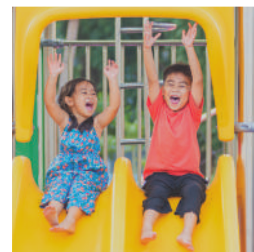


# KEEPING A DRUG-FREE SOCIETY FOR OUR CHILDREN

ANNUAL REPORT 2024

**NCADA**  
NATIONAL COUNCIL  
AGAINST DRUG ABUSE



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## ABOUT NATIONAL COUNCIL AGAINST DRUG ABUSE (NCADA)

NCADA was formed in January 1995 as a citizen's advisory council to the Ministry of Home Affairs on preventive drug measures and programmes in Singapore. The Council advises the Government on measures and strategies to curb drug abuse in Singapore. Its role is also to harness community support for anti-drug programmes and complement the promotion of preventive drug efforts, programmes, and research to inform the public on the dangers of drug addiction.

### The Council's focal areas are:

- **Publicity & Communications** – To achieve impactful and sustained communications through the creation of awareness for the drug-free cause and the generation of shared commitment for a drug-free Singapore.
- **Advocacy & Community Engagement** – To rally and expand support for the drug-free cause and measures through strategic partnerships and the building of advocacy and community resources.
- **Research** – To gather evidence-based facts to refine preventive drug strategies and provide actionable insights to strengthen upstream drug prevention efforts in Singapore.

# CHAIRMAN'S MESSAGE




## TAN CHONG HUAT

Chairman,  
National Council Against Drug Abuse

### *Dear Friends,*

As we conclude the 2022-2024 term, I reflect on our collective journey in championing Singapore's firm stance against drug abuse. The global drug landscape remains challenging, with the World Drug Report 2024 reporting that an estimated 292 million people abused drugs in 2022, a 20% increase from a decade ago. This alarming figure emphasises the critical importance of NCADA's ongoing work in drug prevention and education.

In an era of evolving global drug policies, NCADA strongly supports Singapore's firm and resolute zero-tolerance stance on drugs. As the advisory body to the Ministry of Home Affairs and a conduit between the government and the wider community on drug-related issues, NCADA conducts regular studies to gauge public opinion. We have observed that while no nation has managed to eradicate drugs completely, Singapore's drug situation remains stable because of the collective resolve of the community to make our home safe for our youths so that they can live to their fullest potential. This is evidenced in NCADA's National Drug Perception Survey (NPS) 2023, where more than 9 in 10 Singapore residents, both adults and youths, agreed that maintaining a drug-free environment is in the best interest of Singapore.



Throughout this term, we have made significant strides in our youth-focused initiatives, notably our collaboration with the Singapore Cybersports & Online Gaming Association (SCOGA) on their Campus Legends, an annual Inter-Tertiary Esports Tournament. Under the banner “We Game as One”, this partnership effectively leveraged the gaming community to advocate for a Drug-Free generation, engaging youths through esports while also addressing parental concerns. A highlight was the Parents Seminar, graced by Associate Professor Muhammad Faishal Ibrahim, Minister of State, Minister of State Ministry of Home Affairs and Ministry of National Development, which explored youth vulnerabilities to drug abuse and strategies for early prevention. This multifaceted approach allowed us to engage both youths and parents, creating a more comprehensive anti-drug advocacy effort.

Nevertheless, we continue to grapple with emerging issues. Of particular concern is the growing tendency among certain youth to adopt more permissive attitudes towards drugs such as cannabis, often influenced by pervasive misinformation campaigns. According to the World Drug Report 2024, cannabis remains the most commonly used drug worldwide with 228 million abusers, which is 78% of the total drug abusers’ population worldwide. Qualitative interviews from NCADA’s National Drug Perception Survey 2023 revealed that some youths believe cannabis use can be personally regulated, while young adults in their early 30s often view it as a “soft” drug which can be tried without addiction risks. Amidst a complex information landscape on the drug issue, this highlights an urgent need for educators and parents to educate themselves about the differences in various harmful substances. Understanding the distinct harms can help our youths make informed decisions to stay drug-free and lead healthy lives.

As we embark on a new term in 2025, we shall champion and play a leading role in anti-drug advocacy efforts, starting with sparking meaningful conversations that not only educate but also resonate with individuals, parents, and communities on a personal level. Our key focus will be to work closely with and rally our stakeholders, ecosystem partners, and the community to deepen engagement with youths and parents, as well as conduct research to generate deeper and broader insights for the drug-free cause.

I extend my heartfelt gratitude to our Council Members, partners, and all supporters who have contributed to our mission. As we move forward, we are determined to build upon our achievements and address the evolving challenges in the drug landscape. Our work is far from over, but with your continued support and dedication, I am confident that we can make significant strides in our fight against drug abuse. Let us renew our commitment to this vital cause and work tirelessly towards a drug-free future for all Singaporeans.

