

THE HONG KONG HOUSING AUTHORITY

Memorandum for the Housing Authority

**Healthy Living into the 21st Century:
A Progress Report**

PURPOSE

The purpose of this paper is to inform members of the progress of a cleaning campaign organized by the Housing Department (HD) and the initiatives undertaken by HD.

BACKGROUND

2. In May 1998, a Steering Committee, chaired by the Chief Secretary (CS) was formed with the aim of enhancing public awareness on environmental and personal hygiene and directing relevant government departments to formulate and implement operational action plans.

3. The theme of the campaign initiated by the Steering Committee is "Healthy Living Into the 21st Century (健康生活新紀元)". It is intended to be a 3-year campaign. Various government departments are responsible for conveying the message of the campaign to the general public and drawing up action plans accordingly.

THE CLEAN NEIGHBOURHOOD COMMITTEE (CNC)

4. Cleanliness in PRH estates is a regular subject of criticism by the general public. Black spots in various estates are being reported by tenants. Rectifying the black spots and improving the hygienic and cleaning conditions of estates have always been the prime concern of HD. Despite the extensiveness of the problem, HD has taken proactive moves to rectify these problems. As there are still rooms for further improvement, the Healthy Living Campaign is one of the moves adopted by HD to enhance the awareness of the tenants and to educate the tenants on their responsibility to keep their living environment clean and hygienic all the time.

5. In order to plan and co-ordinate the work of the Healthy Living Campaign at HD, a Clean Neighbourhood Committee (CNC), chaired by Director of Housing (D of H) was set up in June 1998. Membership of the CNC includes representatives from Estate Management Advisory Committees (EMACs), Urban Services Department (USD), Regional Services Department (RSD), Home Affairs Department (HAD), Education Department (ED), Department of Health (DH), professionals of city planning, property management, cleansing services and community leaders.

6. The CNC is responsible for formulating strategies to promote clean neighbourhood in all HA housing estates and commercial premises, to encourage community participation in the campaign, to make regular reports to the Steering Committee and to evaluate the effectiveness of the campaign.

HOUSING DEPARTMENT 3-YEAR CAMPAIGN FOCUSES

7. The following are the focuses of the HD 3-year Healthy Living Campaign -

- **1998/1999 “Healthy Living Starts With Me” (健康生活由我做起)**
Individual members of the community, public housing tenants in particular, are encouraged to take ownership of the campaign and play their role in keeping their living environment clean all the time. The main target groups of the HD’s first-year campaign are PRH and HOS residents.

- **1999/2000** “Raising Hygiene Standards in Commercial Premises and Markets” (提高商場及街市衛生水平)
Hygienic conditions of HA’s commercial premises, markets and public toilets are pertinent to the well-being of HA tenants as well as the general public. The main focus of our second-year campaign is on commercial premises’ and markets’ cleanliness.
- **2000/2001** “Creating a Clean and Caring Environment For All” (建設清潔睦鄰環境)
All PRH, HOS and commercial tenants and the general public are encouraged to sustain their efforts in maintaining a clean and caring community and to lead a healthy life style. The campaign will bring the concerted efforts of the first and second years to a new height and to improve on the first and second year initiatives.

EDUCATION AND COMMUNICATION PROGRAMMES 1998/1999 -

8. In order to promote the theme and communicate the message of the healthy living campaign to the tenants and general public, the following activities have been organized by HA -

- **Clean Neighbourhood Kick Off Ceremony**
A series of territory-wide public housing cleaning activities was inaugurated on 18 July 1998 when the Chief Secretary, the Honourable Mrs. Anson CHAN witnessed the pledges made by tenants and staff representatives to support the 3-year campaign.
- **Extensive Promotional and Educational Activities in HD Estates**
During August and September 1998, posters and leaflets carrying messages of the campaign were distributed to all HD tenants, Estate Management Advisory Committee (EMAC) members, Mutual Aid Committee (MAC) members, non-government organization (NGOs) and social organizations in HA estates to solicit their support to the campaign. Press releases were issued. Press interviews by Senior Directorate Staff on the objectives and proposed activities of the campaign were arranged.

The Director of Housing (HD), together with the “Leader” of HD’s Volunteers Cleaning Squad, Mr. Leon LAI, and HA and EMAC members, helped tenants living in temporary housing clean their homes and environment as a promotional effort to drive the campaign in temporary housing areas in July 1998.

At territorywide level, Information Services Department (ISD) co-ordinated and disseminated information on the cleaning campaign to the general public at large.

- **Train-the-Trainers Seminars**

In co-operation with Department of Health, eight ‘train the trainers’ sessions were organized for tenant representatives, EMAC members and community leaders in Shatin, Kwai Chung, Wong Tai Sin, Tai Wo Hau, Fanling, Tin Shui Wai, Kwun Tong and Sheung Wan during October and November 1998. After attending these training sessions, participants helped spread the message of keeping the neighbourhood clean to the tenants living in their respective areas.

- **‘Keep HK Clean’ Mid-Autumn Variety Shows**

In collaboration with Provisional Urban Council (PUC) and Provisional Regional Council (PRC), variety shows with the theme of healthy living were held in Lok Fu, Cheung Fat, Tak Tin, Tin Yiu (1), Yiu Tung, Mei Lam, Tai Wo and Lei Cheng Uk estates during the Mid-Autumn Festival. Parents and children who attended the shows found them interesting and educational.

