

# The Role of Parks in Health - The Singapore Experience

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# Why Parks?

- Major contributor to wellbeing of Singaporeans
- High-traffic community touchpoint
- Potential for influencing healthy lifestyle habits

# Creating a Lifestyle Norm: Sundays @ The Park



The banner features a vibrant illustration of a park scene with a large yellow sun, green hills, and stylized buildings. In the foreground, a man is performing a fitness routine on a mat, while a group of people is engaged in a group class. To the right, a man is playing a game with a child. The overall atmosphere is active and community-oriented.

**JOIN US!**  
**SUNDAYS**  
@the **PARK**  
*Get up, get together, get active!*

**FREE ADMISSION**  
Every Sunday  
from 12 Oct 2014  
8.00AM - 10.30AM  
Sun Plaza Park (Tampines),  
Sengkang Riverside Park  
**To register, call 9112 3972**  
For more information,  
visit [www.hpb.gov.sg/sundays-at-the-park](http://www.hpb.gov.sg/sundays-at-the-park)

**Find out more**

In Support of Sports Development:  
**Sport SINGAPORE** **ActiveSG**  
*The better through sport!*

Supported by:  
**Coca-Cola** movement is happiness™

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Singapore Environment Council (SEC)

**Health Promotion Board**

# Creating a Lifestyle Norm: Sundays @ The Park

- Programme Design
  - Week 1 to Week 10
    - 8.30am-9.30am      Structured Group Workout
    - 9.30am-10.30am    Bootcamp-style Workout
    - 8.30am-10.30am    Physical Activity Free Play
  - Week 11 onwards
    - 8.30am-9.30am      Structured Group Workout

# Creating a Lifestyle Norm: Sundays @ The Park

- Sample of Programme Schedule

Date	Location	Structured Workout	Boot Camp	Physical Activity Free Play
12-Oct	Sengkang Riverside Park	Bollyrobics	1 session	Tchoukball + Fun with wheels
19-Oct	Sengkang Riverside Park	Masala Bhangra® Workout	1 session	Tchoukball + Fun with wheels
26-Oct	Sengkang Riverside Park	Bollyrobics	1 session	Soccer + Speed Tag
2-Nov	Sengkang Riverside Park	Masala Bhangra® Workout	1 session	Handball + Fun with Wheels
9-Nov	Sengkang Riverside Park	PILOXING®	1 session	Free Play
16-Nov	Sengkang Riverside Park	Bokwa® Tone & Core	1 session	Free Play
23-Nov	Sengkang Riverside Park	PILOXING®	1 session	Free Play
30-Nov	Sengkang Riverside Park	Masala Bhangra® Workout	1 session	Ultimate Frisbee + Archery Tag
7-Dec	Sengkang Riverside Park	Bokwa® Fitness	1 session	Soccer + Speed Tag
14-Dec	Sengkang Riverside Park	Zumba® Fitness	1 session	Ultimate Frisbee + Archery Tag

