

Fact Sheet on SNAP@MOM

Overview

SNAP@MOM is a free and simple-to-use mobile application offered by the Ministry of Manpower (MOM) to encourage and drive industry and community ownership in managing workplace safety and health (WSH).

2 Using the latest mobile phone technology platform for iPhones and Android phones, workers and members of the public can take photographs of unsafe work practices and immediately send them to the occupiers¹ of workplaces registered on the application. Occupiers can use this channel to be better aware of WSH concerns within their premises so that they can take immediate corrective actions. Workers and members of the public can also send photographs of good workplace safety practices for the purpose of sharing.

How SNAP@MOM works

3 SNAP@MOM is supported on iPhone (IOS 4.3 and above) and Android (Android OS v2.2 and above) mobile devices. Anyone can search for “SNAP@MOM” at the iTunes Apps Store or Google Play, and download and install this free application on their mobile devices.

- Users who launch SNAP@MOM for the first time will be required to register their contact information².
- Thereafter, users can start to use this application by taking a photo of the work practice, identifying the location via the application’s GPS feature, adding details and submitting the report. The feedback, including the photographs sent by the users, can only be viewed by the respective participating workplace occupiers and MOM.

¹ The occupier of the workplace is the person who has control of the premises regardless of whether he is the owner of these premises.

² Contact information will be kept confidential and will only be used by MOM for the purpose of verifying details of the feedback where required.

- For occupiers which are not yet registered with the application, MOM will channel the feedback to the occupiers for them to take the first step to address the concerns. Where required, MOM will look into the feedback³.
- The sent feedback will be saved on the user's mobile device. The application will show an acknowledgement on the user's application when the corrective action has been taken on the feedback.

4 Please refer to Annex for a step-by-step guide on using SNAP@MOM.

Conclusion

5 SNAP@MOM aims to facilitate the building of a progressive and pervasive WSH culture. The public is encouraged to use this application to give feedback on unsafe work practices. For more information about SNAP@MOM, please email mom_oshd@mom.gov.sg.

6 The public can continue to send feedback on unsafe work practices to MOM through our Occupational Safety and Health Hotline at **6317 1111** or email mom_oshd@mom.gov.sg.

MEDIA & OECR FAQs

A. BACKGROUND ON SNAP@MOM	
	Holding Lines for SNAP@MOM
	<p>SNAP@MOM is a mobile application offered by the Ministry of Manpower (MOM) to gather feedback from the public on any unsafe workplace safety and health practices witnessed.</p> <p>Using the latest mobile phone technology platforms such as iPhones and Android phones, members of the public can take photos of unsafe work practices immediately and send them to the occupiers of the workplaces for them to make immediate corrective action.</p> <p>SNAP@MOM was launched during WSH Campaign on 26 April 2012.</p>

³ MOM may review the feedback submitted and contact or inspect selected workplaces to ensure that the necessary appropriate corrective actions are taken by the occupiers.

1.	What is SNAP@ MOM?
	<p>SNAP@MOM is another platform offered by the Ministry of Manpower (MOM) to the public to feedback on any unsafe workplace safety and health practices. Using the latest mobile phone technology platforms such as iPhones and Android phones members of the public can take photos of unsafe work practices and send them to the occupiers of the workplaces for them to take immediate corrective action.</p> <p>The unique feature of this product is that the feedback provider can track the follow up of the case. Additionally, both the occupier of the workplace and MOM are in the information loop to ensure full compliance with the Workplace Safety and Health Act.</p> <p>MOM's Occupational Safety and Health Inspectorate (OSHI) will also monitor feedback provided through this platform and will investigate where necessary.</p>
2.	What are the other platforms that the public can use to report unsafe acts or incidents to MOM?
	<p>In addition to SNAP@MOM, the public can continue to call the Occupational Safety and Health Hotline at (65) 6317 1111 to report any unsafe acts at any workplace.</p> <p>You can also email the details and pictures at mom_oshd@mom.gov.sg.</p> <p>In emergency situations, the public should generally alert the Singapore Civil Defence Force by calling 995.</p>
3.	Who is a workplace occupier?
	<p>The occupier is the holder of the certificate of registration or factory permit*. In all other workplaces, the occupier is the person who has control of the premises regardless of whether he is the owner of those premises.</p>
4.	Why did MOM embark on this programme?
	<p>SNAP@MOM will foster stronger industry ownership and responsibility for workplace safety and health by making the occupier accountable for unsafe acts. It will also provide an additional avenue for MOM to monitor the safety records of workplaces with repeated unsafe incidents.</p>
5.	What other success models did MOM study before embarking on this platform?
	<p>Other government agencies including LTA and NEA have also launched other mobile applications to facilitate the public in providing timely feedback. In developing SNAP@MOM, the project team at MOM aimed to streamline the process for sending the safety feedback, including the photograph and location information, to five simple steps.</p>

