



We Care

Keep Singapore Clean: Hot Spot to Bright Spot Program

By Daphne Liu for FabNews

On 15 August 2014, SSMC contributed to Singapore SG50 Community Challenge by hosting the “Hot Spot to Bright Spot Program” at Pasir Ris. This program, initiated by Public Hygiene Council (PHC), a subsidiary of National Environment Agency (NEA), aims to improve the hygiene condition of the identified frequently littered areas (known as “Hot Spots”) and turn them into “Bright Spots”, by demonstrating the right behaviours and creating awareness and exerting social influences. SSMC has worked with NEA, PHC and SMRT, to adopt one of the heaviest human traffic zone in our neighborhood, which covers the area between Pasir Ris MRT train Station and Pasir Ris Bus Interchange, for a period of one year.

More than 100 participants from SSMC, NXP, NEA, PHC, SMRT and Siglap Secondary School gathered for the launch of the adoption program and massive clean-up challenge. They rolled up their sleeves and were determined to pick up loads of the litters and turn the hot spots to bright spots. 17 SSMC Litter Free Ambassadors also played an active part in promoting public hygiene awareness by engaging passer-bys to sign-up for a special training program. The people who signed up will receive a free talk on public hygiene promotion from PHC. They will learn how to exert social influence, and nurture environmental friendly behaviour with public, and how to be Litter Free Ambassadors.

The program started with a keynote speech by Jag to highlight the objectives of this initiative and concluded with the announcement of the winners that picked up the most litters and gathered the most sign-ups.

In total, all participants managed to collect a total of 103 kg of litters and gathered 64 volunteers to sign up as Litter Free Ambassadors.



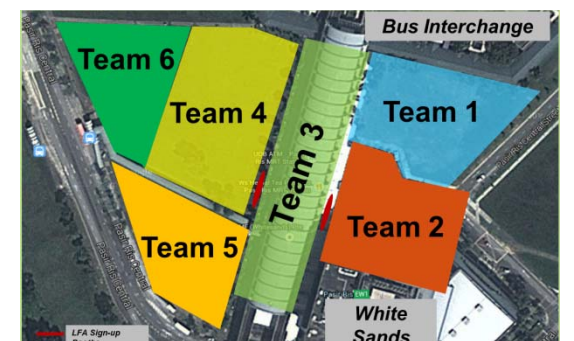
Team Leader (Heng Lai) briefing the members on Litter Free Ambassador Sign-up Competition.



SSMC volunteers busy picking up litters.



Weighing the litters to determine which team collected the most litters.



6 teams covered the entire stretch between Pasir Ris MRT Station and Bus Interchange



Team 1 volunteers celebrating their victory with Jag as being the team that picked the most litters.



Group photo for all participants: SSMC, NXP, NEA, PHC, SMRT, Siglap Secondary School.