

NLB Reminiscence Library

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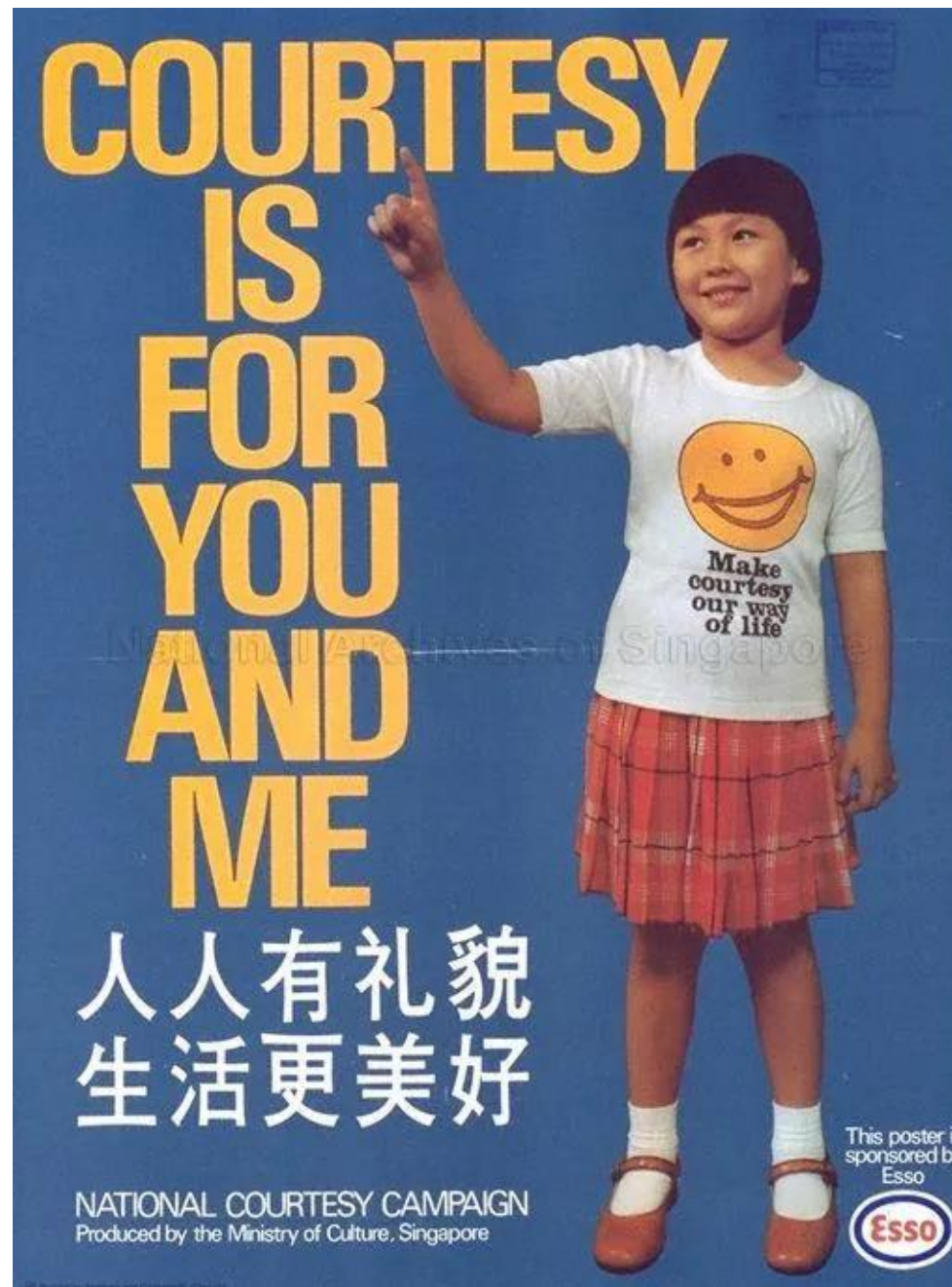


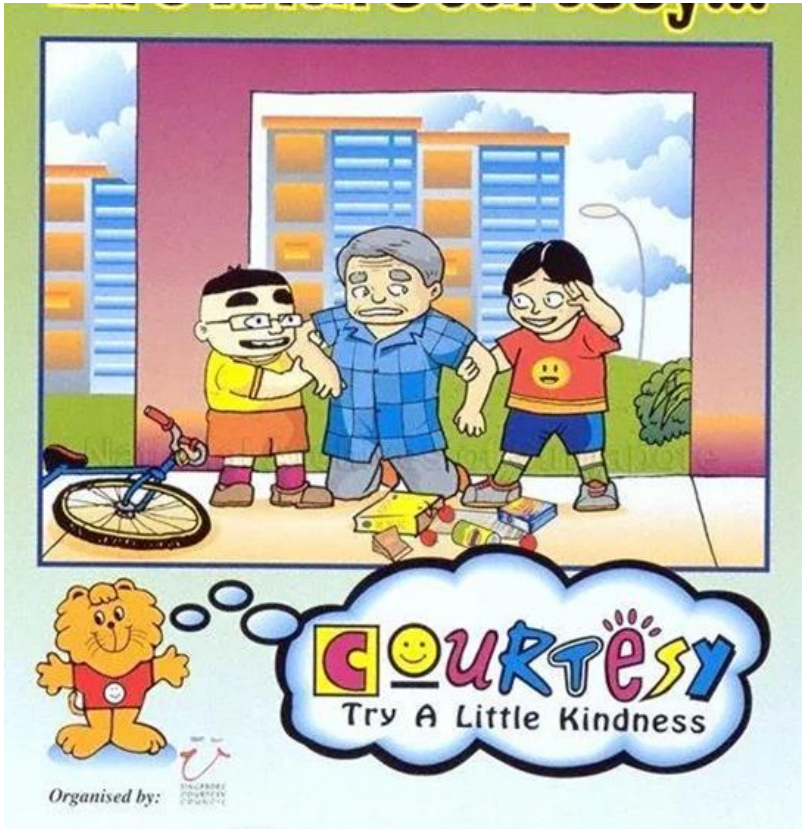
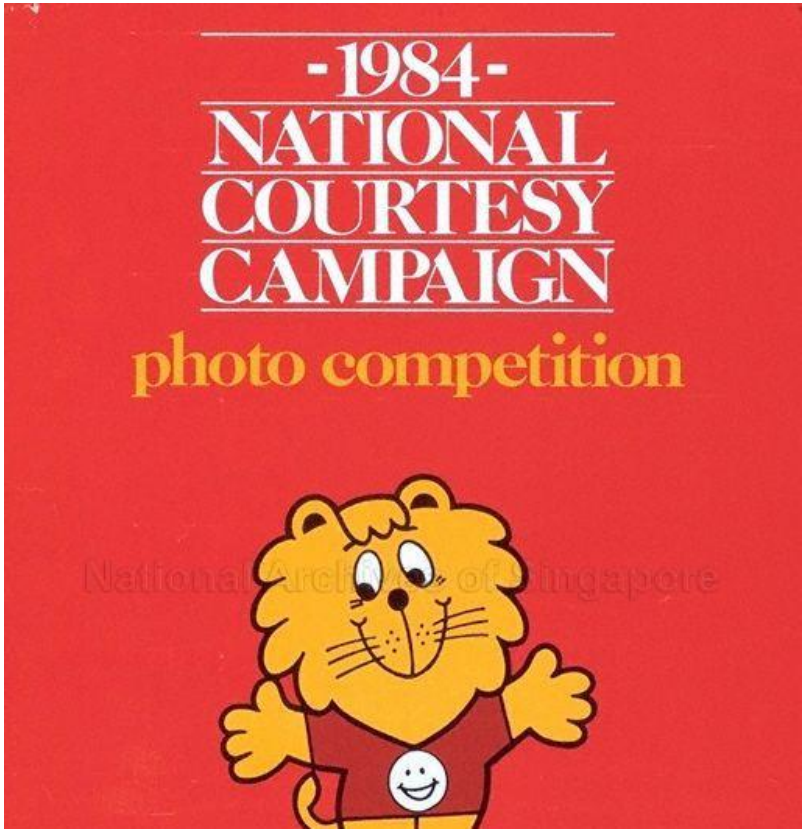
National Campaigns: Brought to you by the National Library Board Reminiscence Library- Session 6

