#### IT'S NOT A JOB, IT'S OUR WOME

Dear Readers,



Editor's Note

Gloria Tan

Executive Director

It has been more than two years since the ongoing Covid-19 pandemic hit us. We are slowly resuming some normalcy with the recent ease in safe management measures and as we do so, there are important lessons that we should remember. The pandemic had heightened our understanding for hygiene and instilled good habits. We hope everyone will continue to practice them so as to keep potential health threats at bay.

With the recent launch of the Public Hygiene Council's (PHC) Keep Clean, Singapore! 2022 campaign, we are happy to bring you a refreshed look for our e-newsletter! In this issue, please meet PHC's very own Supermons who collectively work together with every one of you, to make Singapore a truly clean city.

Trashemon is our green ranger who cares for a clean environment. He is always there to guide and remind all of us to keep clean and Bin our Trash properly! Trayremon, in the sweetest pink and purple colours, is everyone's sweetheart with a heart of gold. She is caring and displays consideration for others when she returns her trays and cleans her table after meals. The buddy that everyone loves is Toilemon. He is always cheerful, helpful and polite. Toilemon always reminds public toilet users to practise good toilet habits and keep them clean!

We hope you will enjoy reading (and meeting our Supermons) as much as we enjoyed putting this issue together.

Till the next one, Gloria



Protecting our environment is the key to sustaining a liveable environment, a quality lifestyle and a thriving economy. If we fail to protect our environment, we are not just putting our ecosystem at risk, but also that of our quality of life and our economy.

We are deeply connected with our environment. Anything that is detriment to our environment has a direct negative impact on us.

To help protect our environment, and it all starts with awareness. When we become aware of the impact our actions have on our environment, we can understand the need to make certain adjustments in the way we go about our daily lives. There are plenty of things that we can do to help protect our environment. One simple act that we can all do is to always bin our trash and keep our environment clean.

Litter is not only an eyesore, but it also affects our quality of life and our health. A badly littered environment creates an unhygienic space that expediates the spread of diseases.

It is common knowledge that litter breeds pests such as rats, cockroaches, mosquitoes, pigeons and houseflies. The infestation of these potential health hazards could be a ticking bomb to our public health system.

A lot of times, litter gets blown or are swept into our waterways and end up in our reservoir. Toxins and hazardous chemicals could be released from the litter and contaminate our source of drinking water. The first step towards reducing litter is to understand the seriousness of the problem. We can all do our part by educating and influencing the people around us to ensure that everyone is aware of the problem. Understanding the problem will also alter our perspective on littering and shape our mindset to be responsible for our own trash and not defer it to the cleaners.

When each and everyone of us takes responsibility over our own trash, we are definitely on the right track towards protecting our environment.



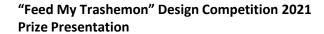
The Keep Clean, Singapore 2022 (KCS 2022) launch event was held on 24 April 2022 at NTUC Auditorium to reaffirm our commitment to achieve a clean, green and sustainable environment for all to live, work and play. This year, more than 150 participants joined us for the KCS 2022 launch event.

With the newly launched campaign message, "It's not a job, its our home", the Public Hygiene Council (PHC) would like to remind all residents that our home does not end at our doorstep, the whole of Singapore is our home. This also anchored the PHC's mission to rally the nation to collectively keep Singapore, our "home", truly clean.



## PHC's three new Supermon characters encouraged good public hygiene practices

Three new Supermon characters, Toilemon, Trayremon and Trashemon (from left to right above) were launched at KCS 2022 and aimed to promote good toilet etiquette, tray return and proper binning of trash.



10 winners of the "Feed My Trashemon" design competition 2021 received their prizes and tokens of appreciation at the launch event. This competition promoted clean habits and creativity amongst students. They were encouraged to share how their designs promote anti-littering and appreciation of cleaners. The 10 winning designs would be adopted by corporate organisations for production into functional Trashemon bins and would be placed within their premises to remind the public to bin their trash properly. The students' Trashemon bins would also be deployed in their respective schools for use.



As an extension of the launch event, the PHC hosted a satellite event on 7 May, at City Square Mall, and a closing event on 28 May, at HDB Hub Atrium. Hosted by celebrity host Kelly Latimer and Getai singer Lee Pei Fen respectively, these events were open to the public with fun and educational activities for participation.

Families who visited City Square Mall enjoyed themselves as they were able to attend a physical event for the first time after the community safe distancing measures were further eased.

