

AUTHORS' REPLY

Our article reported on the prevalence of cardiovascular risk factors among the staff of a healthcare institution.⁽¹⁾ The writer has correctly pointed out that messages promoting a healthy lifestyle should be framed so as to engender buy-in from their target audience. As both health workers and non-health workers are a captive audience, the hospital management can maximise their influence by encouraging and promoting healthy lifestyle choices. The writer went on to give useful tips and considerations when developing a communication concept for such messages to include both positive and negatively framed messages, with a bias for positively framed ones. Keeping messages simple and effective, and having regard for the relationship between the sender and recipient were some of the other key considerations.

Displaying messages in prominent and high traffic areas, as well as creating a supportive environment, may also encourage healthcare staff, their patients and relatives to make healthy lifestyle choices, thus extending the potential influence of such messages.

We thank the writer for the insightful and positive comments.

Yours sincerely,

Lucy Leong, Chia Sin Eng

Ministry of Manpower, 18 Havelock Road, Singapore 059764. lucy_leong@mom.gov.sg

REFERENCES

1. Leong L, Chia SE. Prevalence of cardiovascular risk factors among healthcare staff in a large healthcare institution in Singapore. *Singapore Med J* 2012; 53:517-21.