

HIGHLIGHTS OF PREVENTIVE DRUG EDUCATION INITIATIVES IN 2020

CONTINUOUS EDUCATION

SPH School Publications: Little Red Dot (LRD) and IN Magazine

To complement existing Preventive Drug Education (PDE) offerings in schools, CNB has been leveraging the use of print media since June 2020 to run PDE advertorials and comic strips in the LRD and IN Magazine that are distributed to primary and secondary schools that subscribe to them. Teachers may use these as teaching materials, to engage students in discussions on the harms of drug abuse and further emphasise the importance of a drug-free lifestyle.



BROUGHT TO YOU BY

'I may not be a very good role model from the start but I'm trying to be one now'

The female toilet on the fourth floor was our perfect haunt. Students seldom used it because they believed it to be haunted and teachers were quick to see them. As all the cubicles were occupied by my friends, I sat down outside the toilet cubicle next to the disinfectant. No one else would come in, I told myself. No one would ever find out. I knew exactly what to do. Soon, I was seeing colorful and all sorts of strange and funny images before my eyes. I felt like I was standing on top of a building, free from all my worries and stresses from school.

But the "light" didn't last long. In the midst of laughing hysterically, I saw a dark figure enter the toilet and move towards me. The soft dark air was wafted from my hands and it smelled upon me that I had been caught.

With my whole world still spinning, the figure — I later found out he was the school's discipline master — pulled me to my feet and started bringing me flat on the cubicle doors. I was 14 when I first broke my mother's heart.

I abused inhalants because...

My secondary school seniors asked if I wanted to try sniffing glue. They said that it would be exciting. The first time I tried, experimental hallucinations for almost an hour before I managed to pull myself together and head back to class. As the school year went on, the stress of having to do well academically really got to me. Throughout the rest of the year, I continued to sniff glue with my friends, seeing it as a necessary escape.

I began losing weight; my once superb memory was reduced to that of a goldfish; I couldn't even remember what I did five minutes ago. But I made excuses for myself: Who cared about what happened five minutes ago? The moment the effects of glue sniffing kicked in, the present was all that mattered. I didn't care about the future.

I quit because...

I broke my mom's heart not once, but many times. I was arrested time and again over the next few years for other offences. My seniors also introduced me to other drugs like methamphetamine, commonly known as "cut". I can have serious physical effects such as permanent damage to blood vessels. I felt jittery all the time, had hallucinations and couldn't sleep. My dark circles were awful and I lost more weight.

When I was 15, I was sent to a halfway home. I spent a month there before I was sent to a hostel for a year. There, I had an epiphany of sorts: Sure, the drug offered a temporary escape, but when the effects wore off, I still had to face reality. Stress is a part of everyday life — everyone experiences it and we all need to find our own ways to manage it.

Before I left the hostel in 2012, I resolved to face the reality of life's stresses and troubles. Only then could I move on with life.

I want to share my story...

That same week, I went back to school and started exercising — going for walks and runs — to distract myself whenever I was feeling stressed. I eventually completed secondary school and found a job. Today, I'm going on in the hope that one day I can go back to school and get the qualifications to become a social worker. I want to help youth who are struggling like I did.

I may not be a very good role model from the start but I'm trying to be one now.

— Every year, on June 28 — the International Day Against Drug Abuse and Illicit Trafficking (or the World Drug Day) — students are given green and white anti-drug ribbons that represent vitality, strength and health. The ribbon is a strong symbol of the pledge for a drug-free Singapore.

The day is a reminder that every choice I make impacts my future. I've been fortunate enough to have a second chance, but there may not be a third chance in life.

Along the way, I've lost some friends, but I've also gained in other aspects: closer ties with my family and clarity in my life direction and purpose.

I am taking responsibility for my life and living it to the fullest by staying drug-free.

zhine

zhine (not her real name), 25, has been sharing her story with students for primary and secondary schools as part of her role with a drug prevention program of the Singapore Police Force. She is currently pursuing her degree in Social Work at the Central Institute of Higher Education (CIHE).

Contest

Imagine these three simple actions could stand a chance to win a limited-edition DrugFreeSG goodie bag and \$10 worth of Grab vouchers! Submit your answers to CNB's Preventive Education Unit (PEU) by June 28, 2020. Winners will be contacted via the e-mail address used to submit the answers.

1. When is World Drug Day?
2. Name one of the effects that inhalant and drug abuse had on Zhine.
3. What do the colours of the anti-drug ribbon represent?

Did you know?

The Central Institute of Higher Education (CIHE) and the Singapore Police Force (SPF) are the main partners of Drug Abuse Prevention (DAP) and Drug Abuse Prevention (DAP) in Singapore. Light up on drugs. Stay drug-free. Don't let your year's light up!

Fold your own ribbon

1. Cut out the ribbon strip on the right and fold it into half using the dotted line.

2. With the DrugFreeSG as a reference point, fold the paper about 4/5 up. 2/5 of the paper will be angled like the picture.

