



**NATIONAL COUNCIL  
AGAINST DRUG ABUSE**

**CENTRAL NARCOTICS BUREAU  
393 NEW BRIDGE ROAD  
SINGAPORE 088763**

# **NATIONAL COUNCIL AGAINST DRUG ABUSE**

ANNUAL REPORT 2012



**NATIONAL COUNCIL  
AGAINST DRUG ABUSE**





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## CHAIRMAN'S FOREWORD



2012 had been a fruitful year for the Council as we worked closely with our partners to map out and execute our strategies to fight drug abuse.

This year, we had the privilege of working with partners from Energizer, the Lee Foundation, Pokka and Teen Magazine for the annual DanceWorks!. Through the dance competition as well as various pre-event fringe activities such as the DanceWorks! Logo Design Contest and the Live It Loud with Dance Fastest Fingers Challenge, youths were encouraged to live a vibrant and drug-free lifestyle through dance. More than 900 youths had participated in DanceWorks! 2012. We are encouraged that DanceWorks! continues to provide a fun and exciting stage for youths to perform and demonstrate how they can "Live it Loud" the cool and drug-free way.

Dance is not the only platform with which NCADA and our key partner, CNB, engage the youths. NCADA and CNB worked together to launch three anti-drug flash-based games that were designed by youths, for youths. The first game, 'Jump Jump Rescue', was launched on 5 December 2011 and the remaining two games, 'The Right Choice' and 'Escape from Drugs Land', were subsequently launched on 2 January 2012 and 30 January 2012 respectively. These games were the winners of the Flash Games Competition held from October 2010 to May 2011.

As part of NCADA's efforts to reach out to older youths and the general public, NCADA had organised the annual Clubs Against Drugs Campaign 2012 during the Halloween period from October to November. We are heartened that this year, a total of 226 night entertainment outlets – which is an increase of 13% over the previous year, took part in the campaign. Our ground outreach activities were also well-received, thus allowing us to effectively share the anti-drug message. This year, club-goers were invited to submit a photo of themselves with an anti-drug pledge, to the Clubbing Without Drugs Facebook page and the contestants who received the highest number of 'Likes' won prizes. We garnered 2,267 entries to the page. And, as the entry with the highest number of 'Likes' stood to win attractive prizes, this means that the outreach of this fringe activity had extended well beyond only those who participated in the event, to include their families and friends as well.

The vision of a drug-free Singapore can only be realised through the concerted efforts of the various communities, grassroots organisations and individuals, working together to eradicate the drug scourge. In honour of the organisations and individuals who have devoted their time and efforts to the anti-drug cause, NCADA held an Awards Presentation Ceremony at the Senior Police Officers' Mess on 1 March 2012. This event provided NCADA and our partners the opportunity to get to know volunteers and organisations who have worked tirelessly and selflessly to further the anti-drug cause in Singapore. To all award recipients, well done, and a big "Thank you"!

On this note, let me encourage all of us to press on with this worthy cause. There are still many challenges ahead, for example, the rise of clandestine drug labs and increased supply of drugs from the region, which continue to pose a threat to Singapore's zero-tolerance stance towards drugs. Only through our concerted efforts as a community would we be able to continue to keep Singapore drug-free.

A handwritten signature in black ink, appearing to read 'Victor Lye'.

**Mr Victor Lye**  
Chairman

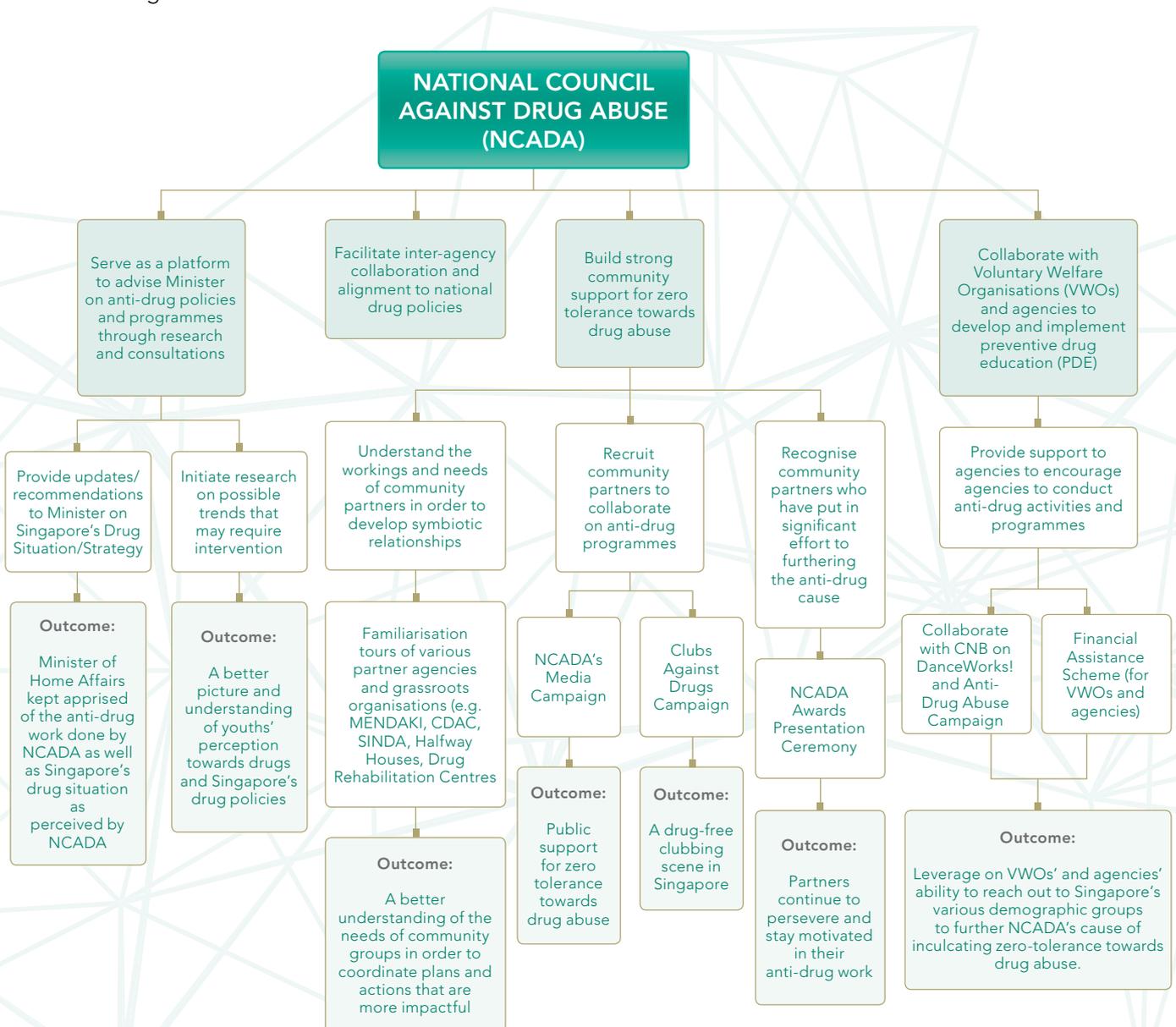
National Council Against Drug Abuse

# ABOUT THE NATIONAL COUNCIL AGAINST DRUG ABUSE (NCADA)

The **National Council Against Drug Abuse (NCADA)** was formed in January 1995 to serve as a citizens' advisory body on national anti-drug strategies and programmes.