- **Estate Cleaning Competitions Phase I**

All Public Rental Housing (PRH) estates and Home Ownership Scheme (HOS) courts were invited to compete in the estate cleaning competitions which were held between October 1998 to January 1999 with a view to improving the hygienic condition of the estates. The judging panels were made up of tenant representatives, HA members, Clean Neighbourhood Committee members and Senior Housing Managers. The results of the Phase I Competitions will be announced in February 1999.

- **Spot Checks at Estates**

Spots checks and home visits were organized for HA members, EMAC members and local community leaders at various estates in October and November 1998 in collaboration with RTHK with a view to encouraging tenants to sustain their efforts in maintaining a clean and hygienic environment at all times.

They visited tenants in Cheung Heng, Chuk Yuen (South), Tin Yiu, Tai Hing, Pok Hong, Shun Tin, King Lam and Yiu Tung. Tenants showed great appreciation for this initiative as it helped them to be more aware of the importance of keeping their environment clean.

- **Lunar New Year Exhibition Stalls at Victoria Park**

HD will join the Healthy Living Campaign Lunar New Year Fair Exhibition with USD, RSD, Highways Department (HyD), Environmental Protection Department (EPD), DH, Agriculture and Fisheries Department (AFD) and ED at Victoria Park from 14 to 15 February 1999 to publicize the activities of Healthy Living Campaign.

- **Operation Tai Ping Tei**

The Operation Tai Ping Tei, to be held on 7 February 1999, is one of the high lights of our promotional activities. PRH tenants, HOS residents community leaders and HD staff will be invited to participate in this community activity. The Chief Executive (CE) and CS of the Hong Kong Special Administrative Region (HKSAR) as well as members of the Healthy Living Steering Committee, CNC members and HA members will join hands with tenants, students, NGOs representatives and volunteers to carry out a series of cleaning activities in various estates with the intention of creating a Guinness Record of the highest number of “cleaners” working together at a specific time. RTHK will provide coverage of the event throughout Hong Kong, Kowloon and the New Territories. A programme of this event is at the
Annex.

- **Estate Cleaning Competition Phase II**
Phase II of the competition will be held between February to May 1999. The aim of the competition is to sustain the cleaning efforts of the estates after Phase I.
- **Round-up and Evaluation of 1998/1999 Activities**
An evaluation of the effectiveness of the activities of the first year's campaign together with an opinion survey on HD tenants' awareness of the importance of cleanliness and their feedback on how healthy living can be further enhanced will be carried out in July 1999.

CLEANSING INITIATIVES IN PRH ESTATES

9. Apart from the promotional activities mentioned above, the Department has undertaken a series of proactive hand on exercises on the front line as well as introduced a number of new initiatives to tighten up control over the service contractors. These include -

- ***District Cleansing Day***
As a warm-up for the Operation Tai Ping Tei, District Cleansing Days were organized in each management district between October and November 1998 with a view to wiping out the black spots in the estates. Thereafter, the campaign will be organized on a quarterly basis with concentration on domestic and non-domestic portions alternately.
- ***Prosecution against Litter Bugs***
To help maintain the healthy surroundings in estates, regional anti-litter squads were set up since November 1998 to initiate prosecution actions against anyone who committed littering offences within the PRH estate boundaries. In the months between November to December 1998, a total of 232 verbal warnings and 207 prosecution forms were issued. This initiative has proved to be very effective in keeping the estates public areas clean.

- ***Yellow-line Scheme***

The Yellow-line Scheme has been introduced to all HA markets since April 1998. Under the scheme, yellow-lines were drawn on the front and sides of the market stalls. The tenants can conduct business within the yellow-line areas but after the close of market they have to remove all their merchandises from the area to enable daily thorough cleaning by the cleansing workers. This scheme has provided our market customers with a clean and relaxing shopping environment.

- ***Overall Market Hygiene***

To further enhance the overall hygiene of the markets the HD has intensified the frequency of cleaning the markets by arranging cleansing contractors to wash and clean the public space three times a day with hot water steam jets.

- ***Waste Reduction and Disposal***

The Waste Material Recovery Scheme on paper waste has already been extended to 83 PRHs. The scheme also covers the recovery of other domestic waste materials such as aluminium cans and plastic bottles. The tenants welcome this initiative as it is an effective means of protecting the environment. The scheme will be extended to other estates by phases in due course.

- ***Enhancement of Service Performance***

To ensure delivery of quality cleansing service, HD has introduced a package of management initiatives on cleansing contractors. They include devolution of responsibility for contract award and extension to local Housing Managers, periodic reviews of the approved contractors' lists, training sessions to contractors, uniformity of contracts, penalty system for breaching of employment ordinances, tight control over new contractors, banding of contractors, workload capping, progressive workload growth, contingency support service and tenants' survey to assess contractors' performance, etc.

PUBLIC OPINION

10. In general, estate tenants, EMAC, MAC members welcome HD's proactive moves to improve the environment of PRH. They are very supportive of the education and communication programmes as well as the cleansing activities undertaken by HD. They also participate activity in the cleaning activities of the estates. Feedback from EMAC members indicate that the general standard of cleanliness in most of the estates has improved and most of the black spots have been rectified.

11. A tracking survey will be conducted at the end of the first year campaign period to evaluate the effectiveness of the campaign in June 1999.

12. Members are invited to visit the estates to spot-check the cleaning conditions of various estates and to evaluate the effectiveness of the campaign. They are welcome to contact the Information and Community Relations Division staff for assistance if they wish to visit the estates.

ADVICE SOUGHT

13. Members are invited to note the progress of the education and communication progress and the cleansing initiatives in PRH estates as listed in paragraphs 8 and 9.

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