Sources (L to R): SFPPB, SCC,PUB

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Singapore National Campaigns





Make Courtesy Our Way of Life-

A song named “Make courtesy our way of life” was also composed in 1980 by De Souza J.J.

Courtesy is for free,
Courtesy is for you and me.
It makes for gracious living and harmony.
Giving a friendly smile,
Helping out where we can.
Trying hard to be polite all the time.

Courtesy is for free,
Courtesy is for you and me.
It makes for gracious living and harmony.
Living could be a treat,
If people are awfully sweet.
Courtesy could be our way of life.

It is rude to be abusive,
Just to prove we’re right.
Instead we could be nice about it if we tried.

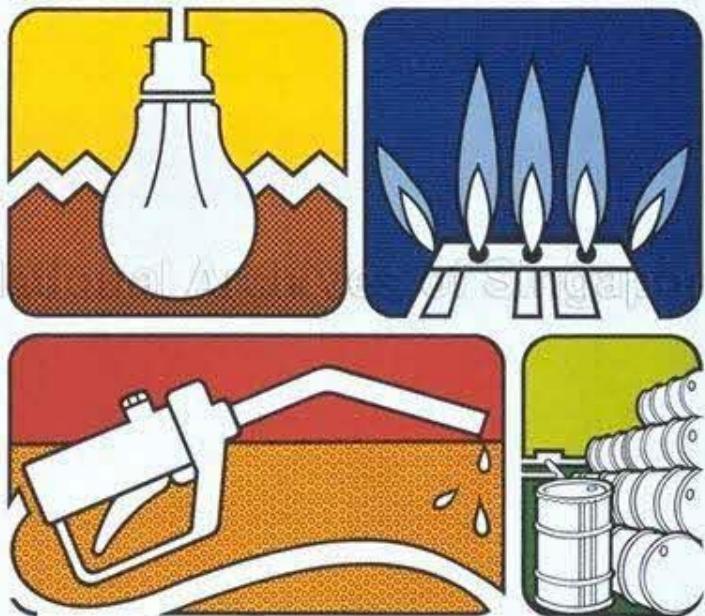
Courtesy is for free,
Courtesy is for you and me.
It makes for gracious living and harmony.
Living could be a treat,
If people are awfully sweet.
Courtesy could be our way of life.

Make courtesy our way of life!

<http://eresources.nlb.gov.sg/music/music/track/ebdd7595-bd86-4f7c-8b4d-f7f9c47e83b0>

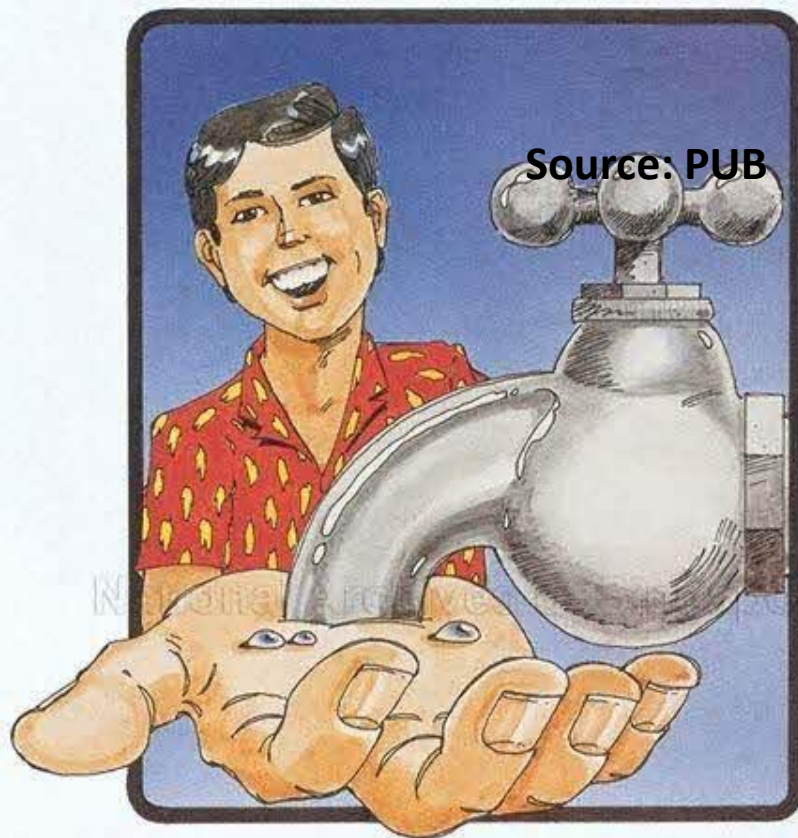
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Energy is precious



