

**HIGHLIGHTS OF PREVENTIVE DRUG EDUCATION INITIATIVES IN 2019**

**Social Media Campaigns**

CNB continues to reach out to youths via online platforms.

From January to December 2019, the #SingaporeansAgainstDrugs series featured the personal stories of our United Against Drugs Coalition (UADC) partners, Anti-Drug Advocates (ADAs), volunteers and members of the public from different walks of life who shared their thoughts on the importance of a drug-free lifestyle, and why they pledged for a drug-free Singapore.



#TheStruggle is a video series that features stories from ex-drug offenders' pasts, to reiterate the negative impact and consequences of drug abuse. Their stories highlight the struggles they faced in overcoming drug addiction and provide insight into their recovery, with the help of various rehabilitation programmes and familial support.

In 2019, a total of five videos were produced and published on CNB's social media platforms, including two produced in collaboration with Berita Harian. From October to December 2019, CNB published ground-up productions by Singaporean youths from partnering schools, and youths who participated in the #DrugFreeSG Video Competition 2019.



In 2019, the #CNB247 series featured CNB officers undertaking various aspects of CNB work and their perspectives of drugs and drug abuse. The April 2019 edition featured the behind-the-scenes work of a female enforcement officer who shared her views as a mother. The focus was on family and children, while simultaneously bringing out the resilience and strength of our female officers at work. The #CNB247 series aims to provide the public with a better understanding of the different functions of CNB's work in the fight against drugs.



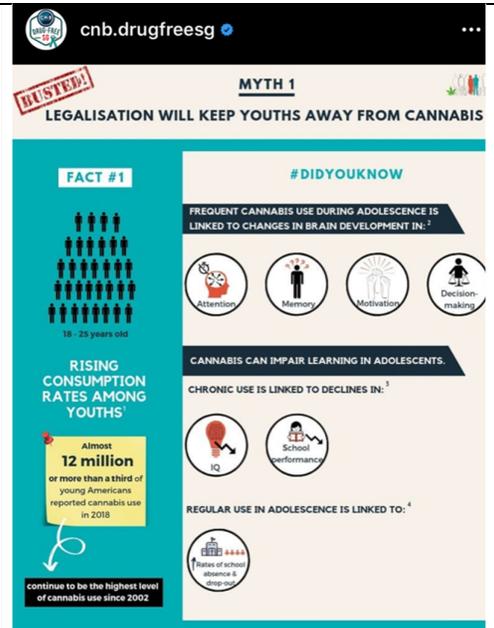
## **Bite-sized information on the harms of drugs**

CNB continued to push out infographics on cannabis through various media outlets, covering content such as the negative consequences of cannabis legalisation and the harms of cannabis addiction.

In April 2019, CNB released a short infographic clip on the Lancet studies' key findings on effects of cannabis use on population psychosis rates.

Between October and December 2019, CNB published infographics in four instalments, summarising key findings from credible studies and journals to debunk common myths about cannabis, and presented evidence-based research on the health impact of cannabis use.

CNB set up a one-stop repository on its corporate website to share cannabis-related information, so that the public has easy access to accurate and detailed information, and to address common questions and misconceptions about cannabis.



## **Preventive Drug Education (PDE) Videos on the Harms of Drug Abuse**

In May and October 2019, CNB launched two videos on its social media platforms to drive home the message on the harms that drug abuse cause to abusers and other silent victims.

- Unfulfilled Dreams (May 2019) – the video portrays how a girl-next-door who excelled in school was lured by the temptations of drugs. Inspired by a true story, this video is a creative retelling of the irreversible consequences of drug abuse and serves as a grave reminder that not all live to tell the tale, nor get the second chance at their dreams.



- Last Days (October 2019) - The film is set in a 'dystopian' Singapore, where drugs have been legalised. The video draws inspiration from countries where drugs are legalised and highlights the potential negative impact on Singapore should drugs be legalised. The audience is left to ponder 'what if' drugs were indeed legalised, and if this was the kind of world they want to live in.