The Council's role is to

- Advise the Government on measures and strategies to curb drug abuse.
- Harness community support for anti-drug programmes.
- Promote preventive drug education programmes to educate the public on the dangers of drug addiction.



# COUNCIL MEMBERS

NCADA, as a citizens' advisory committee, comprises key members from the community, and serves as a link between the community and the Government. Through their extensive background and diverse networks, NCADA members help the Government gather feedback and ideas from the community to enhance and strengthen the national anti-drug strategy.

Members of the Council are:

## CHAIRMAN



**Mr Victor Lye**  
*Director*  
WMG Management Pte Ltd  
(Was appointed as Chairman from Sep 2012)



**Dr N Varapasad**  
*Educationist*  
(Served as Chairman till Aug 2012)

## VICE CHAIRMAN



**Dr Chew Tuan Chiong**  
*Chief Executive*  
Frasers Centrepoint Trust  
(Was appointed as Vice-Chairman from Sep 2012)



**Mr Victor Lye**  
*Director*  
WMG Management Pte Ltd  
(Served as Vice-Chairman till Aug 2012)

## MEMBERS



**Mr Andy Lim**  
*Chairman*  
Tembusu Partners



**Mdm Ang Kiat Hoy**  
*Manager, Student Services*  
Chinese Development  
Assistance Council



**Ms Carolyn Kan Yuen Meng**  
*Founder*  
Carrie K. Artisan Jewellery



**Associate Professor Chan Cheng Leng**  
*Division Director,*  
Vigilance, Compliance &  
Enforcement Division,  
Health Products Regulation  
Group Health Sciences Authority

## MEMBERS



**Mr Chew Hock Yong**  
Chief Executive,  
Land Transport Authority



**Dr Chew Tuan Chiong**  
Chief Executive  
Frasers Centrepoint Trust  
(Served as member  
till Aug 2012)



**Ms Diana Ser**  
Managing Director  
Diana Ser Communications



**Mrs Erika Hui**  
Commissioner for Narcotics,  
Hong Kong



**Mr Eugene Paul  
Lai Chin Look**  
Partner  
Southern Capital Group



**Mr Foo Siang-Tse**  
Director,  
Policy & Development  
Division, Ministry of Home  
Affairs (From Jul 2012)



**Mr Kong Mun Kong**  
Special Advisor to the Board  
WaterTech Pte Ltd



**Mdm Low Khah Gek**  
Deputy Director-General  
of Education (Schools) cum  
Director of Schools  
Ministry of Education



**Mdm Moliah Hashim**  
Chief Executive Officer  
Yayasan MENDAKI



**Associate Professor  
Narayanan Ganapathy**  
Associate Professor,  
Sociology Department,  
Faculty of Arts & Social  
Science,  
National University  
of Singapore



