

GRUESOME POSTER NEAR PRIMARY SCHOOL

Wrongly placed posters removed

WE REFER to the letter, "Why place gruesome poster near primary school" (The New Paper, 16 Jun) by Tan Shao Ken and would like to thank him for his feedback.

The Health Promotion Board (HPB) has been mindful not to place our "Stop the Horror with Soap and Water" posters at bus shelters in the immediate vicinity of primary schools.

However, there was an oversight by our vendor whereby three out of 450 posters were placed at the wrong bus stop locations.

We apologise for the mistake. The posters that were wrongly placed have since been removed.

Research conducted by HPB revealed that people did not cite hand washing as one of the ways to protect themselves from the flu.

To address this knowledge gap, our "Stop the Horror with Soap and Water" poster aims to show how germs can be present on our hands and that adequate hand washing with soap and water can

help reduce the germ count and the likelihood of serious infections.

Prior to launching it, HPB had conducted a quantitative survey and a focus group discussion involving Singaporeans of different ages and profiles, including parents with young children, showing them "Stop the Horror with Soap and Water" together with other creative options.

The results indicated that "Stop the Horror with Soap and Water" was better understood and more persuasive, with 96 per cent of the respondents understanding the message and 75 per cent being persuaded by it to wash their hands with soap regularly.

We would like to encourage the public, especially parents and caregivers of children, to take this opportunity to educate themselves and their children on how hand washing is a simple and effective way of protecting themselves and others from serious infections.

We would like to assure readers that we note the public's concerns and we will continue to monitor all feedback.