

PREVENTIVE DRUG EDUCATION AND ADVOCACY

HIGHLIGHTS OF 2024

Preventive Drug Education (PDE) remains a key tenet in CNB's mission to enforce, educate and engage Singaporeans, including our youths, in creating a drug-free Singapore. CNB continues to seek new ways to educate and engage the community on the harms of drugs while strengthening the resilience of Singaporeans to stay drug-free. CNB is also increasingly adopting a whole-of-government approach, building strong community partnerships, and establishing a dedicated network of volunteers, to extend its reach beyond what CNB could achieve independently.

For Students and Youths

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 - #CNBExplains
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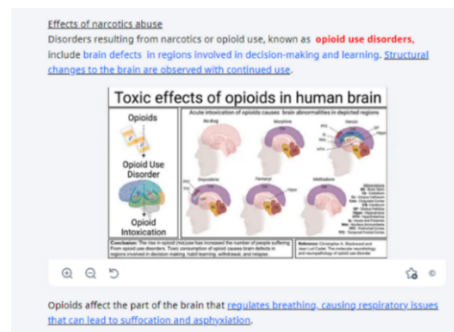
Building Core of Volunteers

1. DrugFreeSG Advocacy Network

Preventive Drug Education (PDE) in Schools

Insertion of PDE Messages in the Singapore School Curricula

In 2024, CNB continued to collaborate with MOE to integrate PDE content into school curricula, including science, social studies, character and citizenship education, chemistry and economics. PDE topics have also been embedded within common modules at Institutes of Higher Learning (IHLs), ensuring a comprehensive and unified approach to drug prevention across all educational levels.



PDE content in Junior College's chemistry lesson



PDE content in Institute of Technical Education (ITE)'s Lifeskills module

Radio Roadshows

In 2024, CNB continued its partnership with the Singapore Press Holdings (SPH) to run the "Say Something, So No" radio roadshow in schools. KISS92 FM DeeJays visited New Town Secondary School, Kent Ridge Secondary School, Dunman High School, and the School of the Arts Singapore to raise awareness about the harms of drugs and drug abuse, and equip students with public speaking skills to spread the anti-drug message.

As part of the roadshow, students participated in an anti-drug script-reading contest. The winners got to record their script at the radio station and had them broadcast on KISS92 FM for a month. The four roadshows reached approximately 4,500 students.



Radio roadshows in schools

Interactive Skits

To engage students and encourage them to think and discuss the harms of drugs, CNB designed two versions of interactive skits – primary and secondary/post-secondary – tailored for different age groups. The skits incorporate relevant themes, humour, quizzes and intervention scenarios to deepen students' understanding of the anti-drug message. In 2024, approximately 39,000 students participated in these interactive skits.



Interactive skits in schools

Anti-Drug Ambassador Activity and Anti-Drug Montage Competition

The Anti-Drug Ambassador Activity (AAA) programme designed for Primary 4 and 5 students features activity booklets with engaging storylines and interactive activities. Some schools have incorporated AAA as part of their Character and Citizenship Education and Art lessons. The activities are also available as an online lesson package on MOE's Student Learning Space portal to encourage self-learning.

A key component of the AAA programme is the Anti-Drug Montage Competition, where schools create montages around the theme "Remembering a #DrugFreeSG". The montages were displayed within the schools to raise students' awareness about the harms of drugs.

In 2024, 151 schools and approximately 67,500 students took part in AAA. The 73 montages submitted for the competition can be viewed on CNB's website.



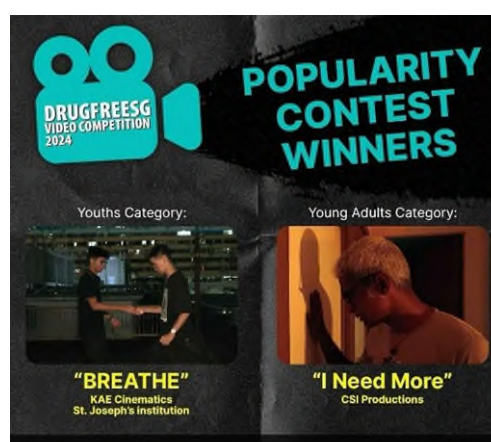
*Anti-Drug Montage Competition
Winning entries*

DrugFreeSG Video Competition

The DrugFreeSG Video Competition seeks to provide youths aged 12 to 25 who are passionate about filmmaking with a platform to share their anti-drug perspectives through storytelling and videography. The theme for 2024, 'Drug Abuse is Not Victimless', challenged participants to reflect and explore the broader impacts of drug abuse on individuals and communities.

