



## Editor's Note



"Happy new year! On behalf of the Public Hygiene Council (PHC), I'll like to take the opportunity to thank you for your support and wish you the very best for the year to come.

2020 was an unprecedented year. Life reminded us that things aren't always going to go as planned. The global COVID-19 outbreak further underpinned the importance of maintaining good personal hygiene and keeping our public spaces clean. Despite the challenging year and even as we moved into a new normal, PHC continued to expand our reach to the community last year. We launched our first virtual "live" Keep Clean, Singapore! event and our inaugural issue of PH Times. We also maintained engagements with our industry leads through the R.I.S.E Champions Network and Sustainable Bright Spot programme. In this second edition of PH Times, we take a look back at what we accomplished and what we have planned for the new year.

2021 is going to be a big year for PHC as we will be commemorating our 10th anniversary. We look ahead to another great decade of creating strong and positive social impact

- Gloria Tan, Covering Executive Director

## Quarter's top scoop

### Our milestones in 2020



(Above): Summary of PHC's social media posts of 2020, a year marked by the Circuit Breaker, Safe Distancing and a COVID-19 pandemic in Singapore.

Right from the start of 2020 and in the early days of the COVID-19 pandemic, PHC announced the "Keep Viruses at Bay" initiative to engage coffee shop owners on good public hygiene and cleanliness practices to help counter COVID-19 transmission. The event supported the launch of the SG Clean Quality Mark certification in coffee shops. Coffee shop operators were encouraged to step up on their cleaning regimes and asked to remind visitors and patrons to practise good personal hygiene habits. PHC also engaged building owners such as Keppel Land to encourage them to adopt good hygiene practices at common touchpoints in their premises, such as lift buttons and door handles. We also reached out to the hospitality industry through the Singapore Hotel Association and urged their members to adopt similar measures in their hotels.



Chairman being interviewed by CNA for PHC's Keep Viruses At Bay initiative.

## Key happenings



(Above): Launch of Keep Viruses At Bay initiative with former MP Lee Bee Wah



(Above): PHC Chairman at Keep Clean, Singapore! 2020 virtual launch event together with Sustainability & Environment Minister Grace Fu.

## Our milestones — A look back at 2020 *(continued)*

PHC not only engaged building owners and hospitality partners, but also brought our efforts to the heartlands too where we we partnered former Nee Soon South MP Dr Lee Bee Wah and launched the Keep Viruses At Bay initiative in Khatib. As the year progressed, we moved on in April to encourage parents to make the most out of it by teaching their children that good hygiene and anti-littering habits begin at home. PH Times editor, Gloria Tan, who is also a mother of three was featured by The Asian Parents online. In the published article, Gloria shared tips on how to teach children to pick up hygiene habits in an interesting way.

Due to the increasing importance of personal hygiene and cleanliness, PHC unveiled our campaign “Dirty Litter Secrets” in the midst of the Circuit Breaker. It highlights the effect that litter has on the environment and public health. This is part of a larger effort by PHC to steer Singapore towards a Zero Litter Nation. Describing litter as a “haven for disease-carrying pests”, PHC Chairman Edward D’Silva said “Singapore cannot be overly reliant on the 59,000 cleaners employed island wide.” He also added that as we have learnt from the current pandemic, everyone plays a role in limiting the spread of diseases through good hygiene practices.

While the country continued to battle against the pandemic, another fight emerged in the form of indiscriminate littering. The Keep Clean, Singapore 2020 campaign highlighted that Singapore was in a war against littering and aimed to get Singaporeans to recognise that litter is not harmless but can inadvertently become a weapon that threatens our health and the environment. Guest-of-Honour, Ms Grace Fu, Minister for Sustainability and the Environment, officiated the virtual launch and shared that changes to the law on cleaning standards are expected to be passed in Parliament.

PHC also acknowledged the essential work of cleaners – sharing that it is unsustainable to simply rely on cleaners to maintain the nation's cleanliness. Singapore's clean and green image is in large part, thanks to the country's army of over 59,000 cleaners. 2 such cleaners, Mr Andari Shor and Mdm Ho Luan Yin were interviewed on national media to share their feelings and opinions on their job as cleaners and what cleanliness meant to them.

