

PREVENTIVE DRUG EDUCATION AND ADVOCACY HIGHLIGHTS OF 2023

Preventive drug education (PDE) is the first line of defence in Singapore's overall drug control approach. CNB continues to seek out new ways to educate and engage the community on the harms of drugs and to strengthen the resilience of Singaporeans, especially the youths, to stay drug-free.

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PREVENTIVE DRUG EDUCATION PROGRAMMES AND INITIATIVES FOR STUDENTS AND YOUTHS

Preventive Drug Education (PDE) in Schools

School Publications and Radio Roadshow

CNB runs regular PDE advertorials and comic strips in school publications, Little Red Dot and IN Magazine, distributed by the Singapore Press Holdings (SPH) to primary and secondary students. Teachers may use them as teaching materials to engage students in conversations on the harms of drug abuse, and the importance of staying drug-free.

In a special tie-up with CNB, Kiss92FM Radio DJs conducted the “Say Something, Say No” outreach programme at Fuhua Secondary School and CHJ Toa Payoh. Through the programme, students learn to build confidence in public speaking and resilience against drugs, and to say “no” to drugs firmly. A voiceover competition was also organised, where winners had a go at recording and broadcasting their very own anti-drug advertisement at Kiss92FM Radio Station.



School publications



Roadshow at schools



Winners recording their own anti-drug advertisement at Kiss92 FM radio station

Interactive PDE Skits

Schools engaged CNB to stage interactive skits to educate and engage their students on the dangers of drugs. Using relevant themes and humour, the skits are tailored to different age groups and incorporate interactive elements including a Q&A segment and facilitated intervention scenarios, to



strengthen students' understanding of the anti-drug message.

CNB, in collaboration with the National Library Board, has also staged these skits at public libraries on weekends and during the school holidays to reach out to parents and children to facilitate discourse on the harms of drugs at a young age.



Anti-drug Ambassador Activity and Anti-drug Montage Competition 2023

The Anti-drug Ambassador Activity (AAA) and Anti-drug Montage Competition is an annual initiative designed for upper primary students. The booklet, packed with interactive and engaging activities, is handed out to all primary schools who are also encouraged to join the competition and show support for the drug-free cause in their creative ways. The AAA is also available on the Student Learning Space as a self-guided online lesson package.

In 2023, approximately 42,850 students from 118 schools took part in the AAA. Winning entries from the competition, which showcases the students' art and craft work is available on the CNB website.



Winning entries from the Anti-Drug Montage Competition 2023

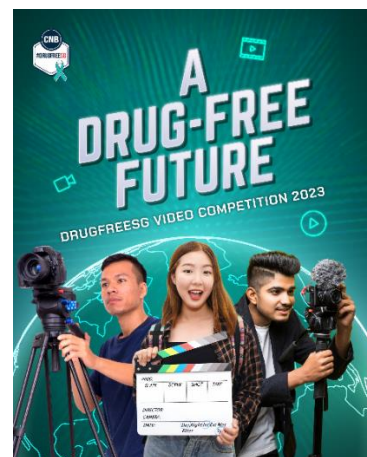
DrugFreeSG Video Competition 2023

The DrugFreeSG Video Competition appeals to youths with a passion for filmmaking to craft impactful stories and creatively promote the anti-drug message through short videos.

In April 2023, CNB held an in-person videography workshop during which participants learnt filmmaking techniques from industry professionals and enhanced their understanding of Singapore's stance against drugs.

The competition, which closed in August 2023, received 126 entries (55 from the Youths Category and 71 from the Young Adults Category) from a total of 512 participants. CNB also ran an online popularity contest for netizens to vote for their favourite videos on the competition's microsite.

The winning entries can be viewed on [CNB's YouTube channel](#).





thankfully Andrew woke me up to reality.



