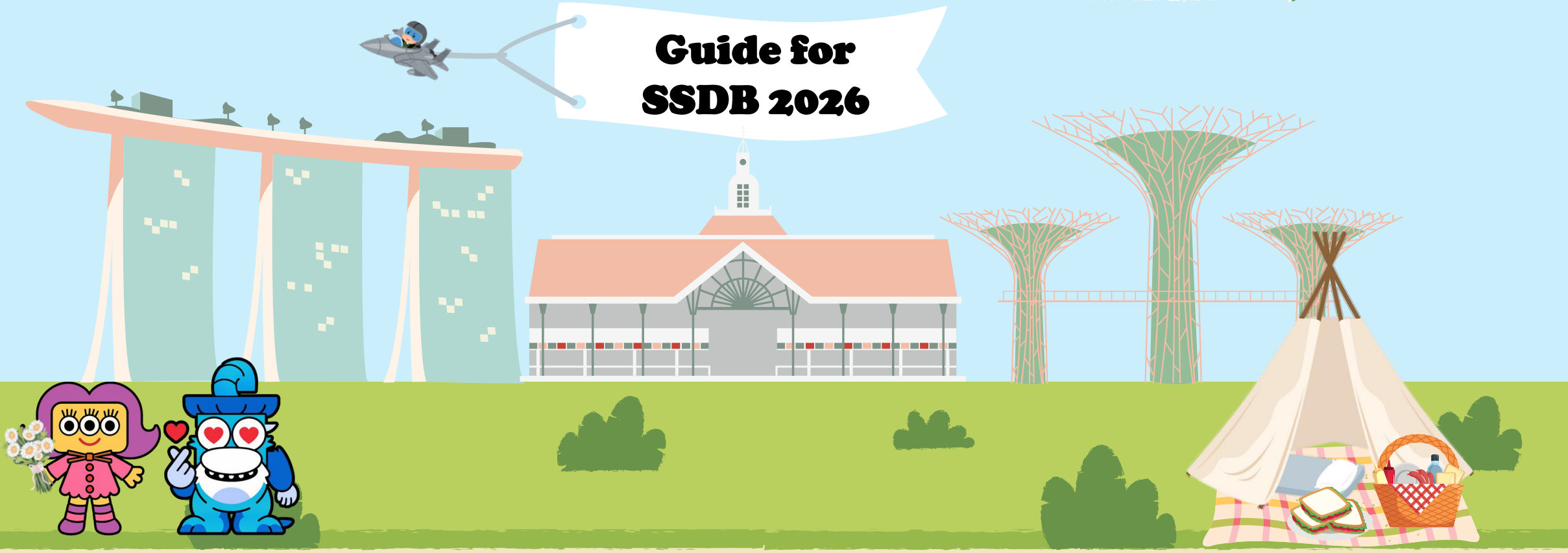


KEEP SINGAPORE CLEAN



**Guide for
SSDB 2026**



Guide Overview:

1. About Public Hygiene Council (PHC)
2. Introduction to PHC's Programmes and Initiatives:
 - Keep Singapore Clean Campaign
 - Bi-monthly SG Clean Day
 - CleanHood@Schools
 - KeepSGClean Supermons and Key Messages
3. PHC's Resources to support SSDB
4. Recognition for Preschools and Preschoolers
5. How to Get Recognition
6. Connect With Us - @keepSGclean



About Public Hygiene Council:



- Formed in 2011 to help raise standards of public hygiene and cleanliness in Singapore.
- Galvanises and leads ground-up community and industry initiatives to help keep Singapore clean.
- Comprises representatives from public and private sectors.
- Complements Government's education and enforcement efforts, to maintain high standards of public hygiene and cleanliness.

VISION

- A culture of personal and social responsibility to keep Singapore clean.

