



Editor's Note

Gloria Tan

Executive Director

It has been a busy start to the year as the PHC connected and engaged with most of our partners on our initiatives for 2022. I had the privilege to be invited to Dormitory Association of Singapore Limited (DASL) Chinese New Year dinner which was graced by Mr Tan See Leng, Minister for Manpower. It was a pleasure to meet our dormitory partners and I learnt much about their experiences with migrant workers.

Preparations are also underway for the upcoming annual flagship initiative, Keep Clean, Singapore! 2022. The launch event on Sunday 24 April would kick off the month-long litter activities and satellite events in May.

Exciting quarter ahead with many activities and new initiatives which would be announced at the KCS launch event so please do join us!

The PHC also launched their first-ever SG Clean Quality Mark publicity campaign since the take-over of the management of the certification from NEA and SFA. We hoped to convey the hygiene and cleanliness standards commitment from the premises owners through this campaign.

The Quarter's Top Scoop Caring for our Environment



Our environmental consciousness tends to heighten in the month of March due to the successful Earth Hour campaign run by the World Wildlife Fund (WWF).

The symbolic gesture of switching lights off to show solidarity in support of the environment has grown into a world movement. People start being conscious about their daily habits, like using less disposables, recycling, and conserving energy.

One issue that may not occur to us as an environmental concern is littering. Many of us do not associate littering as an environmental problem. However, the impact of littering on the environment comes in many folds.

Littering not only degrades the environment, it also causes damage to our waterways, seas and marine life. Litter are often blown or washed down our monsoon drains clogging up and causing floods during the rainy seasons.

Those that do not clog up the drains will end in our reservoirs or the sea, polluting the source of our drinking water and endanger our marine life. It is common knowledge that marine life like turtles or dolphins may sometimes mistake the litter as food and could choke on them or get entangled in it.



Littering (of disposables such as food wrappers) also expose and pollute the soil and water with toxic chemicals nearby. These toxins may eventually enter our bodies through the food chain. The contaminants could also inhibit plant growth and cause serious health issues to the animals that eat them.

Littering is costly to our environment. It is timely that we recognise that the seemingly harmless act of leaving our trash behind has serious consequences. It could harm us and the environment around us.

To avoid all these problems, all we need to do is to clean up after ourselves and keep our commons spaces clean. The simple act of sorting out the recyclables from amongst the disposables and binning them right could just make our environment a little better and more liveable.

Written by : Bryan Mah

CLEAN Quality Mark Campaign



The Public Hygiene Council (PHC) launched a nationwide SG Clean quality mark campaign to demonstrate the commitment of businesses in maintaining high hygiene standards as the new normal as the PHC takes over the SG Clean quality mark certification progressively for NEA and SFA premises.



The campaign aims to promote the SG Clean quality mark to Singaporeans and increase their awareness of the importance of environmental sanitation at public spaces. We are committed to practising good hygiene standards with SG Clean Quality Mark and **"Keep Clean and Carry On"** is a reminder to keep up the fight for cleanliness as we move into an endemicity. The commitment from the premise owners will assure Singaporeans of a cleaner and more hygienic environment so that we can get back to what we love in life.



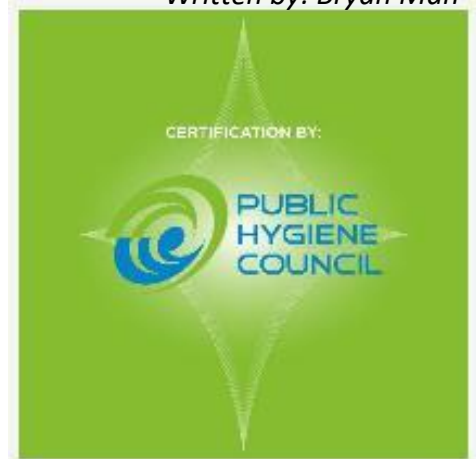
Despite the COVID-19 gloom, this publicity campaign aims to portray a spirit of hopefulness of how we could resume doing the things we love through raising hygiene standards. Featuring locations that have been certified SG Clean, we can see how our everyday heroes contribute to ensuring that their premises meet the SG Clean quality mark's hygiene standards.

The video also portrayed how the future of cleaning and sanitation could possibly look like.



The result is an upbeat and positive music video that makes one want to get the groove going. View the video on the [PHC's YouTube Channel](#).