**Mr Ng Yeow Boon**  
Senior Director,  
Policy & Operations  
Division  
Ministry of Home Affairs  
(Till June 2012)



**Ms Ong Toon Hui**  
Deputy Secretary  
Ministry of Social and  
Family Development



**Mr Poh Geok Ek**  
President  
Singapore Anti-Narcotics  
Association



**Dr Syed Fidah  
Bin Ismail Alsagoff**  
Director, Investment  
Temasek Holdings  
(Private) Limited

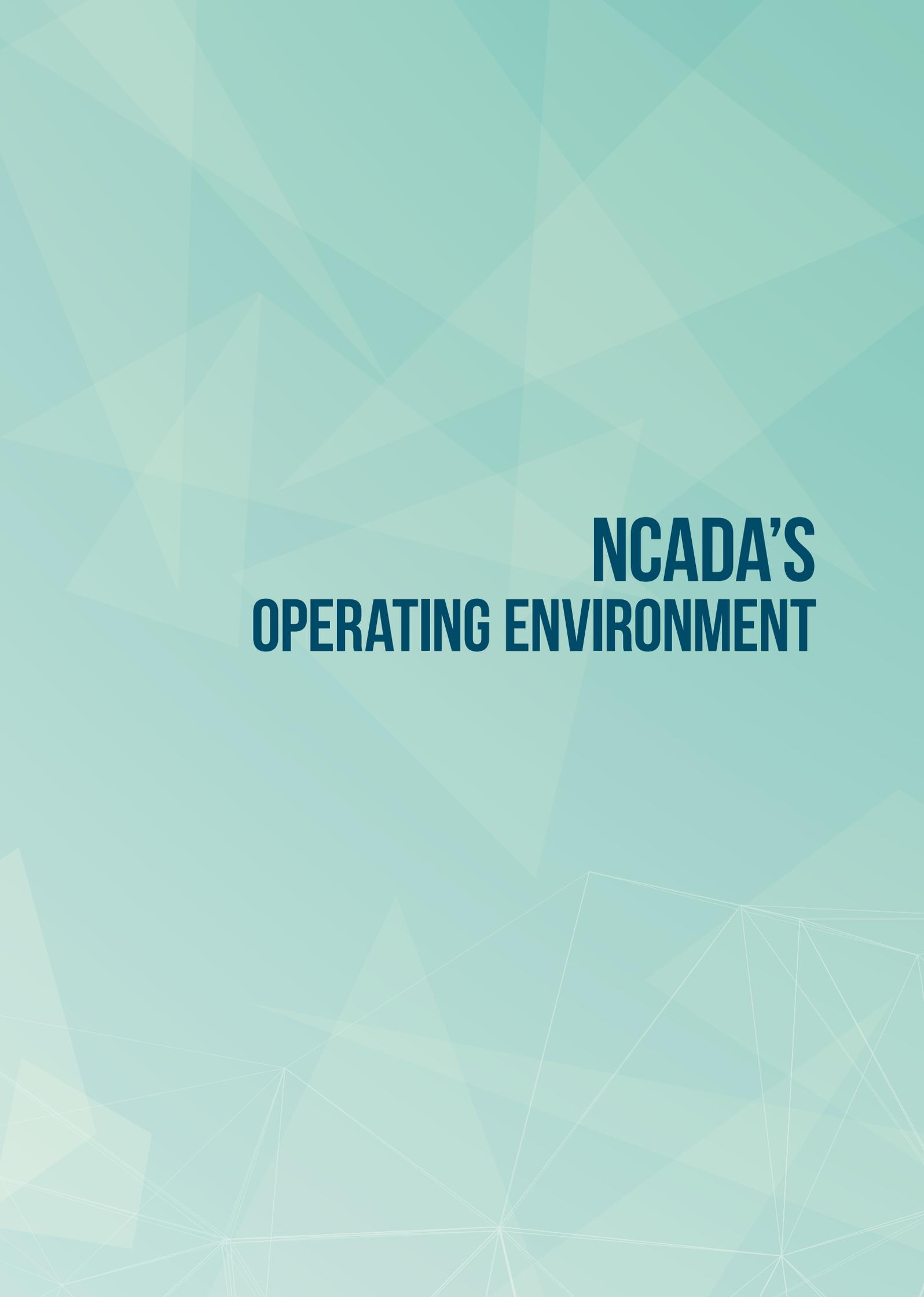


**Mr Thangavelu Raja Segar**  
Chief Executive Officer  
Singapore Indian  
Development Association



**Mr Yam Ah Mee**  
Chief Executive Director  
People's Association



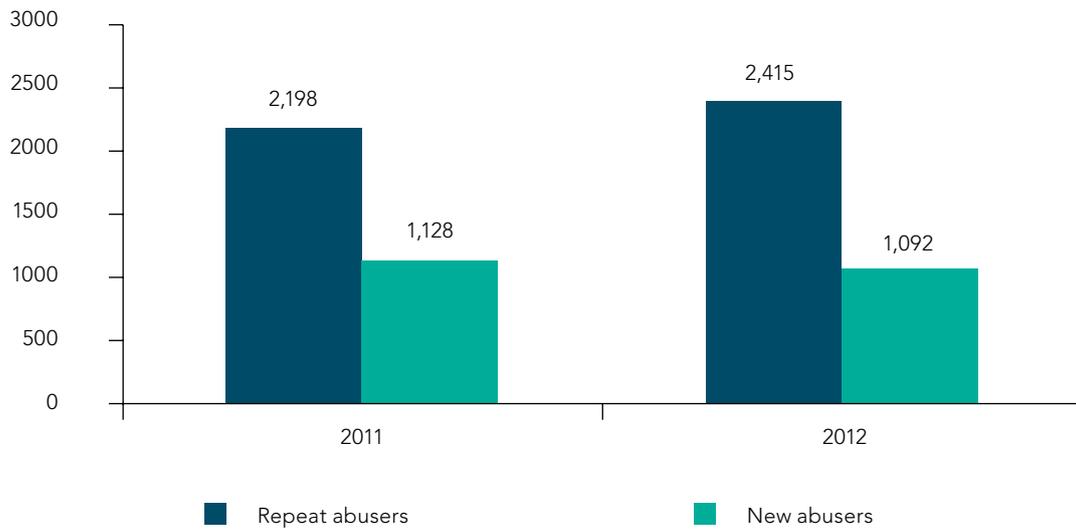


# **NCADA'S OPERATING ENVIRONMENT**

# DRUG & INHALANT ABUSE SITUATION 2012

A total of 3,507 abusers were arrested in 2012. This was 181 abusers or 5% more than the 3,326 abusers arrested in 2011.

## DRUG ABUSE SITUATION



The 2012 drug statistics are set against the backdrop of a worsening regional drug situation. Drug production figures in the region continue to set record highs and international syndicates have also made inroads into the region, even as regional countries continue to seek enforcement efforts against the drug scourge. As compared to 2011, there was an increase in the number of repeat abusers arrested in 2012 while the number of new abusers arrested has decreased. The number of new abusers arrested decreased from 1,128 in 2011 to 1,092 in 2012, while repeat abusers increased from 2,198 in 2011 to 2,415 in 2012.

From

**3,326**  
abusers in 2011

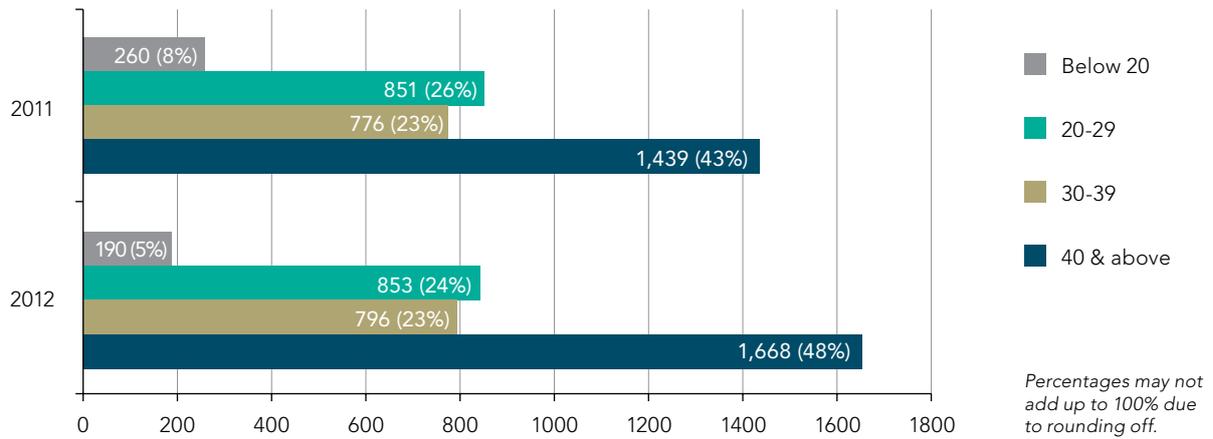
to

**3,507**  
abusers in 2012

5%

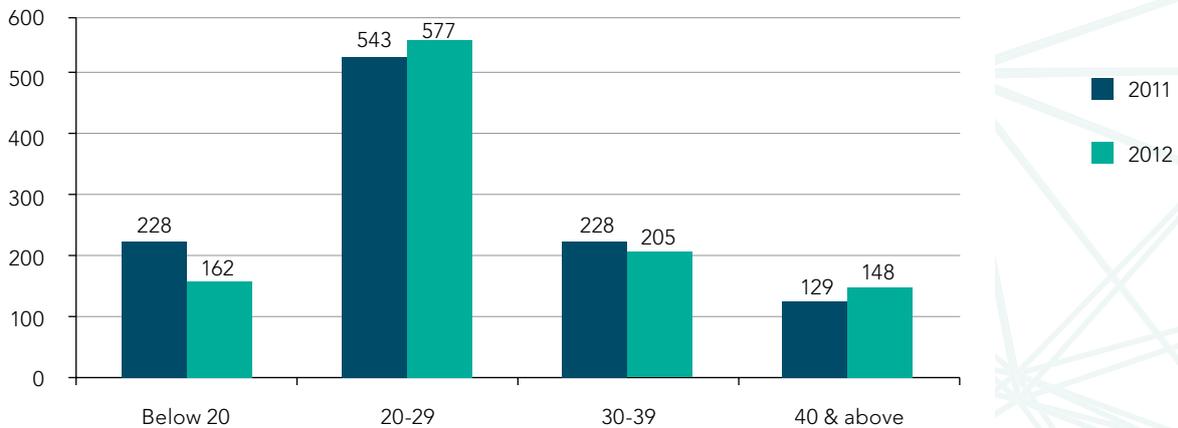
Total abusers increased by 5% (181)

**ABUSERS BY AGE**



The age distribution of drug abusers arrested in 2012 remains similar to that in 2011. In 2012, 1,668 drug abusers (48%) arrested belonged to the '40 and above' age group. Drug abusers in the '20 to 29' and '30 to 39' age group were evenly distributed at 24% and 23% respectively.