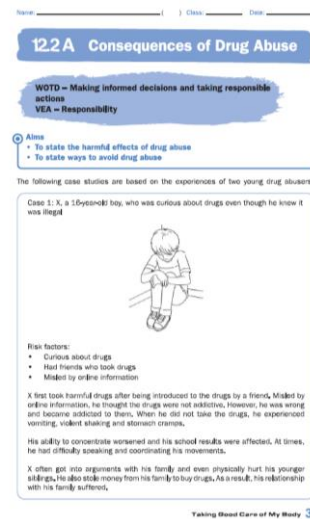
is it really that bad?

Stills from winning entries

Integrating PDE Messages in the Singapore School Syllabus

CNB worked with the Ministry of Education (MOE) to integrate tailored PDE messages in the school syllabus to set a strong PDE foundation among youths in Singapore. For example, anti-drug content has been incorporated where relevant, into the revised General 1 Lower Secondary Science resources. The updated resources are slated for use from 2024, starting with the incoming cohort of secondary one students.

Students are taught the harmful consequences of drug abuse on the individual, families and society, as well as ways to avoid drug abuse and show care and concern for their health.



'Preventive drug education content in the General 1 Lower Secondary Science Activity Book'

PREVENTIVE DRUG EDUCATION PROGRAMMES AND INITIATIVES FOR PERSONS-OF-INFLUENCE AND THE GENERAL PUBLIC

Building Advocacy

Inter-Ministry Committee (IMC) on Drug Prevention for Youths

The set up of the Inter-Ministry Committee (IMC) on Drug Prevention for Youths, chaired by Minister for Home Affairs, Mr K Shanmugam, was announced in May 2023. The IMC looks into developing a whole-of-Government response and enhance coordinated efforts to tackle the drug problem among youths, with a focus on PDE.

Inter-ministry committee set up to help parents, schools tackle youth drug abuse



Home Affairs and Law Minister K Shanmugam (left) and Minister for Home Affairs Mr K Shanmugam (right) on May 4, 2023. (Photo: TODAY/Leonard Leong)

- The government is setting up an inter-ministry committee to focus on drug prevention among youths.
- Chaired by Law and Home Affairs Minister K Shanmugam, it will have seven representatives.
- The committee will focus on drug prevention efforts at homes, through parents, in schools, in the community and in National Service.
- Parents hold TOGAF that children can be influenced by the media, leading them to try drugs.
- Among other things, they suggested that the government set up a hotline for parents to call in to seek help from counsellors if they suspect their children of experimenting with drugs.

Source: CNA, 4 May 2023

Anti-Drug Abuse Advocacy (A3) Network

The Anti-Drug Abuse Advocacy (A3) Network, jointly managed by CNB and the National Council Against Drug Abuse (NCADA), is a network of volunteers who support and promote the anti-drug cause. The network comprises of youth advocates aged between 17 and 25, and adult advocates who serve as independent voices who generate community awareness and involvement to support Singapore's zero tolerance approach to drugs.



Public Events

DrugFreeSG Campaign

Every year, CNB organises the DrugFreeSG Campaign to commemorate the International Day Against Drug Abuse and Illicit Trafficking (also known as the 'World Drug Day') which falls on 26 June. The theme for 2023 was 'Creating Memories', inspiring the public to find a positive reason to lead a drug-free life to create memories and enjoy shared experiences with their loved ones. The campaign highlights included the DrugFreeSG Carnival, a two-day event held at Our Tampines Hub which featured performances by CNB's community partners, game booths, snack stations and movie screenings. Together with their loved ones, members of public



DrugFreeSG Carnival on 24 and 25 June 2023

learnt about the harmful effects of drugs through reimagined arcade games and pledged their support for a drug-free Singapore by placing an anti-drug ribbon onto a pledge wall. Samples of cannabis exhibits and a mock cannabis cultivation display were also showcased at the Carnival to raise awareness on the harms of cannabis. CNB also organised DrugFreeSG Pop-Up Booths featuring elements of the educational games and displays from the Carnival. The Pop-Up Booths roved across four heartland malls from 28 June to 30 August.