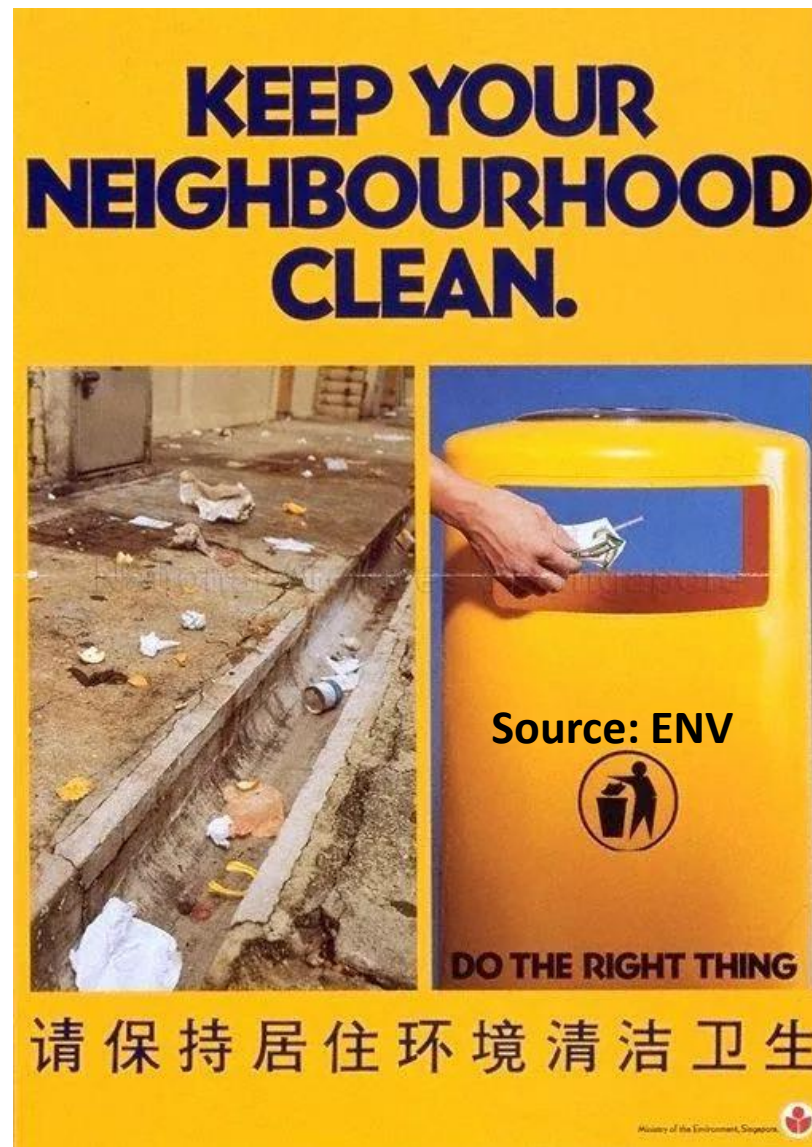
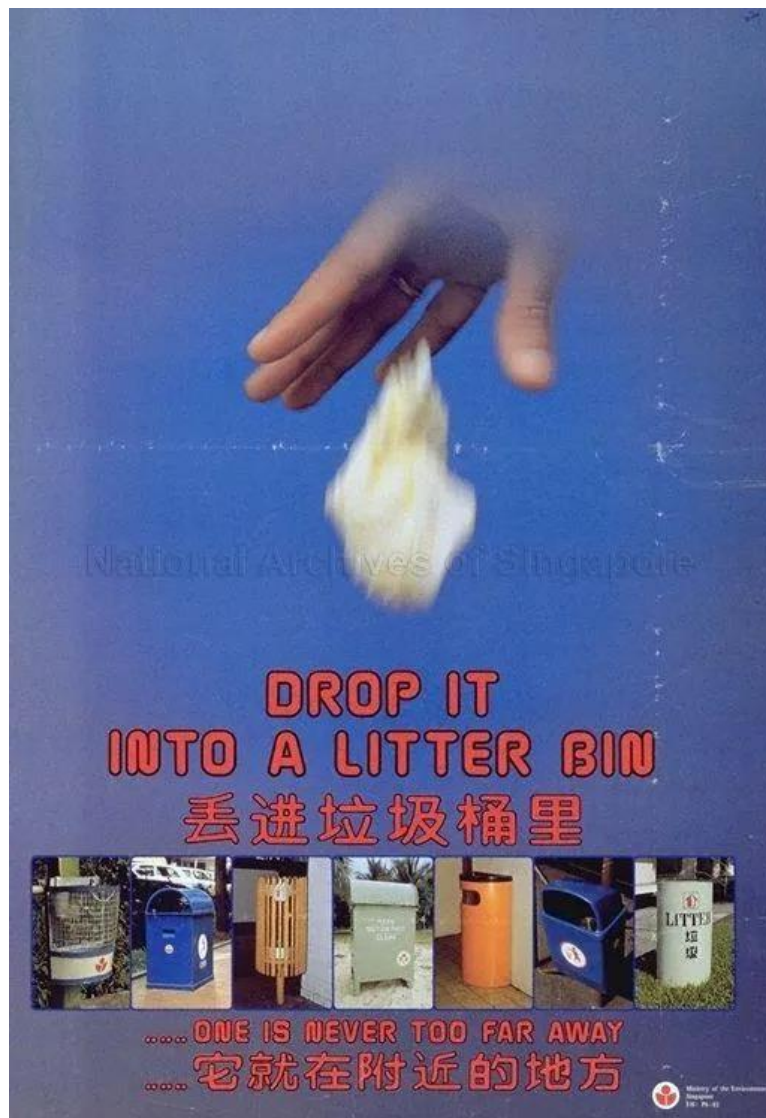
Save it

Source: PUB




Source: PUB

Let's Save Precious Water



**'put
some years
between
us'**



**girl or boy
two is enough**


for information on family planning
phone 2538766
or go to your nearest
Maternal & Child Health Centre
or Family Planning Clinic

**Source:
SFPB**

All from Offset Printing Pte. Ltd.