## Major Events in 2020



(Above): Volunteers from Lions Club of Singapore (Mandarin) posing for a group photo after the outreach activity.

## Engaging New Year’s Eve crowd to Keep SG Clean

PHC did its yearly litter-free outreach during the New Year’s Eve Countdown at the peripheral areas around Marina Bay. With support of 120 volunteers from the Lions Club of Singapore (Mandarin) and 10 Litter-Free Ambassadors from NEA, we went round to nudge event-goers to pick up after themselves and to bin their trash. Volunteers stated that areas were significantly cleaner compared to previous years and people were keen to play their part to keep our environment litter free. Due to the COVID-19 pandemic, subsequent mass outreach at events such as Chingay 2020 and National Day 2020 were put on hold. We hope to be back on track in 2021!

## Keeping SG Clean with South West CDC

On 19 January 2020, PHC lent our support towards sustainable and clean programmes at South West CDC. PHC Chairman Edward D'Silva joined Mayor for South West CDC, Ms Low Yen Ling in launching the Sustainable South West programme which encouraged residents to adopt environmentally friendly practices that can help minimize waste and litter, making Singapore a cleaner place to live in for all.



(Above): Chairman Edward D'Silva with Mayor Low Yen Ling and residents at the Sustainable South West launch event.

## Engagement with Sustainable Bright Spot partners

PHC recognised and appreciated the efforts of the 12 pioneering Sustainable Bright Spot (SBS) grassroots partners at its inaugural Appreciation Dinner held on 21 January 2020. The grassroots partners shared how they created awareness of the programme to the residents by organising different events such as National Day Observance Ceremony, block parties, clean-ups at neighbourhoods etc. They also shared the challenges to roll out the SBS programme and efforts made to encourage the residents to take strong ownership of the cleanliness of community spaces. Encouragingly, they felt that residents have been more mindful about cleanliness.



(Above): Sustainable Bright Spot partners at the appreciation event on 21 January 2020 prior to Circuit Breaker.

## Keeping Singapore Clean with our 10 Corporate Partners from Ikea, Maybank, Stanchart, CDL, Panasonic & Ricoh

PHC regularly organises dialogues with different stakeholder groups to gain deeper insights into the challenges faced by different industries in promoting the value of keeping Singapore clean. Dialogue participants from City Developments Ltd, Ricoh, Ikea, Panasonic and Standard Chartered Bank shared their experience supporting the Keep Singapore Clean Movement within their respective organisations and shared difficulties they face in trying to further nudge and change littering behaviour they observe. Discussion also covered tapping on psychology and data trends to tackle littering and the role of bosses and corporate leadership in encouraging staff to keep their premises clean, sustainable and environmentally friendly.



(Above): PHC's corporate partners listening to the opening presentation on 22 January 2020.

## Partners appreciation by Kampong Chai Chee grassroots

PHC attended the Partners' Appreciation Event hosted by Kampong-Chai Chee Grassroots Adviser, Mr Lee Yi Shyan on 3 February 2020. Mr Lee thanked grassroots leaders and partners for putting in effort and time to support Kampong-Chai Chee and making it a better neighborhood for the residents.



(Above): PHC Chairman & staff during the appreciation event by Kampong Chai Chee.

It is important that we can keep Singapore safe by being socially responsible and maintaining a high standard of personal hygiene to prevent the spread of COVID-19.

## Keep Clean, Singapore 2020! Engagement with Public Agencies

(CSC, GovTech, ITE, MPA, MCI, MCCY, MND, MSF, NYP, TP, NParks, Science Centre, PA, SCDF, SPF)

On 18 February 2020, PHC continued its annual engagement with public agencies to share flagship initiatives such as the Keep Clean, Singapore! campaign, CleanSG Day and CleanPod. PHC Chairman Edward D'Silva emphasized the importance of good hygiene habits to prevent the spread of the COVID-19. He also reiterated that Singapore's reliance on cleaners is not sustainable in years to come and called on the public agencies present to spread the message to their colleagues on the importance of keeping Singapore clean. He called on them to encourage their officers to share the message of keeping Singapore clean with their colleagues in their respective agencies.