Families participated in the Games Show Segment conducted on stage by celebrity host Kelly Latimar three times across the day at the Satellite Event on Saturday, 7 May at 1 pm, 4 pm and 7 pm respectively. Families also queued up patiently to take photos with the KCS Supermons at the end of each show during the Meet & Greet segment.

Families present got to view the 10 winning Trashemon bin designs displayed at the atrium. Children also learned about taking personal responsibility for the cleanliness of shared public spaces by picking up after themselves from the fun game booths located off stage throughout the day.









WHAT YOU MAY HAVE MISSED

DAY 24 April 2022



The quarterly SG Clean Day held on 24 April 2022 continued to receive strong support from the 3P partners. Besides public estates, parks, gardens and dormitories, PHC also onboarded tourist attractions such as Sentosa, Mandai Wildlife Group, Gardens by the Bay and Resorts World Singapore to cease sweeping at selected areas of their premises.

Residents also geared up to conduct litter picking at their estates. One great example is the clean-up organised by Bishan-Toa Payoh Town Council. They partnered ITE College Central and the Zone 1 Resident's Committees to educate residents on keeping Singapore clean and clean-up their neighbourhood.



Check out more clean-up efforts at PHC's Facebook #SGCleanDay



Mr Dennis Tan,
Chairman of AljuniedHougang Town Council
also published a
Facebook post to
encourage residents to
keep the estate clean
and hygienic.



WHAT YOU MAY HAVE MISSED

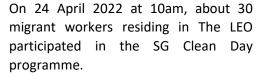
## The LEO

## participates in Quarterly SG



24 April 2022

Article contributed by Mr Ronald Kong, Deputy Head of Operations, MES Group



The event was graced by Mr Douglas Yeo (Head of Operations) and he shared with the participants that SG Clean Day aimed to encourage residents to conduct litter picking activities and raised awareness on taking personal responsibility to bin their trash properly. It also sought to appreciate our cleaners for their efforts towards keeping Singapore clean.

Keeping Singapore clean is a shared responsibility, whether citizens or foreign residents. Seeing the amount of litter that The LEO residents picked up, the team were glad that the participants found the litter picking activity meaningful in support of SG Clean Day!



The LEO ceased sweeping at common areas in the dormitory from 6am to 12midnight on SG Clean Day. They mobilised and encouraged the residents to join in the litter picking conducted within the dormitory compound from 10am to 12noon, in the hope that the residents would appreciate and embrace the culture of picking up after themselves and take strong ownership of the cleanliness in the shared living space. In addition, this would help make cleaners' job easier by not littering and binning properly.





#### **Dialogue with Mall Operator**

**City Developments Limited** 

The Public Hygiene Council (PHC) met with representatives from the City Developments Ltd's (CDL) mall operations team on 11 May 2022 to share about PHC's initiatives and programmes which drives the Keep Singapore Clean Movement. CDL expressed interest in the 'Adopt a Trashemon' Bin Initiative and had confirmed their adoption of three Trashemon Bin Designs which would be displayed at City Square Mall, Palais Renaissance and Quayside Isle.

In partnership with CDL, we would like to remind every resident in Singapore that "Home" goes beyond the four walls that we wake up to every day. The places we go to daily make up what we call 'home', and it is not others' job but our personal responsibility to keep it clean, for ourselves and for everyone around us.

#### **Dialogue with Singapore Tourism Board**





The Public Hygiene Council (PHC) met with representatives from the Singapore Tourism Board (STB) team on 5 April 2022 to share more about the takeover plans for SG Clean Quality Mark certification programme.

Edward D'Silva (Chairman, PHC) commenced the meeting and shared that the Public Hygiene Council (PHC) hoped to engage the hotel operators with Singapore Tourism Board's (STB) support. PHC Secretariat team shared on an overview of PHC and introduced its key Advocacy pillars, and new mandate - Empowerment pillar that PHC has undertaken to deepen industry engagement through the SG Clean Quality Mark (QM) certification programme. He added that the long-term plan for SG Clean QM is to eventually move towards an industry-led recognition programme with high level of standards for different industries.

Chairman thanked STB for taking time to meet with the PHC.



The Public Hygiene Council (PHC) launched the pilot phase of the Neighbourhood Toilets Community Group (NTCG) at PDSS 318 Food Cafeteria on 21 May 2022. Launched by Ms Grace Fu, Minister for Sustainability and the Environment and Adviser to Yuhua Grassroots Organisations, this ground-up volunteer-led initiative would run over a span of three months from May to July 2022. The volunteers would work with coffeeshop operators, stallholders and users to educate key stakeholders about shared responsibility in keeping coffeeshop toilets clean. The other two coffeeshops who participated in the pilot phase were MEETUP @ 494 at Block 494 Jurong West Street 41 and Get Together at Block 429 Jurong West Avenue.