# COUNCIL MEMBERS

## NCADA Council (2022-2024 Term)



**Members of NCADA. From left:** Mr Nicholas Gabriel Lim, Mr Ahmad Firdaus Bin Daud, Mr William Pushpam, Ms Teo Ser Lee, Mr Ravindran Nagalingam, Vice-Chairman Dr Chew Tuan Chiong, Chairman Mr Tan Chong Huat, Mr Peter Ong, Dr Tracy Loh, Mr Hudzaifah Alyaman Bin Adam, Mr Kesson Lee, Dr Lal Nelson, Ms V Vyjayanthimala, A/P Narayanan Ganapathy.  
**Not in photo:** Dr Jimmy Lee, Ms Elaine Loo, Dr Thomas Chong, A/P Elmie Nekmat, Mr Patrick Kho, Mr Zhulkarnain Abdul Rahim, Mr Ngien Hoon Ping, Dr Adrian Loh, Mr Matthew Wee, Mr Sanjay Nanwani, Ms Ong Yen Peng, Ms Azlinah Arif, Ms Tan Chiah Hwee, Dr Alvin Tan, Mr S B Viknesan.

## NCADA Executive Committee (EXCO)



**Members of NCADA EXCO. From left:** A/P Narayanan Ganapathy, Vice-Chairman Dr Chew Tuan Chiong, Chairman Mr Tan Chong Huat, Ms Elaine Loo and Mr Ahmad Firdaus Bin Daud. **Not in photo:** Dr Jimmy Lee.

## Advocacy and Community Engagement Sub-Committee



**Members of NCADA from the Advocacy and Community Engagement Sub-Committee. From left:** Ms V Vyjayanthimala, Ms Elaine Loo (Sub-Committee Lead), Mr Ahmad Firdaus Bin Daud (Sub-Committee Lead), Mr SB Viknesan and Mr Hudzaifah Alyaman Bin Adam.  
**Not in photo:** Mr Patrick Kho, Mr Zhulkarnain Abdul Rahim, Ms Azlinah Arif, Ms Tan Chiah Hwee, Dr Alvin Tan, Ms Ong Yen Peng.

## Publicity and Communications Sub-Committee



**Members of NCADA from the Publicity and Communications Sub-Committee. From left:** Mr William Pushpam, Dr Tracy Loh, Mr Peter Ong, Ms Teo Ser Lee and Mr Ravindran Nagalingam (Sub-Committee Lead).  
**Not in photo:** Dr Jimmy Lee (Sub-Committee Lead), A/P Elmie Nekmat, Mr S B Viknesan, Dr Thomas Chong, Mr Ngien Hoon Ping.

## Research Sub-Committee



**Members of NCADA from the Research Sub-Committee. From left:** Mr Nicholas Gabriel Lim, A/P Narayanan Ganapathy (Sub-Committee Lead), Dr Nelson Lal. **Not in photo:** Dr Adrian Loh.