In 2023, a total of 43 community partners, including 10 new partners participating for the first time, illuminated their buildings in either green or white, the colours of the Anti-Drug Ribbon, during the DrugFreeSG Light-Up on 26 June 2023 to signify Singapore's united stance against drugs.

CNB also developed an activity package which was distributed to all MOE schools to encourage students to pledge their support for the anti-drug cause. The package included a short film, 'Creating Memories', and a lesson plan with questions on the film to help start conversations in the classrooms on the harmful effects of drugs.

Some of our United Against Drugs Coalition (UADC) partners such as Lazada, SMRT and Science Centre Singapore also showed support for the anti-drug cause by displaying the campaign banners on their platforms, participating in the DrugFreeSG Light-Up, and distributing CNB's collaterals and PDE resources.



DrugFreeSG Light-Up on 26 June 2023



DrugFreeSG Pop-Up Booth, organised from July to August 2023



Ribbon-folding activity in schools



Collaborations with Lazada and Science Centre Singapore



SMRT lighting up Raffles MRT station in green during the Light-Up event

Static Exhibition and Community Outreach

CNB engages the public through community events and roadshows, where members of public and students can learn about the harms of drug abuse and importance of leading a drug-free lifestyle from the static exhibition and information panels.



CNB officers engaging members of public at SINDA's "Project Give" @ Heartlands roadshow

DADAH ITU HARAM CAMPAIGN

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

Outreach at key community touchpoints

CNB continues to conduct outreach at mosques and barbershops, leveraging their platforms and network as key community touchpoints to amplify the DIH message.

In 2023, five outreach events led by Assoc. Prof Muhammad Faishal Ibrahim, Minister of State for the Ministry of Home Affairs and Ministry of National Development, were conducted at the mosques to engage the congregants after the Friday prayers. Informational panels were displayed at the mosques, and collaterals bearing the DIH messages were handed out to congregants to raise awareness about harms of drugs.

In 2023, MOS Faishal also visited 13 barbershops to engage the barbers and customers on the DIH messages, and to rally the barbers' support to help amplify the anti-drug message.



Mosque outreach at Sultan Mosque



Mosque outreach at Khalid Mosque



Mosque outreach at Yusof Ishak mosque



Outreach at barbershops

DIH Mosque Engagement

CNB has worked with the mosques to promote the DIH messages beyond the congregants who attend the Friday prayers.

In 2023, CNB collaborated with Hang Jebat Mosque, Hussein Sulaiman Mosque, Ahmad Mosque, Yusof Ishak Mosque and An Nahdhah Mosque to organise quarterly mosque engagements. The outreach at Yusof Ishak Mosque was held in collaboration with MUIS FITRAH Office to engage the North District Mosques' Social Development Officers and befrienders/volunteers.

To complement the PDE sharing by CNB officers, religious personnel from the mosques reiterated the importance of staying away from drugs from the religious perspective. Peer counsellors were invited to share with youths about their encounters with drugs, highlighting the consequences of making the wrong choice. Information panels and mock drug exhibits were displayed during the events to enhance participants' understanding of the dangers of drugs.



At Hang Jebat Mosque



At Yusof Ishak Mosque



At An Nahdhah Mosque

“Date Your Loved Ones Today!” – Spreading the anti-drug message with dates

“Date Your Loved Ones Today!” (DYLOT!) is an anchor event of CNB’s Ramadan outreach under the DIH Campaign. Through the distribution of dates, the initiative serves to remind families to spend time with their loved ones and share meaningful experiences in order to lead a drug-free lifestyle.

DYLOT! 2023 was launched on 2 April 2023 in collaboration with Khalid Mosque, Kampong Glam Café, Islamic Restaurant and Geylang International Legends. Together with the DIH volunteers, packets of dates bearing the DIH Campaign message were handed out to members of the public in the Geylang Serai and Kampong Glam district.



DIH Engagement at the Madrasahs

In 2023, CNB extended our DIH Campaign outreach to include the madrasahs, leveraging their reach as a key community touchpoint to amplify the DIH message to youths. Two outreach events were held at Madrasah Irsyad Zuhri Al-Islamiah and Madrasah Al-Arabiah Al-Islamiah.