(Above): PHC Chairman & staff with representatives from the various agencies at the event.



(Above): Former MP for Geylang Serai Dr Fatimah Lateef officiating the launch of SBS at Geylang Serai.

## Launch of Sustainable Bright Spot in Geylang Serai

We had the honour to have former MP for Geylang Serai Dr Fatimah Lateef launching the Sustainable Bright Spot programme on 15 February 2020 at Geylang Serai Community Club. During the launch, she shared various initiatives the grassroots leaders led in Geylang Serai's community events and added that elements of the Sustainable Bright Spot programme will further complement their events. Dr Fatimah mentioned that Geylang Serai constituency had been conducting appreciation for cleaners and litter-picking activities with residents to promote the importance of maintaining public cleanliness.

## Networking with Uniformed Groups

(Singapore Scout Association, Girl Guides Singapore, Boys' Brigade, Red Cross Youth, NCC, NPCC)

In the annual get-together with the nine School Uniformed Groups on 20 February 2020, PHC shared new initiatives such as the Sustainable Bright Spot and the RISE Champions Network. Chairman Edward D'Silva remarked that littering can have a harmful effect to the environment and is hazardous to our health. Taking reference from the current COVID-19 outbreak, dengue situation as well as the shortage of cleaners in the near future, he reiterated the need for our Singaporeans to take responsibility and practise good hygiene habits such as returning trays and binning of trash.



(Above): PHC Chairman Edward D'Silva speaking with representatives from the School Uniformed Groups.

## Teaming up with our RISE Network partners

(Eco-Sim, ActNow Earth, Kindred, Trash Hero SG, Seven Clean Seas, Plastic-Lite SG, Green & Clean Volunteers, Guardians of Mother Earth, Pulau Ubin Cleanup, Youth Corps Singapore, PA Passion Wave, HPE, Lions Club of Singapore (Mandarin), Tzu Chi, Hilti & SCCI)

Despite uneasiness over the looming coronavirus pandemic that was fast making its way into Singapore back in February 2020, 28 RISE Network partners met up with PHC on 27 February to push forward with the RISE Networks' plans to work together for collective action for our environment and to keep our streets and parks litter free.



(Above): RISE Champions Network partners at the 4th RISE Network meeting held on 27 February 2020.



(Above): Former Minister for the Environment and Water Resources Masagos Zulkifli and PHC Chairman Mr Edward D'Silva with members of the panel.

## Good personal hygiene the first line of defence against coronavirus: ST panel discussion

On 24 March 2020, PHC Chairman Edward D'Silva, together with former Minister for the Environment & Water Resources Masagos Zulkifli chaired a live Straits Times panel calling on Singaporeans to keep ourselves and surroundings clean amidst the Covid-19 pandemic. The panel discussion highlighted the importance of hygiene during the critical and highly sensitive COVID-19 period, with SG Clean Taskforce leader Masagos Zulkifli stressing that other measures such as border controls and quarantine would not be as effective in combating the COVID-19 outbreak if personal hygiene was neglected.

## 53rd PHC Council Meeting with NEA Board Members



(Above): Group photo of PHC Council Members with NEA Board

During PHC's 53rd Council Meeting held on 20th October 2020, NEA Board Members led by Chairman Lee Chuan Seng were invited to the meeting to be appraised on PHC's latest initiatives such as the yearly Keep Clean, Singapore! campaign. Mr Lim Eng Hwee indicated that NEA, PHC and relevant partners such as IHLs could collaborate on key initiatives under littering or tray return. By involving the stakeholders in the co-solutioning, they will have a greater ownership.