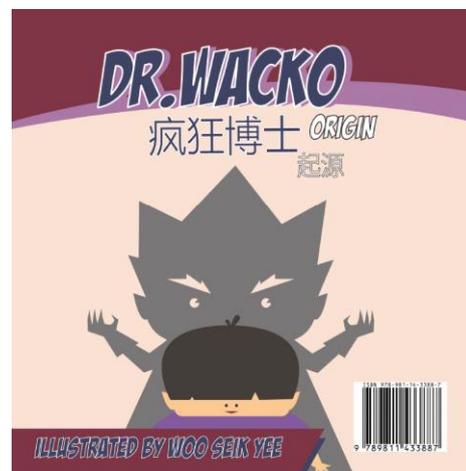
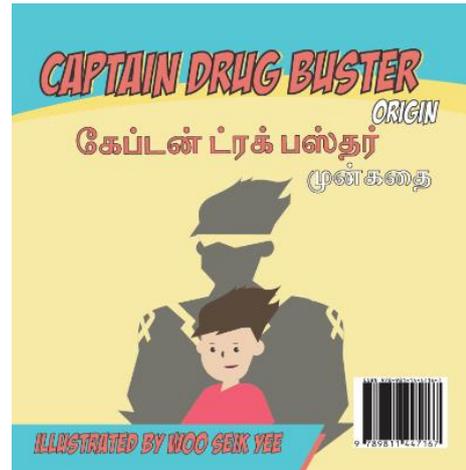
3. Fold the longer side of the paper 4/5 down, leaving enough space to hold the folded side under the other side of the paper.

4. Tuck the folded side under the other side of the paper. Press neatly along the edge.

DRUGFREE SG

Activity Book for Young Children

CNB collaborated with a Nanyang Polytechnic graduate to conceptualise, design and produce an activity book for children between five and eight years old. Titled “Captain Drug Buster & Dr. Wacko: The Origin”, the book serves as an educational resource for parents and educators to engage young children on the topic of drugs through storytelling and simple activities, such as colouring, matching, and word search. To enhance young children’s language and literacy competencies, the book comes in the English, Malay, Chinese and Tamil languages. It is available for loan from public libraries and libraries in all primary schools. It is also available for download from the CNB website.



Comic Book for Youths

CNB collaborated with two Nanyang Polytechnic graduates to conceptualise, design and produce a comic book for youths between 13 and 16 years old. Titled “Captain Drug Buster vs Dr. Wacko: The First Encounter”, the book illustrates the harmful effects of cannabis and serves to educate youths on the harms of drug abuse in an engaging manner. The book is available for loan from public libraries and libraries in all secondary schools. It can also be downloaded from the CNB website.



kNOw Cannabis

kNOw Cannabis is an all-encompassing resource on cannabis to equip educators, parents and counsellors with facts and information to cascade to students and youths. The booklet includes statistics, trends of concern, tips, infographics and proposed lesson plans for educators. Hard copies have been distributed to all schools and family service centres in July 2020, and a digital version is available on the CNB website.



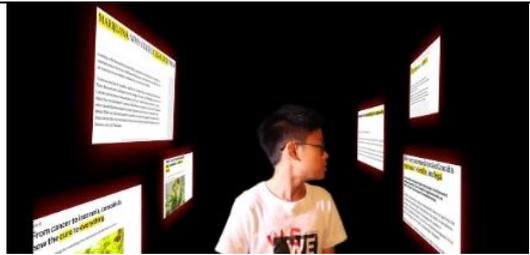
DrugFreeSG Video Competition 2020

Held between February and August 2020, the DrugFreeSG Video Competition offered youths who are interested in video production an avenue to creatively express their understanding of the harms of drugs. The competition, which encouraged youths to produce films with an anti-cannabis theme, attracted 38 entries (20 from the Youths category and 18 from the Young Adults category), with a total of 116 participants.

In lieu of a physical videography workshop, CNB posted three short video clips on its social media platforms to share tips on film making with participants, and for the Year 2019's winners to share their experiences. CNB ran a popularity contest post-competition in August 2020 for netizens to vote for their favourite videos.



Year 2019 winners sharing their experiences



Stills from Year 2020 winning entries

After School Engagement (ASE) Programme

CNB continued to offer ASE programmes to students to inculcate a drug-free lifestyle. The customised programme provides students with a holistic experience to learn more about the harms of drug abuse and its consequences through a sharing session by an ex-abuser, an augmented reality (AR) experience, a tour of the CNB heritage gallery, an anti-drug talk by a CNB officer and a video screening session. With the support of the Ministry of Education (MOE), the programme is offered to 120 secondary schools. It was suspended in April 2020 due to COVID-19 but has since resumed in school premises in accordance with safe management measures.