Through CNB’s sharing sessions and information panels, students and staff of the madrasahs learnt



about the dangers of drugs and tips on drug prevention. The Asatizahs from the madrasahs also spoke about the importance of avoiding drugs from the religious perspective.



Amplifying the DIH Campaign message through sporting events

CNB continues to encourage ground-up initiatives in support of the DIH Campaign.

Cycling Event

In 2023, An Nur Mosque organised a cycling event with Ride of Hope Singapore to spread the DIH message and encourage a healthy and drug-free lifestyle amongst youths aged between 12 and 17 years old, and their families. The event, funded by the DrugFreeSG Fund administered by NCADA, included sharing sessions on the harms of drug abuse conducted by a Singapore Anti-Narcotics Association (SANA) peer counsellor and an Asatizah.



Cycling event organised by An-Nur Mosque and Ride of Hope Singapore in support of the DIH Campaign

Futsal Events

In support of the DIH Campaign, three separate futsal events were organised in 2023 by Pertapis, Hajjah Rahimabi Mosque and Hang Jebat Mosque, together with Hussein Sulaiman Mosque and Ahmad Mosque.

The futsal event organised by Pertapis, and funded by the DrugFreeSG Fund, attracted over 500 participants.

The event organised by Hajjah Rahimabi Mosque targeted youths below the age of 21, whilst the event organised by Hang Jebat Mosque, Hussein Sulaiman Mosque and Ahmad Mosque targeted youths from the 16 mosques in the West district.

CNB displayed information panels at the events to engage the participants and reinforce the messages of living a healthy life and staying away from drugs.



BOTHAIPORULAI ETHIRTHU NIRPOM (BEN) CAMPAIGN

In 2019, adopting the same approach used for the DIH campaign, CNB expanded our outreach to the Indian community under the 'Bothaiporulai Ethirthu Nirpom' (BEN) campaign, which translates to 'We Stand United Against Drugs'.

Supporting SINDA's Project Give at the Heartlands during Deepavali 2023

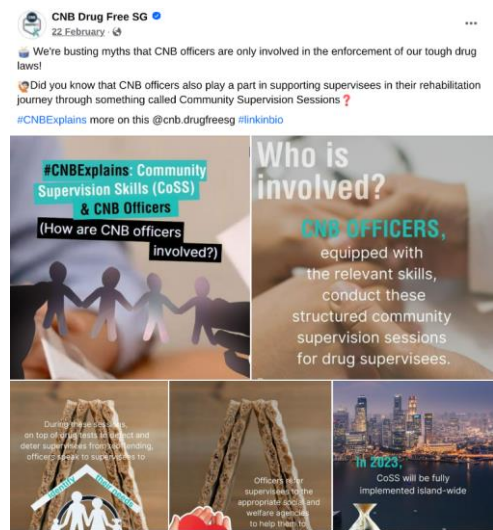
In support of the Singapore Indian Development Association's (SINDA) Project Give Campaign, CNB designed the BEN Campaign festive message card which was distributed as part of the festive gift bags to members of public on 22 and 28 October, as well as 4 November 2023. CNB officers also actively took part in the "Project Give" Heartlands' series of roadshows to engage the community and raise awareness on drug prevention.



Media Campaigns

Social media series – #CNBExplains

Through the #CNBExplains series, we provide insights into our work to enable the public to gain a better understanding of the mission of CNB. The series is featured on CNB’s social media platforms and website, and educates the public on the drug supervision and drug investigation processes.