# Creating a Lifestyle Norm: Sundays @ The Park

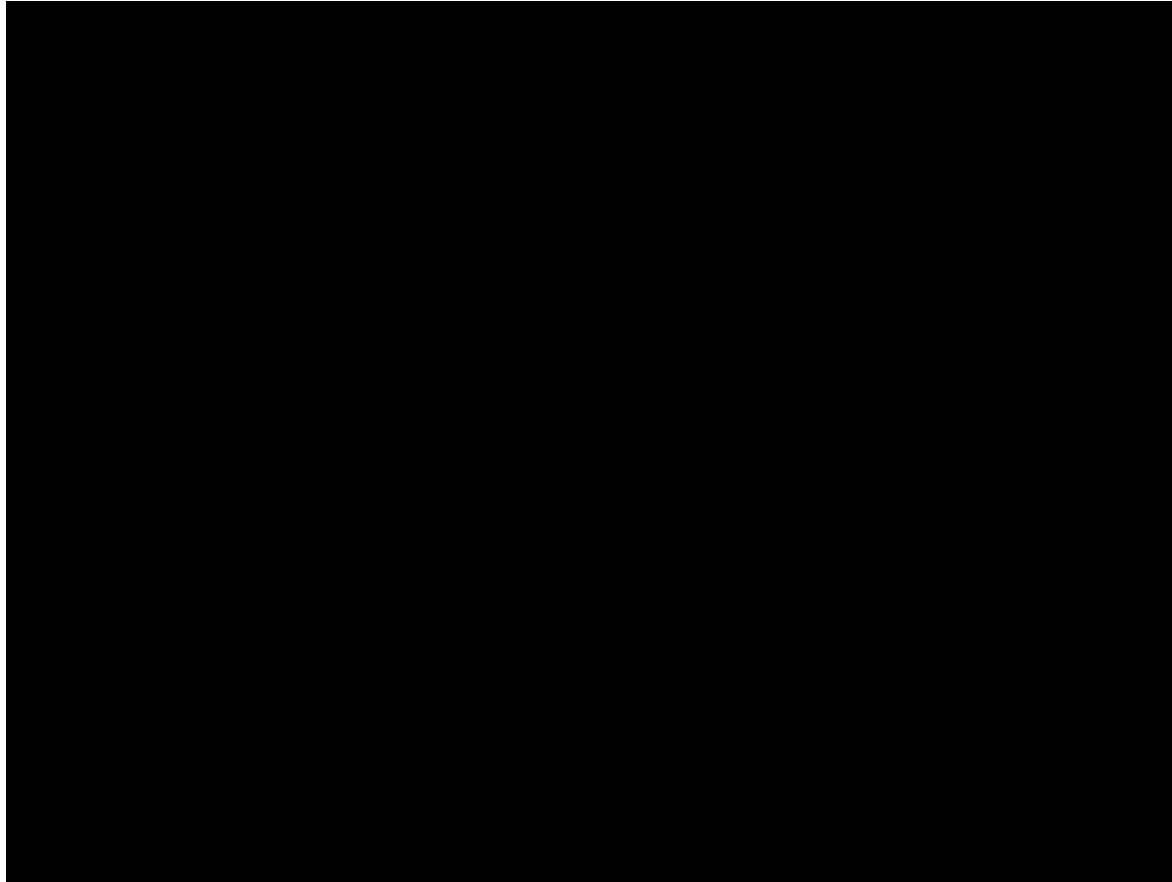
- Programme Objectives
  - Encourage the public to engage in physical activity by positioning it as bonding time with family/friends
  - Encourage a social norm where Sunday mornings are spent with the family at the park, engaging in active lifestyle activities