In April 2024, CNB held an in-person workshop to teach participants storytelling and guerilla filming techniques, including a show-and-tell segment on production settings and equipment. Participants also learnt more about the harms of drugs through a sharing session by a CNB officer.

The competition received 90 entries for both Youths and Young Adults categories from a total of 463 participants. An online popularity contest attracted 6,000 votes as netizens voted for their favourite videos. The winning entries can be viewed on CNB's YouTube channel [here](#).



Winning entries

DrugFreeSG Essay Writing Competition

In conjunction with the Drug Victims Remembrance Day, CNB organised the DrugFreeSG Essay Writing Competition for youths aged 17 to 25 to express their perspectives on the harms of drugs through writing. The competition encouraged youths to reflect on the multifaceted impact of drug abuse, and fostered awareness, empathy and proactive involvement in tackling drug abuse. It received a total of 283 entries from a diverse range of schools.



Whole-of-Government Approach

Appointment of DrugFreeSG Champions and Minister's Dialogue with DrugFreeSG Champions

A total of 1,010 DrugFreeSG Champions were appointed under the Inter-Ministry Committee (IMC) on Drug Prevention for Youths¹ to advocate anti-drug messages within their communities. Representing a diverse range of professionals, including educators, NS commanders, counsellors, medical practitioners and coaches, the Champions will undergo e-learning modules and implement PDE initiatives with their newly acquired knowledge and skills.

The Minister's Dialogue with DrugFreeSG Champions, held on 22 February 2024, drew over 1,000 participants. During the session, Minister for Home Affairs and Minister for Law, Mr K Shanmugam, who is also the Chairman of the IMC, highlighted the pivotal role of the Champions in amplifying anti-drug messages through their engagement with youths. He also reaffirmed the government's zero-tolerance stance on drugs and emphasised the importance of effective communication in anti-drug education.



Sharing and dialogue sessions with Minister K Shanmugam

Ministerial Statement on Singapore's National Drug Control Policy

On 8 May 2024, Minister for Home Affairs and Minister for Law, Mr K Shanmugam, delivered a Ministerial Statement on Singapore's National Drug Control Policy. He highlighted the global and regional drug situation, outlined Singapore's response to the drug trade, and discussed plans to further strengthen drug control policies. The Minister also emphasised the importance of the death penalty as a deterrence against drug trafficking and highlighted strategies to tackle youth drug issues. Approximately 120 former drug abusers and their loved ones were



Group photo-taking with attendees at the Parliament House

¹ The IMC on Drug Prevention for Youths was set up in August 2023 to develop a Whole-of-Government response to tackle the drug problem among youths, with a focus on PDE.

invited to witness the delivery of the statement in the Parliament House.

Then-Prime Minister Mr Lee Hsien Loong, then-Deputy Prime Minister Mr Lawrence Wong, Senior Minister Mr Teo Chee Hean and members of the Inter-Ministry Committee on Drug Prevention for Youths attended the reception to show their support for the former drug abusers and their loved ones.



Reception held alongside the delivery of the Ministerial Statement at the Parliament House

Drug Victims Remembrance Day

As part of the initiatives by IMC, Singapore has designated every third Friday of May as the Drug Victims Remembrance Day (Remembrance Day) to rally community support for the anti-drug cause and to remind the community that drug abuse is not victimless, as it affects not only the abusers, but their loved ones and the society.

Tailored lesson packages were distributed to primary schools, secondary schools and junior colleges to raise students' awareness of the impact of drugs on families and society. The Institutes of Higher Learning, IMC ministries and agencies, as well as CNB's partners also hosted mini exhibitions within their premises. More than 101,400 pledges to stay drug-free were collected throughout the campaign.

The inaugural Remembrance Day Observance Event took place on 17 May 2024 at the Ngee Ann City Civic Plaza, alongside an exhibition that offered visitors



Opening address by Minister K Shanmugam at the Observance Event



Visitors showing their support for the anti-drug cause, alongside Minister of State Muhammad Faishal

an immersive experience, in the form of a home exhibit depicting the lived experiences of families affected by drug abuse. Real-life stories of drug abuse victims were shared through digital panels and an in-person panel discussion. Through these sensorial exhibits, visitors experienced firsthand the devastating impact of drug abuse on individuals and their loved ones.

A condensed version of the main exhibition was deployed to eight different locations across Singapore until end-July 2024, attracting over 37,600 visitors.