Source: Singapore

**Girl or Boy
Two is enough**



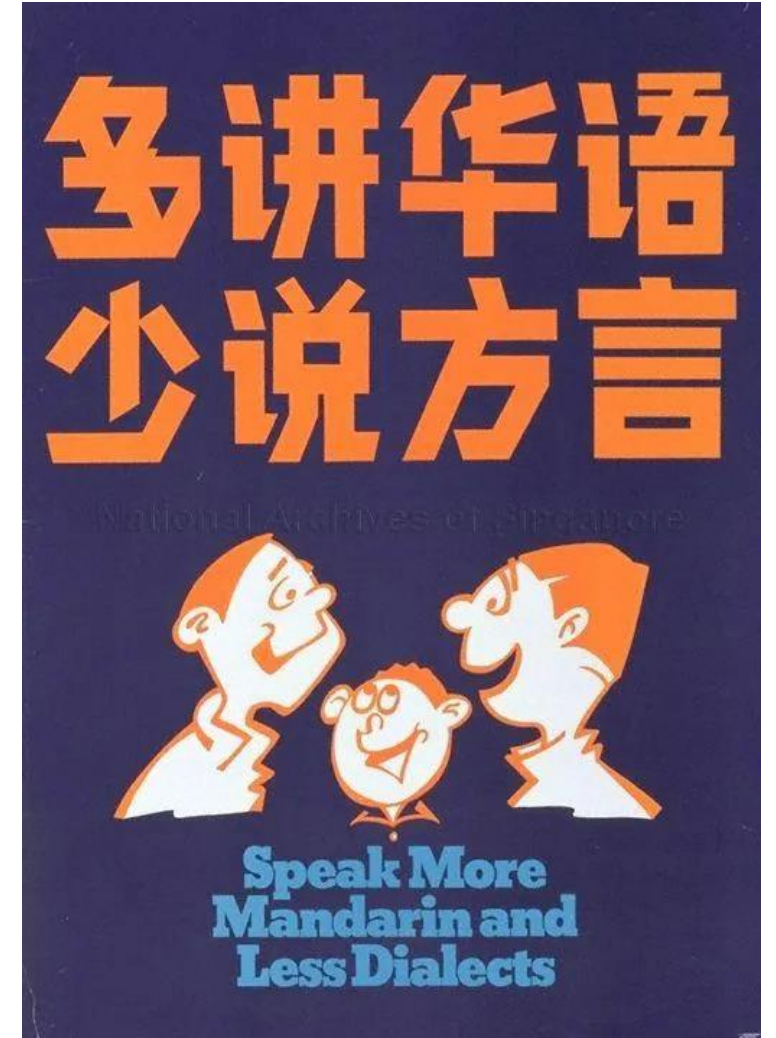
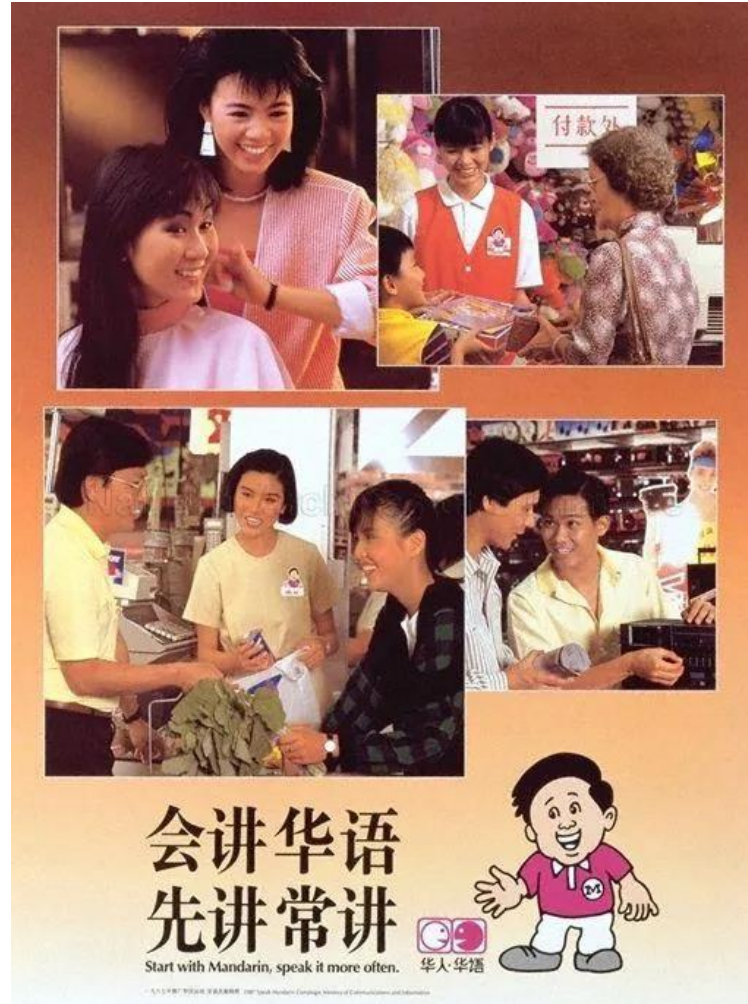
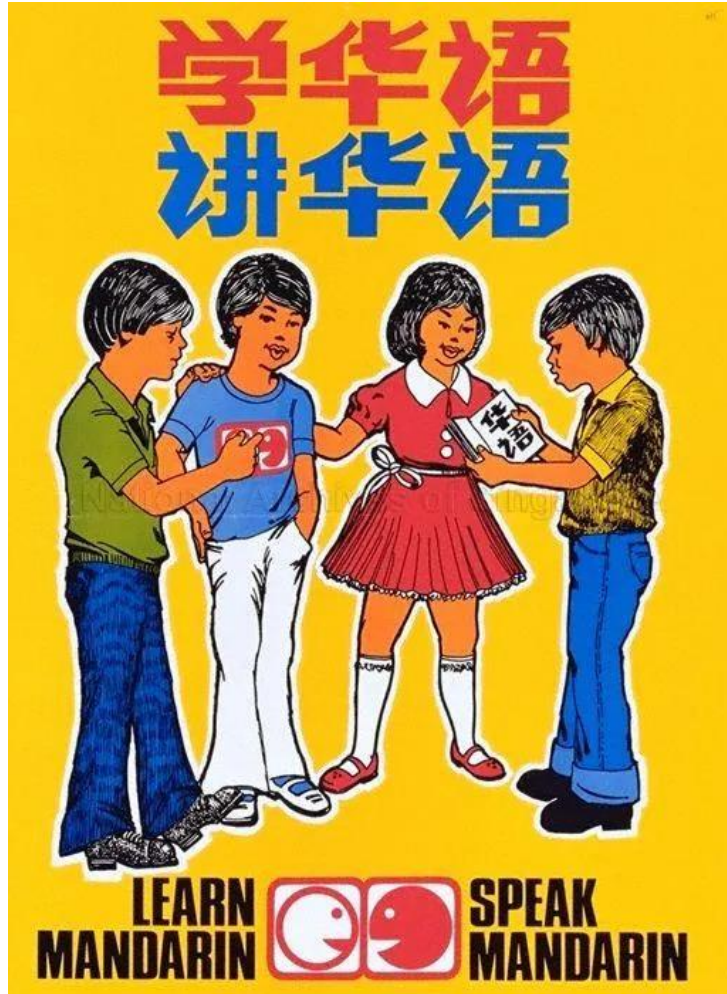
Family Planning / Sterilisation Information Service
telephone **538766** or go to your nearest Maternal and
Child Health Centre / Family Planning Clinic

After giving birth to my first daughter in 1974
– and even before I saw her in the intensive-
care unit – the family planning officer was at
my hospital bed. She asked me sternly when I
would have my second child. It was not
pleasant. I was in pain and angry at her stupid
question. The one who came up with “Stop At
Two” ought to apologise to the people who
wanted to have more children. Deciding how
many children to have is a personal choice.