Mr Quek Suan Kiat also enquired if PHC is reaching out to the transient groups such as migrant workers and long-term residents. Chairman updated that PHC has reached out to the dormitory associations and operators to engage their foreign worker residents. For targeted groups like the migrant workers and domestic helpers, PHC is engaging specific organisations and developing tactical programmes to improve their cleanliness and hygiene habits. With these insights, PHC shared with board members that it will be able to develop effective programmes and collaborate with relevant partners and industry associations to push for behavioural change.

## 96.3 HaoFM interview with PHC Council Member Dr Foo Suan Fong

PHC Council Member Dr Foo Suan Fong recently made a guest appearance on Mandarin station 96.3HaoFM on 27th October 2020, discussing public cleanliness and taking ownership of the cleanliness of our common spaces. He shared with listeners that since the inception of the Keep Singapore Clean Movement in 1968 till today, the general perception of cleanliness in Singapore has not changed much and we are still reliant on an army of 59,000 cleaners to clean up after us. He added that a majority of these cleaners tend to be elderly cleaners and foreign migrant workers. This is not sustainable for Singapore's future. Dr Foo added that PHC has been constantly rallying for a public change in perception towards littering and that we as a community must take it upon us to take personal ownership of the cleanliness of our public spaces.

Apart from littering, another common problem observed in Singapore is unwillingness to return food trays after patronizing our coffeshops and hawker centers. Dr Foo added that in light of the COVID-19 pandemic, people are now more aware of the need to maintain good hygiene practices and have gradually started to clear their own trays. He encouraged more people to be pro-active and to return their own trays after use as this would prevent pests and vermin from venturing to the dining areas. Dr Foo ended off the segment by sharing with listeners that it took so much effort for Singapore to move from Third World to First, therefore it is ever more important for Singaporeans to preserve the clean environment that has been passed down to us. Every little bit of effort towards a clean community can play a part in our journey towards a Zero Litter Nation, be it by returning trays or just getting rid of our own trash and used tissues when we are outside our homes.



(Clockwise from right): 96.3 HaoFM DJs Jackie Liu, Carine Ang, Ong Teck Ming and PHC Council Member Dr Foo Suan Fong.

## Deeper Engagement in the Heartland

In November 2020, PHC held a fruitful discussion with Nee Soon East MP Louis Ng on various collaboration opportunities and reiterating our shared objective to improve the level of personal and public hygiene standards in Singapore.

In support of PHC's efforts in reaching out to residents, MP Louis Ng welcomed PHC to host the Keep Clean, Singapore! 2021 satellite event and roving roadshow within his Nee Soon ward.

PHC was also pleased to support ground-up efforts such as the one in his Nee Soon ward where he regularly leads residents to conduct litter cleanups at Khatib Bongsu as part of the Sustainable Bright Spot programme.



(L-R) Mr Louis Ng (MP Nee Soon East), Mr Edward D'Silva (Chairman, PHC), Mr Teo Chee Wah (Constituency Director, Nee Soon East), Ms Gloria Tan (Ag Executive Director, PHC) & Ms Koh Ean Suat (Asst Director, PHC)

## Collaboration with Bukit Batok Zone 10 Resident Committee

PHC officially welcomed Bukit Batok Zone 10 Resident Committee (RC) onboard in November 2020 for the Sustainable Bright Spot programme, which is a network of residents consisting of 20 other grassroots partners around Singapore committed to keeping their estates clean and vibrant.

In the coming months, PHC will be working with Bukit Batok Zone 10 RC to roll out various activities such as litter picking, neighborhood walk-about and online engagement. This is to encourage residents to take ownership of the cleanliness of their common spaces. Through the Sustainable Bright Spot programme, PHC seeks to reach out to residents in the community, to inculcate a deeply held value of keeping public spaces clean and nurture a culture of personal responsibility for their estate.



(Above): Volunteers from the Bukit Batok Zone 10 Resident Committee.

## Cleaning Industry Engagement Advisory Committee by PHC

The newly formed Cleaning Industry Engagement Advisory Committee convened a meeting on Zoom on Friday, 13 November 2020. Joined by colleagues from the National Centre for Infectious Diseases (NCID) and the Environmental Management Association of Singapore (EMAS), the meeting discussed on the collaboration with the NCID to co-organise a dialogue session to engage cleaning operators in F&B establishments on proper protection for frontline workers against infectious diseases.