## Council Members (2022-2024 Term):

1. **Mr Tan Chong Huat** – *Chairman*  
Senior Partner, RHTLaw Asia LLP and Executive Chairman,  
RHT Group of Companies
2. **Dr Chew Tuan Chiong** – *Vice-Chairman*  
Chairman, Victoria AM Pte Limited
3. **Mr Ahmad Firdaus Bin Daud** – *Executive Committee Member, and Advocacy & Community Engagement Sub-Committee Lead*  
Regional General Counsel, Avaya
4. **Ms Elaine Loo** – *Executive Committee Member, and Advocacy & Community Engagement Sub-Committee Lead*  
Director, Service Strategy & Innovation and Service Planning & Funding Group, National Council of Social Service
5. **Dr Jimmy Lee** – *Executive Committee Member, and Publicity & Communications Sub-Committee Lead*  
Senior Consultant, Institute of Mental Health
6. **A/P Narayanan Ganapathy** – *Executive Committee Member, and Research Sub-Committee Lead*  
Associate Professor of Sociology, and Vice-Dean of Faculty of Arts and Social Sciences, National University of Singapore
7. **Mr Ravindran Nagalingam** – *Publicity & Communications Sub-Committee Lead*  
Chief Operating Officer, Bone Marrow Donor Programme Singapore
8. **Mr Nicholas Gabriel Lim** – *Member of Research Sub-Committee*  
Head of Programme for Youth Work and Professional Life Coaching, Singapore University of Social Sciences
9. **Dr Tracy Loh** – *Member of Publicity & Communications Sub-Committee*  
Senior Lecturer, Lee Kong Chian School of Business, Singapore Management University
10. **Dr Adrian Loh** – *Member of Research Sub-Committee*  
Senior Consultant Psychiatrist, Promises Healthcare
11. **A/P Elmie Nekmat** – *Member of Publicity & Communications Sub-Committee*  
Associate Professor, Communications and New Media; Resident Fellow Ridge View Residential College, National University of Singapore
12. **Dr Lal Nelson** – *Member of Research Sub-Committee*  
Consultant (Research), Ministry of Home Affairs, Singapore
13. **Mr Ngien Hoon Ping** – *Member of Publicity & Communications Sub-Committee*  
Group Chief Executive Officer, SMRT Corporation Ltd
14. **Mr Patrick Kho** – *Member of Advocacy & Community Engagement Sub-Committee*  
Group Managing Director, Lian Huat Group
15. **Mr Peter Ong** – *Member of Publicity & Communications Sub-Committee*  
Associate Editor, Lianhe Zaobao
16. **Mr S B Viknesan** – *Member of Publicity & Communications and Advocacy & Community Engagement Sub-Committees*  
Senior Counsellor, National Addictions Management Service (NAMS), Institute of Mental Health
17. **Ms Teo Ser Lee** – *Member of Publicity & Communications Sub-Committee*  
Founder/Director, Protocol Academy Pte Ltd
18. **Mr William Pushpam** – *Member of Publicity & Communications Sub-Committee*  
Cluster Superintendent (Schools Division), Ministry of Education
19. **Ms Ong Yen Peng** – *Member of Advocacy & Community Engagement Sub-Committee*  
Deputy Director (Youth & Sports), People's Association
20. **Dr Thomas Chong** – *Member of Publicity & Communications Sub-Committee*  
Director Engagement, Associate Professor and Program Coordinator (Special and Inclusive Education), Newcastle Australia Institute of Higher Education, Singapore
21. **Mr Zhulkarnain Rahim** – *Member of Advocacy & Community Engagement Sub-Committee*  
Senior Partner, Dentons Rodyk; Member of Parliament of Chua Chu Kang GRC
22. **Ms V Vyjayanthimala** – *Member of Advocacy & Community Engagement Sub-Committee*  
Deputy Director, Family Development Division, Singapore Indian Development Association (SINDA)
23. **Dr Alvin Tan** – *Member of Advocacy & Community Engagement Sub-Committee*  
Director, Family Intervention / Licensing & Sector Regulation, MSF
24. **Mr Hudzaifah Alyaman Bin Adam** – *Member of Advocacy & Community Engagement Sub-Committee*  
Assistant Vice President, Commercial Assets & Fund, Warees Investments Pte Ltd
25. **Ms Tan Chiah Hwee** – *Member of Advocacy & Community Engagement Sub-Committee*  
Director, Community Engagement and Development, Chinese Development Assistance Council
26. **Ms Azlinah Arif** – *Member of Advocacy & Community Engagement Sub-Committee*  
Deputy Director School Ready, Yayasan MENDAKI
27. **Mr Matthew Wee**  
Deputy Commissioner of Prisons (Operations and Rehabilitation)
28. **Mr Sanjay Nanwani**  
Senior Director, Policy Development Division, Ministry of Home Affairs
29. **Mr Kesson Lee**  
Commissioner for Narcotics Hong Kong

### Secretary

30. **Ms Audrey Ang**  
Director, Communications Division, Central Narcotics Bureau

# NCADA END-OF-TERM APPRECIATION DINNER



The NCADA End-of-Term dinner, hosted by Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development, was held on 19 November 2024 to thank Council Members for their dedicated contributions and service. NCADA expresses our appreciation to Council Members A/P Narayanan Ganapathy, Dr Thomas Chong, Mr Hudzaifah Alyaman Bin Adam, Mr Zhulkarnain Abdul Rahim, Ms Loo Choy Wan Elaine, Ms Azlinah Binte Arif, Ms V Vyjayanthimala and Ms Tan Chiah Hwee, who stepped down on 31 December 2024, for their significant contributions to NCADA.

We also extend a warm welcome to our new members Mr Ng Ser Song, Ms Hazlina Abdul Halim, Mr David Yap and Mr Firdaus D'Cruz who join NCADA in the new 2025-2027 term with effect from 1 January 2025. Their expertise and dedication will strengthen our collective efforts as we work together to further our mission of promoting a drug-free Singapore.



