

CAT 4 RESOURCE DEVELOPMENT

Group 4-011

Project Sante

2020 PW Write Up

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Abstract

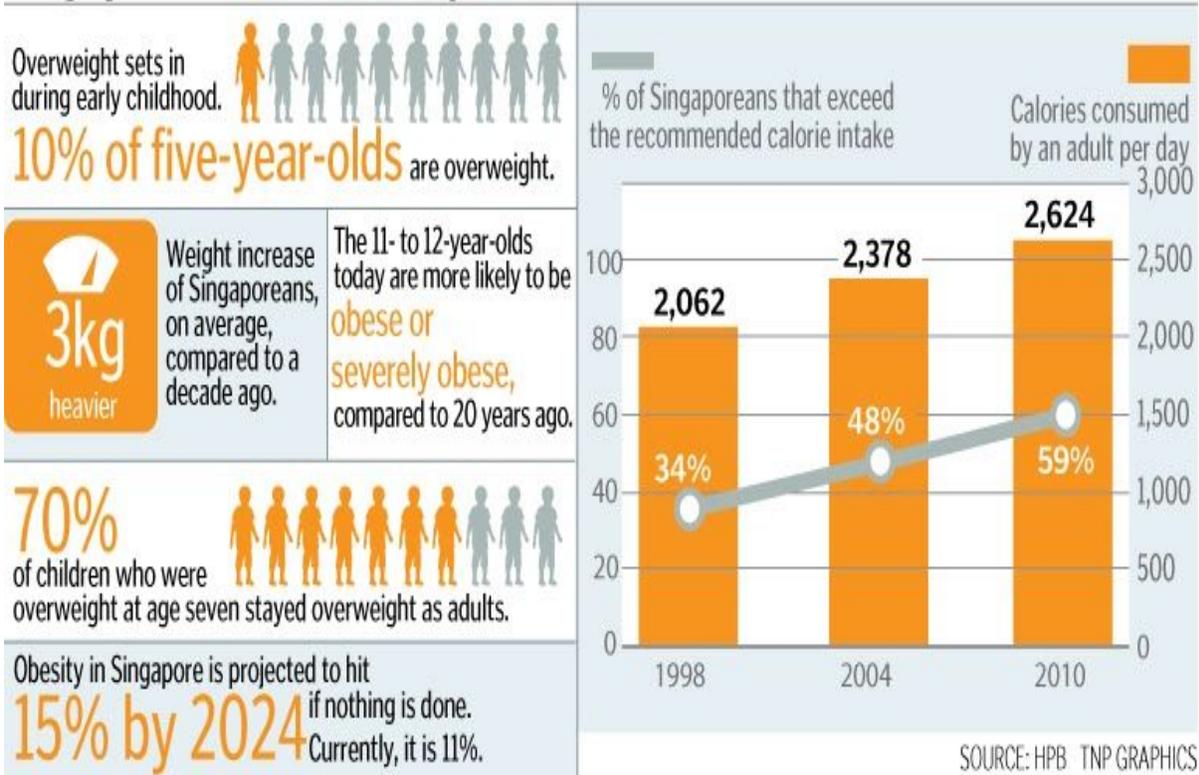
Project Santé aims to promote a higher level of health and fitness among ages 13-18 years old. We decided to use Instagram, an interactive, commonly-used application among our target audience. There are several aspects of a healthy and active lifestyle, including regular exercise and proper nutrition. Therefore, we have crafted our account, which houses weekly facts, workout videos, healthy recipes, quizzes and an interview. Our content is distributed in bite-sized portions; easy for our audience to digest. We also have our very own website, which categorises the content from our Instagram page making it easier to find desired resources, alongside an additional behind-the-scenes picture collage and short introductions about our members.

1 Introduction

1.1 Rationale

We personally observed that many students lack the basic standard of health and fitness. These students find it difficult to perform simple exercises during PE lessons, and feel short of breath even when moving around the school campus. Their overall lack of fitness can be seen through their sub-par NAPFA test scores. Furthermore, a large proportion of students have little inclination towards having a healthy diet, or are simply unaware of the impacts that come with unhealthy food and drink choices. This is observed from their regular consumption of sugary drinks such as bubble tea, or their frequent purchasing of deep fried and fatty foods. Below are the obesity statistics in Singapore.