Written by: Bryan Mah



WHY WE CARE ABOUT  CLEAN

WHAT YOU MAY HAVE MISSED

Quarterly SG Clean Day with Jurong-Clementi Town Council



A group photo before the litter-picking



MP Xie Yao Quan and the PHC Chairman, Mr Edward D'Silva



In support of the PHC's quarterly SG Clean Day on Sunday, 23 January 2022, Jurong-Clementi Town Council (JRTC) organised a litter picking activity in Jurong Central constituency. Helmed by JRTC Chairman and Constituency MP Mr Xie Yao Quan, a group of residents (which included youth volunteers) joined in the clean-up around Jurong Central's town centre. As part of the constituency's Green Plan, Mr Xie also announced the increase in frequency of SG Clean Day litter-picking in Jurong Central -- this will be a monthly event starting from Feb 2020.

Written by: Koh Ean Suat



A group photo before the litter-picking

Big Spring Clean @ Yew Tee

As part of quarterly SG Clean Day and in the spirit of Lunar New Year, Jurong-Clementi Town Council and Yew Tee Constituency organised a clean-up event with their residents to spring clean their estates on 29 Jan 2022.

The residents, including young families with children, took it upon themselves to make their estate a cleaner, better place to live in. The children learnt more about the importance of binning trash responsibly, recycling and protecting the environment by helping to remove litter from their estate.

The PHC is heartened to partner with Alex Yam (Mayor of Northwest District) to provide a safe and sustainable environment for the residents.

Written by: Nancy Lim



PHC Chairman, Mr Edward D'Silva, PHC Executive Director, Ms Glorian Tan joint hands with Yew Tee CCC Chairman, Mr David Neo, BBM to clean-up the neighbourhood estate



Starting from the Heart © Yew Tee



WHAT YOU MAY HAVE MISSED



Do Society Good

"Try and leave this world a little better than you found it"

— Robert Stephenson Smyth Baden-Powell,
Founder of the World Scouting Movement.

This is a quote that Scouts try to live by in their everyday life. To commemorate Scouts Founders' Day and in line with the theme of the Dragon Scouts of Gan Eng Seng School 100th Anniversary Project to 'Do Society Good', the Dragon Scouts went to Tiong Bahru Park on 22 February 2022 to do their part in keeping the environment clean.

The Dragons worked together to collect trash that were littered all over the park. Trash picked up consisted of mostly common items such as cigarette butts, tissue paper, and candy wrappers. After about 1.5 hours of hard work, the Dragons collected almost 5kg of trash.

"It helped me understand why we should not litter after looking at how much trash I picked up just from a small part of the park. Cleaners have a hard time so we should all do our part to pick up any litter we see on the floor!" said Ariel Goh, Patrol Leader of Tiger Patrol.

The Dragons hope to inspire many others to leave the world a better place and will be sustaining their clean-up efforts every month to continue to do society good.



Contributed by: Scouts Association

Dialogue with Cleaning Operators & NCID

24 Feb 2022



PHC Chairman & Council Members at the dialogue with Cleaning Operators & NCID

Working off the success of our previous dialogues with the cleaning operators and the National Centre for Infectious Diseases in January 2021, the Public Hygiene Council (PHC) Chairman Edward D'Silva kicked off this year's Dialogue with Cleaning Operators & NCID experts on 24 February. He welcomed the various cleaning operators present for the session. Chairman also thanked fellow Council Member and President of Environmental Management Association of Singapore (EMAS) Tony Chooi for the strong and unwavering support that EMAS members and their association have demonstrated for the Keep Singapore Clean Movement. He also thanked the two NCID experts, Dr Lee Tau Hong and Dr Tan Seow Yen, who took time off their busy schedules to join us for the dialogue and share with the participants on ways whereby cleaners and other frontline staff could protect themselves against infectious diseases such as the COVID-19 virus.

The aim of the session was to gather feedback from operators and cleaners on their experience thus far as they battled against the COVID-19 pandemic while keeping safe and virus free as they carried out their cleaning duties such as sanitizing and disinfecting commonly touched surfaces at their places of work,

on top of their routine cleaning duties at their work premises.