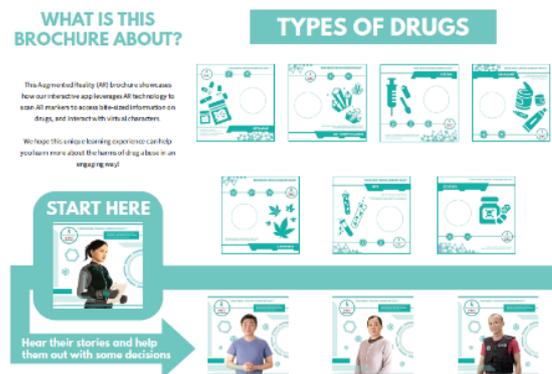
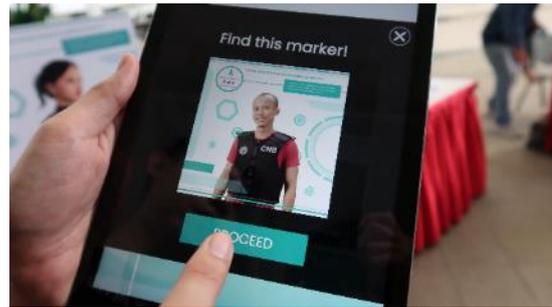


*Engagement session at
New Town Primary School*

Augmented Reality (AR) Exhibition

Since January 2019, CNB has incorporated AR technology in its PDE exhibition for secondary school students to enhance students' visualisation of and interaction with anti-drug content, in the form of 3D virtual characters and videos.

In addition to the physical exhibition, CNB has designed a brochure incorporating the AR markers for the public to experience the exhibition at their convenience using the DrugFreeSG mobile app. The brochure is also available for download from the CNB website. This has been a useful online resource for schools and parents, to continue engaging their students and children in PDE matters.



PDE Video – Be Aware, Be Wise, Think Twice

Released in April 2020 on CNB's social media platforms, "Be Aware, Be Wise, Think Twice" is a video that aims to tackle the dangers of cannabis through spontaneous conversations between an adult and young children. We often advise children against accepting sweets and candies from strangers. In some parts of the world, these innocent-looking sweet treats can be laced with controlled drugs. The video acts as a cautionary message to parents and educators to stay vigilant against such 'edibles', while educating our children and teens on the harmful effects of drugs.



Interactive PDE Skits

CNB's interactive skits aim to educate and engage students on the dangers of drug abuse through humour, relatable themes and storylines that are relevant to youths today. Generally, the skits focus on reiterating the harmful consequences of drug abuse, how to lead a drug-free lifestyle and tips on how to say no. For primary and secondary schools, a Q&A segment is also incorporated to strengthen students' understanding of the anti-drug message. For post-secondary schools, the skits include interactive elements like facilitated intervention in handling scenarios such as peer pressure, so as to enable youths to experience and handle these situations should they encounter them in real life.

In light of the COVID-19 situation, CNB offered pre-recorded and live-stream performances, with teachers assisting in the facilitation of the Q&A and prize distribution segments within their respective schools to retain the interactive element.



*Photos taken before
the Circuit Breaker period*

Anti-drug Ambassador Activity (AAA) and Anti-Drug Montage Competition 2020

The AAA is an activity booklet that is distributed annually to schools and community organisations, and aims to impart anti-drug messages to Primary 4 and Primary 5 students. The booklet comprises interactive and engaging activities designed to equip students with knowledge on the dangers of drug abuse. To inject novelty and encourage self-exploratory learning, CNB has incorporated AR markers and instructions to download the DrugFreeSG app in the booklets.

In 2020, a total of 71 schools and close to 29,000 students took part in the AAA activities. An anti-drug montage competition was also held alongside the activities for students to show their support for the drug-free cause through their artwork.



Entries submitted for the anti-drug montage competition

MEDIA CAMPAIGNS

Social Media Campaigns

CNB continues to reach out to youths via online platforms.

Mythbuster Series

From May to December 2020, the 'Mythbuster' series on social media highlighted various illicit drugs and the harms they bring to the human body. Through the use of explainer video clips, catchy infographics and quizzes, the series addresses myths about drugs from an evidence-based, science-driven angle.



#SingaporeansAgainstDrugs

From January to December 2020, 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 video series

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

In 2020, two videos were produced and published on CNB's social media platforms, including one produced in collaboration with students from Singapore Polytechnic.



#TheStruggle – Benny Thiam

Countering Misinformation about Drugs via Social Media

Besides the worsening drug situation, there have been several other developments globally that are of concern. There is a global movement towards more liberal attitudes on drugs, as some nations push for alternative drug policies decriminalising and/or legalising drug use. Fuelling this movement is the glamourisation and normalisation of drug use in pop culture and media, which promotes misleading information about drugs and drug use.

With this in mind, CNB curates timely news stories, research findings and articles of interest on the harms and facts of drugs, which are shared on CNB's social media platforms.



CNB Drug Free SG
11 August at 18:01 · 🌐

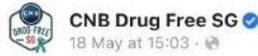
#InTheNews: Two years ago, she ripped her own eyes out while high on meth. She's come a long way since then. We wish her the best on her recovery.

<https://nypost.com/2020/08/10/woman-who-ripped-her-eyes-out-on-meth-gets-prosthetic-eyeballs/>



NYPOST.COM

Woman who ripped her eyes out while on meth gets prosthetics



CNB Drug Free SG
18 May at 15:03 · 🌐

GONE TOO SOON

His mom discovered he was using marijuana when he was 13. By 16, he was dead from a fentanyl overdose. RIP.