MISSION

- To rally sustained collective action from all stakeholders to:
 - Instil personal responsibility and civic mindedness
 - Raise standards of public hygiene and cleanliness in Singapore



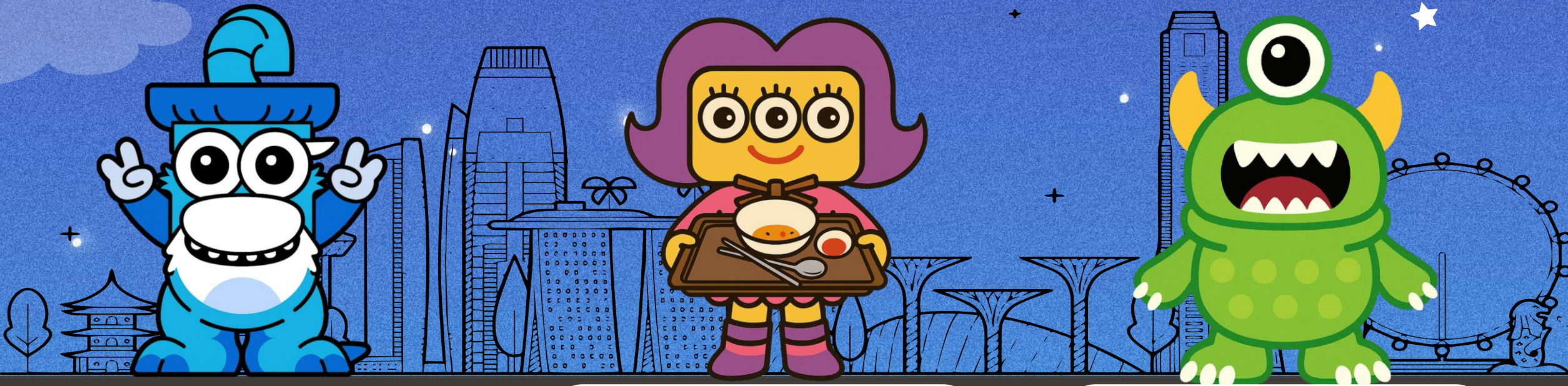
PHC's annual flagship campaign to raise awareness of the problem of littering, and to nudge fellow Singapore residents to uphold higher standards of public hygiene and cleanliness in their everyday lives.



Watch our campaign video here:
Keep Singapore Clean - Our Shared Mission
https://youtu.be/FCjUHZhwRro?si=5wpHb_Dt4vjCzl5k



Introduction to PHC's KeepSGClean Supermons & Key Messages



Toilemon

Advocates keeping
public toilets clean

Trayremon

With a penchant for neatness and
order, gently reminds us to always
return our trays and leave a clean
table for the next diner

Trashemon

Delicated leader in the mission
towards a litter-free Singapore

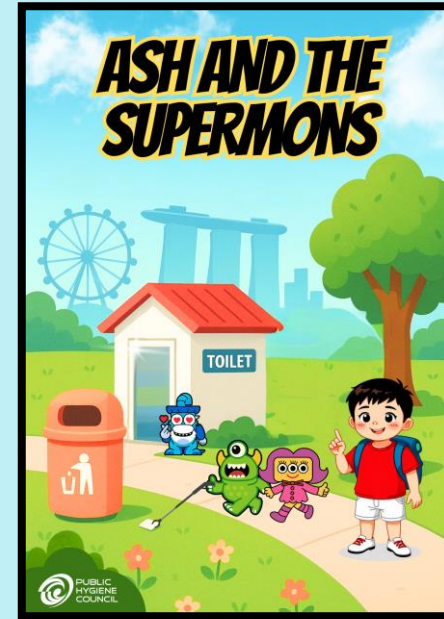
PHC's Resources to support SSDB



Ash and the Supermons

Storybook

- All SSDB-participating schools will receive 2 copies of an A4-sized "Ash and the Supermons" storybook from PHC.
- Teachers will tell the story and introduce PHC's KeepSGClean Supermons to the students, encouraging them to do their part to keep Singapore clean.



Home - School Partnership

Join PHC's Home-School Partnership programme, which provides parents with practical guidance on empowering children to develop civic responsibility.

- **Reinforce positive behaviour:**
- Encourage children to take ownership of public cleanliness, through consistent practices that extend from home to school and public spaces.
- **Celebrating success:** Use photos submitted by parents to appreciate children's efforts through classroom sharing, notice boards, or special displays that reinforce the 'Keep Singapore Clean' message.