# Creating a Lifestyle Norm: Sundays @ The Park

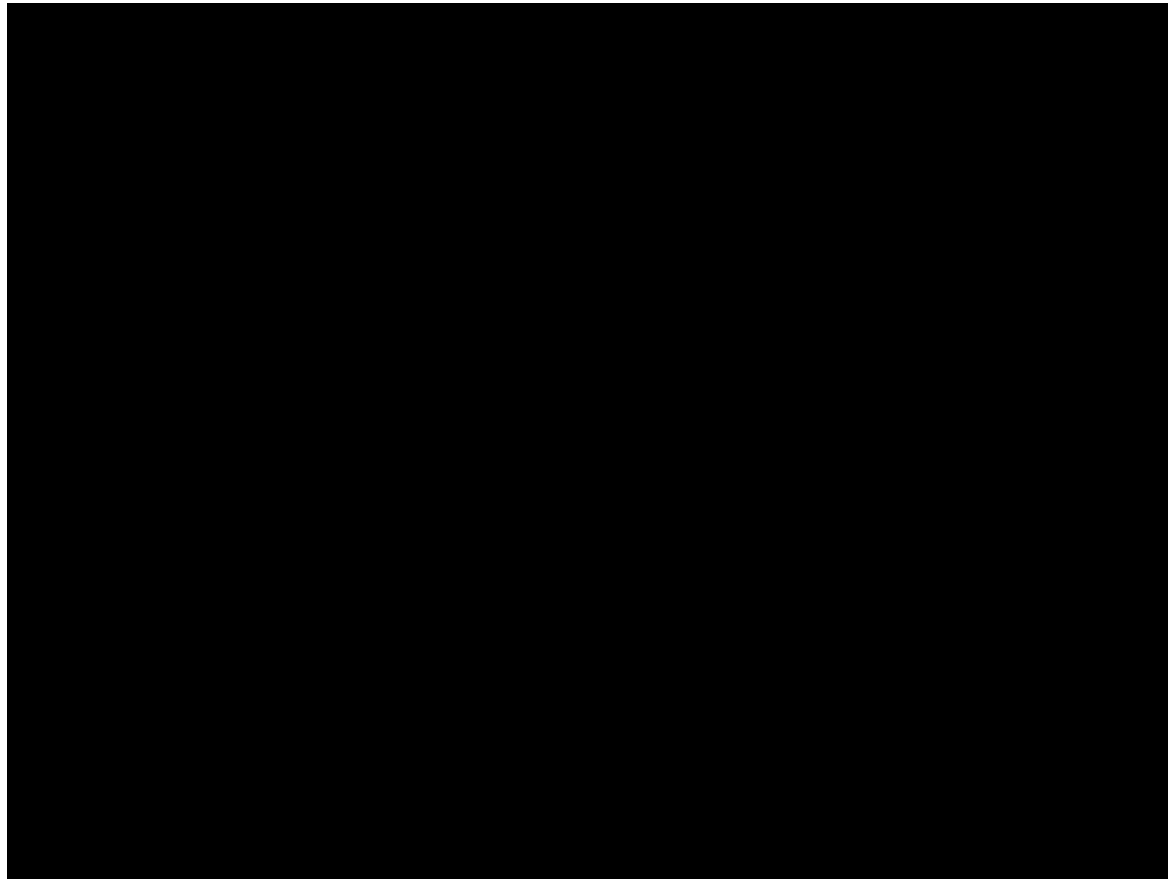




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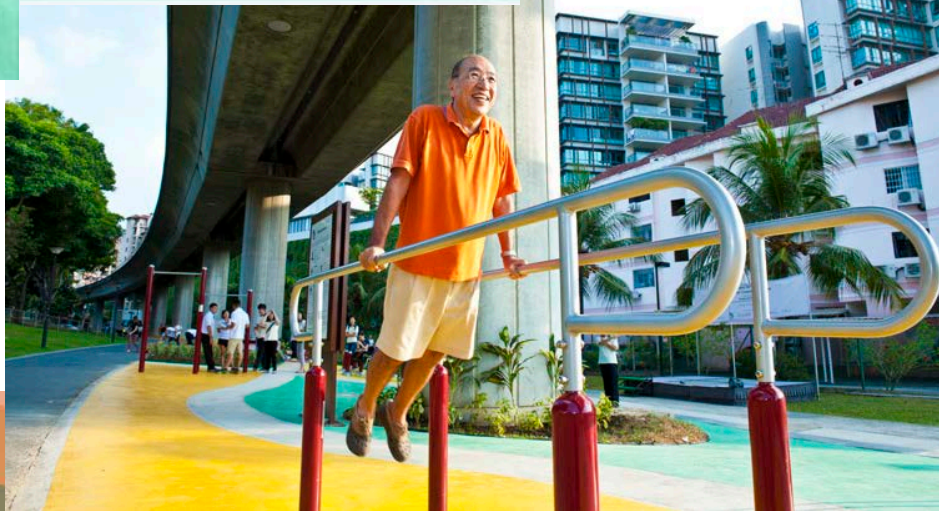
- How does having this programme in the park benefit the health of Singapore residents?



# Engaging the Community: Community in Bloom



# Working with the Medical Profession: Exercise is Medicine



# The Way Forward

- Parks are important settings in the community to facilitate healthy living
- Closer coordination will allow us to achieve greater synergy and better results for all parties