– Madam Jane Tan, 67,
retiree

(Source: “Campaign City: Life in Posters” National Library Board Singapore)

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Source: Ministry of Culture & MCI

<https://www.youtube.com/watch?v=WVADgN8pHSo>

<https://www.youtube.com/watch?v=lyRzt3mthDI>

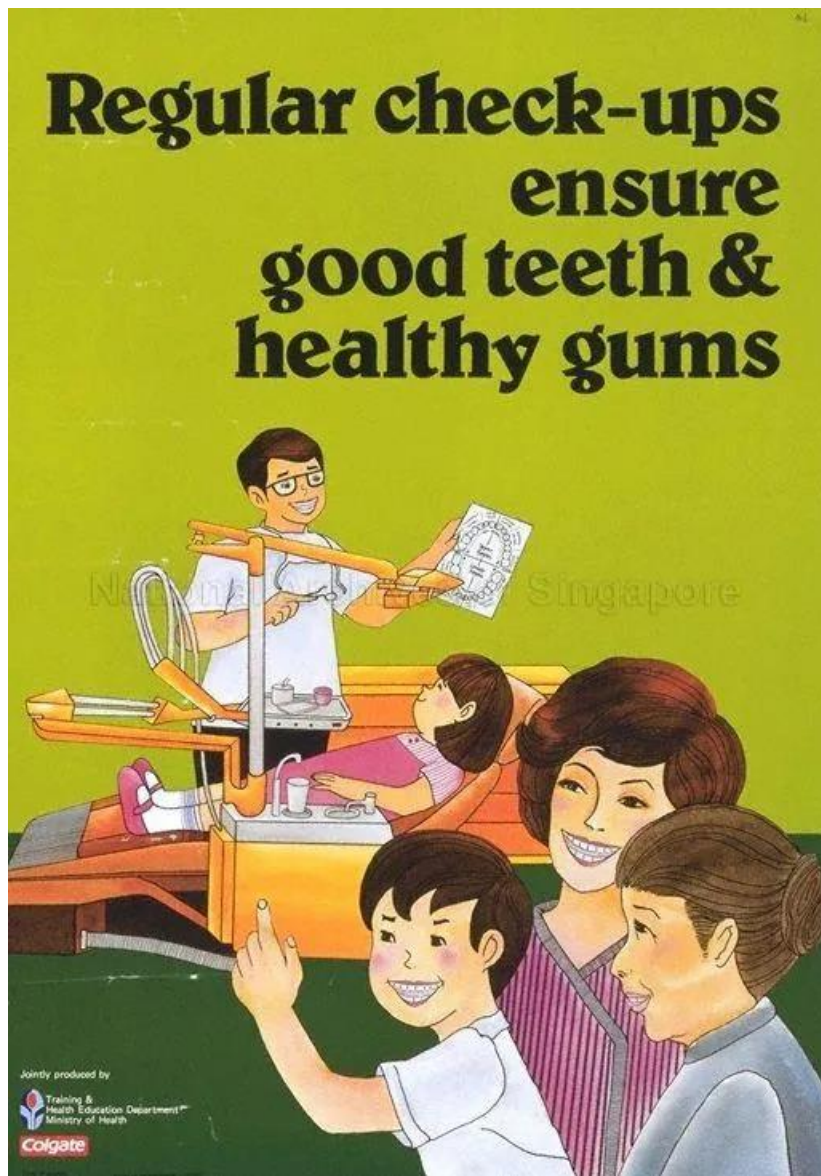
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The classic theme song of the early Speak Mandarin Campaign “大家说华语” was definitely memorable for many Singaporeans growing up in the eighties.