The meeting also discussed ways where PHC could contribute in transforming the cleaning industry based on the existing Industry Transformation Map (ITM). As the COVID-19 pandemic drags on into 2021, PHC looks forward to working even closer with NCID and industry partners to uplift cleanliness and hygiene standards.



## Promoting good public cleanliness and hygiene practices through SG Clean

Launched in 2020, SG Clean seeks to rally stakeholders and members of the public to do their part by adopting good personal hygiene habits and exercise social responsibility, to raise standards of cleanliness and public hygiene in Singapore and safeguard public health.

PHC will take on the SG Clean quality mark certification in the near future so that we can continue to champion for even greater cleanliness and hygiene standards in Singapore. We envision that SG Clean should instill a national "keep clean culture" in our population where keeping Singapore clean is an integral part of our lives. PHC calls on everyone to play their part in keeping themselves and others around them safe by adopting good personal hygiene, return our food trays after use to keep shared spaces clean and finally, not to litter.



(Above): A retailer onboard with SG Clean.

### Keep Clean, Singapore! Dance Challenge

After a month-long social campaign that aimed to engage our online community and remind everyone to practise good hygiene habits like washing our hands, binning our trash and clearing our trays after meals at public eateries, we are also pleased to announce the winners of the #KCS Dance Challenge. Congratulations to our winners, @emceeterrenceyang, @nasachiko, and @lyradoh who won the 1st, 2nd and 3rd prize respectively.

Here are snapshots of the winning entries:

1st Prize: @emceeterrenceyang



2nd Prize: @nasachiko



3rd Prize: @lyradoh



### Prize Presentation to Winners of #KCS Dance Challenge

The top three winners of the #KCS Dance Challenge received their prizes from Chairman Edward D'Silva.

1st Prize winner, Terrence Yang (@emceeterrenceyang), a dance instructor had roped in his friends to join him in the dance challenge, while 2nd Prize winner, Hillary Na Sachi Ko (@nasachiko), a student with Nanyang Academy of Fine Arts, got her classmates to join her after learning about the dance challenge from her school. 3rd Prize winner, Daryl Ho (@lyradoh), a dance enthusiast, found the contest interesting and teamed up with his former schoolmates to take part in challenge.



1st Prize winner, Mr Terrence Yang



2nd Prize winner, Ms Hillary Na Sachi Ko



3rd Prize winner, Mr Daryl Ho

### PHC Creative Campaign for 2021

As we charge ahead into 2021 amidst the COVID-19 pandemic, the central message of Keep Singapore Clean (KCS) is even more urgent and pertinent. A clean environment and good hygiene practices improves public health and protect against the spread of diseases. As PHC turns 10 in 2021 and commemorates our 10th anniversary, we look forward to more exciting and socially impactful years ahead. 2021's campaign message will revolve around our common aspiration to move towards a Zero Litter Nation. This will be executed through 3 main avenues below



- "Weaponize Litter" - by demonstrating that litter is more harmful than people assume and negatively impacts our health and the environment.
- Dramatize the consequences of litter – attracts pests that can spread diseases.
- Create understanding and educate the community on the need to take ownership of the cleanliness of our public spaces.

Discussion and brainstorming with the creative agency are currently ongoing. Look out for PHC's Keep Singapore Clean 2021 launch in April for full details!

## Inspiring anecdote

Every quarter, PHC highlights an inspiring account from one of PHC's various partners to share with fellow readers. Let's learn from their clean environment journey and be clean & green champions!

### Featured partner for this quarter: Yio Chu Kang Division Sustainable Bright Spot

The Yio Chu Kang Clean and Green Task Force recently piloted a food scrap boxes programme in support of Keep Clean, Singapore! 2020 at Ang Mo Kio 628 Market and Food Centre. Volunteers folded small boxes by repurposing magazines, paper and cartons. Patrons were encouraged to dispose of their food scraps in the boxes to minimise littering on the tables that may attract birds and other pests.