In partnership with Reckitt Benckiser Singapore, the PHC would appoint a provider to conduct pre-audit checks of the toilets in the participating coffeeshops and provide advice on how the toilets could be better maintained or cleaned. These coffeeshop toilets would be audited subsequently and graded with a certificate.

The volunteer groups from the NTCG would visit coffeeshops frequently at their own time, to remind and educate users to maintain positive toilet habits. They would also alert coffeeshop owners to ensure that the toilets were well-maintained, from cleanliness to supplies to infrastructure. Each group would consist of 5 to 6 volunteers.

The PHC would be engaging more coffeeshops, town councils and grassroots organisations to participate in the second phase of NTCG from August to October 2022.













The Public Hygiene Council recently met up with coastal clean-up groups at a small gathering held at Ridge View Residence College, National University of Singapore. The gathering was organised by International Coastal Cleanup Singapore and was also attended by like-minded groups such as SG Beach Warriors, Stridy, One Planet (Singapore), Green Nudge and Kindred. The purpose of the gathering was to get to know other coastal clean-up groups within the environment space in Singapore and find ways to collaborate and complement each other's efforts.

During the meeting, groups shared their experiences doing clean-ups at both recreational beaches and non-recreational beach sites, with some groups also being involved in community clean-ups at residential areas and neighbourhoods. By coming together as one voice and sharing ideas on how groups could help address the marine litter issue in Singapore, we hoped to move closer to our goal of having a truly clean and litter-free Singapore.

## "No Cleaners Day"

## @ Nee Soon South 22 May 2022



(From left): Ms Gloria Tan (PHC Executive Director), Ms Carrie Tan (Grassroots Adviser, Nee Soon GRC GROs) and Mr Andrew Khng (PHC Deputy Chairman)

Nee Soon South GRC, led by Grassroots Advisor Ms Carrie Tan, conducted a litter-picking activity on the 'No Cleaners Day' on 22 May 2022, in support of the Keep Clean, Singapore! month-long activation. The residents gathered at the Khatib Plaza for their briefing before they headed to the respective assigned Zones A, C, D, E & F for their litter-picking activity. We were heartened by the passion and enthusiasm from the residents, especially the young children who were involved in the litter picking. The residents also helped to collect littered cigarette butts in support of the Keep Clean, Singapore! Closing event. Ms Carrie Tan even did a personal shoutout on social media to encourage public to stop cigarette butt littering.





The residents were also briefed on Tips on Dengue Prevention by representatives of the National Environment Agency. Grassroots Adviser, Ms Carrie Tan and distinguished guests from Nee Soon South and PHC also unveiled the banner to launch the Dengue Prevention Campaign.





Guest-of-Honour Dr Amy Khor, Senior Minister of State for Sustainability and the Environment, together with Special Guest, Ms Denise Phua, Mayor of Central Singapore District, Mr Edward D'Silva, PHC Chairman, Mr Andrew Khng, PHC Deputy Chairman and Ms Gloria Tan, PHC Executive Director, marked the closing of KCS 2022 by filling a specially designed closing mechanism with littered cigarette butts.

More than 170,000 littered cigarette butts that were collected by members of the R.I.S.E. (Reach, Inspire, Synergise and Empower) Champions Network who conducted 365 clean-ups during the past month-long KCS 2022 campaign demonstrated how cigarette butts are the one of the most common forms of litter that is found in Singapore.

While cigarette butts are not as visible compared to other forms of litter such as plastic bottles, food containers, tissue paper and plastic bags, it is a real public health threat. Through the symbolic gesture of collecting the littered cigarette butts during the month-long KCS 2022 campaign, the PHC aimed to raise awareness and highlight the need for proper disposal of cigarette butts. Singapore could then be a clean, hygienic, and safe environment for everyone to live in.

The PHC also partnered with one of their R.I.S.E. Champions Network members, Habitat for Humanity Singapore to co-locate their flagship activity, the Big Blockwalk, with the KCS 2022 closing event. This was the largest island-wide neighbourhood clean-up activity since the start of Covid-19 pandemic.

During the activity, like-minded

volunteers from across Singapore connected virtually over Zoom which was hosted by media personality, Paul Foster. They picked up litter in their neighbourhoods and community like spaces void decks, playgrounds and parks. Blockwalk supported Keep Clean, Singapore! 2022 which harnesses collective action to create transformative environmental

change for a more sustainable

society.