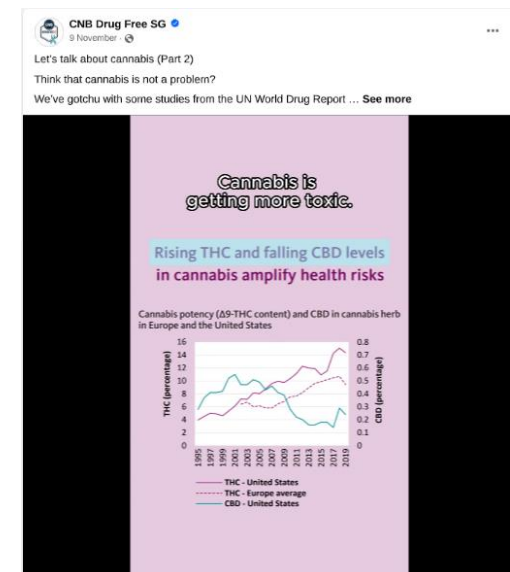
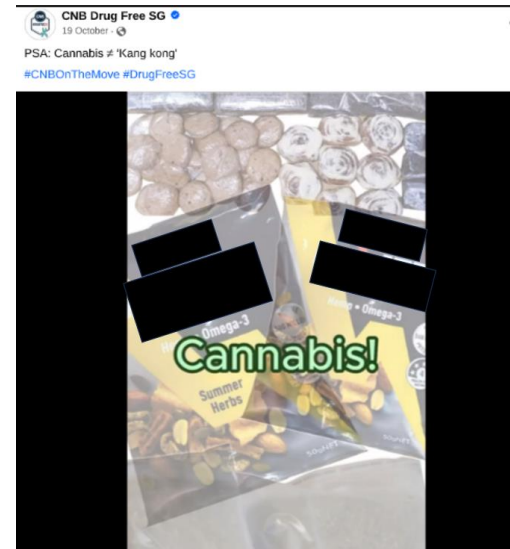


Social media series – #CNBPerspectives

The #CNBPerspectives series describes the context and drug situation in other countries and explains why they deal with their drug problems differently from Singapore.

The series provides public perspectives and studies on the harms of drugs, and highlights how Singapore’s drug control strategies have worked for us in preventing the proliferation of drugs.

The latest of the series was a light-hearted two-part video aimed at raising awareness on the harms of cannabis.



Social Media Series – #InTheNews

CNB regularly amplifies drug-related news from local and international media outlets that highlight the harms of drugs on societies.

The content of such news reports includes the effects of relaxed drug laws in other countries which serves to reiterate the importance of maintaining a tough stance against drugs underpinned by sound laws and policies, as well as articles on harms of drug abuse on self, as well as on people around them.

CNB Drug Free SG
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#InTheNews: Sweden's gang wars have smouldered for a decade over control of the drug market. Bombings, executions, blood feuds and use of 'child soldiers' have become disturbingly routine in the normally quiet country.

"No other country in Europe is seeing anything like this," said Prime Minister Ulf Kristersson as he vowed to defeat the gangs. #DrugFreeEverywhere

Full story:

TODAYONLINE.COM
'Child soldiers' and blood feuds: Sweden's out-of-control gang wars
UPPSALA — One night in September, teacher Thomas Cervin was woken by gunshots in his ...

Social Media Series – #SingaporeansAgainstDrugs

#SingaporeansAgainstDrugs is an ongoing social media campaign that features ordinary Singaporeans and anti-drug advocates who have stepped forward to voice their support for a drug-free Singapore. The campaign aims to encourage youths and members of the public to lead healthy and drug-free lifestyles.

CNB Drug Free SG
25 October · 🌐

Meet Megan our Singaporean Against Drugs who is also an Anti-Drug Advocate (ADA)! We asked her why she chose to support the cause and here's what she said 🗣️ "At first, it was pure curiosity. I had read many books about crime, and quite a number of them involved drug abuse. As such, I wanted to learn more about drugs, so I could better understand the books I was reading.

As I volunteered more, spoke to people that work to help fight against drug abuse, and learnt mor... See more

#SGAD

Meet our
Singaporeans against Drugs!

At first, it was pure curiosity... As I volunteered more, spoke to people that work to help fight against drug abuse, and learnt more about the harms of drugs, I realised that it was a lot more serious issue than I thought it was.

Now, I stand strongly by the anti-drug cause...

