



PH Times

IT'S NOT A JOB, IT'S OUR HOME



15TH ECOFRIEND AWARDS

No limits to improving Singapore's public cleanliness and hygiene.

One man's answer to "Can we make Singapore truly clean?"

With Singapore being one of the cleanest cities in the world, it is easy to take the high standards of public hygiene here for granted. However, keeping Singapore constantly spick and span needs to be a concerted effort by our people.

For more than a decade, Mr Edward D'Silva has been rallying the communities in Singapore to come together and take greater ownership in keeping our home clean. Having been in the Public Hygiene Council (PHC) since 2013, and serving as the Chairman since 2015, a constant challenge that Mr D'Silva faces is encouraging Singapore residents to take on greater ownership in the cleanliness of Singapore and reduce our reliance on cleaners.

Mr D'Silva was inspired by our late founding Prime Minister, Mr Lee Kuan Yew, who launched the "Keep Singapore Clean" campaign more than five decades ago, and remains determined to make Singapore a clean city. He set out to achieve his vision of what a truly clean Singapore should be, namely one where cleanliness is self-initiated and self-sustainable by the people who call Singapore home.

Under Mr D'Silva's leadership, the PHC has overseen a paradigm shift to transform the mindset of Singaporeans — from a "need to" to a "want to" when it comes to public cleanliness. Public hygiene is an exciting and dynamic challenge in our social space. Mr D'Silva has constantly demonstrated his creativity and willingness to adapt to these changes so that the PHC can continue to effectively engage our community.



"PHC Chairman, Edward D'Silva is a true leader with great passion towards promoting Singapore's Clean and Hygiene initiative, and has the charisma and the capabilities in bringing together different stakeholders to realise this vision."

Dr Foo Suan Fong, Executive Director,
Singapore Centre for Chinese Language

"This is a well-deserved award for Edward. His relentless commitment and effort in driving public hygiene in the community is admirable. He is constantly coming up with ideas to galvanise all stakeholders to this meaningful cause."

Ms Margaret Heng, Executive Director,
Singapore Hotel Association

The PHC congratulates Mr D'Silva on receiving the award and thank him for his dedication and selfless contributions over the years.

Editor's Note



Dear Readers,

Happy Lunar New Year! Time flies...we are now in 2023 and just ushered in the Year of the Rabbit.

In the last quarter of 2022, the Public Hygiene Council (PHC) held our Quarterly SG Clean Day event – Picnic in the City at the heart of the Orchard Road Shopping Belt! More than 400 participants came together on a Sunday morning to clean up the iconic Orchard Road and were 'rewarded' with a leisure picnic and entertainment by radio deejays. In conjunction with the International Migrant Workers Day, we also partnered Adviser Alvin Tan and his residents from Moulmein-Cairnhill (MoCa) to clean up Tekka. It is heartening to be part of everyone's collective efforts in keeping Singapore clean!

We have many more exciting plans coming up this year and we can't wait to share them with you! So stay tuned to our next issue of the PH Times to find out more!

Till the next!

Gloria Tan

Executive Director, Public Hygiene Council

Time to Clean Up Our Act

Singapore is often referred to as the 'Garden City', a testimony to the presence of lush greenery and our well-organised streets that are typically cleaned of litter.

However, if we look deeper, we will realise that Singapore is not truly clean. It is not difficult to find cigarette butts hiding beneath the bushes, discarded items left next to a full trash bin, or even dirty public toilets. The question we need to ask ourselves is: Are we a cleaned city or a truly clean one?