**NEW ABUSERS BY AGE**

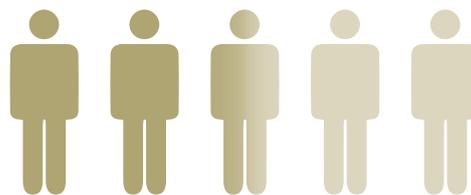


Slightly more than half of the new abusers arrested in 2012 were aged 20 to 29, at 53%. The number of new abusers below the age of 20 saw a decline of 29%, from 228 in 2011 to 162 in 2012.

**BELOW AGE 20**

New Abusers declined by

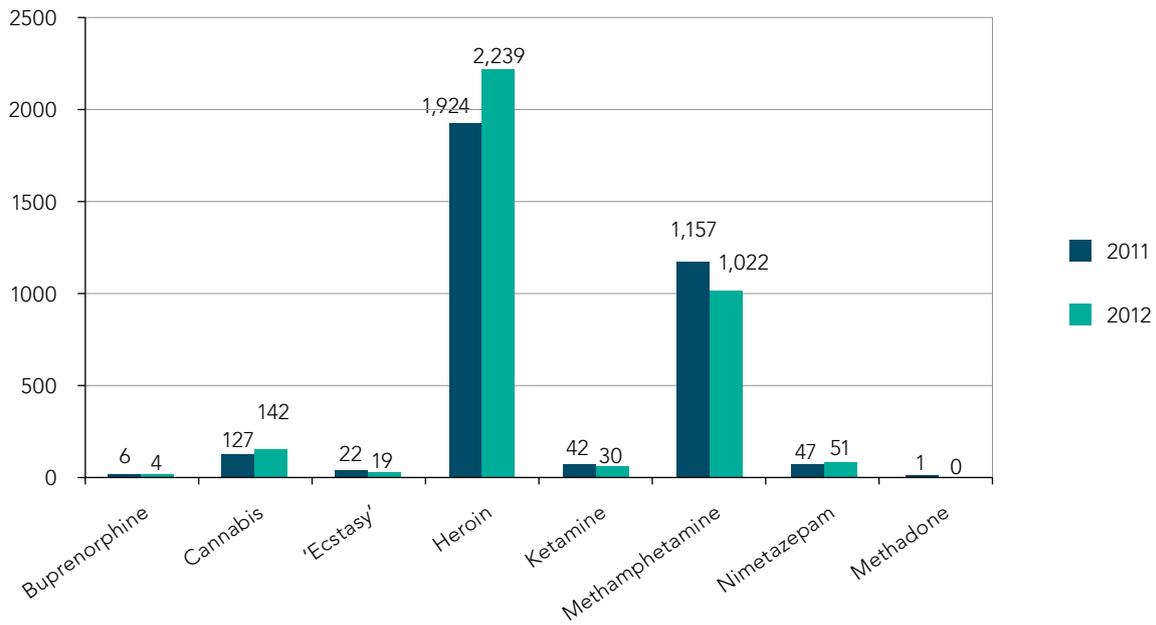
**29%**



**53%**

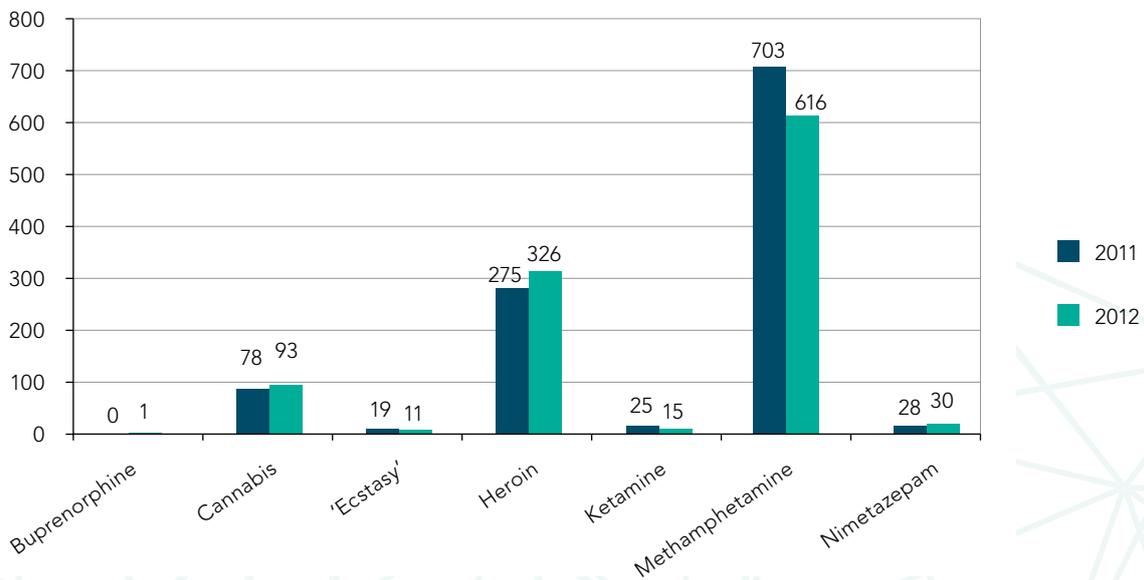
of age 20 to 29 were arrested in 2012

### TOTAL ABUSERS BY DRUG TYPES



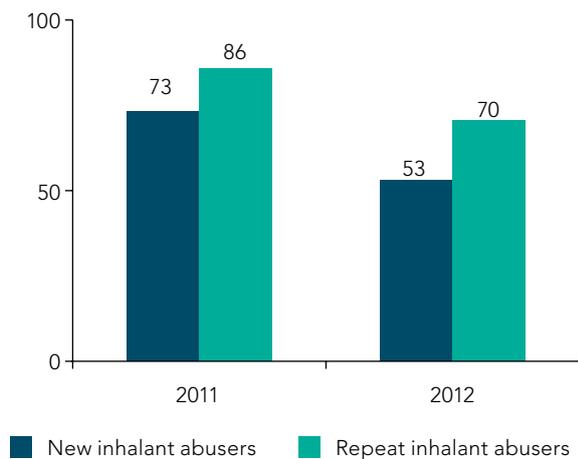
Heroin and methamphetamine remain the two most commonly abused drugs in Singapore. 2,239 heroin abusers (64%) and 1,022 methamphetamine abusers (29%) were arrested in 2012. Together, heroin and methamphetamine abusers make up around 93% of all abusers arrested.

### NEW ABUSERS BY DRUG TYPES



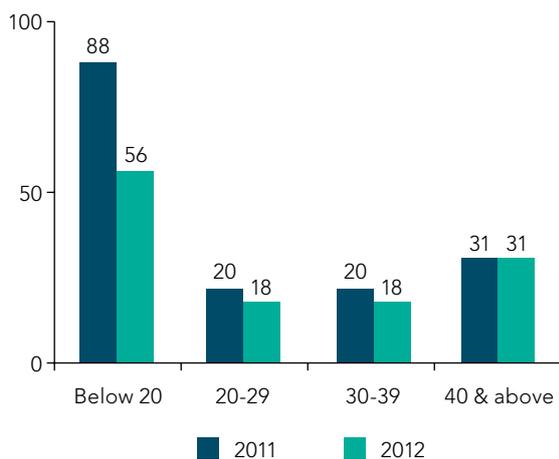
Methamphetamine and heroin are also the two most popular drugs amongst new, or first-time arrested abusers. Of the 1,092 new abusers arrested in 2012, 616 (56%) had abused methamphetamine, while 326 (30%) had abused heroin. This is broadly similar to the situation in 2011, where methamphetamine and heroin were also the two most popular drugs amongst new abusers arrested.