### **Anti-drug Ambassador Activity (AAA) booklet**

The Anti-drug Ambassador Activity (AAA), in the form of an activity booklet, serves to impart anti-drug messages to children aged between 10 and 11. Produced in two versions (one for Primary 4 and one for Primary 5 students), the booklet is distributed annually to primary schools and community organisations. The booklet comprises interactive and self-exploratory activities designed to engage and equip students with relevant knowledge on the dangers of drug abuse.

In 2019, a total of 122 schools and organisations, and close to 48,300 students took part in the AAA activities. An anti-drug montage competition was also held alongside the activities for the students to show their strong support for the Drug-Free Singapore cause through their artwork.



**After-School Engagement (ASE) Programme**

In September 2019, CNB collaborated with the Ministry of Education (MOE) to offer after-school engagement (ASE) programmes to inculcate a drug-free lifestyle amongst students. The programmes are customised to provide students with a holistic experience to learn more about the harms of drug abuse and its consequences. Schools may opt for a range of activities such as having a sharing session by an ex-abuser, an augmented reality experience, a CNB heritage gallery tour, an anti-drug talk by a CNB officer or a video screening session.



CENTRAL NARCOTICS BUREAU PRESENTS  
**AFTER-SCHOOL ENGAGEMENT PROGRAMME**

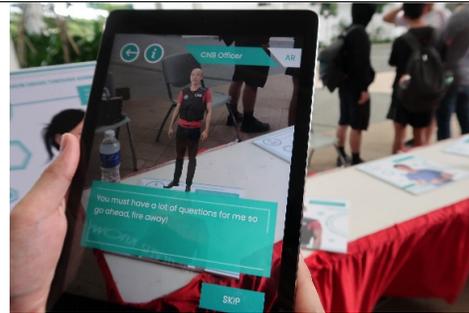
- Anti-drug Talk and Reflection
- Augmented Reality Exhibition
- Ex-abuser Sharing
- Heritage Gallery Visit
- Video Screening

REACH OUT TO US  
Ms OH Hui Quan (oh\_hui\_quan@cnb.gov.sg)  
Mr Idrus SHAABAN (idrus\_shaaban@cnb.gov.sg)

[f](#) [i](#) [t](#)  
@cnb.drugfree

**Augmented Reality (AR) Exhibition**

In January 2019, CNB embarked on a Proof-of-Concept (POC) to incorporate Augmented Reality (AR) technology in its PDE exhibition for secondary school students, one of our main target youth groups. The project seeks to incorporate AR-enabled functions into the exhibition to enhance students' visualisation of and interaction with the anti-drug content, in the form of 3D virtual characters and videos.



**DrugFreeSG Video Competition 2019**

Held between February and June 2019, the DrugFreeSG Video Competition offered youths interested in video production an avenue to creatively express their understanding of the harms of drugs. The competition attracted 62 entries (41 for the Youths category and 21 for the Young Adults category), with a total of 194 participants. A workshop was also held in April 2019 for participants to learn filmmaking techniques from a professional videographer before the competition. A total of 91 participants attended the workshop. As post-competition publicity, a popularity contest was held in July 2019 to showcase the winning entries and raise public awareness.

## **Collaboration with Institutes of Higher Learning (IHL)**

CNB continues to collaborate with IHLs via various platforms.

### **PDE video – #TheStruggle series: Thomas Liao**

CNB collaborated with Ngee Ann Polytechnic's (NP) youth-led CTV Productions, established by NP's School of Film and Media Studies, to produce a PDE video on Thomas Liao, an ex-abuser turned social worker.

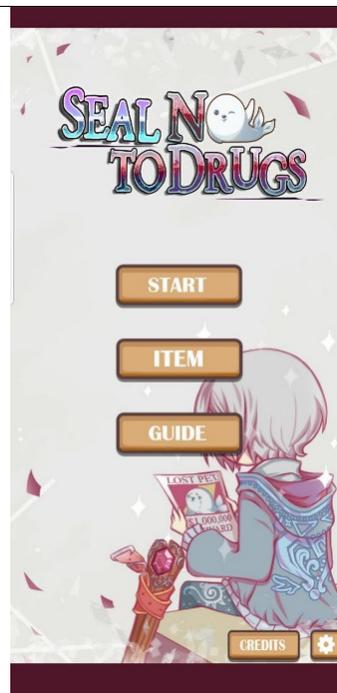
Launched on CNB's social media platforms in November 2019 as part of the ongoing #TheStruggle short film series, the video features a candid interview with Thomas and his heartfelt sharing about the dangers of drug abuse. The video aims to offer youths another perspective to the threats of drug abuse in Singapore and the harms that it could bring and underscores the importance of maintaining a drug-free Singapore.