Example for display:



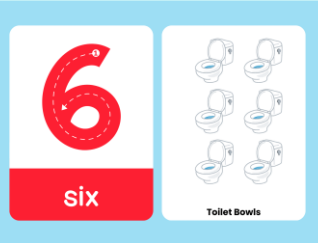
Other SSDB Resources:



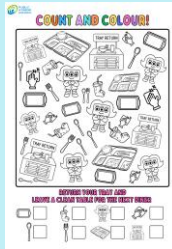
Maze



Count & Trace



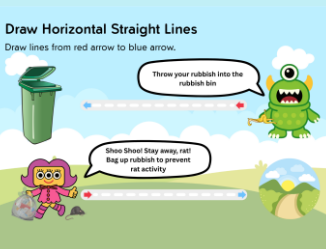
Yes or No Flashcards



Colour and Count



Tracing Lines



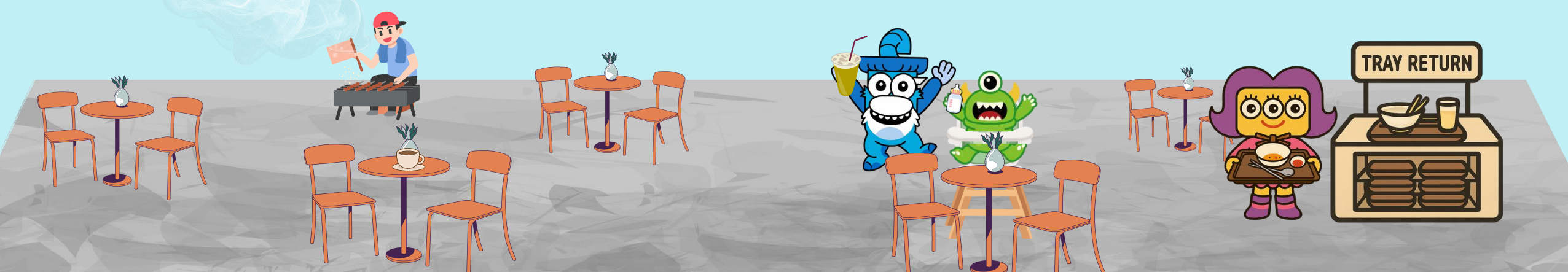
Colouring Pages

What you will receive:

- Ready-to-use educational materials for preschoolers
- Interactive, age-appropriate activities, with varying difficulty levels to match different preschooler abilities
- Easy classroom implementation

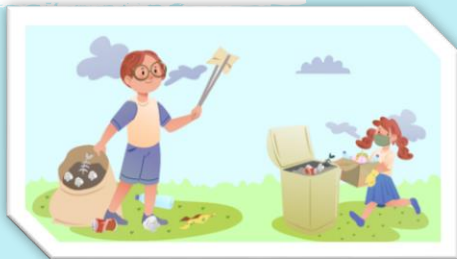
Purpose:

- Teach Keep Singapore Clean concept to young children
- Build good public cleanliness and hygiene habits
- Inculcate culture of strong environmental responsibility
- Support your early childhood education curriculum



Preschool-Driven KSC Initiatives

Ideas for consideration!



Parent & Child Litter-Picking + Cleaners' Appreciation:

- A family-friendly activity that brings parents and children together, while recognising and appreciating the hard work of cleaners in our neighbourhoods.
- **Key messages:**
 - Anti-littering
 - Empathy and respect for cleaners
- **Benefits:**
 - Builds clean habits from young
 - Encourages community empathy and shared responsibility
- **Potential support from PHC:**
 - Litter picking tools
 - Collateral (e.g. bucket hat)



Keep Singapore Clean Carnival @ XXX:

- A community carnival with fun and interactive activities to encourage residents to help Keep Singapore Clean.
- **Key messages:**
 - Anti-littering
 - Return your tray and leave a clean table for the next diner
 - Keep public toilets clean
- **Benefits:**
 - Potential parents-child engagement
 - Fun and educational engagement for all ages
- **Potential support from PHC:**
 - Tabletop games
 - Prizes for games, stage quizzes and prizes
 - Colouring contest and prizes