### INHALANT ABUSE SITUATION



The inhalant abuse situation in Singapore continued to improve, with 123 inhalant abusers arrested in 2012 compared to 159 in 2011. There were fewer arrests of both new and repeat inhalant abusers. The number of new inhalant abusers arrested decreased by 27%, with 53 new inhalants abusers arrested in 2012 compared to 73 in 2011. For repeat abusers, there was a 19% decrease, with 70 repeat abusers arrested in 2012 as compared to 86 in 2011.

### INHALANT ABUSERS BY AGE GROUP



Youths under 20 continued to form the majority of inhalant abusers arrested at approximately 46%, with 56 arrested in 2012.

### CHALLENGES AHEAD

Although the drug situation in Singapore is contained, the unfavourable regional drug situation continues to pose a significant threat to the local drug scene. The pressures exerted by an increase in the supply of drugs will have an impact on the local drug situation.

We are also seeing an increase in the number of drug abusers arrested for the last few years, and in particular heroin and methamphetamine abusers. The large number of repeat abusers who will be released from the Prisons in the coming years may exert a greater contaminating influence on other abusers and the general population. Lastly, the emergence of new psychoactive substances is a cause for global concern. Against this backdrop, the Inter-Ministry Taskforce on Drugs chaired by Senior Minister of State for Home Affairs and Foreign Affairs, Mr Masagos Zulkifli, was formed in October 2011 to review the local drug situation and our anti-drug strategies.

### TASKFORCE ON DRUGS

The Taskforce on Drugs has proposed a comprehensive approach to address the drug situation – focusing on targeted prevention, strong enforcement, upstream intervention, rehabilitation and supervision. The Task Force was holistic as it did not focus solely on abusers, but took into account the abusers’ family and the community, as well as systems and structures to decrease the incidence of drug abuse and increase the rehabilitation for offenders. Unity of effort across the government, individuals, families and the community is required to address the drug problem effectively.

NCADA, being a key partner in the fight against drugs, had representatives in both the Steering Committee, as well as Subgroup One, which focused on Preventive Drug Education (PDE). Subgroup One would review current PDE efforts and make recommendations for identified target groups, including students and youth-at-risk in the juvenile system.

The Taskforce recommendations were announced in April 2012, together with a slew of strategies that leveraged on the strengths of our partners for a concerted effort to deal with the drug situation.





**NCADA'S  
COMMUNITY OUTREACH  
EFFORTS**

# NCADA AWARDS 2012

NCADA recognises that the vision of a drug-free Singapore can only be realised through the concerted efforts of the various communities, grassroots organisations and individuals, working together hand-in-hand to eradicate the drug scourge.

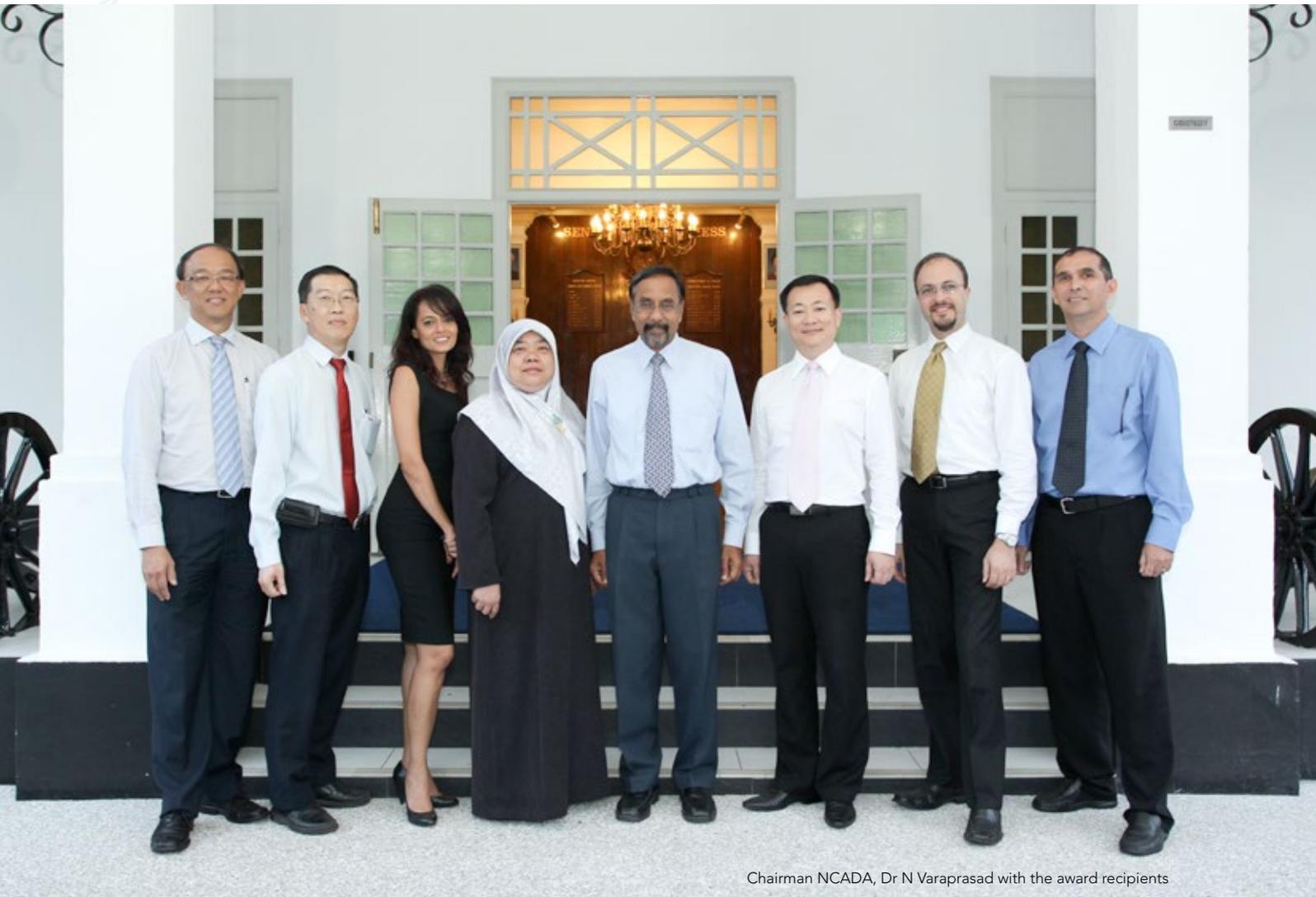
The NCADA Awards was specially instituted in January 1998 to recognise and honour the efforts of organisations and individuals who have devoted their energy to the anti-drug cause. The award comprises of 3 categories, namely (in order of merit), the Star, Merit and Special Recognition Award.

