SEPTEMBER – 3 OCTOBER 2021

PLATFORM: WWW.MYHEART.ORG.SG/WORLD-HEART-DAY

THEME: USE ♥ TO CONNECT

WORLD HEART DAY BACKGROUND

Singapore Heart Foundation, together with the members of the World Heart Federation which comprises of close to 200 cardiology societies and heart foundations from more than 100 countries, celebrates World Heart Day annually on the last week of September. In Singapore, this special day is celebrated concurrently with the National Heart Week. The Singapore Heart Foundation has lined up a series of interactive and info-educational activities to engage the public with general heart health information to commemorate the 49th National Heart Week this year.

WHY THE CAMPAIGN?

Heart disease and stroke take lives prematurely and they are the world's No. 1 killer, claiming 17.9 million lives every year. That is why World Heart Day was created to increase public awareness of the risks involved and to promote preventive measures. A good number of Singaporeans are ignorant of their health status as most of them do not go for routine general health screening. This apathy translates to the inability to take precautionary steps to mitigate the various risk factors due to ignorance. The status quo is likely to escalate into serious health problems in the future. On the average, 19 people die of cardiovascular disease in Singapore daily, accounting for 31.7% of all deaths in 2020.

EVENT HIGHLIGHTS

- ♥ Opening and Launch by Ms Rahayu Mahzam
- ♥ Hypertension awareness workshop
- ♥ Health talks on sodium consumption, hypertension and pregnancy
- ♥ Live cooking demonstration by Charlotte Mei
- ♥ Free virtual exercise class

PARTICIPATION TURNOUT

Description	Total
Unique Visitors	3,400
Page Views	8,915
Hugopoly Users	435

Live Webinar	Peak live viewers/ participants	Views on Facebook	Views on YouTube
Low Sodium Heart-Healthy Cooking with Charlotte Mei	79	600	197
Shake the salt habit to lower hypertension (LIVE)	95	894	391
Cardiologist Answers: #AskMeAnything on Heart Health (LIVE)	86	916	18
Down with Hypertension Programme (English)	155	-	-
Down with Hypertension Programme (Malay)	184	-	-

EVENT SUMMARY

Held in commemoration of the National Heart Week/World Heart Day (NHW/WHD) 2021, Singapore Heart Foundation (SHF) organised a virtual event at www.myheart.org.sg/world-heart-day from 18 Sep to 3 Oct 2021. Themed 'Use ♥ (heart) to connect' set by the World Heart Federation, the virtual event aimed to connect, educate and motivate Singaporeans to take care of their hearts.

Launch of NHW/WHD 2021 Virtual and Down with Hypertension Programme

Shining a spotlight on the hidden sodium content in our everyday meals and how prolonged overconsumption of sodium can lead to hypertension, the virtual event and the Down with Hypertension Programme was launched on 18 Sep, 11am with an opening speech by Ms Rahayu Mahzam, Parliamentary Secretary, Ministry of Health and Ministry of Communications and Information followed by a virtual launch.

In view of the higher prevalence (37.5%) of Hypertension in the Malays, the Down with Hypertension Programme was conducted in both English and Malay on 19 Sep and 2 Oct respectively. A total of 339 participants joined the session where they were able to learn how to measure their blood pressure at home, the importance of self-monitoring along with tips to reduce the risk of hypertension, a silent killer. At the end of the session, participants received a Wrist Blood Pressure Monitor.

Hugopoly

Using gamification to further connect and engage the public to deepen their knowledge on heart health, Hugopoly, a single player interactive online game was created. Featuring SHF's lovable mascot, players will take part in quizzes and weekly challenge where they can earn points to redeem attractive prizes like a Philips Airfryer, Polar Unite Watch, Fairprice vouchers etc. A total of 435 players participated in the game which was held during the event period.

Health talks, cooking demonstrations and virtual exercise

Understanding the importance to educate Singaporeans on the risk of CVD and the simple lifestyle changes that Singaporeans can adopt for a better heart health, a series of health talks on topics like the 3 Highs of Cardiovascular Disease (CVD), Hypertension and Pregnancy along with light-hearted videos where four participants guessed the sodium content in their food and 10 healthy plate ideas were available.

In view of the focus on sodium consumption, a live low sodium cooking demonstration by Charlotte Mei and webinar focusing on shaking the salt habit to lower risk of hypertension were broadcasted live on SHF's Facebook and YouTube channels on 23 Sep, 8pm and 25 Sep, 2pm respectively. These targeted live sessions aimed to advocate the reduction of sodium in our daily lives by adopting simple habits like using herbs and spices when cooking at home or refraining from finishing the soup when dining out.

To further increase awareness on sodium consumption, 11 influencers participated in the #NoSaltChallenge where they created and shared recipes using herbs and spices to replace salt during cooking, showing that food can be tasty without the addition on salt during cooking. A couple of delectable dishes included the Air-fried Paprika Chicken, Oat Salmon Fingers etc.

Concluding the event, a live Cardiologist Answers: #AskMeAnything on Heart Health with Cardiologist Dr Mak Koon Hou engaged viewers where their burning questions on heart health were answered during the Facebook live on 3 Oct 2021.

Go Red for NHW/WHF 2021

From 29 Sep to 03 Oct, Singapore supported the global movement of illuminating iconic buildings and landmarks in red. Red symbolises the colour of health, life and vibrancy – but it can also serve as a warning and a red alert, to beware of the red flags, i.e. the warning signs and symptoms of CVD.

This year, 13 locations were lit up which included the Gardens by the Bay, Ocean Financial Centre, Marina Square, One Raffles Place, Republic Plaza, the Singapore Flyer, Millenia Tower & Centennial Tower, OCBC Centre, Singapore Sports Hub, SGH Museum, Bowyer Block, Victoria Theatre and Concert Hall, The Fullerton Hotel and orchardgateway. We would like to sincerely thank all our partners that joined us in raising awareness of Singapore's #1 killer.

VIRTUAL EVENT PICTURES