国家要进步 语言要沟通
就从今天起 大家说华语
不分男和女 不分老和少
不再用方言 大家说华语
听一听 记一记
开口说几句 多亲切 多便利
简单又容易

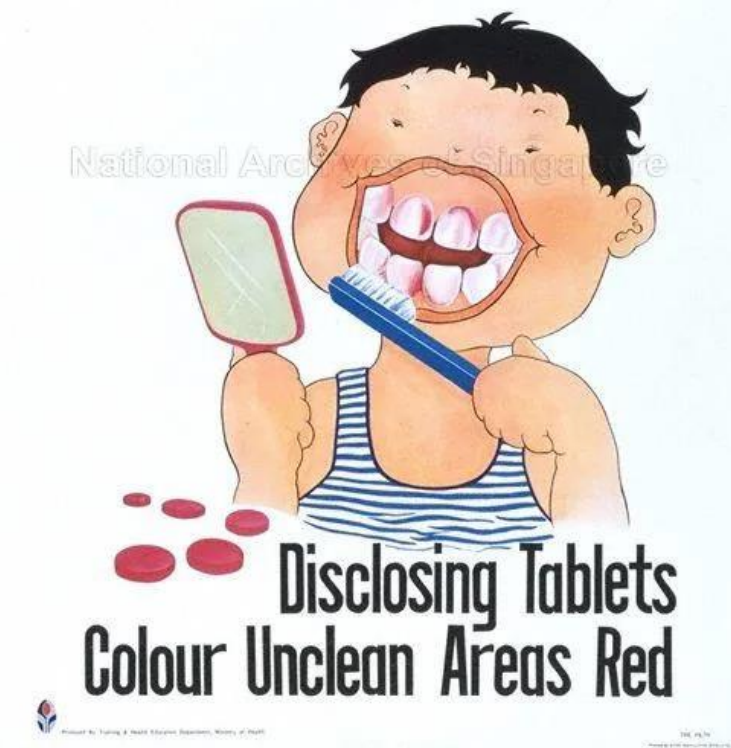


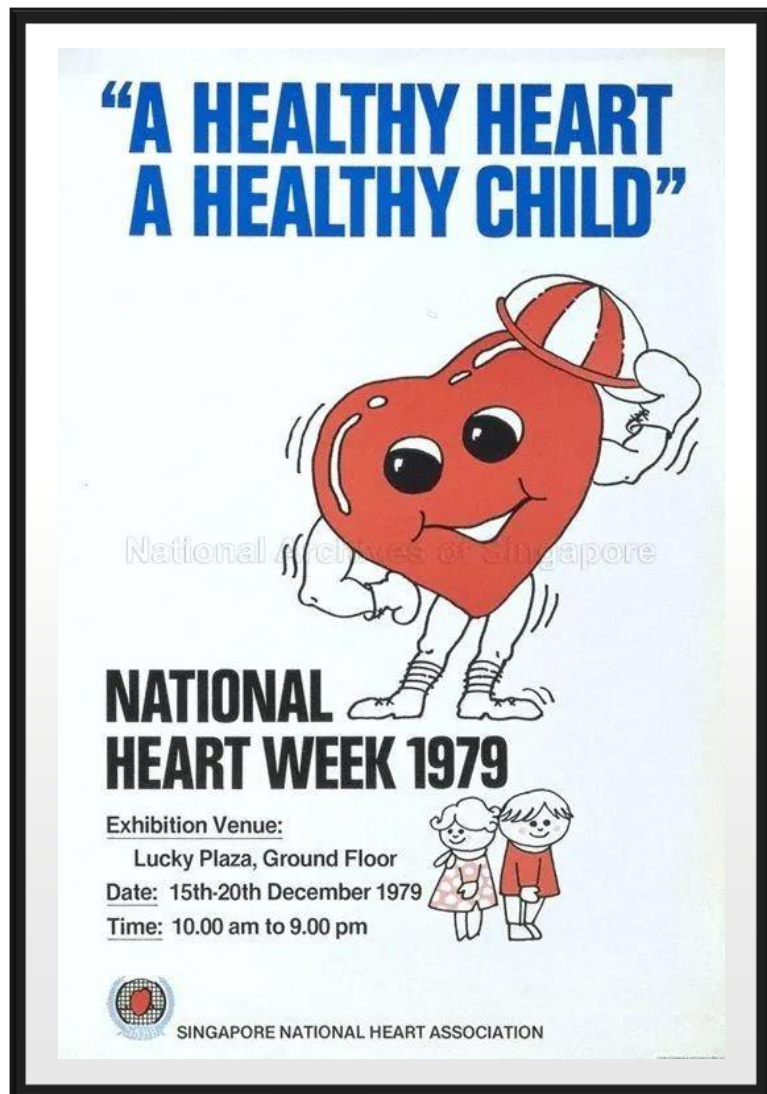
- <https://youtu.be/oCAdWzgBW28>



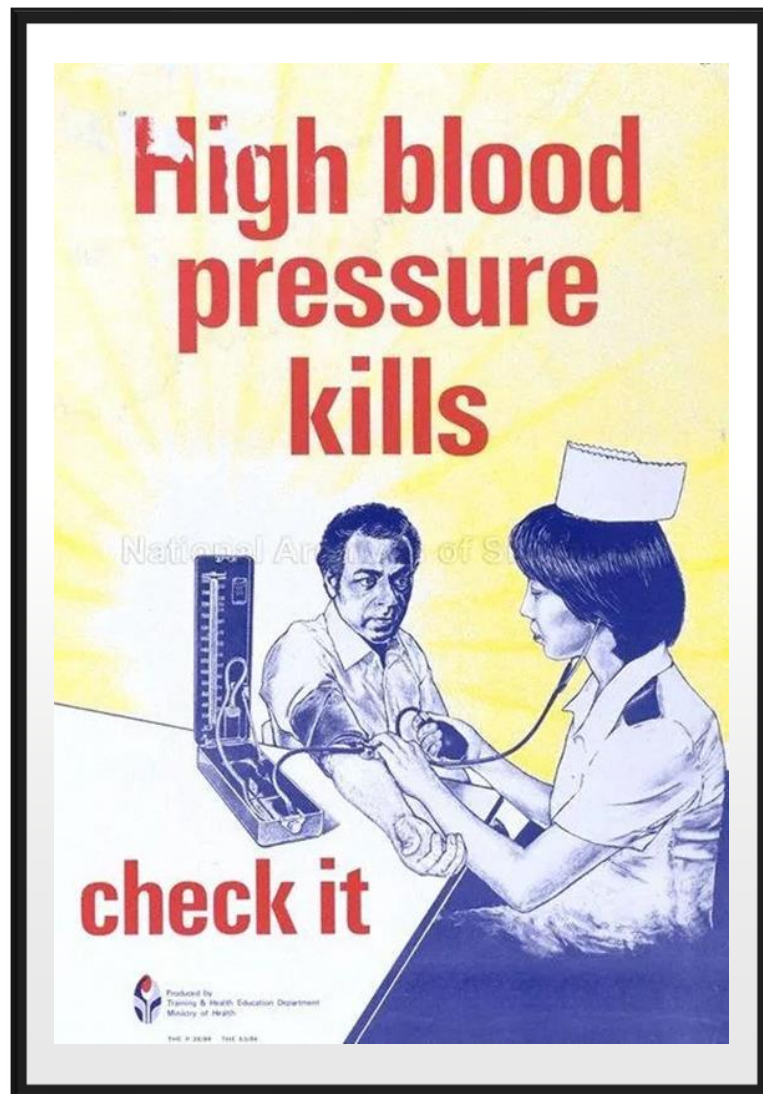
Source: MOH

DISCLOSE
UNCLEAN AREAS
BRUSH
WITH GREATER CARE





Source: MOH



Source: MOH

**KEEP YOUR BLOOD PRESSURE
UNDER CONTROL** *It's possible!*

Stakes off the salt habit!
Steer clear of the salt shaker at the table - do not season your meals with additional salt. Season your food with lemon, herbs or spices. Avoid canned products which are high in salt.

Don't let your life go up in smoke!
Stay ahead of the pack - quit smoking. Get your family and friends to join you.

Stress busters
Practice deep breathing exercises or listen to soothing music. Engage in an absorbing hobby.

Drink to your health!
Quit alcohol. If you must have one for the road - stick to beer, wine and low salt beverages.