For this year, the award winners are:

## STAR AWARD

### 1. Ms Florence Ng

Ms Florence Ng had set up The Turning Point, a halfway house for women in 1990. In her 21 years of service, she has helped more than 500 female addicts who came through the doors of The Turning Point. Ms Florence Ng has gone beyond the call of duty by continuing to shower care onto recovering ex-addicts who have left the halfway house and by counselling the families of female addicts. The sacrifice she has made in managing the halfway house and the compassion she has shown to the female addicts are indeed a true testament to her dedication towards the rehabilitation of female drug abusers.



Chairman NCADA, Dr N Varaprasad with the award recipients

**MERIT AWARD**

**2. Mdm Sukiran Bte Hassan**

Mdm Sukiran Bte Hassan is a volunteer with the SANA Muslim Aftercare Counselling Service. She has counseled many ex-offenders in her 18 years of service. Since 2008, Mdm Sukiran Bte Hassan travels to Changi Prison Cluster A at least twice a month, to conduct the Community Reintegration Programme to help inmates reintegrate back into society. Mdm Sukiran Bte Hassan sees it as her duty to help those at risk as she is very concerned about the drug problems among the Malay community.

**3. The Helping Hand**

The Helping Hand is a halfway house which has rendered much support to CNB. They have helped CNB to reach out to youths through various talks and workshops organised in schools and army camps. The speakers from The Helping Hand have been effective in bringing across the harmful consequences of drug abuse to the youth through their personal stories.



**SPECIAL RECOGNITION AWARD**

**4. School of Architecture and the Built Environment, Singapore Polytechnic**

The students of the School of Architecture and the Built Environment, Singapore Polytechnic had conceptualized and organized both the Anti-Drug Abuse Campaign and Sportzmania. The roaring success of these two events is a testimony to the full commitment by Singapore Polytechnic in ensuring the outreach to the target audience was done in a meaningful way.

**5. DigiPen Institute of Technology – Singapore**

The Flash Games Competition would not have been successful if it was not for the collaboration with DigiPen Institute of Technology – Singapore. DigiPen Institute of Technology – Singapore had provided the expertise and useful advice on the competition procedure. Finalists of the competition have also said that they had benefitted tremendously from the training provided by DigiPen.



Topmost: Chairman NCADA presenting the NCADA Merit Award (Individual) to Mdm Sukiran Bte Hassan  
 Above (left to right): Chairman NCADA presenting the NCADA Merit Award (Organisation) to Mr Richard Khalil, Executive Director of The Helping Hand  
 • Chairman NCADA presenting the NCADA Special Recognition Award (Organisation) to Mr Tan Hang Cheong, Principal of Singapore Polytechnic  
 Left: Chairman NCADA presenting the NCADA Special Recognition Award (Organisation) to Ms Sharan Kaur, Administrative Officer of DigiPen Institute of Technology – Singapore



Award plaques for the recipients

# ONLINE GAMING CHALLENGE 2011/2012

In December 2011, the National Council Against Drug Abuse (NCADA) and Central Narcotics Bureau (CNB) launched three anti-drug flash-based games that were designed by youths, for youths. The games were hosted on the 'Life Does Not Rewind' Facebook page for the Anti-drug Online Gaming Challenge.

The three games, top winners of the Flash Games Competition held from October 2010 to May 2011, were created by teams of students from Singapore Polytechnic, ITE College Central and ITE College West. These winning games were subsequently enhanced and launched for the Online Gaming Challenge in Dec 2011. Following the first game, 'Jump Jump Rescue', which was launched on 5 Dec 2011, 'The Right Choice' and 'Escape from Drugs Land' were subsequently launched on 2 Jan 2012 and 30 Jan 2012 respectively. Each game had a challenge period of four weeks, whereby fans of the 'Life Does Not Rewind' Facebook page entered their scores into the challenge and stood a chance to win weekly prizes worth \$150. The overall top scorer of each game also won an iPad 2. The games remained on the Facebook page for a year after the challenge ended.

## JUMP JUMP RESCUE

A creation by a team of three multimedia technology students from ITE College West, this game requires the player's avatar to bounce off balloons to jump upwards, avoiding drug items along the way. If a drug item is hit, the avatar experiences drug abuse symptoms like disorientation, loss of control and slower reaction.

Being in their teens, just like the game's target audience, the students who created this game believes that online gaming is an effective way to drive home the anti-drug message as it is engaging and interactive. The game attracted a total of 545 unique players in the month of the challenge, with each player attempting the game on an average of 16.2 times. Feedback showed that the game had increased the drug knowledge of most players and they had found the game simple and interactive.

## THE RIGHT CHOICE

Created by two girls from Singapore Polytechnic, 'The Right Choice' plays out like a novel, putting the players in the shoes of a teenage boy who suspects his brother of abusing drugs. Throughout the game, the player would be faced with choices and had to make the right ones to lead him to clues that can help his brother. Decisions made would require the player to complete various tasks to move on with the story line. For example, players had to find and piece together a torn up note to find clues that a character is a drug abuser.

The game had attracted a total of 1,473 unique players in the month of the challenge, with each player attempting the game an average of 3.42 times. Feedback showed that the game had increased the drug knowledge of most players and players found the game enjoyable. The game was hosted on the 'Life Does Not Rewind' Facebook page until 1 Jan 2013.

## ESCAPE FROM DRUGS LAND

'Escape from Drugs Land' was created by three students from ITE College Central to resemble a board game. Akin to the classic Snakes and Ladders game, this game required the player to roll the dice with a click of the mouse to move forward. Depending on where he lands, nuggets of drug information, drug abusers help lines or tasks will be given. An example of a task will be arranging words to form an anti-drug slogan. This time-based game also tested the speed of the player in completing the tasks and moving through all squares on the virtual board game.

In the month of the challenge, the game had attracted a total of 1,232 unique players, with each player attempting the game an average of 2.74 times. Feedback showed that the game had successfully equipped players with the anti-drug knowledge through enjoyable means. The game was hosted on the 'Life Does Not Rewind' Facebook page until 26 Feb 2013.



Creators of 'Jump Jump Rescue': (from left) Brandon Woo, Tan Jiahao and Eric Eng



Left to right: 'Jump Jump Rescue' requires players to propel the avatar upwards by bouncing it off balloons • The avatar will encounter 'drugs' (eg. the syringe) on its way up and has to avoid them or experience the negative effects of drug abuse, such as slower movement. The avatar can 'take a break' on the hot air balloon as snippets of drug information appear



Creators of 'The Right Choice': (from left) Gillian Tan and Theresa Cheong



Left to right: 'The Right Choice' is a novel-based game created by two girls from Singapore Polytechnic • 'The Right Choice' challenges players to make wise choices which will determine the outcome of the game



Creators of 'Escape from Drugs Land': (from left) Maung Nay Oo Linn, Lee Eng Chuan and Seow Khim Guan Alvin



Left to right: 'Escape from Drugs Land', a game created by three students from ITE College Central, brings the classic *Snakes & Ladders* board game online with an anti-drug theme • Players encounter quizzes and tasks along the way and they must conquer them to complete the game

# DANCEWORKS! 2012



Saturday, April 7<sup>th</sup> 2012 saw the Civic Plaza at Ngee Ann City teeming with energetic youths as the various dance groups battled to be the champion at the Grand Finals of the annual DanceWorks! Competition. Organised annually by the National Council Against Drug Abuse and Central Narcotics Bureau, this year saw the participation of event partners Energizer, the Lee Foundation, Pokka and Teen Magazine. DanceWorks! is aimed at encouraging youths to live a vibrant and drug-free lifestyle through dance.