Singaporeans and obesity



1.2 Objectives

The objectives of Project Santé are as follows:

- To promote a higher level of health and fitness
- To debunk common misconceptions about health and fitness
- To promote healthier and more nutritious food choices through simple yet delicious recipes
- To improve fitness levels through various types of exercise

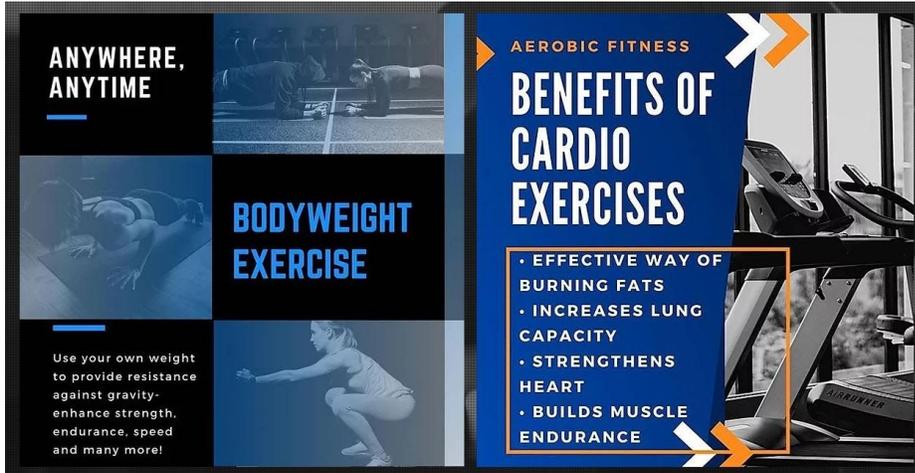
1.3 Target Audience

Our target audiences are teenagers aged 13 to 18 years old.

1.4 Our Resources

The resources created by Project Santé include:

Weekly facts posted on Instagram, alternating between exercise and nutrition



Healthy recipes

1. Bee Hoon Soup

PROJECT SANTÉ
BEE HOON SOUP RECIPE



INGREDIENT LIST

1. VEGETABLES - CAIXIN
2. PRAWNS
3. EGGS
4. SHALLOTS
5. BEE HOON
6. PORK
7. OYSTER SAUCE
8. PEPPER
9. SOYA SAUCE
10. CORN FLOUR
11. CHICKEN BROTH



RECIPE: PREPARATION

Step 1: Wash and cut your vegetables(caixin)

Step 2: Cut your meat(pork) into thin slices.

Step 3: Season the pork. Add in oyster sauce, pepper, corn flour and soya sauce

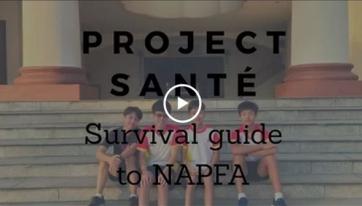
Step 4: Peel off the shell of the prawn

Survival Guide to NAPFA (Video-based)

SURVIVAL GUIDE TO NAPFA

...

2.4KM RUN



Our first Survival Guide to Napfa video, with tips on how to train for 2.4km run! Always remember to pace yourself well at the start so that you can last throughout.

STANDING BROAD JUMP

In this video we will be

Home-Based Workout video tutorials

HOME-BASED WORKOUTS

...

ISOMETRIC WORKOUT

PROJECT SANTE



This short yet fulfilling workout, contains 3 simple and efficient isometric exercises, which do not require much movement at all! Start with 30 seconds of each exercise and 15 seconds of rest, before switching to the next exercise. After completing the set, rest for 1 minute before repeating another set. We recommend starting with 3 sets, but once you feel ready, don't be afraid to increase the number of sets progressively!

BODYWEIGHT CIRCUIT

Enjoy this circuit of bodyweight

An interview with an experienced teacher



Read the full interview below!