Participants posing for a photo at the KCS Closing Event held on 28 May 2022 at HDB Hub Atrium



### Singapore launches national strategy to tackle growing problem of marine litter

The Public Hygiene Council (PHC) had a clean-up on 5 June 2022, alongside with 30 other volunteers from Kindred, Seastainable and including Samantha Thian from Stridy, to commemorate the launch of the National Action Strategy on Marine Litter (NASML) and simultaneously in commemoration of World Environment Day. Minister of State for Sustainability and the Environment Mr Desmond Tan also joined the clean-up and announced the launch of a 6-point strategy by the Ministry of Sustainability and the Environment to tackle the problem of marine litter in Singapore. At the session, a whopping 350kg of trash was collected within 2 hours from the short stretch of beach along Tanah Merah Coast Road.

Although the weather was hot with the sun blazing down on us, the group put in their wholehearted efforts on a Sunday morning collecting stray bottle caps, wrappers and cigarette butt trash that had washed up onto the shores of Tanah Merah Beach. Samantha Thian, founder for environmental group Seastainable, led volunteers for this clean-up and shared efforts being made by the Seastainable team to repurpose and recycle bottle caps and used plastic collected at various clean-ups.

Though our efforts may be humble, the collective environmental impact from these irresponsibly littered trash has been mitigated with our collective action. Adding on as an anecdote, Samantha shared with participants that if we all took a pause in our lives to pledge to reduce each of our waste footprint and diligently bin our trash and never litter, we could inch closer to our long term goal of having a truly clean Singapore that we all could take pride of. Let us all do our part to use less and waste less.



(Left) Deputy Chairman Andrew Khng and (Right) Chairman Edward D'Silva



joined participants at the beach clean-up on 5 June 2022



 Understand the importance of personal responsibility to clean up after ourselves

Equip with life skills such as effective communications and active listening

 Show empathy and respect to cleaners

Since Jan 2022, the schools who have completed the workshop were:

- CHIJ Primary (Toa Payoh)
- Corporation Primary School
- Fuhua Primary School
- Greenridge Primary School
- Maha Bodhi School
- St Andrew's Junior School Unity Primary School Yew Tee Primary School











## New beach hub in Pasir Ris Park

#### to drive sustainability efforts in the area

The Ocean Purpose Project (OPP) launched it's very first Beach Hub at Pasir Ris Park on 11 June 2022. The OPP Beach Hub serves as a platform for researchers to study algae collected from the sea, as well as for volunteers to network and gather to do clean-ups at the beaches.

The Founder and Chief Executive Officer of OPP, Ms Matilda D'Silva shared that they aim to drive the sustainability efforts in Pasir Ris. One of their key focuses is to educate and work with the fish farm owners off Pasir Ris Park to use seaweeds and mussels in guarding against algal blooms. In addition, the seaweed and mussels grown can be harvested and processed into bioplastics that can be used in many areas.

The launch of the Beach Hub, graced by Ms Yeo Wan Ling, Member of Parliament for Pasir Ris-Punggol GRC, also witnessed the signing of a memorandum of understanding with James Cook University to study seaweeds off the shore of Singapore.

The OPP is a strong supporter of the Keep Singapore Clean Movement. They have adopted the CleanPods at Pasir Ris Park and actively engage residents for clean-ups at the neighbourhood.

#### **KEEP SINGAPORE CLEAN**

# Adopt a Trashemon

The Public Hygiene Council (PHC) concluded its inaugural nation-wide design competition "Feed My Trashemon" Design Competition 2021 which was organised in collaboration with Ministry of Education (MOE) with an awards presentation at the Keep Clean, Singapore Launch event. This initiative aimed to (1) educate and inspire Singapore residents to take ownership and bin their trash correctly (2) inspires younger creative minds and inculcated the right cleanliness and hygiene habits in our future generations of Singapore.

10 winning designs were produced into actual trash bins and showcased. To further appreciate and recognise the efforts put in by the students, these bins were presented to the respective schools so they could showcase and use them as functional trash bins. These

## **Bin Initiative**

designs were very well received by Minister Grace Fu and all the guests present.

The PHC have since received the commitment and support from Gardens by The Bay (GBB), Resorts World Sentosa (RWS), Sentosa Development Corporation, City Developments Limited (CDL), Gain City Best-Electric Pte Ltd and Mandai Wildlife Group (MWG).

This initiative aimed to encourage Singapore residents to take ownership and bin their trash correctly and be inspired by the attractive designs created by our Youths.

Do keep a lookout for the bins at our Partner venues in the coming months.