Apart from the dance competition, DanceWorks! 2012 included two fringe events – the DanceWorks! Logo Design Contest, where participants were encouraged to create a logo for the competition; and the Live It Loud with Dance Fastest Fingers Challenge, where participants were invited to click on the correct alphabets amongst dancing alphabets to complete the tagline, “Live It Loud with Dance. Stay Cool. No drugs!” within the shortest time possible.

It was a difficult task for the three judges, Eden Ang, Kay Lee and Ann Tan, to choose the winners. The outstanding performances by all the competing groups all of whom proudly wore the green and white anti-drug ribbons, electrified the crowd of supporters and well-wishers. The atmosphere attracted many curious passers-by to stop to enjoy the energetic dance-moves and colourful outfits – allowing the “Stay Cool. No Drugs” theme to be shared with yet even more people. This year, The Street’s Addiction from Bendemeer Secondary School was crowned Champion of Category II, with Freekzy Nutz topping Category III. Both teams received their trophies from our guest of honour, Minister of State for Home Affairs and Foreign Affairs, Mr Masagos Zulkifli bin Masagos Mohamad.

Congratulations to all the teams in the finals, and a great thank you for all the hard work from all participating teams!

HIGHLIGHTS OF DANCEWORKS! 2012



# ANTI-DRUG ABUSE CAMPAIGN 2012



Clockwise from top: Launch of the mobile exhibition bus - Drug Buster Academy  
 • Guest of Honour, Senior Minister of State, Mr Masagos Zulkifli placing the final piece of phone wipe to complete the mosaic • The Drug Buster Academy

Singapore joins the world in observing the 'International Day against Drug Abuse and Illicit Trafficking' (also known as 'World Drug Day') on 26 June each year. This year, NCADA and CNB collaborated with students from the Singapore Polytechnic's School of Architecture and the Built Environment (ABE) to produce a series of anti-drug activities to increase awareness and support for the anti-drug cause, in a bid to make the activities both educational and appealing to our youth.

To commemorate the international drug-free day, over 260 student volunteers also helped to distribute the commemorative phone wipes island-wide. Student volunteers from eight schools joined hands to build Singapore's largest mosaic made of over 21,000 commemorative phone wipes. The mosaic was on display at a two-day event titled "Life Does Not Rewind. Make the Right Choice." held at the open space outside of The Cathay on 23 and 24 June 2012. The event also featured PDE exhibition and fun game booths for the public.

CNB's new anti-drug mobile exhibition bus, the "Drug Buster Academy", was also launched at the event by the guest of honour, Mr. Masagos Zulkifli, Minister of State for Home Affairs and Foreign Affairs. Conceptualised as a roving academy, visitors will be 'trained' on the dangers and consequences of drugs and inhalant abuse and graduate at the end of the tour as 'Drug Busters'.

To further build up public awareness of the dangers of drug abuse, a series of anti-drug activities were also conducted from June to August 2012. These included an online anti-drug quiz for the public and schools to raise greater awareness of the dangers of drug and inhalant abuse, six roving exhibitions at schools and grassroots events held in July and August and Anti-Addiction Workshops (held at HPB HealthZone) in July 2012 for more than 300 upper primary and lower secondary school students.

Beyond commemorating the 'International Day against Drug Abuse and Illicit Trafficking', the campaign has become an effective platform to create greater awareness among students and the general public on the importance of supporting the anti-drug cause.

SINGAPORE'S LARGEST MOSAIC MADE OF OVER 21,000 COMMEMORATIVE PHONE WIPES



PUBLIC TAKING PART IN THE FRINGE ACTIVITIES



# CLUBS AGAINST DRUGS CAMPAIGN 2012



The annual Clubs Against Drugs Campaign kicked off on 19 October 2012 with the theme "Party Clean, Party Again. I'm In!" with a visit by DJ Dathe, a fictitious grim reaper character created for the Clubs Against Drugs Campaign. Held for the 12th consecutive year, the Clubs Against Drugs Campaign aimed to reach out to youth and young adults by reminding them to stay drug-free while having a good time with their peers and encouraging them to make an active commitment to the cause. We chose to do it during the Halloween period to coincide with the Halloween weekend parties to heighten the awareness of the Campaign.

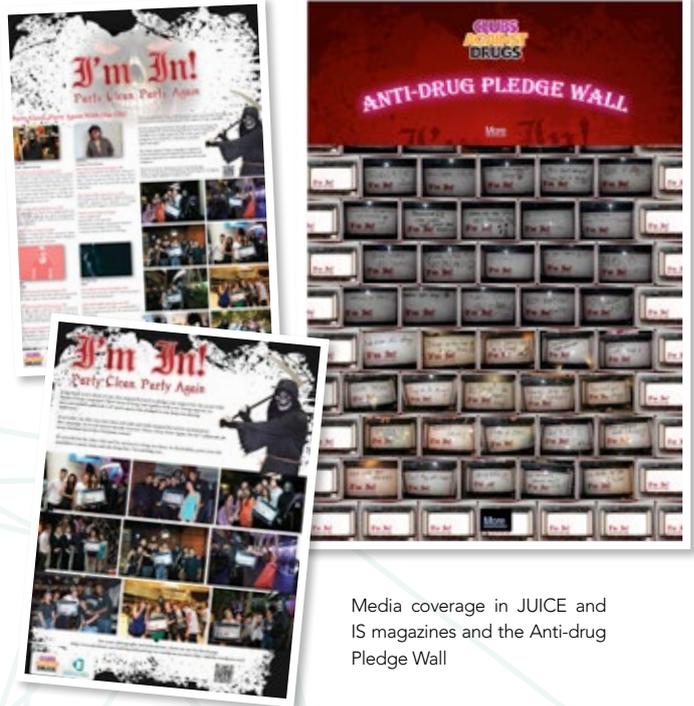
This year, for the first time, NCADA collaborated with students from the Singapore Polytechnic's School of Architecture and the Built Environment (ABE) to conceptualise and develop the campaign. The students helped to solicit participation from the pubs and clubs for the campaign, as well as managed the social media outreach on Facebook and blog entries and participated in onsite outreach activities accompanied by Singapore Polytechnic lecturers.

DJ Dathe roamed the clubs and night entertainment outlets including St James Power Station, The Butter Factory, Zouk, Timbre, and areas with nightlife activity including Holland Village, Clarke Quay, Boat Quay, Chijmes and Peranakan Place over the last two weekends in October to serve as a fun but memorable way to remind clubs and pubs and club-goers to stay drug-free.

In conjunction with the ground outreach activities, an online photograph contest was also held. It proved very popular, attracting the submission of 2,267 photographs. The club-goers had to pen their anti-drug messages on a blank placard, and take a photo with DJ Dathe, while holding the placard with their anti-drug messages. We were very encouraged by the increase of 5% in the participation rate of the contest as compared to 2011. The Facebook fanpage was also a hit with fans, with the number of fans going up by about 60% from 7,948 at the start of the campaign to more than 12,700 at the end of the campaign. Like us at <http://www.facebook.com/clubbingwithoutdrugs>.