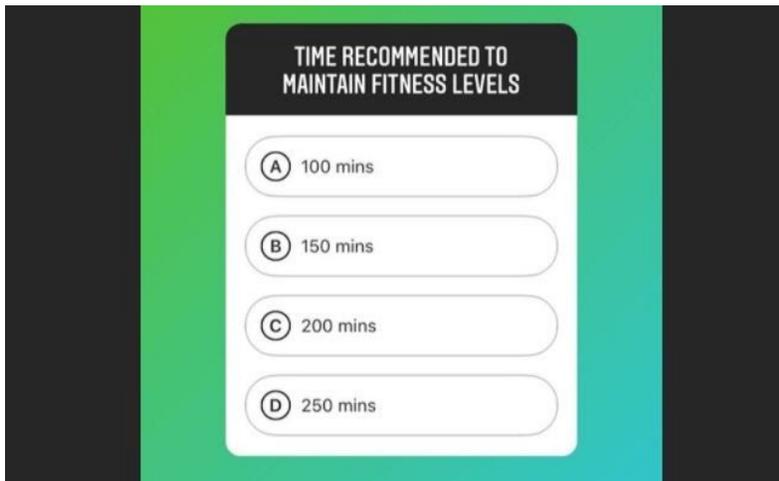
Q1. How would you describe the fitness of Hwa Chong students in general?

Hwa Chong students' fitness is largely influenced by the CCA they are in. As PE is not a priority subject, most of the emphasis during curriculum time is on academic subjects. By the end of year 4, one can see the difference between the fitness of a student athlete, compared to that of a sedentary student.

Q2. Do you know any good exercises to increase arm strength?

I would think the best exercise that can train arm strength would be body weight exercises that can be done anytime, at home. Training strength is all about

Interactive quizzes based on the facts posted



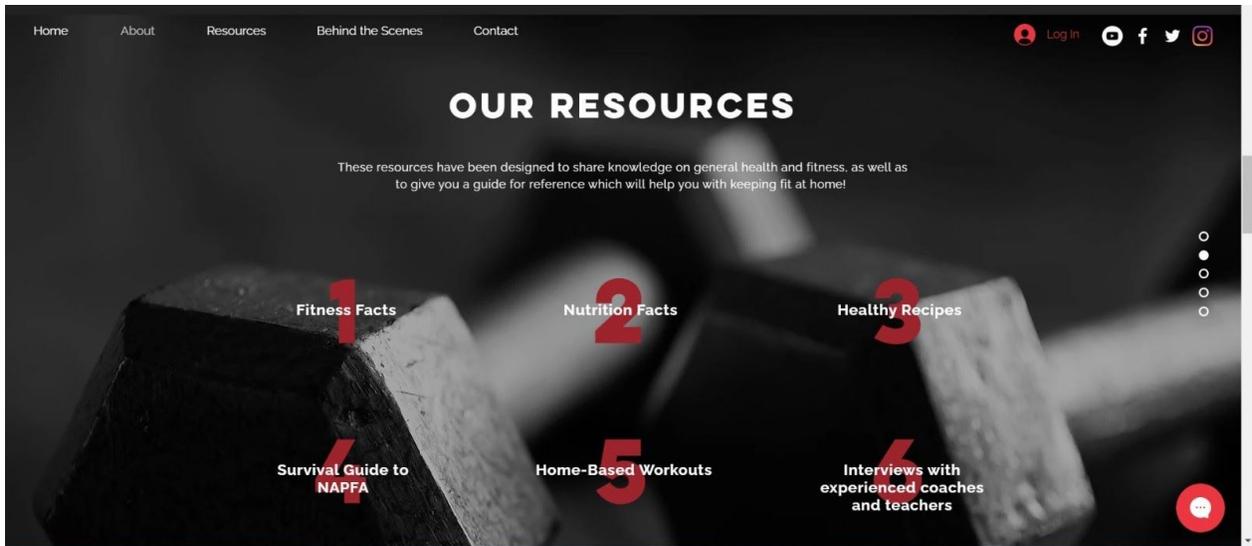
TIME RECOMMENDED TO MAINTAIN FITNESS LEVELS

- (A) 100 mins
- (B) 150 mins
- (C) 200 mins
- (D) 250 mins

These resources were created and produced originally by Project Santé. They can be found on both our Instagram page and our website.