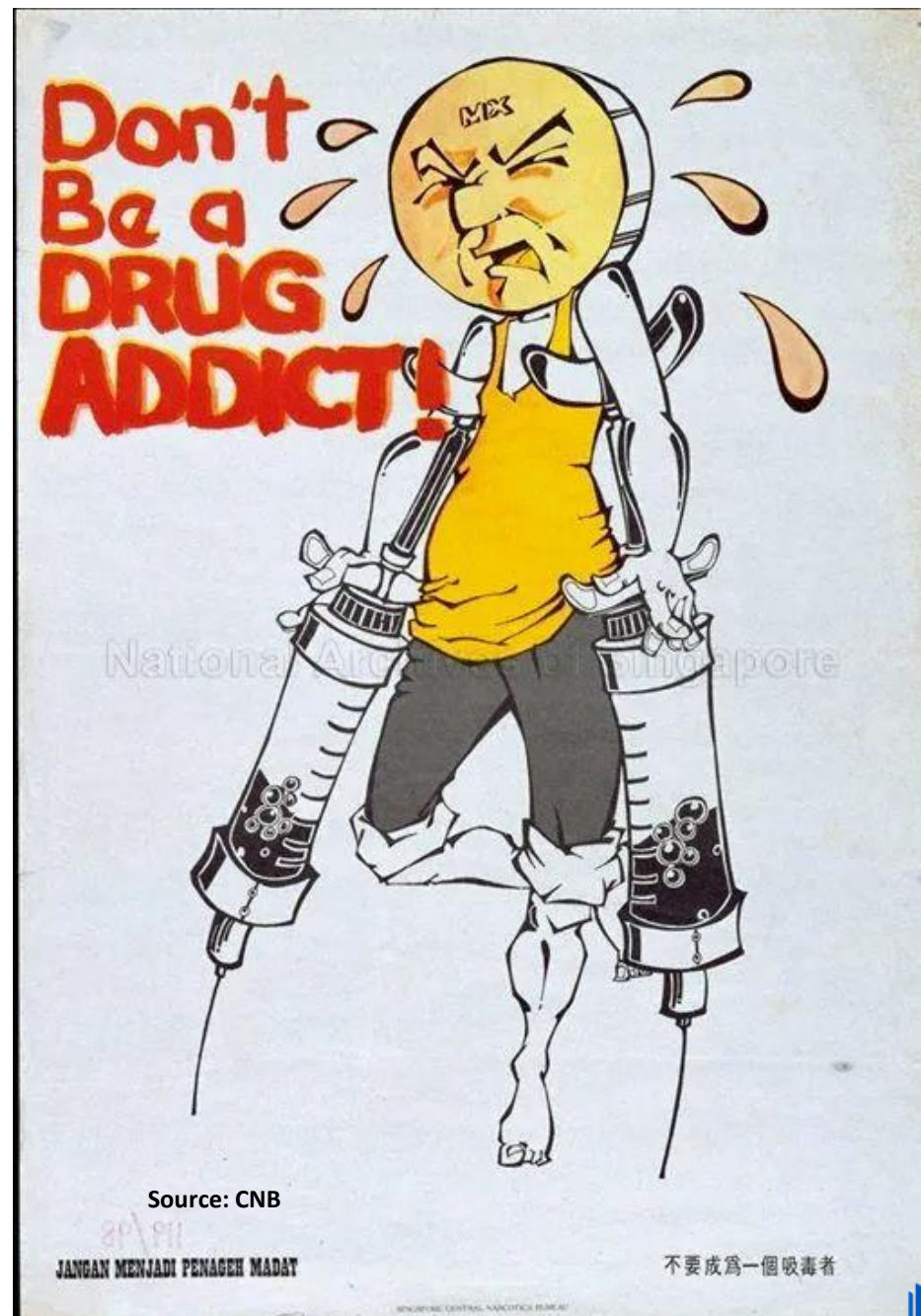
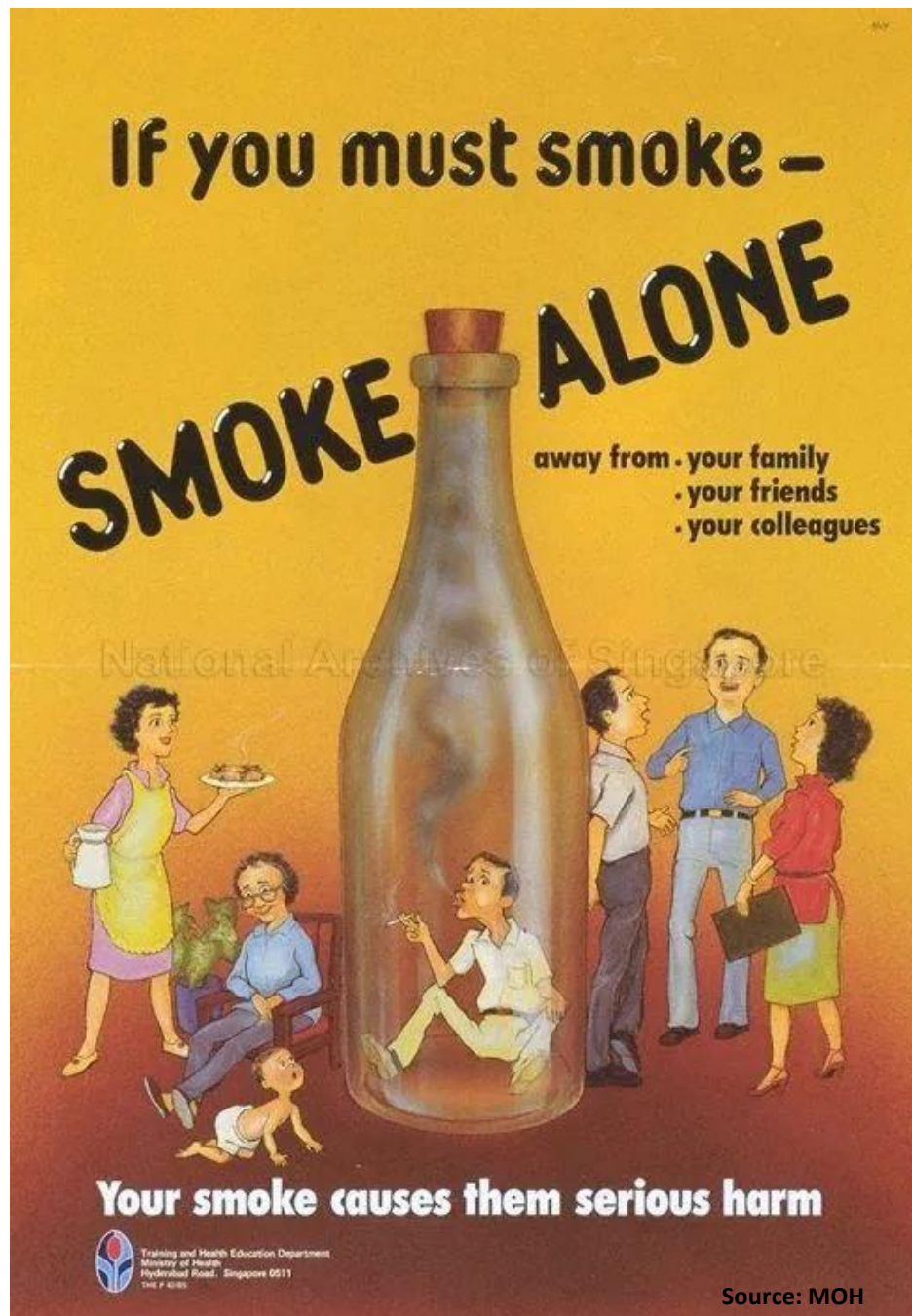
Exercise - Do it or die!
Exercise can lower your blood pressure and increase your fitness. Get moving!