### **PDE mobile game application – “Seal No To Drugs”**

CNB worked with Nanyang Polytechnic's School of Interactive and Digital Media students to develop an Augmented Reality-based PDE mobile game application titled “Seal No To Drugs”. The mobile game application was launched at CNB's Workplan Seminar in May 2019 and seeks to offer players an immersive gameplay experience while learning about the dangers of drugs.

Players will encounter different types of drugs throughout the game and each drug will affect players differently, with the dangers and physiological effects of drug abuse interweaved into the game. “Seal No To Drugs” is free for download on both the Apple Store and Google Play Store.



**PDE card game – “Resist”**

CNB collaborated with students from Republic Polytechnic’s School of Technology for the Arts (Diploma in Game Design) to conceptualise and produce a card game with anti-drug elements as part of their final-year project. Titled “Resist”, the interactive game seeks to educate youths on the consequences and harms of drug abuse and encourage them to lead a healthy and drug-free lifestyle. The game was launched at the DrugFreeSG Carnival in July 2019 and will be deployed at PDE roadshows and exhibitions.



**Social Media Campaign -  
#DrugsAffectThemToo**

Students from the Temasek Polytechnic’s Diploma in Communications & Media Management developed an integrated marketing campaign with CNB as part of their final-year project. The campaign, titled #DrugsAffectThemToo, comprises three different short stories, highlighting the devastating consequences of drugs on the abusers’ loved ones. The campaign videos were rolled out on CNB’s social media platforms between March and August 2019.





as to publicise and deploy student volunteers for the DrugFreeSG Light-Up and Carnivals in conjunction with the International Day Against Drug Abuse and Illicit Trafficking.

### **PDE Roadshow**

CNB worked with a group of students from Hwa Chong International to conceptualise and manage an anti-drug roadshow in their campus in November 2019. Separately, as part of the National Youth Achievement Awards Gold Award component, CNB worked with four students from Temasek Polytechnic to host an anti-drug roadshow at their campus. The roadshow included a booth for students to pledge their support for a drug-free Singapore, and the pledges were collated into a montage for display after the event.



### **Youth Anti-Drug Advocate (ADA) Programme**

The ADA programme equips youth advocates with the knowledge and skills to spread anti-drug messages. Advocates are encouraged to speak out on the anti-drug cause and to generate support within their own circles of friends as well as other youths. These youths will gain an understanding of Singapore's drug policies and the harmful effects of drugs. As part of the experiential learning, they will also visit the halfway houses to hear first-hand accounts of the harms of drug abuse.

### **SIM Roadshow**

In February 2019, a group of five ADAs conceptualised and led a PDE roadshow at the Singapore Institute of Management (SIM). The roadshow attracted over 400 participants and included activities such as the anti-drug photo-booth, screening of anti-drug videos and the provision of snacks.



### **UNODC Youth Forum 2019**

In March 2019, one of CNB's Anti-Drug Advocates Mr Javier Ng from ITE College Central, represented Singapore at the United Nations Office on Drugs and Crime (UNODC) Youth Forum to share Singapore's drug control strategy with other youths. He was selected for his passion and dedication in advocating for a drug-free Singapore.



### **#YourLifeInYourHands campaign**

In March 2019, Mr Javier Ng, one of CNB's youth advocates, led a team of volunteers to rally public support for a drug-free Singapore along Orchard Road. Together with his teammates, he conceptualised the initiative to distribute hand sanitisers in customised anti-drug design and PDE collaterals at youth-centric areas, to remind youths to stay away from drugs.



### **ADA Engagement Programme**

In March 2019, 19 ADAs attended the inaugural Anti-Drug Advocacy engagement session. The programme comprised a live demonstration by CNB's Special Task Force officers, sharing session by the ADAs and bubble bump team bonding activity.



