



Singapore Healthcare Management 2021

The Language of Care ♥

A COVID-19 Foreign Worker Initiative

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आपनाके सहायिता करार जनाई आसरा एसाई
 हम यहाँ आपकी सहायता के लिए उपलब्ध हैं
 We are here to help you
 உங்களுக்குகாக நாங்கள் இருக்கிறோம்
 我们在这儿是为了帮助您

Aims

To effectively communicate with worried and cautious Foreign Workers in the dormitories and on site at medical facilities, to let them know that they were not alone in the fight and that Singapore and the local healthcare ecosystem was supporting them.

To increase the use of the 'Dr Covid' Telegram app chatbot system within the residents housed at **Community Care Facility (CCF) @ EXPO** and **D'Resort**.

This was critical as the situation was urgent, with the new, unknown virus spreading rapidly across the nation, and particularly in the Foreign Worker community. There was an imperative to access the Foreign Workers, who were worried and originally uncooperative. Living in an atmosphere of uncertainty and fear, they were understandably bordering on hostility.

1 Flyers Familiar language, Fast reach, Focused & Friendly

*Distributed to all dormitories which SingHealth was assigned to care for.

Scan QR to view Flyers

Methodology

Develop a range of communication materials that would quickly and effectively reach the Foreign Workers - **in their local language** - to build connections, understanding and assuring them of our good intent.

The effort was conceptualised by **SingHealth Marketing Communications** team in partnership with **SingHealth International Collaboration (ICO)** colleagues, who had experience and insights to this profiles' mindsets, lifestyles and preferences. ICO was also the cluster-wide coordinator to quickly source multiple language translators from within SingHealth - and beyond - on a volunteer basis.

As for 'Dr Covid' chatbot at the CCF @ EXPO - we introduced games, exercises, movie links and even 'learn English' snippets - to drive increased downloads and usage onto the chatbot.

2 Videos Customised, Clear & Caring

Scan QR to watch Videos

Ahmed Raju
 No word enough for Thank to Singapore government, Honorable Prime minister and others mom, moh, police, security, food suppliers, medical teams. Doctors nurse cleaners. Every single person who ever involved such this situation. As a Bangladeshi I am feel proud of them. I once thankful for take care us...

Siva Raj
 Thanks for your support #singhealth. I hope you provide better services for us. We're fully believing in you we're all go back home safely please make us possible 🙏🙏

Aravind mech
 Thank you singapore ppl and Gov for this like humanity's of u all support and once again thank you all.

3 Posters Simple, Attention-Grabbing Health Tips & Advice

To motivate Action and Compliance, SingHealth made the extra effort to care for the Foreign Workers in a holistic manner, beyond the specific COVID-19 medical concern. These posters were placed across the corridor walkways at the CCF @ EXPO in large language specific boards - **English, Chinese, Malay, Bengali, Tamil** - to cover the language requirements of the Foreign Worker residents there. The visuals were also included in the chatbot messaging on a rotational basis.

Thanks From Singaporeans!

Desmond Kok
 Brothers, thank you for working so hard. Please take care. Don't worry about the job. Nice and great working with you all. Speedy recovery.

Roy Lim
 Boys, it's hard to be away from home working in a foreign country, especially in this time when you cannot work and there is no OT pay which you very much need to supplement the limited wages. Do let us know through comments here or social media if you need help with regards to salary issues and employment. Stay safe and healthy.

Gan Sok Hoon
 Thank you for all your valuable contributions to Singapore, my country. We appreciate all your hard work and keep safe and healthy!

(Extracted from Youtube videos)

Results

- ✓ Improved understanding and appreciation
- ✓ Built Cooperation and Connection
- ✓ We now know: **Caring - is a two way street**

Clear Results. We Care.



From an originally uncertain and closed community, the Foreign Workers gave a resounding applause and welcome as SingHealth Care teams entered the dormitory premises to conduct swab tests and medical checkups.

Foreign Workers felt more at ease with collaterals in their own language, and reduced their anxiousness and worry. The 'Dr Covid' chatbot awareness push collaterals with QR code to download, plus content development - improved usage from **25% to 80%**! The materials, including some early efforts by staff members and partners, were all then loaded onto the **SingHealth website for open access** by all healthcare clusters and any other parties who might need it.

Conclusion

The 5 'C's to success
Customised . Clear . Caring . Collaborative . Comprehensive

It was paramount for us to engage the audience in their own language as it would increase acceptance rates. Fun and interesting content also played a part in making an app interesting. The respect and concern went both ways as the Foreign Workers were very appreciative of all we had done.

With the Foreign Workers' cooperation, we were collectively able to bring the situation under control after a number of months, and Singapore could pull out of the 'Circuit Breaker' imposed.

Bonus- Singaporeans had a new appreciation for the Foreign Worker community, better recognizing their contributions to our nation building, especially our infrastructure!