You can do your part by disposing food scraps using these hand-made boxes to keep the tables clean and hygienic. Take action to help create a truly clean Singapore!



(Above): Residents of Yio Chu Kang Division taking part in the folding of food scrap boxes.



Littered masks scattered on pavements (above) and washing up on parks and beaches (below).



### Am I really littering?

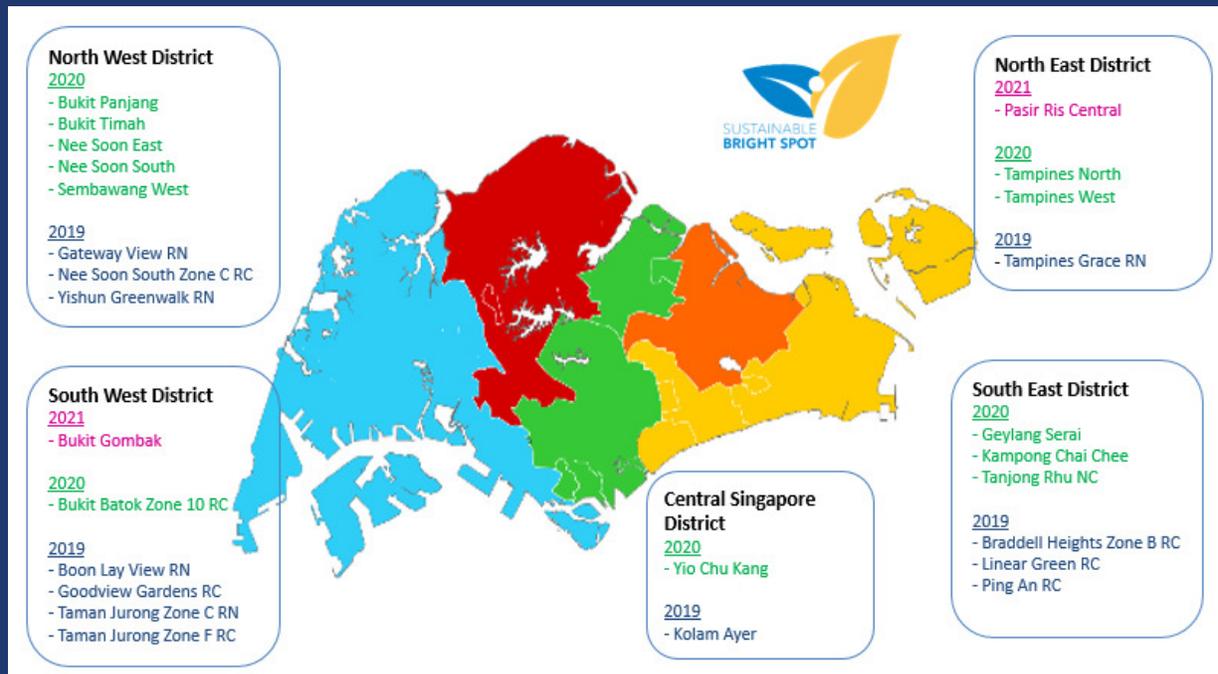
Why do people litter? Do they do it out of convenience, laziness, thoughtless spur of the moment actions, or intentionally without consideration for others? We would expect that for most people, keeping the environment clean comes naturally. We keep our homes clean and tidy, we clean and freshen up when we wake up every morning, and ladies beautify themselves to look attractive. So why do people still litter in Singapore and why is littering such a problem?

It could be that a good portion of our society do not even realize that they are technically littering as they go about their daily lives. Litter is any article and waste product that have been permanently discarded at an inappropriate place. For example, disposing an item on the ground around a waste bin constitutes littering. If your trash is not properly put into the bin, you are committing a littering offence.

Our housing estate town councils offer bulky refuse removal services. Some individuals, however, choose to take the easy route and simply discard their bulky trash such as used furniture and appliances onto common walkways and void decks. This is inconsiderate and brings great inconvenience to fellow residents and worsens the workload of the housing estate cleaners. They must take it upon themselves to cart away the bulky trash for proper disposal.