A second engagement session with 17 ADAs was held in September 2019, where CNB collaborated with Green Haven halfway house to equip the ADAs with a better understanding of the rehabilitation framework and overall anti-drug approach in Singapore.



**United Against Drugs Coalition (UADC)**

The United Against Drugs Coalition (UADC) continues to be an effective anti-drug alliance that rallies support from local firms to raise awareness on drug abuse in our society. As of December 2019, there were 67 organisations in the UADC.

**Workshop for MOE Teacher Advocates**

CNB conducted a workshop for 20 Teacher Advocates in January 2019, with the support of MOE, one of CNB's strategic partners. CNB also collaborated with the National Institute of Education (NIE) to conduct a workshop for NIE trainees in May 2019 to equip new educators with a better understanding of Singapore's drug control policies and facilitate their future exchanges with youths on related issues.



**UADC/ADA Appreciation Lunch**

CNB organised an appreciation lunch hosted by Senior Parliamentary Secretary, Ministry of Home Affairs and Ministry of Health, Mr Amrin Amin in February 2019 to show appreciation to key UADC partners for their valuable contributions to the anti-drug cause.



**Walkabout at NTUC Club**

CNB collaborated with NTUC Club on a walkabout event in March 2019. At the event, SPS Amrin Amin and CNB officers engaged families and members of the public to rally their support for the anti-drug cause.



**Learning Journey for Fei Yue Care Corner Counsellors (FY-CC)**

In June 2019, CNB conducted anti-drug training for the FY-CC counsellors to equip



them with anti-drug information such as tell-tale signs and behavioural changes of abusers, to facilitate their work when managing youths under their charge.

**PDE Sharing for Sentosa Development Corporation Rangers and Service Ambassadors**

CNB collaborated with Sentosa Development Corporation to conduct a series of PDE talks and sharing session for their Rangers and Service Ambassadors to help them identify potential drug abusers during their tour of duty.



**PDE video with Centre for Fathering**

In conjunction with the International Day Against Drug Abuse and Illicit Trafficking on 26 June 2019, CNB and the Centre For Fathering produced a short video in Malay to share how drugs can affect children and highlight the importance of communication to sieve out tell-tale signs of drug abuse.

for the video (in Malay). #DrugFreeSG  
<https://www.facebook.com/1748866435402840/posts/2362822394007238/>

**Bapa Sepanjang Hayat**  
26 June · 🌐

26 June is the International Day against Drug Abuse and Illicit Trafficking (also known as the World Drug Day).

In conjunctin with this important day, BSH and CNB have put together a simple video (amateur video) for Fathers on why and how Fathers can help their kids fight off drugs.

This is 1 of 3 video on Behavioural Signs.

1.3K views

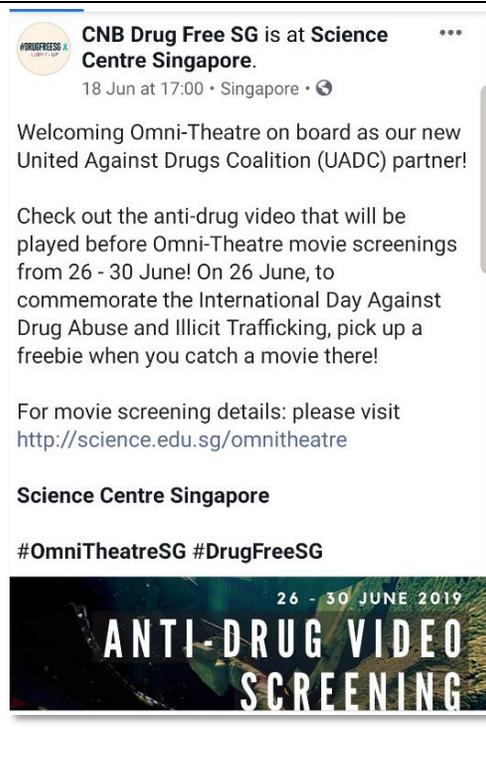
**Screening of PDE Film at Omni-Theatre**

In conjunction with the International Day Against Drug Abuse and Illicit Trafficking, CNB collaborated with Omni-Theatre to screen a trailer of the PDE film “Unfulfilled Dreams” as their pre-show screening from 26 June to 30 June 2019 to more than 6,700 visitors.



