The health promotion board (HPB), which was established in 2001, has a vision to build a nation of healthy people. To achieve this vision, the assumes the role of the main driver for national health promotion and disease prevention programs, and in turn increase the quality of healthy life and prevent illness, disability and premature death.

The HPB implements programmes that target the population as a whole, specifically for different groups of people, such as the children, youth, adults and the elderly. This is because strategies would be more effective if they were more age-appropriate towards each group of people, and in the end creating a pro-health environment.

For example, a problem that would be more relevant in the context of children would be myopia, and this problem has brought upon the National myopia prevention programme. As for the youth, the problem of smoking control would be more relevant, and therefore the national smoking control programme has been brought out. For adults, one prevalent problem would be AIDS and sexually transmitted diseases and this has brought upon the AIDS education programme. As for the elderly, one problem would be obesity management, which has nutrition and physical activity as key factors. The nutrition and physical activity programmes have been brought upon to target this.

Some strategies implemented by the HPB to achieve this also include providing grants for various health promotion initiatives. One way this was done was through the school health promotion grant, where grants up to $5000 were given to schools to co-fund a project which may include 2 main categories of service, which is health promotion programmes for students and staff as well as health promotion services. HPB also develops advocacy groups for different health topics, provide training for personnel involved in health promotion work, collaborating with like-minded governmental, corporate and non-governmental organizations in health promotion activities, developing evidence-informed practices in health promotion as well as developing and administering health-related legislation.

The effectiveness of the HPB in achieving their vision can be accessed by the SWOT analysis framework, which is a method used to evaluate effectiveness through its strengths, weaknesses, opportunities and threats.

One of the strengths that the HPB has exhibited would be that it encourages a more active, rather than passive approach towards health promotion, and move towards giving people more empowerment by building more effective systems such as training of staff and providing resource materials to encourage people to do health promotion in their own capacity. This is evident in health promotion in schools through the CHERISH award, which aims to recognize schools that strive towards an integrative and holistic approach for the improvement of the health of students, staff and the community. By recognizing schools who do so, they would be encouraged to take initiatives in promoting health in schools.
The second component of the SWOT is weakness, which are characteristics that place the HPB at a disadvantage relative to others. One weakness would be that the HPB’s product, which is health promotion, is intangible rather than tangible. When the product is intangible, the HPB is less likely to gain more popularity within the household. Also, HPB does not take an upfront approach towards health promotion, but rather, a more behind-the-scenes approach. This is a major threat as popularity can be beneficial as it would result in more credibility in their programmes as well as people taking their programmes more seriously.

For health promotion to evolve further, it is essential to overcome the weaknesses of the HPB. This can be done by having a more upfront approach, especially when encouraging more empowerment in health promotion. This can be done by having representatives from the HPB speak personally to the target audience instead of taking a behind-the-scenes approach when trying to convey a message.

The third component of SWOT would be opportunities, which are the external chances to make greater sales or profits in the environment. One opportunity of the HPB would be that it imports and exports programmes from other countries. Also, inter-regional collaboration and information exchange would be strengthened through sharing of best practices in school health promotion and workplace health promotion, providing short-term consultancies, organizing and participating in WHO regional meetings, training programmes and workshops and accepting WHO fellowships and attachments. One example of how it is done would be the world conference in tobacco and health promotion. Also, there is an increase in the amount of more popular forms of media such as the internet. As such, campaigning of programmes can be done online as well as on other popular platforms such as social media.

The next component would be threats, which is the external elements in the environment that could cause trouble for the HPB. One threat would be globalization. Singapore would be a good example of a country that is going through rapid globalization. The dynamics of globalization affects health in many ways by means of trade, tourism, physical and cultural environment, economic transactions, transports, production of goods and working environment. For example, foreigners coming to work in Singapore may bring with him certain diseases that are not found here initially. Also, Singaporeans who travel abroad may bring with them diseases of the same nature. The introduction of these new diseases may hinder the efforts of the HPB in ensuring health promotion.

Threats should also be averted if the HPB were to be able to evolve. One way this can be done would be to use globalization as an impetus rather than a disadvantage. For example, make use of the increase in ease of travel to other countries to organize study trips to other countries in order to learn from other countries on how they manage health promotion in order to evaluate them and ultimately, implement them into the Singapore context.

In conclusion, in order for the health promotion sector and ultimately the HPB to evolve and provide better quality services in health promotion would be to address the weaknesses and threats of the health promotion board as well as the programs that they have implemented as a whole by overcoming them with their strengths and opportunities respectively, in order to cover
up the loopholes of the HPBs efforts in order to improve the overall condition of health promotion in Singapore.

**Bibliography**