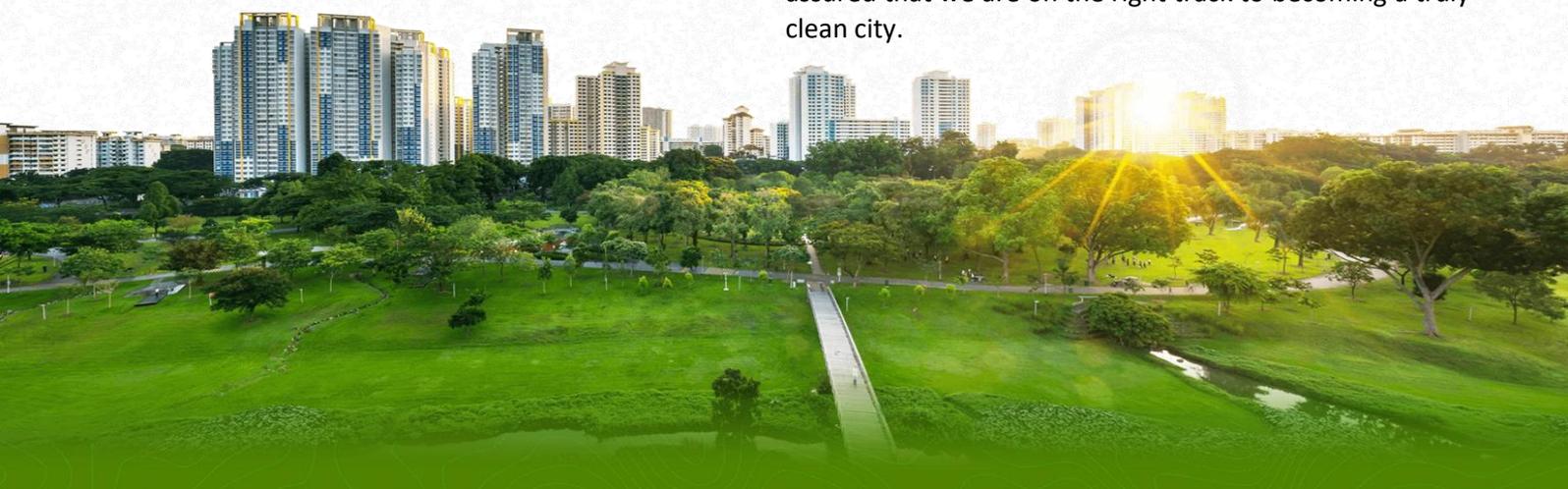
We need to recognise that relying on cleaners to clean up after us is not the solution. We need to be inherently clean by binning our trash and always cleaning up after ourselves. Littering degrades our living environment. It also attracts pests, which could in turn spread diseases. The COVID-19 pandemic has shown us how hygiene can be an effective defence against the spread of a disease. We cannot afford to drop our guard when it comes to the cleanliness of our home.

We need to be more mindful of our actions, as well as the public health consequences that comes with it. A piece of litter may seem harmless, but it shows our indifference to the potential public health threats that come with it.

We have to start by cleaning up after ourselves all the time, and binning our trash responsibly. Leaving behind our trash next to a bin even when it is full, is no different from littering. The rightful place for trash is inside the bin.

We can also influence those around us to do their part as well. Whenever we witness littering, we should stand up to the culprits and point out their wrongdoing. Exerting social pressure would make potential litter-bugs think twice about littering.

When more and more of us start speaking up, we can be assured that we are on the right track to becoming a truly clean city.





Engagement with Key Stakeholders to Keep Singapore Clean

As we move into the endemic phase of COVID-19, the Public Hygiene Council reactivated engagement with its key stakeholders to revisit the challenges of keeping Singapore clean.

On 12 October 2022, more than 20 representatives from 17 Town Councils attended the briefing for the quarterly SG Clean Day. This was the first face-to-face meet up with the town councils after three long years. The networking session provided a good platform for the PHC to re-connect with the town councils and receive feedback on littering issues in the estates.

The PHC appreciates Town Councils' strong support over the years to implement the quarterly SG Clean Day and we look forward to continue the good efforts with Town Council in keeping our estates clean and hygienic for all residents to enjoy.



Group Photo - Briefing to Town Council Representatives on quarterly SG Clean Day, 12 October 2022



The PHC also invited the other key stakeholders (public agencies such as NParks and PUB, shopping mall operators, key dormitories and tourist attractions) for a workplan and quarterly SG Clean Day's sharing on 17 October 2022.



The PHC's Youth Action Group (YAG) members got off to a flying start with the group's first project update to YAG Co-Chair and PHC Council Member David Chua on 12 October 2022.