KSC Supermons Crafts Using Upcycled Materials:

- Guide preschoolers in creating their own KeepSGClean Supermons using upcycled materials. Reinforce and amplify KSC messages through this craft activity. Consider displaying the finished creations alongside home-school partnership photos.
- **Key messages:**
 - Anti-littering
 - Return your tray and leave a clean table for the next diner
 - Keep public toilets clean
- **Benefits:**
 - Fun and engaging for preschoolers
 - Children can be reminded to learn more on what they can do to keep Singapore clean

Connect with us to request PHC support for your KSC initiatives:
 Kun Da: kun_da_chue@nea.gov.sg
 Ean Suat: koh_ean_suat@nea.gov.sg



Recognition for Preschools and Preschoolers



An illustration on the left side of the slide shows a wooden boat on blue water. Inside the boat are three cartoon characters: a blue one with a white face and a blue hat, a green one with a single eye and a wide grin, and a pink one with a yellow face and a heart on its head. In the background, there are stylized pink trees, a large blue waterfall, and a Ferris wheel on the right. The sky is blue with a few clouds.

CleanHood Award

Recognition Framework

- Honours partners who champion Keep Singapore Clean movement
- Sets new benchmark for public cleanliness advocacy
- Partners will be required to submit information on their initiatives or activities related to PHC's Keep Singapore Clean movement (i.e. anti-littering, tray return and leave a clean table for the next diner, keep public toilets clean) for the calendar year

Award Tiers

- Bronze, Silver, Gold awards based on performance
- Platinum tier awards for partners maintaining Gold status for 3 consecutive years

Purpose

- Recognise outstanding commitment to public cleanliness
- Encourage sustained participation in Keep Singapore Clean initiatives

For Preschools

- PHC will send out nomination forms in December
- Partners can submit their nominations during the nomination period

CALLING FOR NOMINATIONS! CLEANHOOD AWARD

**QUALIFYING PERIOD:
1ST JAN 2025 TO 31ST DEC 2025**

Please submit details of as many events, initiatives, and social media posts as possible - related to the Keep Singapore Clean movement - for your organisation. This will increase your constituency's chances of achieving a Cleanhood Award for efforts in keeping Singapore clean.



**Submit your nomination by
Wednesday, 11 March 2026**



GO.gov.sg

<https://go.gov.sg/chan2026>



Reward Your Preschoolers!

PHC Exclusive Collateral

- Special rewards for preschoolers who participate in Keep Singapore Clean activities
- Recognition for children's efforts in keeping Singapore clean

Step 1: Storytelling Session

- Teachers conduct storytelling to preschoolers
- Take photos for verification

Step 2: Home School Partnership

- Join PHC's programme for parents
- Provide guidance on developing civic responsibility
- Share photos of children doing home activities