During the session, Dr Lee and Dr Tan touched on simple yet effective ways cleaners could protect themselves, such as wearing the proper protective equipment and regularly washing their hands. The main key to protecting ourselves against COVID-19 laid not only in practising good hygiene, but also in understanding the way the COVID-19 virus incubates, spreads and eliminating possible pathways where the virus could reach us.

Terence Wee, the Executive Director for the Environmental Management Association of Singapore also presented a training pathway in place for cleaning operators to train their staff and upskill the cleaning industry. Participants left the session with a greater understanding of how to protect not only themselves but also their staff and loved ones against COVID-19 in this ever-evolving endemic environment.

Written by: Jonathan Bok

WHAT YOU MAY HAVE MISSED

9th
RISE
Networking Meeting

SINGAPORE
SUSTAINABILITY
ACADEMY



CITY DEVELOPMENTS LIMITED



9th RISE Champions Network Group Photo

Keep Singapore Clean Movement

**RISE Champions Network
15 March 2022**

During the 9th RISE Champions Network Meeting held on 15 March 2022, Habitat For Humanity shared their plans for Big BlockWalk and Stridy presented the usage of the Stridy clean-up app. Green Nudge also updated on the revamped RISE website as well as Tzu Chi Foundation (Singapore) on their latest Environmental Education E-Sport World Cup initiative.

The PHC shared an overview of PHC's Keep Clean, Singapore! 2022 launch event and this year's campaign which would go beyond just littering and tray return, but on public toilet cleanliness as well. Through engaging the public in a light hearted manner, the PHC hoped that it would help drive home the importance of keeping our public spaces and toilets clean.

Victor Goh from Habitat for Humanity also provided details on the upcoming BlockWalk that would be happening on Saturday 28th May at HDB Hub atrium, which is also the location for PHC's KCS 2022 Closing Event.

Additionally, Big BlockWalk would be held in support of Keep Clean, Singapore! month in May. Participants would be flagged off from HDB Hub atrium in the morning and head out for litter picking activities in the vicinity before gathering back

at the closing event location for trash weighing and disposal. At the RISE meeting, Samantha Thian also shared her experience using the Stridy app for her clean-up activities and presented the wealth of information available on clean-ups done by Stridy participants around the world on the Stridy app. Fellow RISE members were encouraged as much as possible to use the Stridy app as they go about their clean-up activities.

Heng Li Seng from Green Nudge also provided updates on the RISE website. Amongst the ideas proposed by RISE members, many agreed with the idea to have an event page within the RISE website to showcase latest clean-up activities being organised by fellow RISE members. It was also felt that having a feedback box within the website where visitors can ask questions and learn more about the RISE Network itself would be very useful.

Summing up the discussion for the night, Assistant Director Kim Tham concluded the session and thanked participants for an honest discussion and fruitful evening. Noting that participants for the session were youths, she pointed out that they are the ones who would carry on Singapore's clean & green message through for many years to come. She also shared with participants that PHC will be rolling out a few youth-centric programmes in future and that more details will be shared with RISE members soon.

Written by: Jonathan Bok

WHAT YOU MAY HAVE MISSED



Partnership with Community Development Councils

Stronger partnership with Mayor Alex Yam - North West CDC (29 Mar 2022)



Great conversation with Mayor Denise Phua - Central Singapore CDC (30 Mar 2022)



Exploration of hawker centre's toilet project with Mayor Fahmi Aliman

- South East CDC (31 Mar 2022)



It is an annual tradition for PHC Chairman to pay visits to the Mayors of the 5 districts to share its workplan and key initiatives. In the month of March, the PHC met Alex Yam (Mayor of North West District), Denise Phua (Mayor of Central Singapore District) and Fahmi Aliman (Mayor of South East District) to update PHC's programmes and brainstorm ideas for collaboration. It was also an opportunity to obtain ground sensing from the Mayors on cleanliness and hygiene issues. PHC looks forward to a stronger partnership with the Community Development Councils (CDC).

Written by: Koh Ean Suat

WHAT YOU MAY HAVE MISSED



New partners of SG Clean Day

The PHC continuously work to invite new Partners to be on board the quarterly SG Clean Day. For the SG Clean Day on Sunday, 24 April 2022. Mr Edward D'Silva (Chairman, PHC), Mr Andrew Khng (Deputy Chairman, PHC) and Ms Gloria Tan (Executive Director, PHC) engaged with the 4 major attractions, Mandai Wildlife Group, Sentosa Development Corporation, Resorts World Singapore and Gardens by The Bay on 4 separate occasions to discuss different ways to collaborate with the major attractions and to invite them to be part of the upcoming SG Clean Day. They would join all the 17 town councils, more than 300 public parks, park connectors, and DASL dormitories to cease sweeping from 6am to midnight. PHC hoped to create the optics effect of a littered environment and encourage Singapore residents to take personal responsibility to clean up after themselves.