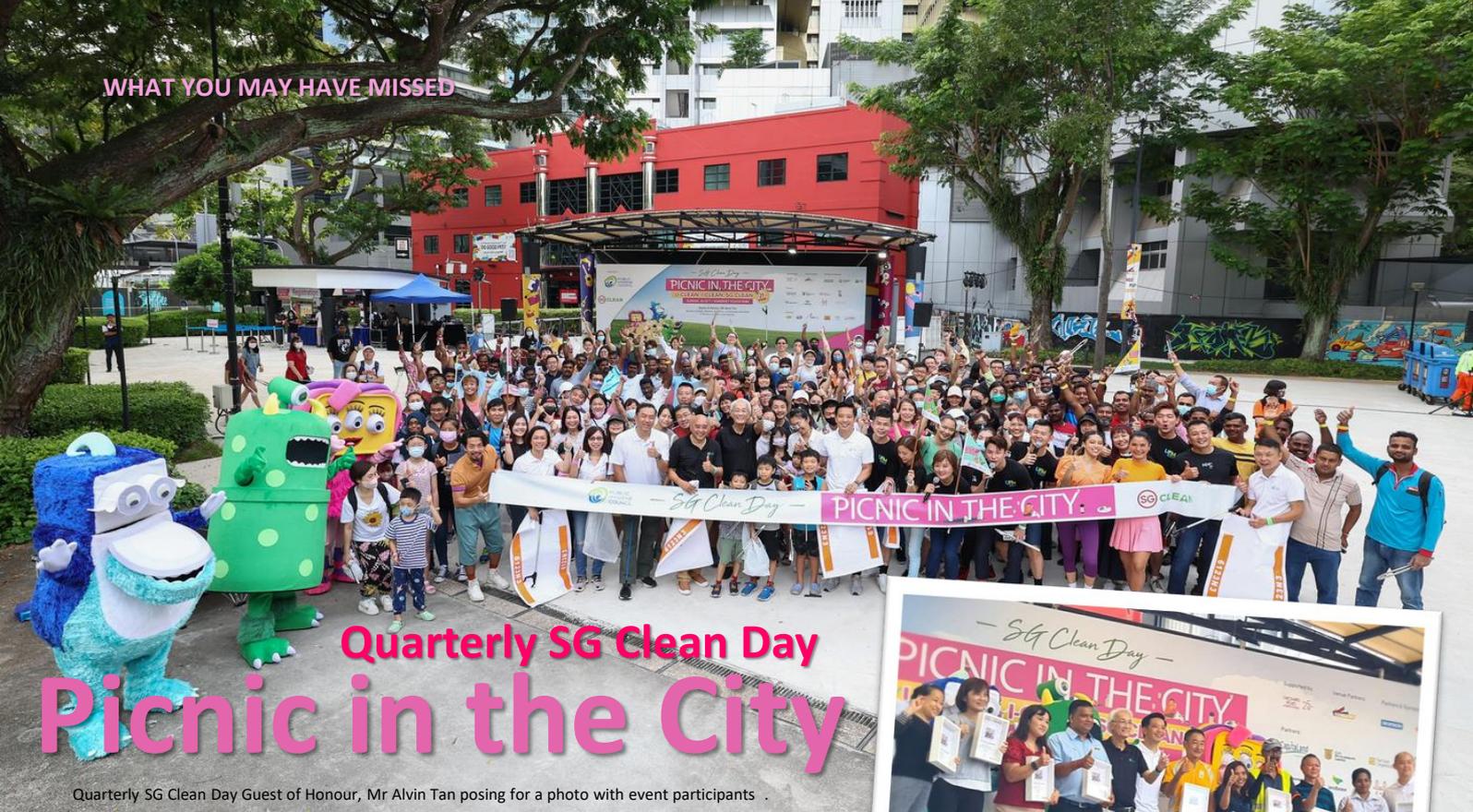
Amongst the various ground-up efforts being explored by the 5 YAG members include an upcoming challenge statement that the group intends to work on with the National Youth Council's Youth ChangeMakers initiative. This would involve coming up with and implementing effective anti-littering ideas at Singapore's parks and beaches to eliminate trash and waste littered by park and beach users.

RISE Latest happenings Youth Action Group

Another promising initiative being worked on by the YAG includes making a bid to have Singapore's biggest plogathon event held in conjunction with Youth Day in July 2023.

The youth today have many ideas to offer. The YAG will play a decisive role in helping to nudge youth to step forward and be part of the environment movement. As mentors and role models to their peers, YAG members aim to provide useful and meaningful mentorship and advice to their youth peers to make a positive change for our environment in their daily lives and habits.

WHAT YOU MAY HAVE MISSED



Quarterly SG Clean Day Picnic in the City

Quarterly SG Clean Day Guest of Honour, Mr Alvin Tan posing for a photo with event participants .