IF HIGH BLOOD PRESSURE IS NOT CONTROLLED IT CAN LEAD TO:
KIDNEY FAILURE • HEART ATTACK • STROKE • BLINDNESS

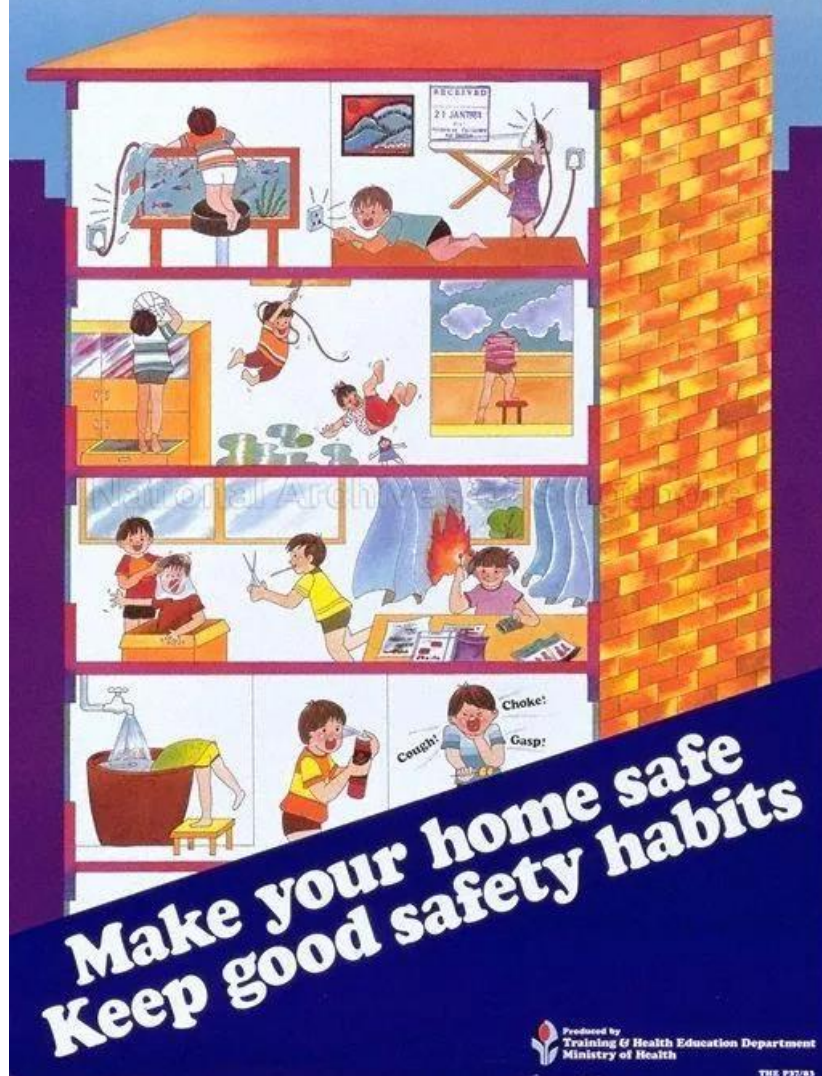
Can you gauge your pressure?	Category	Systolic (mmHg)	Diastolic (mmHg)	Recommendation
The following table developed by the U.S.-Japan National Committee on Prevention, Evaluation and Treatment of High Blood Pressure, gives the recommendations for blood pressure check-ups.	Normal	<120	<85	Recheck in 1-2 years
	High Normal	120-139	85-89	Recheck in 1 year
	Hypertension			
	Stage 1 (Mild)	140-159	95-99	Confirm within 2 months
	Stage 2 (Moderate)	160-179	100-109	Evaluate or refer to physician within 1 month
Stage 3 (Severe)	180-209	110-119	Evaluate or refer to physician within 1 week	
Stage 4 (Very severe)	>210	>120	Evaluate or refer to physician immediately	

NATIONAL KIDNEY FOUNDATION TEL: 299 0200 www.nkf.org.sg

Source: National Kidney Foundation



Home accidents cause injuries



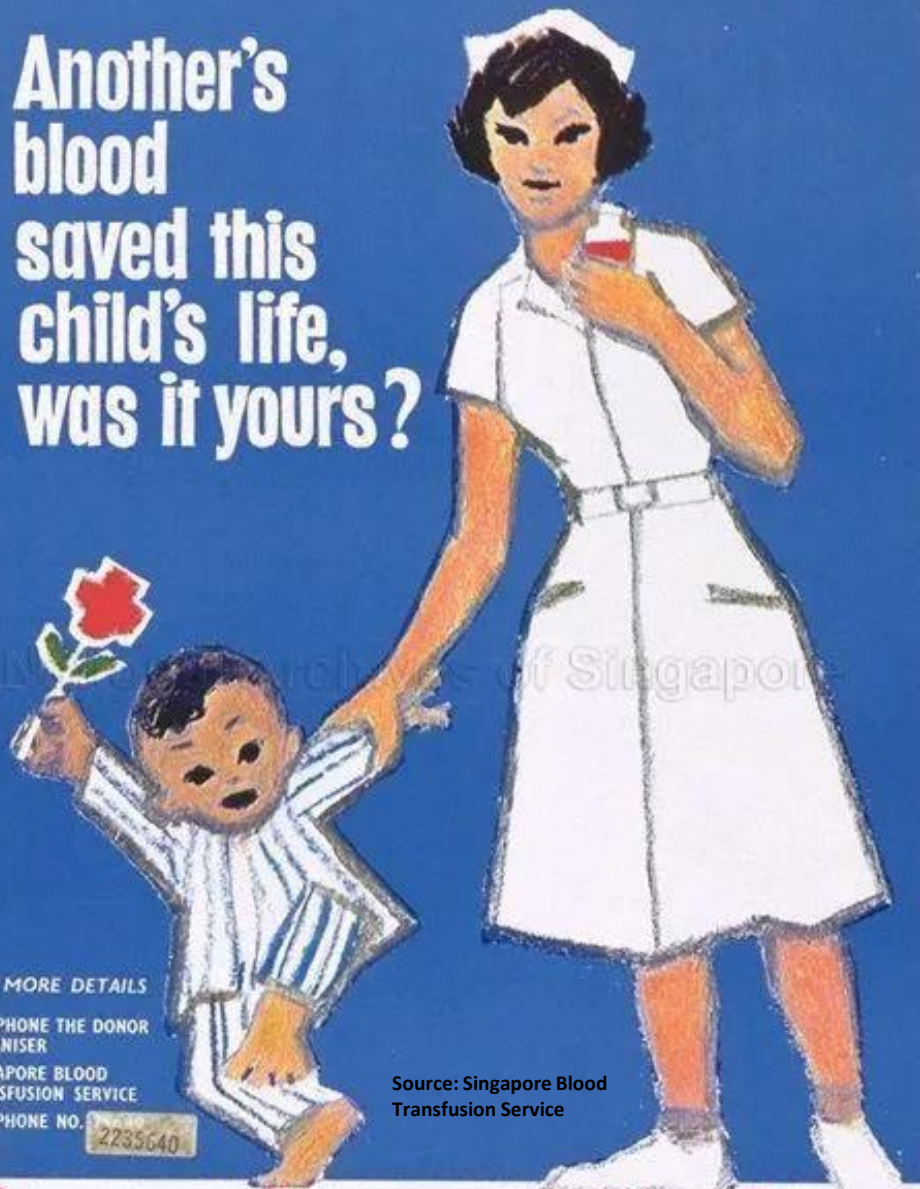
Source: MOH

SEAT BELTS SAVE LIVES 安全帶保生命



Source: Registry of
Vehicles

Another's
blood
saved this
child's life,
was it yours?



FOR MORE DETAILS

TELEPHONE THE DONOR
ORGANISER

SINGAPORE BLOOD
TRANSFUSION SERVICE

TELEPHONE NO. 2235640

Source: Singapore Blood
Transfusion Service

Be a donor today

BE A SQUIRREL SAVER
AND GET INTO THE SAVING HABIT.



It's so easy.
Start saving a little every day and you'll soon have a lot more
money in your POSB account.
It's so much fun too.
Just put aside a little pocket money to save. Or use your money
to buy postage stamps for your Squirrel Savers card.
It's the smart thing to do.
It's a saving habit that lets you save for your future.

Source: POSB



A SCHOOL SAVINGS CAMPAIGN IN ASSOCIATION WITH THE MINISTRY OF EDUCATION



National Library Board
Singapore

Imagine you are the
Chairperson of the Singapore
National Campaigns for
2022? What matters to you
most in our Singapore
society?



Health

Social
Behaviour

Lifestyle &
Spending
Habits

Your
choice



National Campaigns: Brought to you by the National Library Board Reminiscence Library- Session 6

Sources (L to R): SFPPB, SCC,PUB

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Giving of mementos, photo-taking and what's next?