



Singapore Healthcare Management 2021

YOU ARE MY SUNSHINE

Kindness Movement



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Polyclinics
SingHealth



Managed by SingHealth Fund

INTRODUCTION & OBJECTIVES

- Amid the COVID-19 outbreak in 2020, there was an outpouring of support and appreciation from the public, corporations, schools and political office holders for SHP staff.
- These acts of sunshine have inspired SHP's Corporate Communications team to launch a Kindness Movement **YOU ARE MY SUNSHINE** on 26 February 2020 to encourage acts of kindness and recognize sponsors and staff who brought rays of cheer and hope during these challenging times.

METHODOLOGY

- To mark the launch of the campaign, a mega **SUNSHINE BOX** packed with goodies, was delivered to each SHP's clinics/offices to cheer our staff.
- Thereafter, publicity EDMs with the Sunshine branding were sent to all SHP staff each time when a gift of appreciation is distributed to them.
- COVID-related appreciation initiatives, such as a clothes collection drive for migrant workers, were organized to encourage staff contribution.



Far left: One of the EDMs to staff on a sponsored gift

Left: Clothes & Towels Donation Drive organized for migrant friends at Tampines Dormitory

YOU ARE MY SUNSHINE

Shining Rays of Cheer and Joy to Everyone

You Are My Sunshine is a series of sun rays brought to you by the Gift of Family Fund (GoFF)

When was the last time you brightened someone's day? Let's share the warmth and be someone's sunshine TODAY!

Look out for the sunshine box!

Thank you for stepping up in your own ways to better care for our patients during this COVID-19 situation. Like how you brought sunshine to our patients, we are sharing a little sunshine here with you.

Thank you for your courage and dedication.

Be a ray of sunshine in someone's cloudy day

Lisa Currie

You can shine the rays of kindness today!

- Remind your colleague about temperature taking
- Wash your hands often out of respect for the people you meet
- Hold the door for the colleague behind you
- Write a 'thank you' note and encourage one another

Share your SUNSHINE stories with us today!

If you come across any heroic acts of kindness at the workplace, please email us at shp.engage@singhealth.com.sg

We would love to hear from you!

RESULTS

- Since the launch of YOU ARE MY SUNSHINE, more than 66 e-posters, each featuring a gift of appreciation or an initiative, have been sent to SHP staff, bringing rays of sunshine and cheer amid the pandemic.
- This goodness and kindness drive has uplifted the spirits of staff as they relate Sunshine with the happiness of being appreciated when a gift is received. It also symbolises staff's kindness to share as we witness how they responded spontaneously towards calls for donations and support.

CONCLUSION

- As the lyrics of the song 'You are my Sunshine' goes, "You are my Sunshine, my only Sunshine. You make me happy when skies are grey" – it resonates the outflowing of support from public. This feeling of gratification gives us the strengths to persevere as we shine rays of kindness and be someone's (and patients') sunshine!