

Orchard Road Business Association

INNOVATION

- Leverage on ORBA's extensive network and influence over stakeholders in Orchard Road to support the Workplace Health Programme (WHP)
- Generate and aggregate demand and adoption of WHP programmes amongst workers in Orchard Road
- Oversee all implementation of WHP programmes
- Monitor and track its key programme deliverables

The primary target audience included workers working on Orchard Road with the main focus on staff in the retail, food services, hospitality sectors and office workers.

These programmes were also aligned with stakeholders' efforts towards sustainability (ie large scale "green" / environmentally-friendly events), with ORBA providing support in terms of organizing health and wellness activities, and in turn, raising the awareness of such events, creating a bigger conversation about the environment and our health.

OUTCOME

At the end of the year, ORBA reached more than 28,000 workers who participated in at least one of the following programmes:

- Health Screening + Follow up
- Physical activities
- Health-related workshops
- Health-related thematic events
- Company approach group health coaching
- Focused programmes

Participants reported better health outcomes (e.g. lower fasting glucose levels, better lipid profiles and a decrease in general aches and pains). 21 per cent of smokers reduced their average sticks smoked daily. 62 per cent increased vegetable servings in their meals. 60 per cent chose to reduce their sugar intake.

The project was done as a pilot for one year. It was so successful it is now into its third year. The project is sustainable in the longer term as more and more participants experience benefits and are prepared to make nominal fees for the activities / workouts / sessions they participate in.

EXECUTION

The project was monitored very closely and the number of participants was tracked weekly.

Every week, the following programmes were run:

- Physical workouts
- Health workshops
- 15-mins stretching programs
- Health screening

There were steady streams of participants each week for each of the above. Feedback was garnered after every session so that improvements and adjustments could be made. Over time, it was observed that the number of participants was steadily increasing. More popular events / workouts were repeated to cater to the varying needs of our participants.

REPRESENTATION

The project was certainly inclusive as it was offered *free* of charge to all participants - anyone who worked on Orchard Road could participate (i.e. the Orchard Road community). Even those who didn't (i.e. general public) were allowed to take part. The idea was that the programmes should be governed loosely and the higher the take-up, the better it was. Research results showed that one in two participants worked on Orchard Road. Orchard Road Business Association was the "downtown organisation" which organised the entire suite of programmes.

More than 30 stakeholders ranging from landlords, retailers, restaurateurs and hoteliers got their staff involved in the activities.

REPLICATION

This project is easily replicated in any precinct and is a perfect example of public-private partnership. Replication can be achieved as long as there is support from the local health ministry and the stakeholders of the different downtowns and districts.

COMPLEXITY/SIMPLICITY

Some main challenges faced include getting stakeholders on board; initial on-ground inertia from participants in joining the programmes; lack of awareness of the programme and slow take-up rate of the activities.

The strategy to overcome this was done by having multiple networking sessions with stakeholders. A rewards programme was created to incentivise participation. Social media influencers were also brought in to help raise awareness of the programmes.