In the month of October 2019, Omni-Theatre also played CNB’s anti-drug jingle as a pre-

show screening to more than 9,000 members of public and more than 1,300 students.



A screenshot of a Facebook post from the page 'CNB Drug Free SG is at Science Centre Singapore'. The post is dated 18 Jun at 17:00 and is located in Singapore. The text of the post reads: 'Welcoming Omni-Theatre on board as our new United Against Drugs Coalition (UADC) partner! Check out the anti-drug video that will be played before Omni-Theatre movie screenings from 26 - 30 June! On 26 June, to commemorate the International Day Against Drug Abuse and Illicit Trafficking, pick up a freebie when you catch a movie there! For movie screening details: please visit <http://science.edu.sg/omnitheatre>'. Below the text, it says 'Science Centre Singapore' and includes the hashtags '#OmniTheatreSG #DrugFreeSG'. At the bottom of the post is a banner for an 'ANTI-DRUG VIDEO SCREENING' event from '26 - 30 JUNE 2019'. The banner features a dark background with a green and blue abstract design.

### **Anti-Drug Abuse Advocacy (A3) Network**

The Anti-Drug Abuse Advocacy (A3) Network was established by the National Council Against Drug Abuse (NCADA) in 2016 to bring together individuals who are passionate about keeping Singapore drug-free and provide them with advocacy training and updates on local drug issues and trends. This allows them to stay updated on the local drug situation and facilitates their efforts in garnering support for a drug-free Singapore. As of December 2019, there are more than 600 A3 advocates.



### **Anti-Drug Abuse Campaign (ADAC)**

The year 2019 marked CNB's 24<sup>th</sup> ADAC, organised in conjunction with the International Day Against Drug Abuse and Illicit Trafficking on 26 June every year. The theme for ADAC 2019 was 'Carnival', to encourage adoption of a drug-free lifestyle over drug abuse through the introduction of alternative outlets to have fun and create lasting memories with loved ones, as opposed to caving in to drug abuse for short thrills that are destructive to oneself and others.

### **DrugFreeSG Light-Up**

2019 is the second consecutive year that the DrugFreeSG Light-Up is being organised. Eighteen strategic partners and venue owners in Marina Bay and HarbourFront (Sentosa) illuminated their façade in green or white, colours of the anti-drug ribbon, on 26 June 2019 to commemorate the International Day Against Drug Abuse and Illicit Trafficking. A roving fringe activity was conducted at the Marina Bay vicinity to further ramp up CNB's public engagement efforts and show our recognition for the light-up partners by encouraging members of public to take photos of the buildings in a social media contest.

To tie in with our emphasis on student-driven advocacy, youth volunteers from ITE College Central were also involved in the distribution of PDE collaterals and the anti-drug ribbons to the members of public nearby to further promote and spread the anti-drug message. More than 1,500 anti-drug ribbons and/or PDE collaterals were distributed. In 2019, there were six new community partners on board – One Marina Boulevard, OUE Bayfront and OUE Tower, Marina Bay Financial Centre, NTUC Club, The Fullerton Hotel and UOB Plaza.



### **DrugFreeSG Carnival @ Punggol and Tampines**

Held in conjunction with the annual Anti-Drug Abuse Campaign and to maintain an engagement with the general public and garner support for the drug-free Singapore movement, two DrugFreeSG Carnivals were held at Punggol and Tampines between July and September 2019 to actively engage members of public on the topic of drug abuse. The Carnivals featured exciting activities such as Escape Game, Virtual Reality simulation, Augmented Reality game apps and evening concerts by local artistes and student performing groups. Overall, more than 4,500 people participated in the Carnivals with more than 3,200 pledging their support for a DrugFree Singapore.