<https://cnalifestyle.channelnewsasia.com/trending/the-flash-actor-logan-williams-fentanyl-overdose-12744424>

#InTheNews



CNALIFESTYLE.CHANNELNEWSASIA.COM

16-year-old The Flash actor's cause of death revealed to be opioid overdose

CNB Drug Free SG
4 February at 16:26 · 🌐

15kg of heroin, hidden in prickly heat powder tins and instant noodle packets, seized by Thai police
#InTheNews



CHANNELNEWSASIA.COM
Taiwan duo in hot water for smuggling heroin in instant noodles

Examples of news stories and articles of interest from overseas (2020)

CNB Drug Free SG
3 September at 19:32 · 🌐

We have just strengthened Singapore's anti-drug laws to allow CNB to take decisive action against the abuse and trafficking of a wider range of New Psychoactive Substances (NPS) and newer, synthesised drugs that are beginning to surface in other parts of the world.

These include variants of chemically-altered MDMA, methamphetamine, ketamine, LSD and synthetic cannabinoids.

For a #DrugFreeSG

(Full details of changes to the First Schedule of the Misuse of Drugs Act [MDA] wef 4 September 2020 at <https://go.gov.sg/cnbdma2020sept>)



Keeping Singapore Drug-Free

MISUSE OF DRUGS ACT
Amendments to the 1st Schedule
wef 4 Sep 2020

1 CHANGES MADE TO DEAL WITH NPS
CNB introduced the generic listing approach for 2019 new psychoactive substances (NPS) in 2019. These NPS, now variants under the world drug law, they are designed to evade control and have the potential to be widely abused across various groups. Wef 4 Sep 2020, various generic groups will be expanded to strengthen coverage against NPS.

2 CHANGES MADE TO DEAL WITH DERIVATIVES
Despite the success of authorities using an evidence-based risk assessment approach on methamphetamine and MDMA, the evidence that these have emerged in Singapore has led to 2020 measures. Wef 4 Sep 2020, on a pro-emptive measure, descriptions for ketamine, methamphetamine, MDMA will be amended to include their analogues.

Regular review of strategies improve the detection and regulation of NPS.
Amendments will empower CNB to take decisive action to suppress and restrict circulation of a wider range of new, synthesised substance

Bite-sized infographic on amendments to the First Schedule of the Misuse of Drugs Act (Sep 2020)



1,465 views

cnb.drugfreesg WOMAN JAILED FOR OFFERING METH TO 3 SECONDARY SCHOOL TEENAGERS 🇸🇬

Yesterday, a 28-year-old woman became the first in S'pore to be convicted of letting individuals under 21 take drugs in one's possession.

This comes after new provisions under the Misuse of Drugs Act (MDA) designed to better protect children and young persons from the harms of drugs took effect last year.

Under the new provisions, it is an offence for an adult who possesses illicit drugs, knowing that a child (below 16 years of age) is likely to be present in a place, to knowingly or recklessly leave drugs or drug utensils within easy access of the child. It is also an offence for an adult to permit or not take reasonable steps to prevent a young person (below 21 years old) from consuming illicit drugs in the adult's possession.

Let's all continue to work together to keep our children safe from the harms of drugs. #DrugFreeSG

Sharing of local news stories / articles of interest (Oct 2020)

HIGH (NCADA's 2020 Campaign)

The National Council Against Drug Abuse (NCADA) launched its 2020 campaign with HIGH, Singapore's first interactive short film. Produced in collaboration with award-winning local director, Royston Tan, the film was designed to allow viewers to make choices on behalf of the protagonist to uncover various possibilities and endings, underscoring the importance of making informed decisions in a drug encounter.

The film was screened at various Institutes of Higher Learning (IHLs) in January 2020, reaching over 5,000 students. Each film preview was followed by a Safe Zone Discussion, an interactive and thought-provoking platform for students to share their thoughts on the film, on drug abuse and drug advocacy. The campaign went live online on 19 March 2020 and had since garnered more than 150,000 unique views.

From March to July 2020, NCADA worked with different mainstream and online media to spark broader conversations about the reality of drugs and address the drivers of drug abuse. NCADA's PR efforts expanded the scope of HIGH, with media covering content that included educational, social and advocacy aspects of the preventive drug narrative.

In 2020, the film was nominated as Singapore's national winning entry for the Asian Academy Creative Award. This is an Asia Pacific-level industry award recognising the best of the best creative works from 16 nations, including Australia, New Zealand, Hong Kong, Singapore, Malaysia, Japan, South Korea, Thailand etc. HIGH emerged as the Best Immersive Film at the awards.

Interactive film by S'pore filmmaker Royston Tan lets you 'experience' debilitating effects of drug abuse

One of the endings is pretty shocking.

Ashley Tan | Sponsored | March 19, 12:32 pm

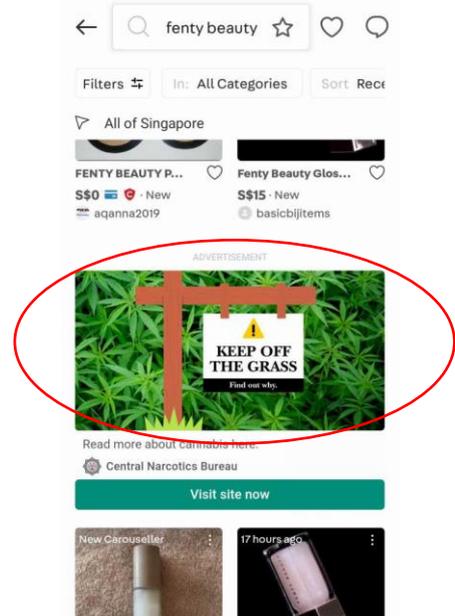
f 59

t



Anti-cannabis Narratives in Cinema Ads and Carousell

CNB continues to push out bite-sized information in the form of teasers and ads to counter permissive attitudes towards cannabis. Bite-sized teasers were posted on an e-commerce platform, Carousell from December 2019 to February 2020, to lead users to the facts on cannabis abuse on CNB website. CNB produced a short film, titled "Russian Roulette", to educate youths on the dangers of cannabis abuse. In the short film, cannabis abuse is compared to a dangerous game of Russian Roulette. A shorter version of the film was screened as cinema advertisements in January and February 2020.