Visitors penning down anti-drug pledge at the Observance Event

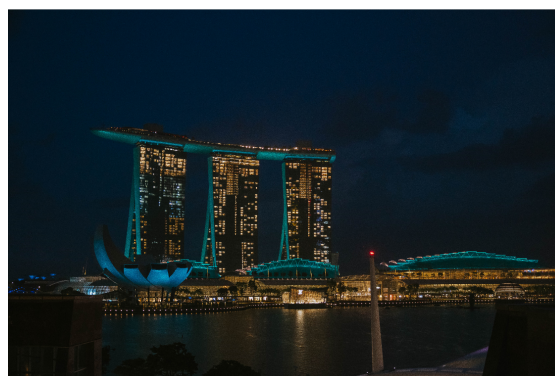


CNB officer engaging visitors at the roving exhibition at Waterway Point

Community Partnership

DrugFreeSG Light-Up

The International Day Against Drug Abuse and Illicit Trafficking (also known as 'World Drug Day') is observed annually on 26 June. To commemorate this day, CNB collaborates with the community to organise the DrugFreeSG Light-Up to illuminate buildings around Singapore in green and/or white – colours of the anti-drug ribbon – in support of the anti-drug cause. In 2024, the 7th iteration of the Light-Up, a total of 48 partners showcased the nation's collective commitment towards a drug-free Singapore.



Light-Up at Northpoint City and Marina Bay Sands

National Council Against Drug Abuse (NCADA) x Singapore Cybersports & Online Gaming Association (SCOGA) Campus Legends

For the first time, NCADA partnered SCOGA for its 6th season of Campus Legends, the premier inter-tertiary esports tournament to spotlight the drug-free cause in Singapore and rally the gaming community towards advocacy for a drug-free generation. Under the banner “We Game as One”, the collaboration aimed to build a deeper awareness on how youths can help protect their friends from the harms of drug abuse by provoking paradigm shifts on the drug issue.

As part of the collaboration, NCADA hosted a Parents Seminar on 3 August 2024, themed “Our children are more vulnerable to drug abuse today. What can we do as parents?” The seminar featured expert panellists who helped to make sense of the vulnerabilities



Panel discussion at the Parents Seminar

and realities faced by children in today's world, and discussed the key stresses and how parents can support their children. Discussions also covered how drug addiction impacts the developing adolescent brain and strategies for early prevention.

CNB x Berita Harian (BH) Parenting Conference

To empower parents with practical skills and strategies to raise resilient children and guide them towards a drug-free future, CNB collaborated with BH to organise the Parenting Conference in support of DrugFreeSG on 2 November 2024. Over 100 participants attended the conference where parenting experts shared tips on how to engage children in conversations about difficult and sensitive topics, such as drug abuse, and how parents can create a supportive and safe space for their children amidst today's challenges.

CNB and BH also worked on a four-part vodcast series *#NoTapis* aimed at raising parents' awareness on the importance of drug prevention within the Malay community. The episodes were later adapted into digital and print content.



Sharing by speaker, Ustazah Shameen on Positive Islamic Parenting Principles



Panel Discussion



#NoTapis vodcast

Outreach at Key Community Touchpoints

CNB, led by Minister of State (MOS) for the Ministry of Home Affairs and Ministry of National Development, Associate Professor Muhammad Faishal Ibrahim, continues to strengthen its outreach efforts at community touchpoints such as mosques and barbershops, to share the drug-free message.

In 2024, outreach events were held at mosques to engage congregants following Friday prayers. Informative panels were displayed to educate congregants about the harms of drug abuse, while collaterals were distributed to reinforce the message.

In addition, CNB collaborated with An-Nahdhah Mosque, Bencoolen Mosque and Hasanah Mosque, to organise five anti-drug talks by CNB officers and sharing sessions by former drug abusers and peer counsellors to congregants about the harms of drug abuse.



Friday Prayers engagement at Bencoolen Mosque



Barbershop engagement at The Lufts Barber



(source: Masjid Al-Mawaddah)

Outreach at Al Mawaddah Mosque in conjunction with the United Nation's (UN) International Day Against Drug Abuse and Illicit Trafficking



Anti-drug Forum at Hasanah Mosque

Youth Outreach

CNB continued its youth outreach with the madrasahs to reach out to students. Three outreach events were held at Madrasah Al Ma'arif Al Islamiah, Madrasah Aljunied Al Islamiah and Madrasah Wak Tanjong Al Islamiah, engaging students across primary to pre-university levels. Through CNB officers' sharing sessions, informative panels and mock drug exhibits, students and staff of the madrasahs learnt about the harms of drugs and how they could contribute to drug prevention within their communities.