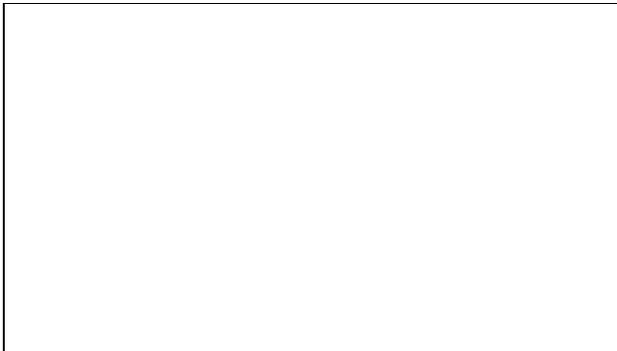
### **Dadah Itu Haram Campaign**

Launched in April 2017, the *Dadah Itu Haram* (DIH) campaign is a ground-up community-nuanced initiative which supports the anti-drug efforts within the Malay Muslim community. Continued efforts under the DIH are as follows.

#### **DIH Rock Concert**

An inaugural DIH Rock Concert was jointly organised on 30 March 2019 with the Malay Activity Executive Committee of Woodlands Community Centre. Over 4,000 concert-goers were present to watch popular local and overseas celebrities such as Ezad Lazim, Sufian Suhaimi and Hady Mirza perform while encouraging our community to fight hard against the drug menace. The DIH song titled, *Sudahlah Sudah!* (Enough is Enough!) was also performed for the first time by local composer and rapper, Daly Filsuf, much to the delight of the concert-goers.





**Distribution of Porridge Using DIH Carriers During Ramadan**

On 10 May 2019, 16 mosques came onboard to support the campaign's anti-drug efforts during the month of *Ramadan* by distributing porridge using DIH carriers as a subtle reminder to the community on the prohibition against drug abuse in Islam. Advocates from various partner groups also helped to distribute porridge and DIH collaterals at Sultan Mosque to congregants and businesses in the Kampung Glam area. Around 40,000 DIH carriers in both Malay and Tamil were given out, which is a significant increase from the 14,000 the previous year.



**2nd "Date Your Loved Ones Today!" Event**

CNB continued its partnership with Muhammadiyah Welfare Home for the second edition of our "Date Your Loved Ones Today!" (DYLOT). On 12 May 2019, 20 DIH volunteers distributed over 3,000 packets of dates and DIH collaterals to the businesses and crowd at the vicinity of Geylang Serai Ramadan Bazaar and Geylang Serai Market



to remind them on the importance of spending time with their families. By the end of *Ramadan*, a total of 42,000 packets of dates bearing the DYLOT message were distributed by volunteers including bazaars located at Tampines, Woodlands and Jurong.



### **3<sup>rd</sup> “Cycling Away from Drugs” Event**

The campaign also saw the completion of its third consecutive “Cycling Away from Drugs” event on 3 November 2019. Around a hundred riders from all ages came together for an enjoyable and leisurely 8 km morning ride that not only aims to promote camaraderie but also build a healthy lifestyle and anti-drug resiliency amongst the participants, especially the youths.





**Bringing the DIH message to a whole new stage**

2019 saw the collaboration with partners from the local theatre and art scene as we continued to spread our anti-drug message to new audiences via new platforms.

In 2019, CNB collaborated with local theatre makers from Rupa. Co. Lab. and Aras Theatre to produce two anti-drug themed productions – titled *Rumah Dayak* and *Sampai Tinggi Mana*. These productions took on the theme of drug abuse and addiction through musicals and comedy. There were over 900 attendees.

On 5 October 2019, CNB was involved in the organisation of *Piala Suara Serumpun*, a competition to promote traditional Malay choral singing amongst students from the various IHLs. An anti-drug trivia was conducted and DIH videos were screened at the event. Students and attendees were given a platform to channel their energy positively but also learnt about the harms of drugs and the importance of living responsible, drug-free lives. The event was a massive success with 1,000 sold-out tickets and over 14,000 viewers tuning in to their YouTube livestream.