BUILDING ADVOCACY

Youth Anti-Drug Advocate (ADA) Programme

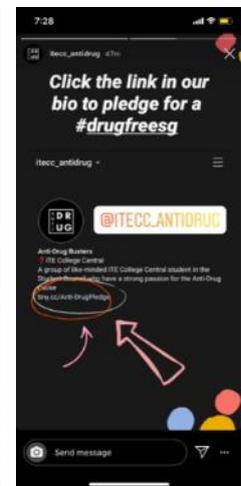
In building a drug-free society, CNB recognises that it is important to cultivate young individuals to be resilient and to speak up for the drug-free cause within their spheres of influence.

The ADA programme was created as a platform for the youth voice to be heard. It brings together youth advocates to equip them with the knowledge and skills to spread the anti-drug message, and youths are also encouraged to have a stake in the anti-drug cause by actively championing the drug-free cause as part of peer advocacy. As of December 2020, over 200 ADAs had participated in the programme.

ITEWECARE

In January 2020, Mr Javier Ng, an ADA with CNB, led a team of student volunteers to set up an anti-drug booth during the ITE College Central's Co-curricular activity roadshow. Activities at the booth include the folding of paper hearts to pledge support for a #DrugFreeSG, and distribution of anti-drug collaterals to raise awareness among the student population on the drug-free cause.

To further sustain anti-drug efforts during the COVID-19 period, the students followed-up with a social media campaign on Instagram launched in May 2020, which featured a series of infographics to educate the public on dangers of drug abuse and a digital anti-drug pledge platform.



ADA Training and Engagement Sessions

To continue our outreach to the advocates, CNB has been tapping on various digital tools such as Whatsapp/Telegram, e-newsletters and video conferencing technology, to adapt to the new norm presented by the pandemic.

A group of ADAs also arranged for a Zoom workout session in May 2020, which ended with a recorded shout-out to highlight the importance of staying safe, healthy and drug-free. The video was posted on CNB's social media platforms.

The ADA training programme has been brought online to ensure new ADAs receive the necessary support to carry out anti-drug advocacy work.



Song - #Struggle by A'KA\$H

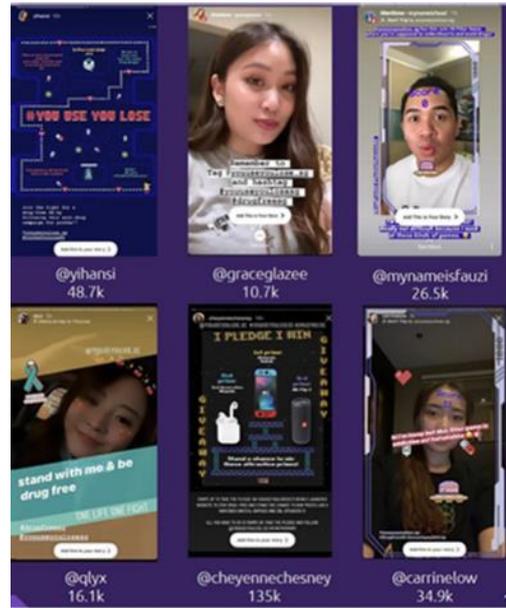
CNB had worked with Amirul A'Kasah, a youth passionate about the anti-drug cause, to write and produce an anti-drug song and music video titled #Struggle. The heartfelt lyrics coupled with catchy tunes was a refreshing way to remind the audience of the dire consequences of drug use and fosters empathy for former drug abusers who are determined to change for the better. The song and music video were launched on CNB's social media platforms in February 2020.



COLLABORATION WITH INSTITUTES OF HIGHER LEARNING (IHLs)

Social Media Campaign - #YouUseYouLoseSG

Students from Ngee Ann Polytechnic's School of Film & Media Studies developed an integrated social media marketing campaign to unite the youths of Singapore in the fight against drugs. The campaign titled, #YouUseYouLose, was rolled out on Facebook, Instagram and TikTok between July and August 2020, and comprised a series of interactive content which include TikTok challenges, IG Story quizzes, giveaways and videos featuring sharing from ex-drug abusers. Prominent social media influencers were roped in to rally youths to pledge for the anti-drug cause. More than 1,500 pledges were garnered through this campaign.



Short Film - A House is Not A Home

CNB collaborated with students from the Nanyang Technological University's School of Art, Design and Media to produce a short film titled, "A House is Not a Home". The film recounts the story of a family impacted by drug abuse and how a family member's drug addiction brought about immense emotional stress to loved ones and cripple family relationships.