On Sunday, 30 October 2022, more than 400 people together with residents of Moulmein-Cairnhill, volunteers and dormitory residents took part in a Orchard Road clean-up in support of the Public Hygiene Council's (PHC) quarterly SG Clean Day initiative.

As part of the initiative which started in April 2021, sweeping will cease at all public parks, gardens, park connectors, open areas and ground levels of housing estates from 6am to midnight on every SG Clean Day. This aims to raise public awareness about the amount of litter that piles up without cleaners' intervention. For this event, the PHC partnered the Orchard Road Business Association (ORBA) and Singapore Tourism Board (STB) to rally major shopping malls and retailers in Orchard and the heartlands to cease sweeping at selected public spaces in their malls'. Supporting mall partners included Capitaland, City Developments Limited, Far East Organization, Frasers Property Retail, Lendlease Singapore, Ngee Ann City, Tang Plaza and UOL Group.

Minister of State for Culture, Community and Youth and Trade and Industry, Mr Alvin Tan, was the guest of honour at the event. He said initiatives like the quarterly SG Clean Day rally Singapore residents to take collective responsibility to keep our country clean. Additionally, since the first quarterly SG Clean Day was rolled out in April 2021, the PHC has seen increased participation from partners in different sectors and more ground-up activities in the community. We hope this will continue as more people make a conscious effort to keep our environment clean.



Guest of Honour, Mr Alvin Tan and PHC Chairman posing for a photo with valued partners.



Guest of Honour, Mr Alvin Tan, PHC Members and radio deejays from 100.3FM



KEEP SINGAPORE CLEAN



WHAT YOU MAY HAVE MISSED

Clean & Green Singapore

The Public Hygiene Council was invited to attend the annual Clean and Green Singapore Launch Ceremony held at Eunoia College on 3 December 2022 and the following satellite events.

- Restroom Association (Singapore)'s LOO Awards – 18 Nov 2022 (Friday)
- Yuhua Clean and Green Singapore 2022 - 26 Nov 2022 (Saturday)

In addition, the PHC also supported the CGS Experiences by showcasing its key initiatives and keep Singapore Clean Exhibition. To found out more, please visit: [CGS Experiences](#)



Clean and Green Singapore 2022's Launch Ceremony was graced by DPM Mr Heng Swee Keat and hosted by Mayor of Central Singapore, Ms Denise Phua at Eunoia College on 3 December 2022.

What can you do to help Keep Singapore Clean

Sustainable Bright Spot

The Sustainable Bright Spot is a long-term programme that encourages residents of housing estates to embrace the value of picking-up after themselves. Find out more at <https://www.publichygienecouncil.sg/brs/activities/sustainable-bright-spot>

North West District (N1)	North East District (N2)	South West District (S1)	Central Singapore District (C1)	South East District (S2)
<ul style="list-style-type: none"> 2022: Suntec City Community, Suntec City Community, Suntec City Community 2021: Suntec City Community, Suntec City Community, Suntec City Community 	<ul style="list-style-type: none"> 2022: Suntec City Community, Suntec City Community, Suntec City Community 2021: Suntec City Community, Suntec City Community, Suntec City Community 	<ul style="list-style-type: none"> 2022: Suntec City Community, Suntec City Community, Suntec City Community 2021: Suntec City Community, Suntec City Community, Suntec City Community 	<ul style="list-style-type: none"> 2022: Suntec City Community, Suntec City Community, Suntec City Community 2021: Suntec City Community, Suntec City Community, Suntec City Community 	<ul style="list-style-type: none"> 2022: Suntec City Community, Suntec City Community, Suntec City Community 2021: Suntec City Community, Suntec City Community, Suntec City Community

CleanPods

CleanPods are a community storage platform for reusable filter picking tools, enabling everyone to do their part in keeping Singapore clean. Find out more at <https://www.publichygienecouncil.sg/cleanpod>

Networking with the School Uniformed Groups

After two years of virtual meet-up, the PHC held its first physical networking session with the school uniformed groups (UG) on 8 November 2022.

The objectives of the annual School UGs networking are to provide updates on the PHC's workplan and explore potential partnership opportunities. The platform also allows UGs to share their key initiatives and discuss how the PHC could be involved in supporting their efforts.

The UGs expressed support for the Keep Clean, Singapore month-long clean-up in May 2023. They will assist to inform their members in primary and secondary schools and encourage their participation. In addition, the UGs will explore how they can further support other PHC's initiatives such as the quarterly SG Clean Day and Neighbourhood Toilets Community Group.