Editorials in Singapore Press Holdings' (SPH) 'Smart Parenting' Column

The SPH's 'Smart Parenting' column features editorials and real-life stories of ex-drug abusers, that emphasise the role of parents in preventing drug abuse among children and youths.

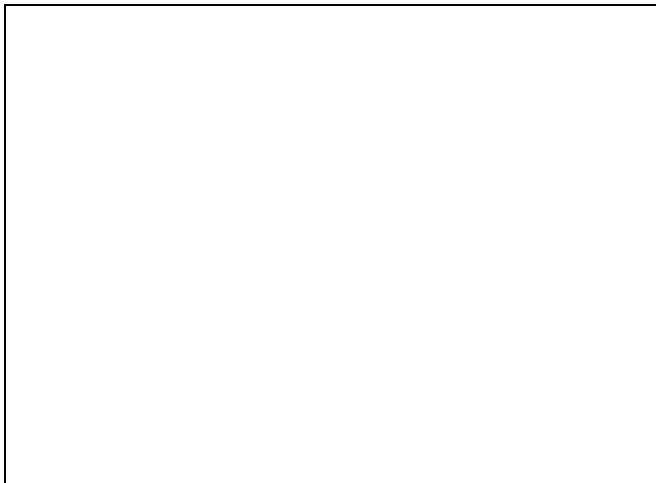
These articles can be found on the [microsite "Make The Right Choice"](#), which serves as a multi-faceted resource repository of digital PDE content.

BRANDED CONTENT

From struggle to service: His fight with cannabis sparks his mission to steer youths clear

As substance abuse among young adults rises in Singapore, psychotherapist Gopal Mahey tackles common "harmless drug" myths and underscores the vital role of parents

Mr Gopal Mahey also volunteers as an anti-drug advocate with the Central Narcotics Bureau and a peer leader at the Singapore Anti-Narcotics Association. PHOTO: SPH MEDIA.



BRANDED CONTENT
'You're better off in jail': How his mother's desperate cry sparked his inspiring journey out of addiction

After hearing her heartbroken cry, addict knew he could no longer waste his life away and has now become an advocate of drug prevention



Articles featured on The Straits Times' 'Smart Parenting' column

NCADA Media Campaign 2022 – 2023: "What's Your Fix?"

NCADA's *What's Your Fix?* campaign ran from 2022 to 2023 in three phases, concluding with the co-creation of youth films to spark meaningful conversations amongst youths. Phase One kicked off on 23 Sep 2022 with a TikTok-exclusive series called #FindingJuliana and concluded with a virtual livestreamed TikTok event in Oct 2022. Phase Two in 2023 saw the release of a documentary series titled *What's Your Fix? : On the Mend* which features real-life accounts of young individuals who had to deal with the consequences of drug abuse, and how some have offered support to loved ones who struggle with addiction. The final phase (Phase Three) commenced in Sep 2023 with the launch of 3 commissioned youth films and a youth film dialogue event.

Adopting a multi-channel approach to maximise outreach, the campaign was supported by content delivered over complementary media touchpoints: teasers and full episodes were published on our campaign TikTok and microsite platforms, with engagement drivers like social media contests and polls, as well as a media preview event and story pitches to various media outlets carried out.

The *What's Your Fix* campaign clinched several media awards including the Innovation Award for Multi-Platform Campaign at the Asia Pacific Broadcasting+ Awards, National Winner (Singapore) at Asian Academy of Creative Awards, and also four MARKies Awards with three Silver Awards for Most Creative (Social Media), Most Effective Use (Social Media) and Most Effective Use (Govt Sector/ Non-Profit



Marketing) and the Bronze Award for Most Effective Use (Video). It also received accolades at the Marketing Excellence Award 2023, namely, two golds for excellence in performance marketing and TV/Advertising, a silver for excellence in marketing to a specific audience and one bronze for excellence in content marketing.

More importantly, the campaign achieved the aim of changing mindsets in support of Singapore's approach towards drugs. Through an independent campaign survey, NCADA saw support for the drug-free cause increase by 30% among youths, post-campaign.