Mandai
WILDLIFE GROUP



sentosa

Written by: Kim Tham

WHAT YOU MAY HAVE MISSED



sentosa

Sentosa Embraces Litter-Free (S.E.L.F.) event 11 March 2022



sentosa™



Over 50 Sentosa staff and Island partners participated in the Sentosa Embraces Litter Free (S.E.L.F.) event on Friday, 11 March 2022. As one of the new attraction partners for the upcoming SG Clean Day on Sunday, 24 April 2022, the PHC Chairman, PHC Dy Chairman and PHC Secretariat were invited to observe the conduct of the S.E.L.F. event. Despite the heavy rain, participants had a wonderful time learning more about Sentosa through the litter picking activity along the coastal trail and at the Surrender Chamber.

Written by: Kim Tham

WHAT YOU MAY HAVE MISSED



Clean Up @ Coney Island

with OBS and Tiong Seng Construction

The Public Hygiene Council (PHC) secretariat team did a clean-up at Coney Island on Saturday, 19th Mar 2022 together with Tiong Seng Construction and Outward Bound Singapore (OBS). Although the weather was hot, the 3 groups of 10 headed to the 3 different beaches on Coney Island and collected 133.15kg of trash that included styrofoam boxes, straws, wrappers and cigarette trash that had washed up onto the shores of Coney Island beaches.

This was a great initiative by Tiong Seng Construction and OBS to organise this meaningful litter picking activity for their staff and family members to participate in. The young children had fun and learnt the importance of keeping the environment clean. All the participants enjoyed themselves and look forward to more clean-up activities.

Written by: Kim Tham



Outward Bound Singapore
Inspired Individuals, Transformed Communities.



KEEP SINGAPORE CLEAN

Bin It Up Bukit Timah! & Ulu Pandan CleanPod

PHC was privileged to join Grassroots Adviser Ms Sim Ann and her fellow residents to reactivate its initiative “Bin It, Bukit Timah!” on Sunday, 27 February 2022. It also marked the unveiling of the newest CleanPod at Ulu Pandan Park Connector (North Bank).

Regular litter-picking activities in Bukit Timah would be held every last Sunday of the month and residents would clean up their estate including neighbourhood parks. With the newly added CleanPod, residents would be able to conduct more litter picking activities with their family and friends during their walks at the park connector.

PHC Deputy Chairman, Mr Andrew Khng joined Adviser Ms Sim Ann to spruce up the CleanPod with spray art graffiti. PHC is also working with Sustainable Bright Spot partners to launch more CleanPods within different neighbourhood estates. Check out our bright and colourful CleanPods across Singapore and contact the Public Hygiene Council at ask@publichygienecouncil.sg to find out more.

Written by: Nancy Lim

Adviser Ms Sim Ann unveiling the CleanPod



Sprucing up the CleanPod with spray art graffiti



Residents of all ages ready to start the clean-up



Adviser Ms Sim Ann and PHC Deputy Chairman, Mr Andrew Khng cleaning up the park connector

KEEP SINGAPORE CLEAN

Estate Cleaners: Our Unsung Heroes of the Pandemic

The onset of the COVID-19 pandemic saw many Singaporeans ensconced in their own apartments, fortunate enough to be able to work from home. However, not all are afforded that luxury, including our town council estate cleaners, who are still bravely out and about every day, working to maintain the hygiene of our estates.

In conjunction with Thank Your Cleaner Day (on 20 October), Tampines Town Council collaborated with Migrant x Me, a non-profit organisation focusing on public education of migrant workers, on a campaign to pay tribute to our frontline heroes. From 11 to 31 October, videos introducing our estate cleaners were displayed on digital panels in HDB lifts across Tampines. There was also a longer and more intimate three-minute video featuring a foreman, Masud. The video explored a day in the life of Masud, in which he shared why he enjoys his job despite the many challenges he faces. These videos offer a rare glimpse into a side of society that many Singaporeans may not know much about, and hopefully encourage everyone to recognise the efforts of these frontline workers.