Keep Singapore Clean



WHAT YOU MAY HAVE MISSED

CONGRATULATIONS TO YUHUA ECO SUSTAINABILITY GROUP FOR YOUR LOO AWARDS 2022 WIN!



The Yuhua Environmental Sustainability Group was one of the community volunteer groups who participated in the PHC's Neighbourhood Toilets Community Group (NTCG) pilot phase. They partnered PDSS@318B Jurong East to educate residents & patrons to maintain toilet cleanliness in the coffeeshop.

With their dedicated commitment and efforts, they were one of the recipients in the Restroom Association Singapore (RAS)'s Let's Observe Ourselves (LOO) Award 2022.

The RAS has been organising the LOO Awards annually to commemorate World Toilet Day. The LOO Award seeks to recognise exemplary contributors in various sectors and organisations. Since 2009, there have been more than 400 award recipients, including organisations, schools, individuals, and most importantly, our restroom cleaning attendants.

The PHC congratulates Yuhua Environmental Sustainability Group for clinching the LOO Award in 2022.



The Yuhua Environmental Sustainability Group received the LOO Award from the Guest-of-Honour Mr Baey Yam Keng, Senior Parliamentary Secretary for Ministry of Sustainability and the Environment, and Mr Ho Chee Kit, President of Restroom Association (Singapore)



WHAT YOU MAY HAVE MISSED



Launch of Estate CleanPod at Yuhua

Group photo – Launch of CleanPod at Yuhua Community Club. Minister Grace Fu and PHC Chairman Edward D'Silva with residents.

In conjunction with Yuhua's Clean and Green Day on 26 November 2022, the PHC partnered Yuhua Constituency to launch the Estate CleanPod at Yuhua Community Club.

Ms Grace Fu, Minister for Sustainability and the Environment and Adviser to Yuhua Grassroots Organisations, together with Edward D'Silva, Chairman of the PHC officially opened the Estate CleanPod.

Residents from Yuhua can now organise and conduct clean-up activities around the neighbourhood by using the cleaning tools such as tongs and pails from the CleanPod to clean up their estates whenever they are available.

Everyone has a responsibility to keep the environment clean. Let us do our part to make our neighbourhoods clean and liveable for all.



Group photo – Mr Patrick Tay, Adviser to Pioneer Grassroots Organisations, Guest-of-Honour Mr S. Iswaran, Minister of Transport and Ms Gloria Tan, Executive Director of PHC.



Residents participated in various activities to learn how to play a part in keeping their estate clean.

Launch of Sustainable Bright Spot at Frontier Community Club's Open House



In conjunction with the Frontier Community Club's Open House on 19 November 2022, the Pioneer Constituency launched the Sustainable Bright Spot (SBS) programme. More than 3,000 residents enjoyed a day of fun-filled programmes organised by the Pioneer Grassroots Organisations. The event was hosted by Mr Patrick Tay, Adviser for Pioneer Grassroots Organisations and graced by Mr S. Iswaran, Minister of Transport.

The SBS encourages residents of housing estates to embrace the value of picking-up after themselves and take strong ownership of the cleanliness of their neighbourhood.



Launch of Clean Public Toilets Campaign

Senior Parliamentary Secretary for Sustainability and the Environment, Mr Baey Yam Keng (left) and Chairman of the Public Hygiene Council, Mr Edward D'Silva putting up posters to launch the Clean Public Toilets campaign.

“Design and infrastructure can help improve public toilet cleanliness, through making cleaning easier and influencing user behaviour. But more importantly, each of us must be socially responsible in keeping our public spaces and toilets clean. The PHC strongly believes that cleanliness and good hygiene habits begin with the individual, and is happy to support NEA in promoting the four clean toilet actions of ‘Flush, Clean, Bin, Dry’.”

Mr Edward D'Silva, Chairman, Public Hygiene Council (PHC)



Group photo with Our Tampines Hub (OTH) Cleaners

The Clean Public Toilets campaign by the National Environment Agency (NEA) was launched by Mr Baey Yam Keng, Senior Parliamentary Secretary for Sustainability and the Environment, at Our Tampines Hub on 30 November 2022.

Mr Edward D'Silva, Chairman of the Public Hygiene Council (PHC), was invited to support the campaign launch. The entourage spoke with members of the public to encourage them to do their part to keep public toilets clean.

