

On Ministry of Health poster campaign

Why place gruesome poster near primary school?

I AM glad that the Ministry of Health has stepped up its efforts to encourage people to wash their hand properly.

However, I am a little disappointed with a poster that has been put up in many places.

It shows the outline of a human hand full of slimy creatures with sharp teeth.

This poster may be good to reach some target audiences, such as teenagers, but it is not likely to work with young kids.

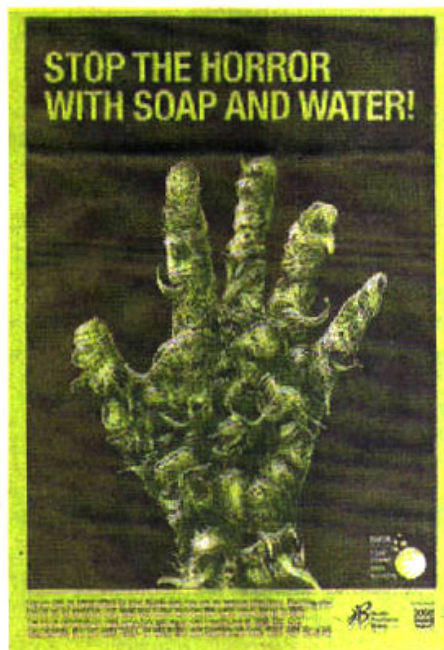
I have a friend whose 10-year-old cousin was scared after looking at the poster for a while.

Some adults have also felt disgusted by the poster. Can you imagine having a snack while looking at it?

One adult said it looked “scarier than posters of horror movies”.

I was upset to see the poster near a primary school and felt it may unduly scare the young children there.

When a poster is needed to send a message across to children, it should have a



friendly rather than a gruesome theme. Surely, that is the way to get the message across.

I hope the Ministry of Health will look into this and come out with something friendlier for the kids, and for others too.