The film was launched on CNB's social media platforms in July 2020 and was also nominated for the National Youth Film Awards 2020 (Media Student – Live Action category).



PUBLIC EVENTS

Anti-Drug Abuse Campaign (ADAC)

2020 marked the 25th year of ADAC organised by CNB and NCADA to commemorate the International Day Against Drug Abuse and Illicit Trafficking on 26 June. The ADAC 2020 comprised three key activities - the DrugFreeSG Light-Up event, the anti-drug ribbon-folding exercise at MOE schools, and the #ILiveFor social media campaign – to raise awareness and garner public support for the drug-free cause.

DrugFreeSG Light-Up

Held in the evening on 26 June 2020, the DrugFreeSG Light-Up 2020 saw 21 partners, including the Science Centre Singapore (SCS) and iconic structures and buildings within the Marina Bay area light up in green and white – the symbolic colours of the Anti-Drug Ribbon.

In line with COVID-19 safe distancing measures, online activities were organised to raise awareness on the significance of this day and to rally public support for the anti-drug cause. In collaboration with a group of Singapore Polytechnic students, a DrugFreeSG BINGO template was created for Instagram Stories. In the lead-up to 26 June 2020, a 'Glow Up' Instagram filter and a sticker pack were also launched to encourage members of the public to pledge their commitment to stay drug-free. The sticker pack incorporated elements of healthy activities and messages on positivity, and were made available on Instagram, WhatsApp and Telegram.

CNB's partners in the United Against Drugs Coalition also showed their support by sharing about the DrugFreeSG Light-Up and online activities on their social media platforms. For example, CNB collaborated with the SCS to curate anti-drug contents on SCS's website under the "International Days at Science Centre Singapore" segment to raise awareness on the issues of drug abuse. Other partners included Bapa Sepanjang Hayat (part of Centre for Fathering), Singapore Kadayanallur Muslim League, the Singapore Flyer, Broadwalk Anglers, Loopme (events/lifestyle media platform), and Marina Bay Financial Centre which published shout-outs on the DrugFreeSG



DrugFreeSG Light-Up 2020

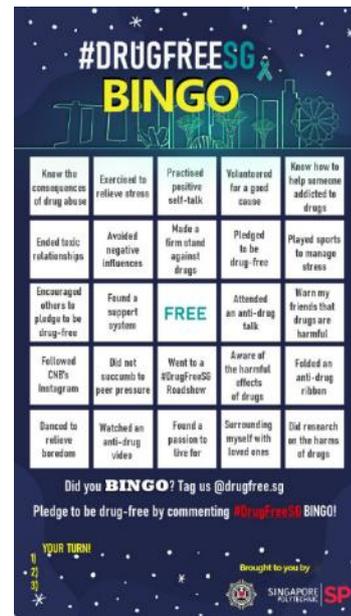
Light-Up and the online activities on their respective platforms.



'Glow Up' Instagram pledge filter



'Glow Up' Sticker Pack available on Instagram, WhatsApp and Telegram



#DrugFreeSG BINGO produced in collaboration with Singapore Polytechnic students

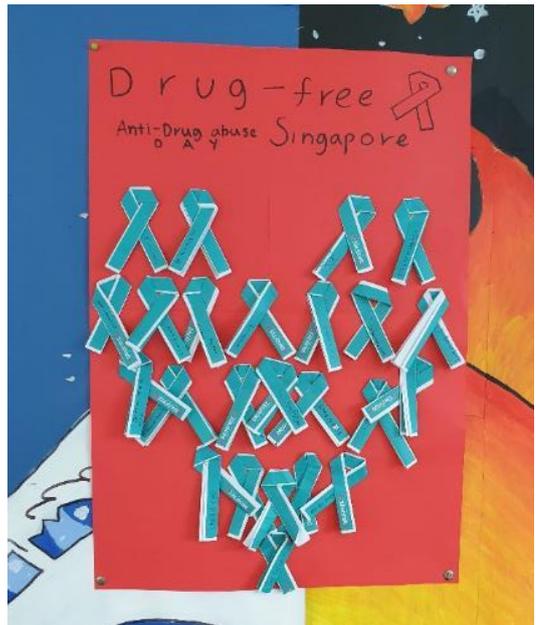


Science Centre Singapore's webpage content on the harms of drugs

Anti-Drug Ribbon-Folding Exercise

In conjunction with the ADAC, CNB has been conducting the anti-drug ribbon-folding exercise at MOE schools to encourage students to pledge their support for a drug-free Singapore.

CNB provided a short video to explain the significance of the activity, instructions on how to fold the anti-drug ribbon, as well as a message from NCADA's Chairman Mr Hawazi Daipi.