The PHC supported the campaign in 2021, and continues its partnership with NEA this year to promote wider awareness of good toilet hygiene habits through its channels and network. The PHC is working together with the People's Association to place in-situ materials at selected community clubs' toilets and screen the campaign video at community clubs. Through its Neighbourhood Toilets Community Group (NTCG) initiative, it is also teaming up with operators of over 100 coffeeshops, to nudge cleaners and users to keep toilets clean.

The Clean Public Toilets campaign 2022 aims to encourage users to continue the acts of “Flush, Clean, Bin, Dry”. Posters and wall stickers will be put up in public toilets located at hawker centres, selected coffeeshops, parks, beaches, participating petrol stations and community clubs.



The entourage spoke with members of the public to encourage them to do their part to keep public toilets clean.



Let's Keep Tekka Clean

The PHC attended the Let's Keep Tekka Clean event hosted by Mr Alvin Tan, Minister of State for Culture, Community and Youth & Ministry of Trade and Industry on 10 Dec 2022.

We were heartened to see residents, community members of Moulmein-Cairnhill and migrant workers who came together and picked up more than 15kg of litter in the Tekka neighbourhood. The litter-picking activity started from Tekka Centre and ended off at Pek Kio Community Centre. It was a good Saturday spent as event participants also got to soak in the vibrant and rich culture of Tekka atmosphere in neighbourhood.

The PHC appreciated the meaningful event organised by Tekka Residents' Committee, Our Green MoCa and People's Association. Singapore is our Home, and it is our collective responsibility to keep her clean!



Group photo with Mr Alvin Tan, Minister of State for Culture, Community and Youth & Ministry of Trade and Industry



PHC Deputy Chairman, Mr Andrew Khng with MOS Alvin Tan cleaning up Tekka.



PHC Member, Mr Lukeman cleaning up Tekka with MOS Alvin Tan

R.I.S.E. Learning Journey

Experiencing marine litter-picking with R.I.S.E partner – Tian San Shipping

A littered environment not only harms our living environment on land but is detrimental to our marine ecosystem too. To find out more about what efforts are being done to rein in marine litter from our Singapore waters, the PHC recently went on a trip with Tian San Shipping to learn more.

The team set out on a boat to the nearby waters surrounding Lazarus Island and St John's Island to witness the amount of marine litter in the span of just one morning. The amount of plastic wrappers, bags and indiscriminate litter that in our waterways and seas is simply astonishing. Armed with nets and scoops, the Tian San team diligently clears our waters to keep them as clean as possible every day, rain or shine. By binning our trash, our future generations of Singapore residents will have cleaner waterways and a healthier environment to live and prosper in.



How marine litter is removed from Singapore's waters.

R.I.S.E. Partner Engagement



PHC Deputy Chairman, Mr Andrew Khng from the front left sitting beside GOH, Ms Ng Ling Ling, Member of Parliament serving the Jalan Kayu division of Ang Mo Kio GRC and Ms Fatimah Binte Abdul Lateef, former Member of Parliament representing Geylang Serai ward of Marine Parade GRC (2006 and 2020).

The Public Hygiene Council (PHC) was invited to attend the Lions Club Singapore Mandarin's 40th Anniversary Charity Dinner on Friday, 16 December 2022 at One Farrer Hotel.

The event was graced by Ms Ng Ling Ling, Member of Parliament serving the Jalan Kayu division of Ang Mo Kio GRC since 2020. PHC Deputy Chairman Mr Andrew Khng attended on behalf of the PHC. Ms Ng Ling Ling introduced her working team and also expressed interest to work with the PHC to introduce some of PHC's initiatives within her division.

Lions Club Singapore had been an active R.I.S.E. member of the PHC and has supported many litter-free outreach activations such as the National Day Parade and New Year's Eve Countdown. We congratulate them on achieving this milestone and look forward to greater collaboration between the Lions Club Singapore Mandarin and the Public Hygiene Council.

KEEP SINGAPORE CLEAN



Group photo with anti-littering outreach volunteers at Marina Bay on 31 December 2022.

New Year, New Resolution

#KeepSGClean

As with previous years, the PHC carried on its yearly Keep Singapore Clean Movement outreach during the New Year's Eve festivities at the peripheral areas around Marina Bay Sand (MBS) on 31 December 2022 evening.