Step 3: Classroom Activities

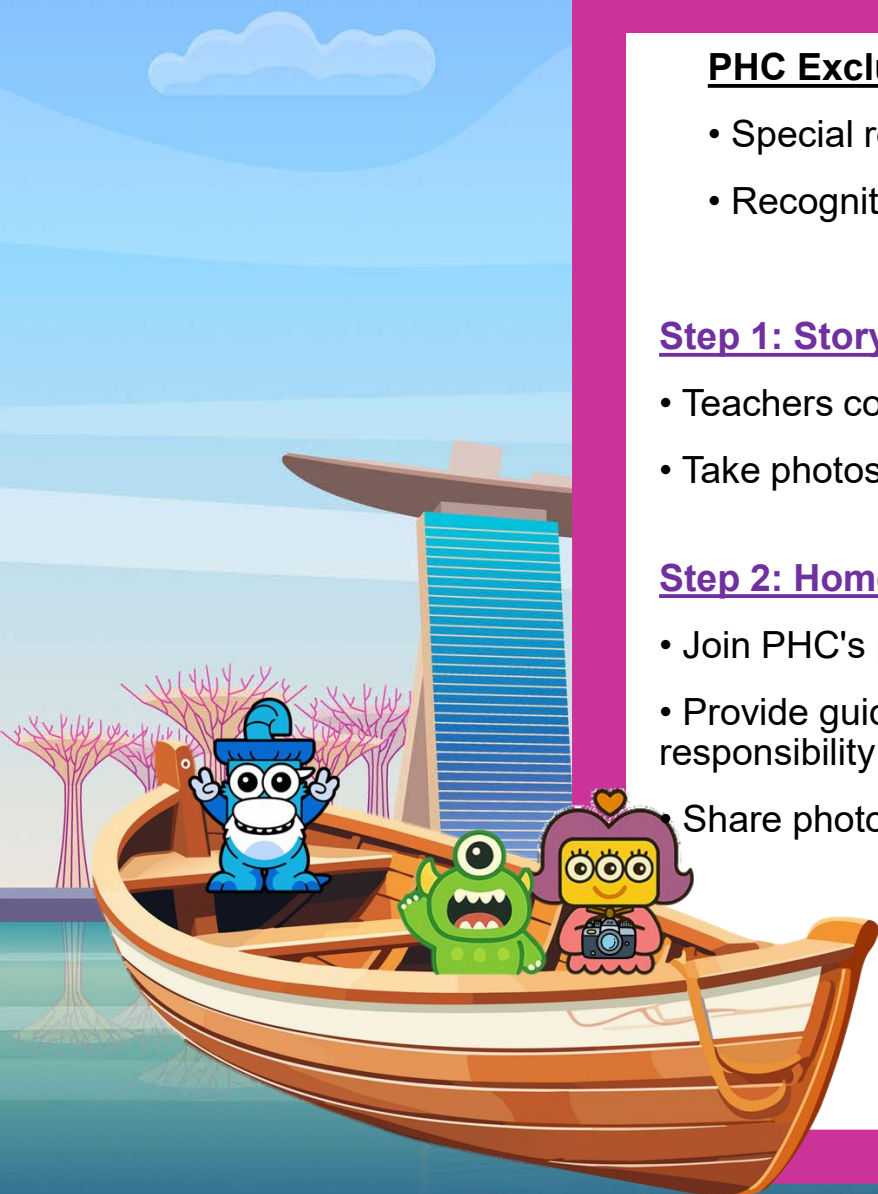
- Use provided resources for at least 2 additional class activities
- Take photos for verification

Step 4: Submit Request

- Please submit your request via this link here:
<https://go.gov.sg/phcssdb-psl>



- Email to: kun_da_chue@nea.gov.sg and koh_ean_suat@nea.gov.sg for enquiries



Calendar of Events for 2026

Proposed Year-Long Engagement in 2026 In line with SG Clean Day (bimonthly)

Months	Engagement
February	'Ash and the Supermons' Storytelling by teachers to Preschoolers
	In support of PHC's Keep Singapore Clean 2026 Campaign Launch:
April	Home school partnership: Send out eDM from PHC's resource kit to parents and encourage them to submit pictures of their children practising key actions to keep Singapore clean, as featured in the 'Ash and the Supermons' storybook. We encourage teachers to share the photos submitted by parents in class. This will help to strengthen the home-school partnership and encourages parent to inculcate important cleanliness practices in everyday life.
	Choose an activity from PHC's Resource Kit for preschoolers to do in class.
June	Send out eDM to parents on what the preschoolers have done over the past month in support of Keep Singapore Clean movement
August	Choose an activity from PHC's Resource Kit for preschoolers to do in class.
October	Choose an activity from PHC's Resource Kit for preschoolers to do in class.
	Send out eDM to parents on preschoolers' efforts towards the Keep Singapore Clean movement.
December	Look out for PHC's email to submit your nomination for PHC's CleanHood Award!

Introduction to PHC's CleanHood@Schools



CleanHood@Schools

- Enhanced long-term initiative to cultivate collective ownership amongst students to upkeep cleanliness of their schools and neighbourhoods.
- Will create a broader network by bringing together schools, residents and local merchants, as cleanliness advocates.