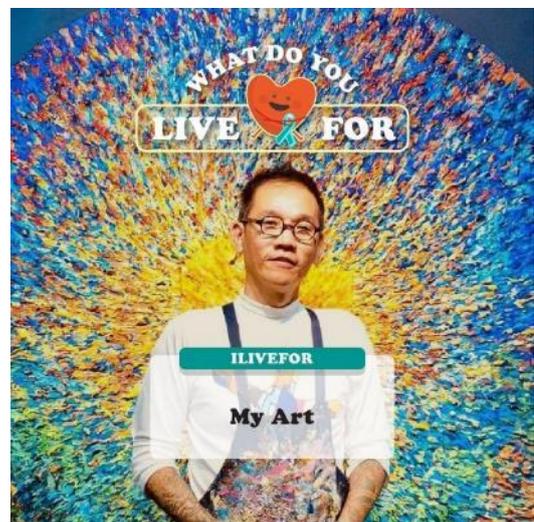
Anti-drug ribbon-folding activity in MOE schools

#ILiveFor Campaign

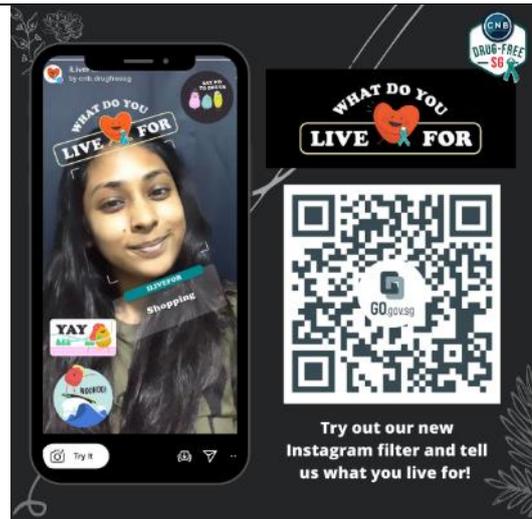
The #ILiveFor campaign was launched as part of CNB's efforts to bring ADAC 2020 online to reach out to more people in light of the COVID-19 situation. The campaign took a positive spin on the message: When one has something to live for, they are less likely to throw their lives away to drugs.

Through a series of interactive social media posts including profile features of everyday people, a 'Guess the Emoji' contest, as well as a sticker pack and an Instagram filter game featuring light-hearted and positive messages, the campaign aimed to encourage one to think about what or who they live for. CNB also collaborated with Singapore Polytechnic students on several Instagram Story templates in line with the #ILiveFor theme. An #ILiveFor sticker pack was made available on Instagram, WhatsApp and Telegram, and an #ILiveFor Instagram filter was also created.

In September 2020, CNB's partners in the United Against Drugs Coalition – including Highpoint Community Services Association (HCSA) and the IHLs – also joined in the #ILiveFor campaign through interview features, and participated in a video compilation of individuals sharing what they live for.



#ILiveFor profile features



#LiveFor Instagram Filter Game and Sticker Pack



#LiveFor 'Guess the Emoji' Contest



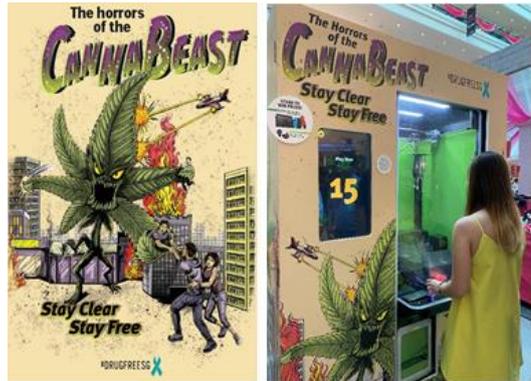
#ILiveFor Instagram Story template in collaboration with Singapore Polytechnic



#ILiveFor compilation video featuring IHL students

Ambient Marketing – Horrors of the Cannabeast

The Horrors of the Cannabeast, an ambient marketing campaign, was launched in public spaces and IHLs between December 2019 and February 2020. The campaign aimed to dispel myths of cannabis as a non-addictive and less harmful drug and was based on UFO catcher arcade games popular amongst youths. The campaign offered youths an interactive experience about how cannabis abuse can affect their well-being negatively, and sought to generate conversations about the importance for a drug-free community.



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 (MM) community.

DIH Hari Raya Video

The campaign expanded its outreach online through an animated video produced for Hari Raya 2020 with the aim of reminding the MM community on the importance of forgiveness and building strong family relations. The video was published on DIH's social media platforms on the eve of Hari Raya 2020.



Online Break Fast Session with Muhammadiyah Welfare Home residents

CNB's collaboration with Muhammadiyah Welfare Home (MWH) residents started in 2017 with a pre-dawn meal session conducted at its premises. Over the past two years, the collaboration expanded to include the distribution of a total of 36,000 packets of dates, as well as DIH collaterals, as part of the campaign's 'Date Your Loved Ones Today' initiative.

An online break fast session was organised for 30 of MWH's residents and staff on 6 May 2020. The event was graced by then-Senior Parliamentary Secretary Mr Amrin Amin, and DIH Influencer, Mr Aaron Aziz. The intent of the session was not only to observe the Ramadan tradition of breaking fast together but also to provide motivational support to the youth residents and to highlight the importance of abstaining from intoxicants and drugs.



Online *Inspirasi* series Outreach with Jamiyah and Pertapis halfway house residents

The *Inspirasi* (Inspiration) Series Outreach was initiated in July 2019 with the aim of directly engaging and inspiring vulnerable members of the Malay-Muslim community, while spreading anti-drug messages. The programme focuses on supporting ex-offenders in their recovery and journey to a better life through the sharing of advice and tips on how to live responsibly.