This year, we had the support of volunteers from the Lions Club of Singapore Mandarin (LCSM) as well as volunteers from the National Environment Agency (NEA) who went round the event area to nudge and remind event goers to pick up after themselves, and to bin any litter that they encounter along the way.

The volunteers were deployed at MBS Mist Walk and Promontory from 8:30pm to 1:00am. Volunteers remarked that the area was significantly cleaner compared to previous years, and that event goers were keen to play their part to keep our environment litter free.



New Year's Eve 2022 Countdown



The Truth about Recycling



Green Nudge conducting a clean-up activity at Yishun Dam. Source: Greennudge.sg

RISE.
INSPIRING
ANECDOTE

GREENNUDGE

Why do we recycle?

For many, it is believed to be the de facto solution to our environmental problems. In other cases, people do it to keep up with the rising trend of sustainable living. Recycling has been growing in prominence, but questions about its effectiveness began to surface amidst recent developments in the industry. As people seek answers, recycling is revealed to be a dysfunctional system in need of change.

In Singapore, recycling has been promoted to be essential in resolving our looming waste management crisis – our only landfill at Pulau Semakau will be fully exhausted at current rates of waste generation. Recycling will channel used materials back into production lines, reducing the need for new resources and leads to less waste being generated. At least, that's what we've been told.



Educating the next generation

Schools need to create their own environmental education syllabus that includes not only theoretical knowledge but also hands-on learning experiences. This way, environmental knowledge will be contextualised, allowing students to feel a stronger connection to the issue at hand.

Learning journeys to green places of interest such as incinerator plants and MRFs in Singapore can be conducted. Bringing students on a tour to these sights will allow them to understand the operational challenges of managing waste domestically.

They will gain new insights into the economics of waste management and recycling, adding new layers to their perspective of the sustainability landscape. In addition, schools can also form partnerships with green groups to enhance learning experience. Teachers can tap into these organisations' expertise and industrial knowledge, giving students a more thorough understanding about existing efforts to promote sustainability. One way is through co-organising activities such as coastal clean-ups. Teachers can assist in consolidating learning points for students before and after the activity, facilitating knowledge retention.

Recycling is broken. The things you thought were being recycled probably end up in places you've never imagined. It validates the waste we produce, masking us from the real problem at hand: unsustainable consumption. It's time we revamp environmental education and create a generation that consumes responsibly – towards a zero-waste future.

WHAT'S NEXT?

Quarterly SG Clean Day

12 February 2023

In support of SG Clean Day on 12 February 2023, there will be no sweeping of selected open areas at participating partners' premises*

You may wish to gather in groups to show your commitment to a clean Singapore by cleaning up your estate together.

*HDB estate open areas, Marina Barrage, reservoir parks, ABC (Active, Beautiful, Clean) Waters sites, public parks, gardens, park connectors, selected major dormitories, tourists attractions, shopping malls, retailers and transport nodes. Nature reserves are excluded



Participate to receive a goody bag with a limited edition Supermons EZ-Link card, cap and many more. REGISTER NOW!

LET'S GO PLACES, LET'S CLEAN SPACES!

Travel Quest

START: Tampines MRT Station

1st Stop: PASIR RIS Bus Interchange

2nd Stop: Paya Lebar MRT Station

3rd Stop: Serangoon MRT Station

4th Stop: Bishan Bus Interchange

5th Stop: Woodlands Integrated Hub

END: Jurong East Bus Interchange

SUNDAY / OUTSIDE TAMPINES
12FEB / MRT STATION

Time: 8.30am – 12.30pm (registration starts at 7.30am)

Guest of Honour:
Mr Baey Yam Keng
Senior Parliamentary Secretary, Ministry of Transport & Ministry of Sustainability and the Environment

PROGRAMME HIGHLIGHTS

- Fun activities across the island
- Goody bag upon completion of Travel Quest*
- Meet & Greet Supermons
- Lucky Draw

Scan this QR code and sign up now!
For more information, please visit go.gov.sg/travelquest

In support of the quarterly SG Clean Day on Sunday, 12 February 2023, there will be no sweeping of selected open areas at participating partners' premises*.

*Limited to the first 200 participants who registered. Register early to avoid disappointment.
*The selected premises can be found on the website.

Organized by: PUBLIC HYGIENE COUNCIL

Sponsor: ezlink

Partners: Land Transport Authority, Go-Ahead Singapore, SBS Transit, SMRT, and others.



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