#### **Gardens by the Bay**







Sentosa Corp



**Gain City** 



Mandai Wildlife Group









On a daily basis, the cleaners of the HDB estates ensure that the floors are swept, rubbish bins are cleared, and addressed adhoc cleanliness feedback. During the Covid-19 pandemic, the cleaners worked tirelessly to frequently clean and sanitise high-touch points in common areas to safeguard our residents' health. All these hard work put in by the cleaners has helped ensure that our living environment is clean and safe for all our residents.

To appreciate their efforts, the Marine Parade Town Council and some of the community partners frequently conduct Cleaners' Appreciation in conjunction with the quarterly SG Clean Days, by holding an appreciation lunch for the cleaners or by giving out vouchers.

So, the next time you see the cleaners in your estate, do make their day by simply saying 'thank you' or just by saying 'Hi!'.

Remember, the cleanliness of the neighbourhood does not stop at the cleaners. We all can do our part for our environment by joining or conducting a litter picking activity, disposing our trash properly, and avoid disposing bags of trash and bulky items around standing bins or in the common areas.

Article contributed by





With stricter rules on smoking and littering on beaches, and active calls to become a "leave no trace" beachgoer, it seems contradictory that around 238 metric tonnes of trash still ends up being washed up on our beaches every year.

So how does this happen? Studies show that our everyday trash often ends up in inland rivers, which in turn gets carried into the ocean and lands on our beaches via currents. Most of these trash are single-use plastic products, persisting in our environment for a significantly longer time than their product lifespan. While part of the solution is to curb our individual plastic use while holding the petrochemical industry accountable, we also need to do something about the trash that has already accumulated on our shores.

Changing lifestyle habits and petitioning for change is important, but could be a long-term process. In the meantime, we could take a much simpler and immediate approach to protecting our beloved ocean. World Clean up Day is celebrated around the world annually and happening this year on the 17 September 2022. Mark your calendars - it's the perfect opportunity for you to go out there and start protecting our shores!

As Covid-19 restrictions ease in some parts of the world and group volunteering becomes possible again, here is a guide on how to organise a community-centered beach clean-up, whether on World Cleanup Day or any other time of the year!

#### What do you need for a beach clean-up?

Suggested items include:

- Pails/trash bags and tongs/gloves You could utilise
  the CleanPods set-up around the island by the
  Public Hygiene Council instead of buying a new set
  of clean-up gear each time. The best part? It is
  completely free! Not only does this save you money,
  it also reduces the amount of waste produced.
- · Water to hydrate yourself
- Hand sanitizer
- Bug spray/long pants if your area has mosquitoes/ sandflies
- Covered shoes
- Sunscreen/hat depending on the time of day

Remember, every piece of rubbish picked up means one less piece of trash that could end up in our ocean. Like ripples in a pond, the bigger or more frequent the clean-up project, the larger the impact. Start acting now and inspire the people around you to do the same!

Join us in spreading environmental awareness and being advocates for the ocean.



### **WHAT'S NEXT?**

#### **Quarterly SG Clean Day**

Public Utilities Board (PUB) joins Quarterly SG Clean Day

31 July 2022

In support of SG Clean Day on 31 July 2022, there will be no sweeping of selected open areas at participating partners' premises\*

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



## **Neighbourhood Toilet Community Group (NTCG) Closing Event**

31 July 2022

11.00am - 12noon MeetUp @ 494 Coffeeshop Blk 494 Jurong West St 41 #01-138 Singapore 640494

Mr Baey Yam Keng, Senior Parliamentary Secretary, Ministry of Sustainability and the Environment together with Special Guest, Mr Xie Yao Quan, Chairman of Jurong-Clementi Town Council and Adviser to Jurong GRC Grassroots Organisations will join the Public Hygiene Council (PHC) Chairman, Mr Edward D'Silva to gratefully acknowledge the efforts and support of the two groups of NTCG Volunteers



#### Welcome, Ms Amelia Lim

Get to know her better through her short message:

I'm happy to join NEA as the newest member of Public Hygiene Council Secretariat team.



Leveraging on my background in community outreach, I have developed a passion in community engagement as I find joy in collaborating with people from diverse backgrounds.

I value quality time with my families and friends. I also enjoy outdoor activities such as going to the beach or having a picnic on the lawn during my leisure time.

**RISE**4 August 2022

RISE partners will be meeting to share their upcoming plans. Look out for it in the next issue!













#KeepSGClean - Public Hygiene Council 2021 Facebook.com/keepsgclean Instagram.com/keepsgclean Youtube.com/publichygienecouncil ask@publichygienecouncil.sg