Website: <https://hwachongprojectsante.wixsite.com/projectwork>

Instagram: [@_projectsante_](#) • Instagram photos and videos



Front page of Project Sante's website

2 Review

Currently, most organisations that provide information about exercise and nutrition, only focus on one aspect of a healthy lifestyle. Also, the Instagram pages and websites of these organisations are not specifically catered towards our target audience. For example, Singapore has the ActiveSG programme, which focuses on exercise and sports. They own numerous Instagram pages which are split into individual sports, and mainly used for event announcements at specific locations. Meanwhile, their website is used for booking of sports facilities. Furthermore, ActiveSG produces a wide range of content for various age groups, and their resources are not as targeted towards youths aged 13 to 18.

Other well known resource centres include Fitness Blender and Healthline. Although these resource centres have a wider range of information, our target audience may not relate to them as much. For example, Healthline's Instagram page and website cover a spectrum of topics including mental health and wellbeing, even giving tips on parenthood. Our target audience are teenagers, so information related to adulthood

does not really concern them. Thus, teenagers may find it irrelevant and will not be inclined to visit these websites regularly.

3 Methodology

3.1 Needs Analysis

The first needs analysis was conducted in March, and received 88 responses. The aim was to come up with a reasonable scope and to confirm the necessity of our project. 80 respondents indicated interest in our resources. We also conducted an interview with Mr Cheong Ray Rin, a canoeing teacher-in-charge, who agrees that decreasing fitness levels is a problem amongst teenagers. He confirmed the feasibility of the project and the appropriate target audience.

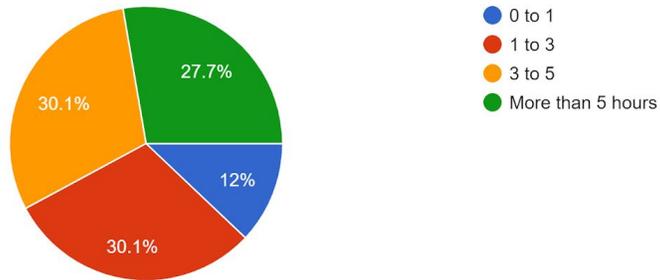
The second needs analysis was conducted in April, a few weeks after the circuit breaker took effect. We had 83 responses for this survey. Its aim was to see how the students' fitness levels had been affected as everyone was confined to their homes, and find out the intensity of workouts they preferred for our exercise videos.

From both surveys, we deduced that many students lead sedentary lifestyles. Half of them have not been hitting the recommended target of 150 minutes of exercise a week and this number of students increased greatly during the circuit breaker. A reason for this decrease was perhaps the lack of time or motivation. Most people stated that they preferred short but intensive workouts. Hence, the content we produce should be simple yet effective, helping students maximize their time and benefit from exercising at home.

Furthermore, more than half the respondents practice unhealthy dietary habits, deeply alarming us. Therefore, we wanted to inculcate healthier eating habits in the long run, through convenient yet delicious food and drinks that our target audience would want to consume.

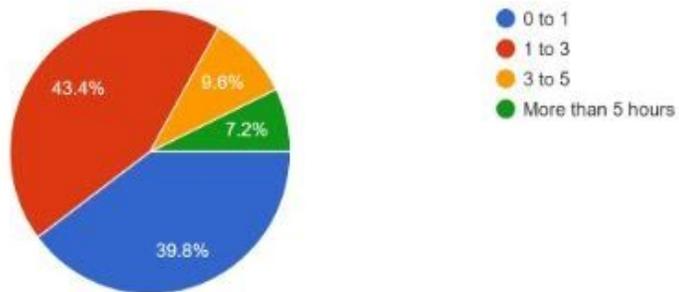
1. Before CCAs were put on hold, how many hours of exercise or physical activity were you getting every week?

83 responses



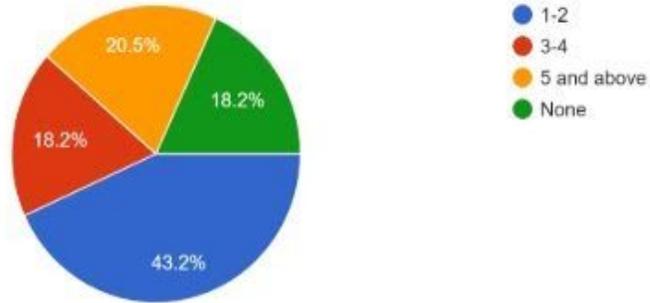
2. After CCAs were put on hold, how many hours of exercise or physical activity are you getting every week?

