



areas of physical activity, sleep, nutrition and emotional wellbeing.

“At Fitbit, our focus has always been on making health more accessible and achievable by giving people fun, simple and innovative technology – and this focus has driven results for millions around the world,” said James Park, co-founder and CEO of Fitbit. “Our partnership with the Singapore Health Promotion Board is a recognition of our work to date, and we are confident that the powerful combination of our devices, software and services will motivate Singaporeans to improve their health, while also tangibly helping a nation to improve health at scale. We commend Singapore for its leadership and look forward to seeing other countries follow a similar blueprint to improve the health of their people.”

In the partnership, the HPB will leverage its outreach channels to support Fitbit in encouraging participation in its program. When participants sign on to the Fitbit program, there will also be a clear and seamless consent process to indicate if they agree to share the data they provide during the program with the HPB. Such data will, in turn, provide insights and contribute to more effective health promotion programs that will benefit many Singaporeans.

Singaporeans will be able to pre-register for Live Healthy SG starting mid-September, and the program will officially go live in late October 2019. Participants who enroll in and commit to one year of Fitbit Premium service will receive a Fitbit Inspire HR at no cost. In addition to driving positive lifestyle changes in individuals, the program will serve as a resource that provides detailed population insights to inform future health programs. This enables the HPB to explore other opportunities in precision public health, providing interventions to the right population at the right time.