6	How can one download SNAP@MOM application?
	For iOS users, the SNAP@MOM application will be available for download on the iTunes Appstore. For Android users, the app will be available for download on the Google Play.
7	Is SNAP@MOM similar to STOMP?
	SNAP@MOM is different from other social platforms as the feedback and the photos submitted are shared directly with the respective workplace occupiers and monitored by MOM. MOM may also contact the feedback provider through the contact details submitted to address concerns or follow-up on feedback. All personal information will be kept confidential and will not be forwarded to the workplace occupier.
8	Was there a pilot run conducted and who were involved?
	MOM conducted a pilot run from early February to March 2012. The pilot run involved selected user groups such as WSH Officers and WSH Council's committee members.
9	What are some of the findings from the pilot run?
	During the two month long pilot run, more than 200 WSH reports were received through Snap@MOM. The feedback ranged from observations of workers working at a building's edge without any fall protection, uncovered manholes, workers working without wearing proper personal protective equipment, scaffolds which were erected in an unsafe manner and improper use of 'A' frame ladders.
10	When is the target implementation date for SNAP@MOM?
	SNAP@MOM was launched on 26 April 2012.
11	How many companies have signed up to SNAP@MOM? What is the target?
	As of 31 Mar 2012, there are more than 180 workplaces that have subscribed to SNAP@MOM. MOM will continue to drive the efforts to encourage more participation from the industry.
12	Will this mobile application substitute MOM safety inspections?
	SNAP@MOM will complement MOM's inspections. MOM will continue to conduct workplace safety inspections island-wide. With the support of the public, errant companies will be encouraged not to compromise on workplace safety and health at their worksites. SNAP@MOM will not only educate the public on the importance of workplace safety and health but urge companies to re-look their safety and health practices.

13	What is the supported handphone model for this programme? What if I don't own a phone with the supported model?
	iPhone (IOS 4.3 and above) and Android (Android OS v2.2 and above) phones are able to support this mobile application. If you do not possess either of these phones, you can still feedback unsafe work lapses to MOM through the Occupational Safety and Health Hotline at 6317 1111 or send us an email at mom_oshd@mom.gov.sg with relevant details and attached photos, if available.
14	Are there subscription charges for using SNAP@MOM?
	There are no subscription charges.
15	How can I get help if I have problems using or downloading SNAP@MOM?
	Please ensure that internet connectivity is available when trying to download the app. If there are still issues with downloading and using the app, kindly contact mom_oshd@mom.gov.sg for further clarification.
16	What is the system availability?
	The system will be available 24 hours.
17	How much has MOM invested in this project?
	The development cost of SNAP@MOM is about \$70,000.
18	Why feedback is sent to the workplace occupiers?
	Feedback is sent directly to the workplace occupiers so that workplace safety and health lapses can be resolved as soon as possible, and therefore, prevent occurrence of potential accidents. The SNAP@MOM system does not share the personal information of the feedback provider to the workplace occupier. Such information is kept strictly confidential.
19	How do I know if the feedback has been successfully submitted?
	Upon successful submission of the feedback, the user will receive an acknowledgement page that the feedback has been successfully sent. Also all successful submissions will be shown as a submitted issue in "My Issues".
20	How soon should the workplace occupier act on the feedback?
	The occupier should take immediate action to correct at unsafe work practices.
21	How will the informant know if the occupier has followed up with the necessary corrective action?

	After the occupier has taken the necessary corrective measures, he would send an acknowledgement through SNAP@MOM. The informant will then be able to view this acknowledgement.
22	As an informant, will my personal particulars be revealed to the workplace occupier when I submit a feedback?
	No, your personal particulars will not be revealed to the workplace occupier however MOM will have access to the details should we require to make a follow-up query on the report.
23	If I am at a location without Internet connection, can I still submit a feedback?
	No, you will need to have Wi-Fi or 3G data connection to submit your feedback. If the issue fails to submit due to connection failure, the feedback will be retained in "My Issues" and you can re-submit the feedback when internet connection is re-established. If Internet services are not available, you can still feedback unsafe work lapses to MOM through the Occupational Safety and Health Hotline at 6317 1111 or send us an email at mom_oshd@mom.gov.sg with relevant details and attached photos, if available.
24	How will the Occupier be alerted through this system? And what if the Occupier does not follow-up on the feedback?
	The Occupier will be alerted via email upon receipt of a feedback for his workplace via SNAP@MOM. If the Occupier does not follow-up on the feedback, MOM may respond on a case-specific basis (See FAQ .26).
25	How will MOM know if the Occupier has followed up with the necessary corrective action?
	The current MOM safety feedback management framework will continue to apply for SNAP@MOM. MOM will have oversight on all feedbacks sent through MOM. MOM will contact or inspect the worksite on a case-by-case basis to ensure the necessary appropriate corrective and preventive actions are taken by the occupier.
26	Can the occupier be fined as a result of the unsafe act?
	In cases where the safety lapse poses an immediate danger to the safety and health of workers, MOM may intervene and impose a stop work order, which is a legally-binding instruction to rectify specific safety lapses before work can be carried out. The occupier or employer may also be fined or prosecuted if they are found to have breached the Workplace Safety and Health Act.
27	How do I check the status of the feedback?

	<p>The status of the issue can be found under “My issues”. Status will be displayed as “Acknowledged” when follow up actions have been taken to address the feedback.</p>
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	<p>For more details please refer to the user and installation guides attached.</p>
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Annex

Simple Steps to Submit WSH Feedback

- 1) Search for “SNAP@MOM” at iTunes Apps Store or Google Play, download and install this free application.
- 2) Launch SNAP@MOM.
- 3) Click on “Report Issues”.
- 4) Take a photo of unsafe WSH practice or choose from photo library.
- 5) Choose a category of issue from the dropdown list.
- 6) Navigate on the map to exact location where unsafe WSH practice is observed.
Click “ok” to enable location services
 - SNAP@MOM provides a map which instantly populates the user’s current location.
 - If user is not at the exact location populated, use the centre crosshair on the map to navigate to exactly where the issue is observed and the corresponding location will be populated again.
 - Users can also choose to type the location address of the issue observed.
- 7) Type in a short description on what is observed, e.g. worker seen working at height of building under construction without harnesses or fall protection measures.
- 8) Verify and submit the feedback.
- 9) Go back to the application to check on the status of the feedback.