Awareness

Banner & Poster Display



Tabletop Games*



Outreach Collateral*



Advocacy

Clean Champions



Mobile CleanPods*



Litter-free Event Guideline



Action

Active Participation in Keep Singapore Clean Activities
(eg: SG Clean Day litter-picking)



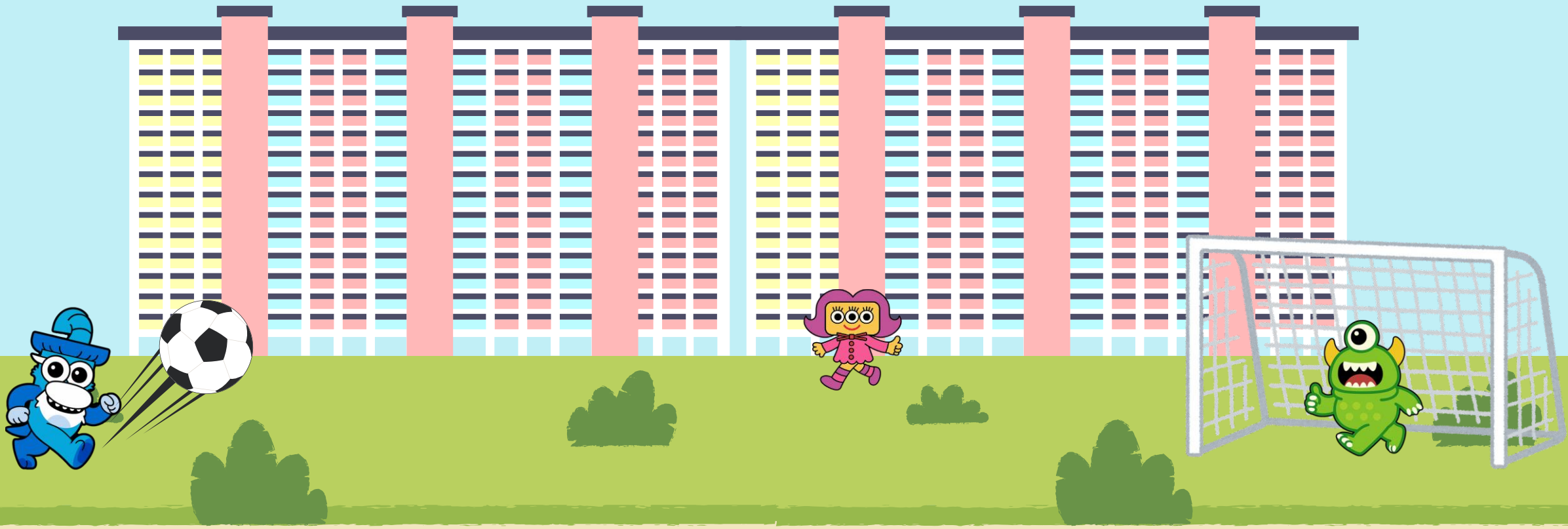
*** Resources available from PHC at no cost!**

Connect with us to find out more and explore partnership opportunities:

Kun Da: kun_da_chue@nea.gov.sg

Ean Suat: koh_ean_suat@nea.gov.sg

Introduction to PHC's SG Clean Day



SG Clean Day

What is it?

- A national initiative by the Public Hygiene Council (PHC) to promote a cleaner Singapore.
- Cleaners cease sweeping at designated public areas, highlighting the amount of litter there would be without cleaners.
- A reminder for everyone to dispose of their rubbish properly, and to appreciate our cleaners more.

What are the activities?

- Cessation of sweeping at public areas, cleaners get a day-off.
- Community involvement – organised litter-picking events with volunteers and corporate partners.
- Raising awareness about personal responsibility and civic mindedness to keep Singapore clean.



Save the dates for SG Clean Days (bimonthly) in **2026:**

Sunday, 22 February

Sunday, 19 April

Sunday, 28 June

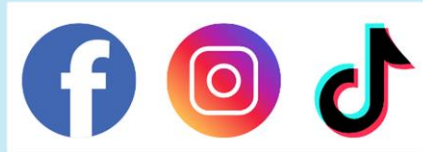
Sunday, 30 August

Sunday, 25 October

Sunday, 27 December



Thank you!



Like and follow us on our social channels – Facebook, Instagram and TikTok

@keepSGclean

to stay updated with PHC news, public cleanliness information, and upcoming events

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explore partnership opportunities:

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