CNB strengthened its partnership with the halfway houses by organising an online outreach on 23 June 2020 for 200 residents and staff of Jamiyah and Pertapis halfway houses. The event was conducted via the Zoom video conferencing platform and DIH influencer, Mr Aaron Aziz, attended the online event to interact and deliver anti-drug messages and advice to the residents. Residents from both halfway houses also contributed musical performances.



**DIH-LMN Series of Online Talks Titled
“An All-women Forum: The Wonder
Women Series”**

CNB works with its community partners to co-create programmes and activities promoting anti-drug messages for specific target groups, such as youths, parents, women, and ex-offenders.

CNB collaborated with Liyana Musfirah Network (LMN), a Malay-Muslim organisation that champions women’s causes, to conduct a series of online forums specifically catered for Muslim women. Besides educating them on anti-drug matters, the online forums explored topics such as managing stress in multiple roles, and the role of Muslim women in providing a strong support system for those around them.

Over 250 Malay-Muslim women participated in the three online talks conducted on 23 October, 20 November and 18 December 2020. Minister of State for the Ministry of Home Affairs and Ministry of National Development, Associate Professor Muhammad Faishal Ibrahim, attended the opening of the inaugural session.



Bringing the DIH message to a whole new stage – e-Piala Suara Serumpun 2020

2020 saw the continued collaboration with partners from the art scene as CNB strived to spread our anti-drug message to new audiences via alternative platforms.

On 7 November 2020, CNB was involved in the organisation of e-Piala Suara Serumpun 2020, a competition to promote traditional Malay choral singing amongst students from the various IHLs. This year, 13 groups participated in the online event – the first online dikir barat competition in Singapore – and over 23,000 online viewers tuned in to the event through SerumpunDKSG’s YouTube channel and Tampines West Community Centre’s Facebook page. Unlike previous editions where teams performed live, the participating teams at this year’s event submitted their recorded performances prior to the online event broadcast due to the prevailing COVID-19 measures.

DIH-related quizzes were also conducted during performance intervals and winners received DIH collaterals.



Dadah Itu Haram
6h · 🌐

Piala Suara Serumpun 2020 Versi E-PSS National Inter-Tertiary Dikir Barat Competition is now live!

Tampines West Community Club is live now.
6h · 🌐
E-Piala Suara Serumpun 'Live' (National Virtual Inter-Tertiary Dikir Barat Competition)
Supported by Tampines West Community Club.



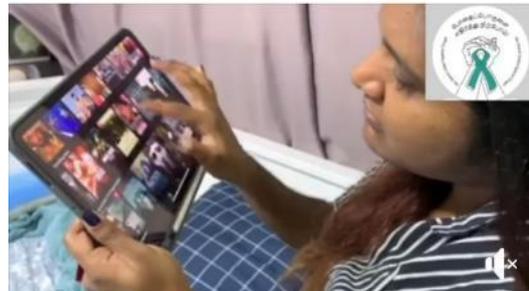
Like Comment Share

BOTHAIPORULAI ETHIRTHU NIRPOM (BEN) CAMPAIGN

In 2019, CNB extended and expanded our outreach to the Indian community under the 'Bothaiporulai Ethirthu Nirpom' (BEN) campaign, which translates to 'We Stand United Against Drugs'.

#DontRushChallenge

In May 2020, CNB ramped up its engagement efforts amongst the Indian community by creating a social media campaign that featured the campaign's volunteers and BEN Anti-Drug Ambassador, Mr Anand K. The #DontRushChallenge video with its subtle anti-drug message, resonated with many youths as it was produced by the volunteers themselves.



**BEN'S Fitness Engagement Initiative:
'high in spirits & endurance, no to drugs'**

CNB joined hands with 'Sculpt Singapore' and 'Fitmantras' in October 2020 to promote a healthy and drug-free lifestyle amongst fitness enthusiasts.

Complying with COVID-19 safe distancing measures, BEN campaign collaterals such as decals, shoe bags, stickers and towels, were distributed to their Indian clientele. In addition to promoting the anti-drug message, the emphasis on discipline and hard work in achieving one's goals was also reiterated by the advocates.



Distribution of 'BEN' campaign Deepavali festive snacks through SINDA care pack

In 2019, CNB organised a physical outreach during the Deepavali festive period to share the anti-drug message through the distribution of festive snacks to the Indian community at the Deepavali Bazaar.

The Deepavali Bazaar in 2020 was cancelled due to COVID-19. CNB collaborated with the Singapore Indian Development Association to provide 1,500 bottles of murukku as part of the Deepavali Care Pack distribution to needy beneficiaries. The aim was to promote the importance of family bonds and build the community's resilience during this period of uncertainty.



Short Film – “The Reflection”

CNB collaborated with several ITE College West students to create a short anti-drug themed film titled “Bimbam” (“The Reflection”) giving a realistic look at the current drug situation in Singapore.

This final video was showcased at an event in January 2020, graced by Member of Parliament Vikram Nair, and attended by BEN partners and volunteers, film cast and production team as well as their family and friends. The video has been shared on social media platforms belonging to CNB social media platforms and BEN Anti-Drug Ambassador Mr Anand K.