Singapore can be a much cleaner and nicer environment if everyone chipped in and played their part. Return your trays after each meal, discard your trash only in the rubbish bin and always make sure your trash is properly thrown into an empty bin. If the bin is full, hold on to your trash and search for the next nearest rubbish bin. Let's all make Singapore a clean and endearing home for everyone.

## Our Sustainable Bright Spot partners



The Sustainable Bright Spot (SBS) programme was launched in April 2019 with Kolam Ayer Constituency and another 11 RCs and NCs. The SBS programme aims to encourage residents to embrace the culture of picking-up after themselves through different engagement points. We envision to work towards a neighbourhood where the residents uphold strong ownership of the cleanliness of community spaces. In the past year, SBS has brought onboard more than 20 grassroots organisations. We look forward to partnering with many more residents in this coming year.

## Partnership with Schools

In addition, PHC also partnered with the Ministry of Education (MOE) to nudge students to take charge of the cleanliness of our public spaces from young. The value of picking up after ourselves and looking after our shared spaces is achieved through the mandatory daily cleaning programme at all MOE schools in Singapore since January 2017. To better understand how schools and parents responded to this new initiative, PHC organised visits to over 20 primary and secondary schools between January 2017 to November 2019 to learn their implementation and feedback from parents. PHC will resume the school visits after the COVID-19 pandemic ends.



(Above): PHC Chairman Edward D'Silva during a school visit with PHC staff and school leaders from Greenwood Primary School.

## What's next

### RISE Network meetings

The 5th RISE Meeting on 27 August 2020 was attended by more than 40 RISE members. Mr Tony Tan, then Executive Director of PHC kicked off the meeting by recapping the objectives of RISE and sharing PHC's engagement with the coffeshop operators and communications campaign.

The meeting also featured sharing by our RISE members. Mr N Sivasothi from the International Coastal Cleanup Singapore (ICCS) presented the results of the NUS-NParks Marine Debris Project where he spoke about the impact of litter from inland and those washed up ashore from neighbouring countries.

Ms Jill Tan from the Singapore Chemical Industry Council (SCIC) shared the work of the Plastic Waste Workgroup where the chemical industry is working with for the entire value chain of plastic manufacturers, waste management companies and the relevant authorities to formalise a framework to combat plastic waste.

The next RISE Network meeting will be on 25 February 2021. Details will be announced closer to date.



See you at our next RISE Network meeting on 25th Feb 2021!



(Above): Example of an Out-Of-Home standee similar to the ones being proposed for PHC's 2021 outdoor campaign assets.

### Our upcoming outdoor campaign for 2021

As we edge towards our 10th anniversary in 2021, PHC's 2021 campaign will continue advocating for Singaporeans to keep up with good cleanliness and hygiene habits even after the COVID-19 pandemic ends.

We will continue to encourage one and all to keep standards up and to strive for a Zero Litter Nation, and this will be achieved by a series of weekend roadshows in the heartlands around Singapore and by an accompanying integrated communications campaign that will be run of radio, online and through Out-Of-Home channels like public standees like the one below.

Stay tuned for our official Keep Clean, Singapore! 2021 launch in April for more exciting details.

### "Every new beginning comes from some other beginning's end..."

As PHC strides into 2021, we bid farewell to Mr Tony Tan who led PHC as Executive Director from December 2018 to December 2020. During Tony's 2 years with the council, he made numerous contributions to the team building up our Sustainable Bright Spot network of partners, deepening our engagement with the RISE Champions Network and delivering media campaigns like the Unlittering with Mary Chongo and Dirty Litter Secrets campaign. We value Tony's forthright leadership and wish him the very best in his future endeavors!



Chairman Edward D'Silva presenting a token of appreciation to Mr Tony Tan



Wishing you a Happy Lunar New Year 2021!

- PH Times editorial team



#KeepSGClean - Public Hygiene Council 2020

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