The Anti-drug Pledge Wall, which was introduced during the Clubs Against Drugs Campaign 2011, was brought back onto the Clubbing Without Drugs Facebook fanpage for the Clubs Against Drugs Campaign 2012. This pledge wall was a virtual wall built from the pledges collected from the clubbers during the ground outreach events. 2,267 pledges were posted on the wall by the end of the campaign, an increase of 5% as compared to the 2,161 pledges received for the Campaign in 2011. Some of the pledges included 'Do hugs, not drugs', 'Say no to drugs', 'We are too cool for drugs' and 'Party clean, wild and free'.

NCADA will continue to actively engage and enlist the support of the various night entertainment outlets to promote the anti-drug message amongst their patrons and to raise awareness of the dangers of drugs and the harsh penalties that come along with drug abuse and trafficking.



Media coverage in JUICE and IS magazines and the Anti-drug Pledge Wall

GROUND OUTREACH ACTIVITIES AT VARIOUS NIGHT ENTERTAINMENT OUTLETS



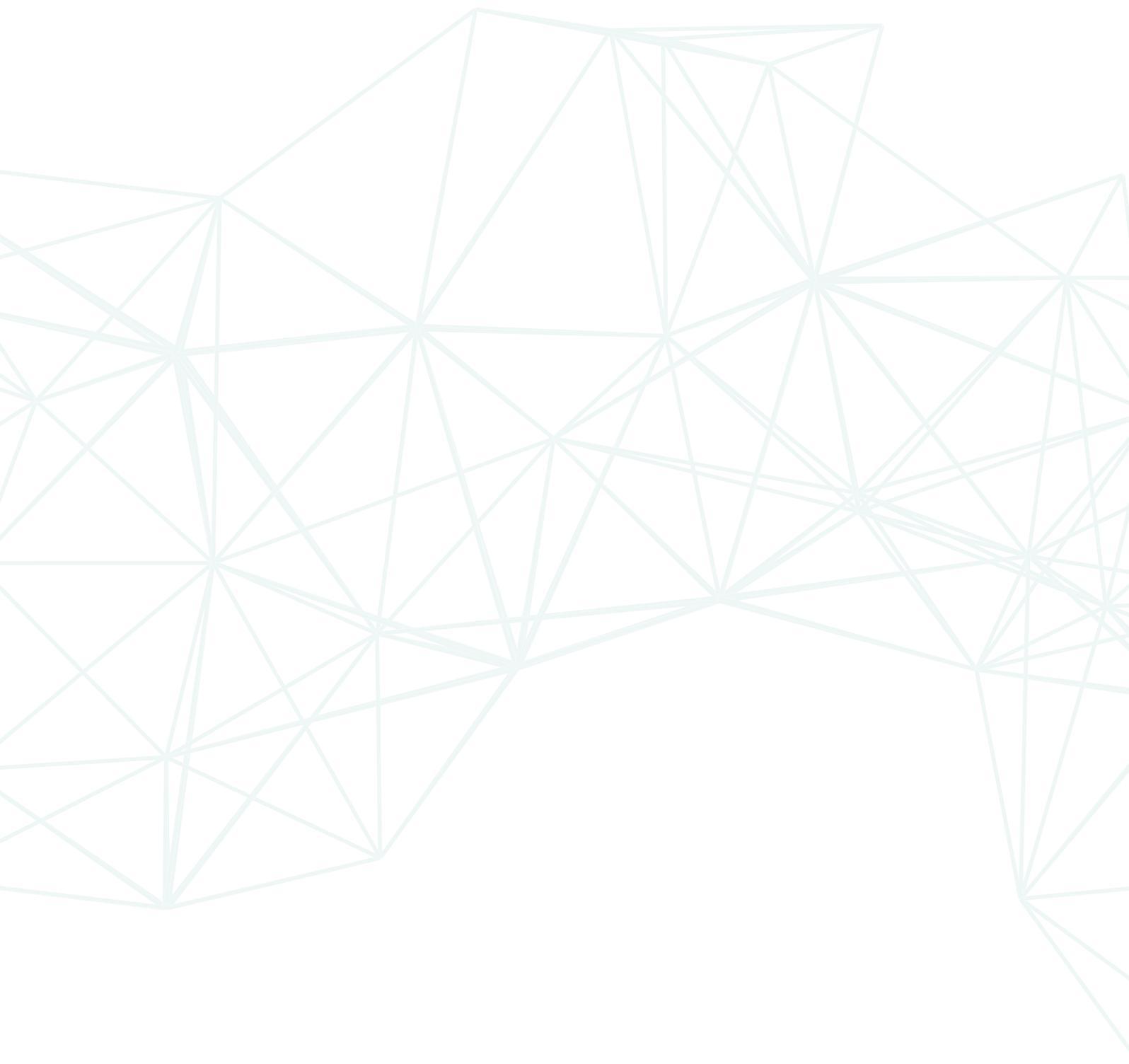
# FINANCIAL ASSISTANCE SCHEME

To encourage community groups to assume a greater role in the fight against drug abuse, NCADA offers financial support to selected anti-drug projects by various local Self-Help Groups (SHGs), Voluntary Welfare Organisations (VWOs) and Halfway Houses (HWHs). Past projects which had received NCADA's financial support included those targeted at the youth, with the aim of encouraging them to adopt healthy lifestyles and to stay away from socially unacceptable and undesirable activities, as well as for their parents to foster a closer relationship with their children.

In 2012, NCADA provided financial support to HIRA Educational and Social Services for an anti-drug talk that was organised in collaboration with the Central Narcotics Bureau (CNB). The aim of the talk was to educate the families of drug addicts and former drug addicts on the dangers of drug abuse and to imbue them with motivation, hopes and solutions to solve drug problems. HIRA had also extended their free social services and education to the participants by distributing funds to the families of drug addicts and former drug addicts at the event. The event was attended by more than 100 persons comprising of ex-drug addicts and their families.

SHGs, VWOs and HWHs which require financial support to carry out their anti-drug projects may submit their requests\*, where the awards are made on merit.

*\*An advance notice of at least 1 month is required for the council to facilitate the processing of the request, as well as preliminary discussion on the proposed activity/projects.*



# ACKNOWLEDGEMENTS

**NCADA** would like to thank the organisations that have partnered and supported NCADA in the year 2012

Ministry of Home Affairs (MHA)

Central Narcotics Bureau (CNB)

Singapore Cooperative of Rehabilitative Enterprises (SCORE)

Singapore Prison Service (SPS)

Singapore Anti-Narcotics Association (SANA)

Singapore Totalisator Board

## PROJECT PARTNERS

Energizer Singapore – DanceWorks! 2012

Health Promotion Board – Anti-Drug Abuse Campaign 2012

Lee Foundation – DanceWorks! 2012

Pokka Singapore – DanceWorks! 2012

Singapore Polytechnic – Anti-Drug Abuse Campaign 2012

Teenage Magazine – DanceWorks! 2012