In December 2024, CNB collaborated with Project Pencil Singapore and NYO Studios for the *Back to School 2025* event, where barbers from NYO Studios provided free haircuts to youths as they prepared for the upcoming academic year. Informative panels and mock drug exhibits were displayed to educate the youths and parents about the harms of drug abuse.



National Day Observance Ceremony and outreach at Madrasah Wak Tanjong Al Islamiah



*(source: Berita Mediacorp)
Free haircut by NYO Studios at Back to School 2025*



*(source: Berita Mediacorp)
Engaging and educating youths about the harms of drugs*

“Date Your Loved Ones Today!” – A Sweet Message for a Drug-Free Life

“Date Your Loved Ones Today!” (DYLOT!) is an anchor event in CNB’s outreach effort during Ramadan. Through the distribution of dates, the initiative serves to remind and encourage families to cherish quality time together, creating meaningful memories that promote a drug-free lifestyle.

CNB partnered Sultan Mosque, Kampong Glam Café, Geylang International Legends and GoodWheelz Bikerz to bring DYLOT! to more people. Volunteers were involved in the distribution of dates and porridge bearing drug-free messages to the congregants and members of public at the Wisma Geylang Serai and Kampong Glam Bazaars.



Packed dates and porridge bearing drug-free message



DYLOT! Partnership with GoodWheelz Bikerz



Distribution at Wisma Geylang Serai Bazaar by volunteers

Sporting Events

S.E.A. Surfcasting Festival

In 2024, CNB partnered Hardcore Sports Angling Singapore to organise the Southeast Asia (S.E.A.) Surfcasting Festival, drawing 350 participants along with their families. At the festival, informative panels and mock drug exhibits were displayed to educate participants about the harms of drug abuse.



*(source: Hardcore Sports Angling Singapore)
S.E.A. Surfcasting Festival organised by
Hardcore Sports Angling Singapore*

Cycling Events

Three cycling events were held in 2024 by Assyafaah Mosque, Al Mawaddah Mosque and Hasanah Mosque to support the drug-free cause. The cycling events included sharing sessions on the harms of drug abuse conducted by CNB officers and peer counsellors from the Singapore Anti-Narcotics Association (SANA). These sessions helped foster awareness while encouraging participants to live a drug-free life.

Futsal Events

In 2024, two futsal events were held - the Futsal Charity Shield Fundraising Day, organised by District West, One Mosque Sector, and the 2nd Annual Youth Futsal Challenge, organised by Hajjah Rahimabi Mosque. Leading up to the Youth Futsal Challenge, team managers and captains were equipped with knowledge and anti-drug messages to share with their players. Informative panels were also displayed to engage the youth participants, reinforcing the importance of living a healthy, drug-free life.



(source: Berita Harian)

Harapan Hasanah Family Fun Cycling event organised by Hasanah Mosque



(source: Assyafaah Mosque)

Night Light Bike Ride (NLBR) 4.0 cycling event organised by Assyafaah Mosque



2nd annual Youth Futsal Challenge organised by Hajjah Rahimabi Mosque

Rhythm of Hope

To raise awareness about drug prevention within the Indian community, CNB collaborated with Muneeswaran Community Services and Nee Soon Central's Indian Activity Executive Community to organise the Rhythm of Hope event which was open to the public. Together with over 150 residents and invited guests, the event creatively combined skits, songs and dance, alongside an anti-drug talk by CNB officer and a sharing session from a former drug abuser, who provided firsthand insights into the challenges and struggles of drug addiction. The sharing sessions highlighted the issue of



drug abuse among youths and raised awareness about the importance of drug prevention.



*Engagement with residents
at Rhythm of Hope*

Collaboration with the Singapore Indian Development Association (SINDA)

SINDA Football Mentorship Programme

CNB partnered with SINDA Football Club in 2024 to educate members of the Indian community about the harms of drugs and empower youths to make informed decisions. The programme featured sharing sessions by a CNB officer and a former drug abuser who offered personal experience into the harmful effects of drug abuse.



Sharing by former drug abuser

Project GIVE

CNB continued to partner SINDA for Project Give campaign, themed 'Community for Community'. During the event, an educational booth was set up at the Indian Heritage Centre, where visitors learnt about the harmful effects of drugs on society. The booth featured informative panels and was complemented with a fun colouring activity for children.



