

# aha

ISSUE 3: MAY-JUNE 2018

## OUR NEXT LAP: TRULY UNIFIED CARE

Chairman of the Medical Board  
A/Prof Pek Wee Yang on  
Yishun Health's care plans for  
our patients and the community



MCI (P) 101/04/2018

PAYING IT  
FORWARD

12

BEYOND BEAUTY

20

MAKE TIME FOR  
MINDFULNESS

24



# Visual Road Nudges to quit smoking



Despite many 'no smoking' signs prominently displayed around the grounds, evidence of smoking was still observed in several areas surrounding KTPH. To address this issue, KTPH partnered local construction company Samwoh for a joint community health project to implement visual health nudges.

This collaboration saw graphic health warnings painted onto the pavement at three smoking hotspots.

These eye-catching messages, the first of their kind in Yishun, raise awareness of the ills of smoking. Passers-by can also scan the QR codes, which are linked to smoking cessation videos produced by the Health Promotion Board (HPB).

Since its implementation, the results have been encouraging, showing a reduction in the total smoking violations at the three hotspots.

- KTPH and Samwoh team members posing with one of the road nudges