DRIVING COMMUNITY INVOLVEMENT IN JOHOR BAHRU'S CLEAN UP FOR ANTI DENGUE AMPAIGNS

Why Mass Clean-Up Matters?

Mass clean-up (*gotong - royong*) activity is essential for dengue control and prevention, targeting the Aedes mosquito breeding sites. By eliminating standing water and potential breeding grounds, the significant of dengue transmission risk was reduced.

Issue

In 2018, reports indicated a notable lack of community participation in mass clean-up activities (gotong-royong). A recurring group of individuals consistently attended these events, while the majority of residents exhibited minimal interest in contributing to efforts aimed at dengue prevention.

Response:
The 12-Week Clean-Up Program



Impact Over Time

As a result of these initiatives, participation has steadily increased. From 2018 to 2023, the number of active participants experienced significant growth, contributing to a marked reduction in dengue cases.

Sustained Community Involvement is the Key

Ongoing engagement and innovative strategies are crucial for long-term success in public health. By making interventions enjoyable and rewarding, we can achieve lasting reductions in dengue risk.

A project by the District Health Office of Johor Bahru and Majlis Bandaraya Johor Bahru