*DrugFreeSG advocate engaging a family at
CNB's educational booth*

SOCIAL MEDIA OUTREACH

CNB's social media strategy combines human interest stories, fact-sharing, and viral content to raise awareness about the harms of drugs. We highlight emotive personal stories to sensitise the public, share key facts to engage supporters, and use trending news with a lighter tone to maximise reach and impact.

#CNBExplains

Through the #CNBExplains series, CNB provides insights into its work, helping the public gain a better understanding of the Bureau's mission. Featured across CNB's social media platforms and website, the series educates viewers on the key aspects of drug supervision and investigation processes, fostering greater awareness and transparency about the critical work CNB does in combating drug-related issues.



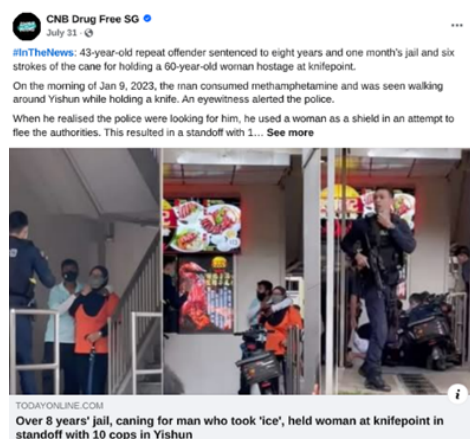
#CNBPerspectives

The #CNBPerspectives series aims to inform and offer insights into the dangers of drugs, as well as the current global and local drug landscape. Presented in a clear and easy-to-understand format, the series seeks to raise awareness and foster understanding of the complexities surrounding drug-related issues.



#InTheNews

Through the #InTheNews series, CNB regularly amplifies drug-related news from local and international media outlets to highlight the harmful impact of drugs on society. The featured report often includes insights on 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 the harms of drug abuse on individuals, families and the community.



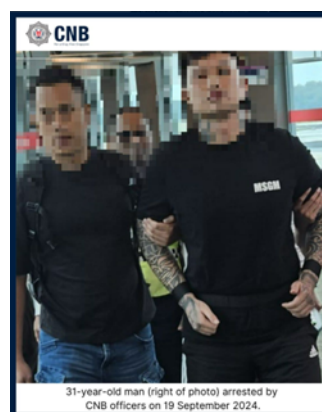
#SingaporeansAgainstDrugs

#SingaporeansAgainstDrugs is a long running social media campaign that showcases ordinary Singaporeans and anti-drug advocates who have taken a stand in support of a drug-free Singapore. The campaign aims to inspire youths and the public to lead healthy and drug-free lifestyles, while fostering a collective commitment to the well-being of the nation.



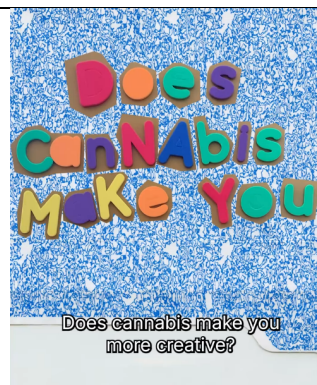
#CNBOnTheMove

#CNBOnTheMove features notable arrests and drug seizures during drug operations, keeping the public informed about the ongoing anti-drug efforts. This series emphasises the importance of a strong and united response from the community to the drug situation.



kNOw Cannabis

kNOw Cannabis uses engaging and appealing visuals to debunk common myths and misconceptions surrounding cannabis. The content is designed to present factual, evidence-based information in an accessible and relatable way, empowering individuals to make informed decisions about cannabis use.



Building Core of Volunteers

DrugFreeSG Advocacy Network

Formerly known as the “Anti-Drug Abuse (A3) Network”, CNB rebranded its volunteer scheme “DrugFreeSG Advocacy Network” in November 2024, to unite a core of dedicated volunteers who are passionate about advocating the drug-free cause.

Advocates play a crucial role as active voices in amplifying anti-drug messages within their spheres of influence, inspiring others to take a firm stand against drugs. They participate in drug-related events and organise ground-up projects to further amplify drug-free messages in their community.

Youth advocate, Jaylen Chua, initiated an anti-drug project together with fellow advocate Anne Megan Kong and several schoolmates at Anglo-Chinese Junior College. The team spread awareness about the importance of staying drug-free through pop-up booths and a school-wide anti-drug poster design competition. Jaylen also collaborated with his tutors to integrate discussions on drug issues into the General Paper curriculum, engaging his peers in meaningful conversations on the topic.



DrugFreeSG Advocacy Network Appreciation Night 2024



DrugFreeSG advocates, Jaylen and Megan at their anti-drug pop-up booth