### **SEA Surfcast Festival**

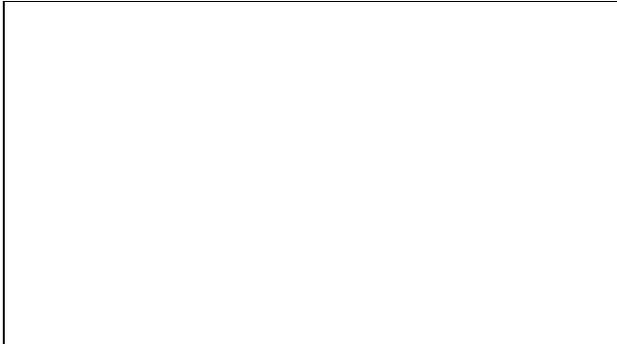
CNB collaborated with Hardcore Surfcaster SG for their inaugural SEA Surfcast Festival on 24 November 2019 to further spread the DIH message. Attracting almost 350 enthusiastic local and overseas fishing enthusiasts and their families, the fishing festival is a perfect example that the anti-drug effort can be an inclusive and fun-filled occasion that helps contribute to the strengthening of family and community bonds.



### **Launch of Cutting the Misconception on Cannabis Event**

A launch event was held on 27 December 2019 to commemorate the latest anti-drug collaboration between DIH and 75 Malay-Muslim barbershops. SPS Amrin Amin presented DIH Barber Toolkits, DIH Posters and DIH Barber Capes to the representatives of Atacutz Singapore and PlusSixFive, as they pledged their support to dispel misconceptions surrounding cannabis. These collaterals are the ideal conversation starters for our trained anti-drug advocates to debunk myths about cannabis and to share the message on its harms.





**Anti-drug episode on Jom Sembang podcast channel**

2019 also saw the fruition of an anti-drug episode on the popular *Jom Sembang* podcast channel. Available on free streaming platform Spotify, invited guests included ex-drug offenders who spoke about their personal struggles with drug abuse and the toll it took on their lives and relationships.



**Outreach to Mosques**

Besides distributing DIH collaterals to mosque congregants during Friday prayers by teams of DIH Volunteers, CNB also collaborated with MUIS to conduct the Friday Anti-Drug Sermon titled "Protecting Your Family from Harm" on 26 April 2019 which reached out to all 71 mosques in Singapore.



### **The newly launched *Bothaiporulai Ethirthu Nirpom* (BEN) Campaign**

The year 2019 also saw the expansion of preventive drug education outreach within the Indian community. Adopting the same model used for the DIH campaign, the *Bothaiporulai Ethirthu Nirpom* (BEN) (or 'We Stand United Against Drugs') campaign was launched and seeks to spread the anti-drug message to the Indian community.

### **Live interview with Mediacorp Radio's Oli 96.8FM**

Just before the launch of the BEN campaign, two CNB officers went on air with Mediacorp Radio's Oli 96.8 FM on 19 September 2019, to raise further awareness of the harmful effects of drugs and to promote the upcoming BEN campaign launch. The use of radio as a platform greatly increased the message's outreach, reaching both radio listeners and social media users through the Oli 96.8 FM radio station and CNB Drug Free SG Facebook pages.



**Official Launch of Bothaiporulai Ethirthu Nirpom (BEN) Campaign**

The BEN campaign was successfully launched on 20 September 2019 and saw the support of 27 restaurants along Racecourse Road and Chander Road where members of the Indian community usually congregate. The event, supported by BEN community volunteers, was graced by SPS Amrin Amin and MP Vikram Nair (MP for Sembawang GRC). The event was also covered prominently in Mediacorp Vasantham Channel's News segment and in Tamil Murasu.



**BEN Campaign's Deepavali Engagement Event**

The BEN campaign has continued spreading the anti-drug message to the Indian community through the efforts of volunteers via different platforms, from social media to news media outlets. On 18 October 2019, a BEN campaign walkabout was held at the Deepavali Bazaar. The Deepavali Bazaar was a strong touchpoint to engage members of the Indian community as they frequented the bazaar to buy items for the Deepavali festival and experience the celebratory mood surrounding the Festival. The event was graced by SPS Amrin Amin together with prominent Indian Community leaders such as the CEOs of SINDA, SICCI (Singapore Indian Chamber of Commerce and Industry) and Hindu Endowments Board (HEB). The BEN campaign also welcomed Mr Anand K, a popular Indian media personality, onboard as BEN's Anti-Drug Ambassador.



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