Isabel from Migrant x Me, a long-time Tampines resident, wanted to raise awareness of the plight of migrant workers.



Masud and our partners from Migrant x Me

Building bridges between residents and cleaners

“After getting to know their stories and struggles, they really are underappreciated. Most of the time, people don’t know the names of their cleaners, they just know that their rubbish is cleared.

“We hope that through this campaign, more residents will get to know the cleaners and view them with empathy and compassion. Ideally, this can also help build friendships between our cleaners and residents.”

Masud’s effervescent personality has made him a favourite among Tampines residents, many of whom know him by name, so it was no surprise to have him featured prominently in the project. Having worked in Tampines for 14 years, he sees it as his home and easily rattles off some of his favourite local haunts that he visits during weekends, such as Our Tampines Hub and Tampines Mall. “Sometimes, I’ll go *makan* with my friends, both Singaporeans and foreigners, at the coffeeshop,” he added. “Of course, I am happy to be part of this campaign and to show Singaporeans how we live.”

The Town Council and Migrant x Me worked with our cleaners for two months on this meaningful project. In the process, we have learnt a lot from our cleaners and shared many heartwarming moments. We hope that the project humanizes our migrant workers and allows Singaporeans to view them in a different light. “Ultimately, we want them to be treated equally,” concluded Isabel.

Contributed by: Tampines Town Council



INSPIRING ANECDOTE

Habitat for Humanity Singapore first started in 2004, in response to the urgent housing reconstruction needs following the Indian Ocean tsunami that year. Since its inception, Habitat Singapore has continually mobilized volunteers for projects across the Asia-Pacific region in countries such as Cambodia, Indonesia, Thailand, India and more. In Singapore, Habitat Singapore seeks to improve the living conditions of vulnerable older persons and families living on their own. To date, more than 30,000 volunteers from Singapore have built over 1,300 houses in the Asia-Pacific and almost 3,000 local home rehabilitation projects. Habitat for Humanity Singapore partners with social services to identify vulnerable persons and families who need help to rehabilitate their homes into a safe and sanitary state. With our volunteers, we work with the homeowner to declutter and discard items, clean intensively, repaint and seal up gaps, and replace pest-infested furniture.

An important aspect of having a clean and endearing home is also about living in a clean and litter-free community as well. Apart from helping to spruce up homes in the community, our volunteer friends from Habitat for Humanity Singapore also do their part for a clean Singapore by heading out monthly to the community to do regular litter picking in the estate as part of the regular BlockWalk programme. After all, a clean and vibrant community is a clean and healthy home.

Contributed by: Habitat for Humanity Singapore

RISE.



WHAT'S NEXT?



The PHC's annual flagship initiative, Keep Clean, Singapore! 2022 would be launched at NTUC Centre, Stephen Riady Auditorium on Sunday 24 April at 10:30am. Ms Grace Fu, Minister for Sustainability and the Environment would be officiating the event as Guest-of-Honour.

As part of the campaign, the PHC would hold two other events in the month of May. Kelly Latimer would be hosting both the Launch event on Sunday 24 April, and Satellite event on Saturday 7 May, at City Square Mall Atrium.



RISE.



To be held on Saturday 28 May 2022, Big BlockWalk would be an activity where everyone in Singapore would be invited to pick litter together. In conjunction with the Public Hygiene Council (PHC) Keep Clean, Singapore! (KCS) 2022 Closing Event, the flag off at HDB Hub atrium would be the starting point of the Big BlockWalk.

To conclude KCS 2022 with a big bang, Big BlockWalk 2022 aims to take Habitat for Humanity Singapore's monthly BlockWalk simultaneously across Singapore, with the goal of rallying 1,000 volunteers islandwide to jointly combat littering and take ownership of keeping Singapore clean.

Registration details will open soon, so do keep a look out by subscribing to Habitat Singapore at <https://www.habitat.org.sg/new-subscribers> or follow them on their social media as they release sign up information!



Welcome Onboard

In February 2022, Ms Kim Tham joined PHC Secretariat as Assistant Director. She leads the Corporate & NGO Partnerships, Engagements and Events unit within PHC.

With over 15 years of events and partnerships experience, we are confident that Kim would add more success to PHC efforts.



#KeepSGClean - Public Hygiene Council 2021

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