

SINGAPORE'S OK IS BACK

The "Singapore's OK" campaign — which helped boost public confidence during the 2003 Sars outbreak — is making a comeback. Announcing this on Friday, Minister for Environment and Water Resources Yaacob Ibrahim said it was timely given the swine flu outbreak. The campaign, in which food outlet operators sign up voluntarily for accreditation, comes a month after a massive food poisoning traced to a rojak stall at Geylang Serai Market. But Dr Yaacob drew the line between the National Environment Agency's (NEA) remedial actions and the latest campaign in response to swine flu.

The NEA has been distributing educational materials to the 109 hawker centres islandwide. Within the next fortnight, these pamphlets, which provide tips on good housekeeping, food and personal hygiene, would be distributed to all 29,000 individual stalls in food establishments, said Dr Yaacob. The outreach efforts will eventually cover pre-schools, dormitories, construction sites and "eventually the wider community".

Participating outlets will be awarded the "Singapore's OK" label if they meet the guidelines, which would be more extensive compared to the previous campaign. NEA will also step up cleaning and disinfection in public premises and intensify enforcement against unhygienic acts such as littering and spitting. LOH CHEE KONG