83 responses



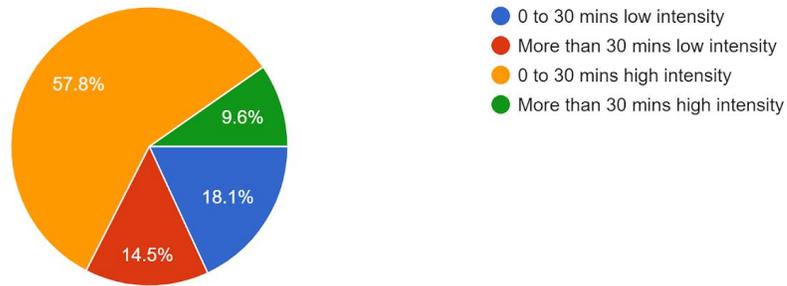
3. How often do you exercise a week?

88 responses



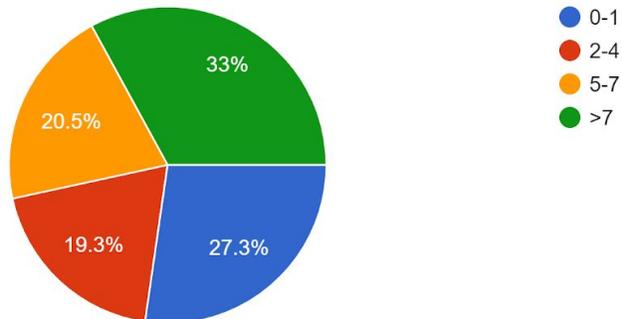
6. What is a realistic target for the amount of time you plan to exercise for everyday?

83 responses



8. How often do you drink sugared drinks a week?

88 responses



3.2 Resource Development

Project Santé's resources were created with our target audience's needs in mind. We ensured our resources were understandable and easy to use, to prove that leading a healthy lifestyle is not difficult.

Our exercise and nutrition facts were posted on Instagram after conducting adequate research beforehand. We compiled information from reputable websites like ActiveHealth.sg to ensure accurate information was given out. We designed each infographic ourselves, making them aesthetically pleasing yet succinct, catching our viewer's attention and helping them better understand the facts.

For the healthy recipes, we prepared and made the dishes ourselves, ensuring they were feasible and inexpensive to make. We compiled the nutritional information of the various ingredients to show that the food contains the right balance of nutrients. Pictures of the cooking process and end product were shown to visually entice our audience to try it out themselves.

Our workout videos have two main components, "Survival Guide to NAPFA", and our Home-Based Workouts. "Survival Guide to NAPFA" was made into a tutorial-style video. We took clips of ourselves doing the improper form for each station's exercise, alongside the proper form and some exercises to train up the relevant muscle groups. Viewers can learn how to improve their forms of different stations and train specific muscle-groups for stations they are weaker in, helping them better prepare for NAPFA.

All of the Home-Based Workout videos showed us exercising at home, showing that it is possible to stay fit during the lockdown period. Each of us filmed ourselves doing 2 exercises, such as push-ups and leg raises, and we compiled the short clips to form one set of the workout, with 8 exercises in total. Our exercises were based on muscle

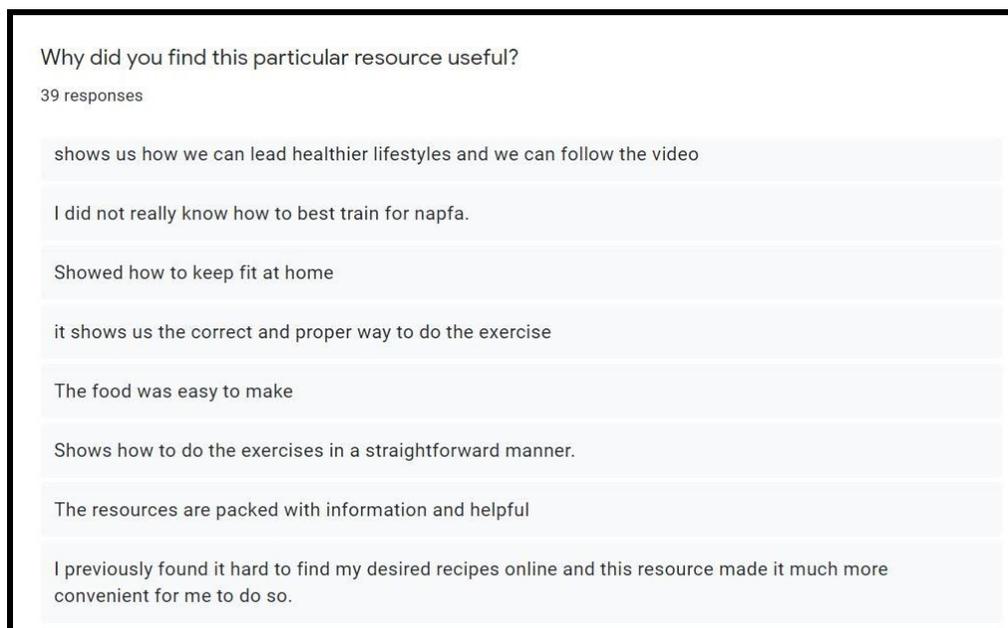
groups, for example for our core video, we performed exercises like crunches. This kept the video short and succinct.

Lastly, we conducted a quiz based on the facts we posted and general-knowledge questions. These quizzes promote interaction from our viewers, and provide an avenue to internalise knowledge while having some fun.

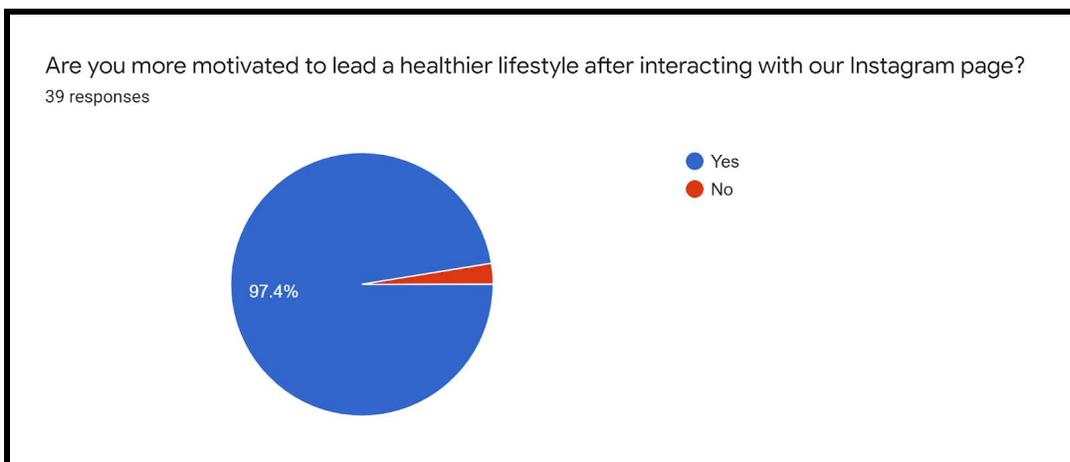
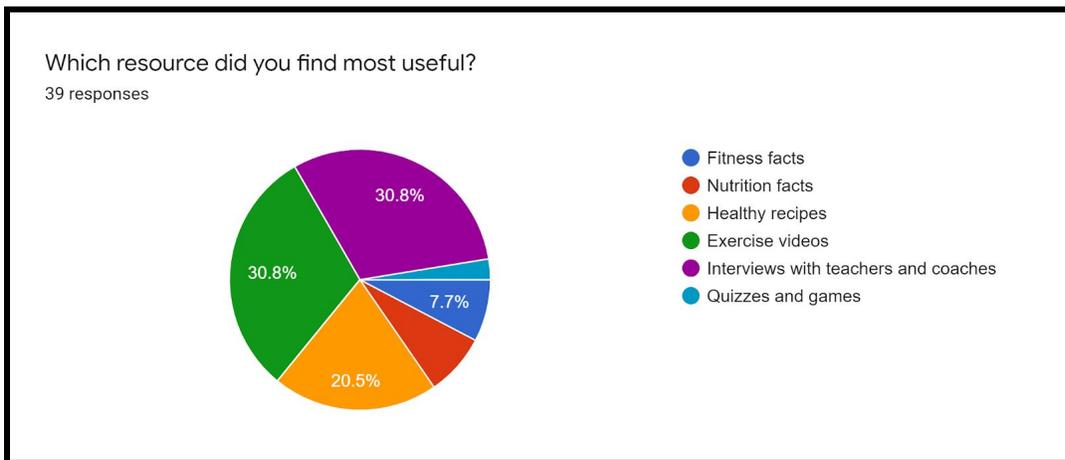
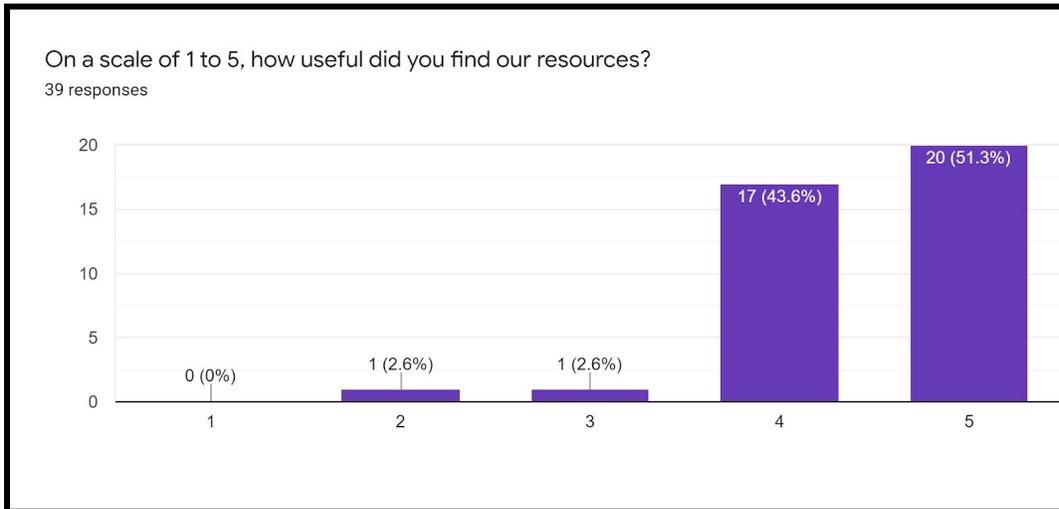
3.3 Pilot Test

A survey was given to 39 students. We asked for their thoughts on our resources, as well as our website and Instagram page. Many people stated that they found our website user-friendly and could quickly locate their desired contents. Respondents also mentioned that the website helped them learn more about health and fitness. As for our Instagram page, more than half of our respondents have felt that our resources were unique and creative. Most indicated that they found our exercise videos to be the most helpful resources.

Here are some of their comments:



Here were some of the survey results:



4 Outcome and Discussion

Generally, Project Santé has received positive feedback, gaining popularity with 685 followers and an average of 100 likes on Instagram. As we conclude our Instagram page and website resources, users should have gained a better grasp on what it means to lead a healthy lifestyle.

In the future, we could definitely cover more aspects of a healthy life, be it mental health or emotional well-being. For example, resting sufficiently to function optimally and incorporating other leisure activities to destress. We could also add exercise song playlists and compile our witty captions onto our website, which were highly requested by our survey respondents. This will help to create a light and engaging mood and make our scope a more rounded and wholesome one.

5 Conclusion

Project Santé has provided us with several important lessons and skills. It has developed in us a sense of coherence, to perform our individual tasks to the best of our abilities and putting ourselves in our target audience's shoes so that we can connect with them better.

One challenge we faced was the making of our exercise videos, especially the first few (Survival Guide to NAPFA). Creating a helpful yet engaging video, alongside producing it, were some issues we faced initially. Through exposure and practice, we managed to learn the ropes of video editing and simple acting that would engage our audience yet provide useful information that they can use to improve their NAPFA performance.

This project allowed us to pursue our passion of promoting healthier lifestyles. It also helped us understand more about obesity, an impact of leading an unhealthy lifestyle.

Thus, we should try to encourage others to lead a healthier lifestyle. After all, if we are successful, it would be a win-win proposition, for us and our target audience.

6 References

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