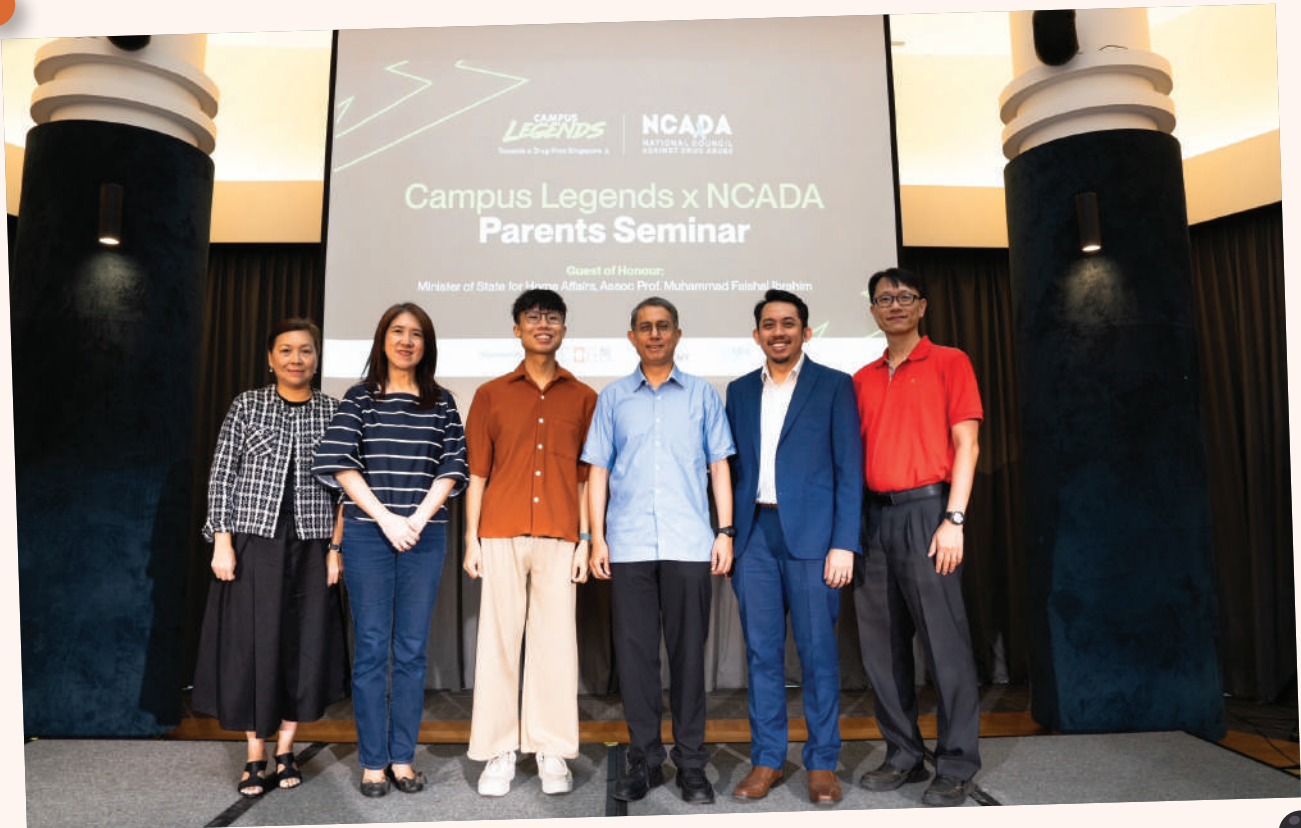
# Sparking Conversations, Cultivating Awareness



# CAMPUS LEGENDS X NCADA PARENTS SEMINAR

“Our approach has been to engage and converse with youths, on platforms that are native to them. Where youths can feel safe and speak freely and passionately. We are confident that youths inherently care for their generation, and they can be empowered to make a real difference in their immediate environments.”

– A/P Elmie Nekmat, NCADA Council Member



**From left to right:** NCADA Council Member Ms Elaine Loo, Ms Carol Loi from SGFamilies, Mr Isaac Goh who is a community leader with the eX-Offenders For Good movement, Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development, NCADA Council Member Mr Firdaus Daud, and NCADA Council Member Dr Jimmy Lee.

## Our children are more vulnerable to drug abuse today. What can we do as parents?

For the first time in its 6th season, Campus Legends, the premier inter-tertiary esports tournament organised by the Singapore Cybersports & Online Gaming Association (SCOGA), partnered with NCADA to spotlight the Drug-Free cause in Singapore, with the aim of rallying the gaming community towards advocacy for a drug-free generation.

Under the banner “We Game as One”, the campaign built a deeper awareness of how youths can do their part in keeping their friends safe from the harms of drug abuse. Through social media posts, infographics, and personal testimonies by fellow gamers, youths were challenged to speak up against drugs, support their peers, and advocate for a drug-free lifestyle. The campaign also discussed the relevance of the drug-free cause to our generation of youths.

As part of NCADA's collaboration with Campus Legends, a Parents Seminar was held on 3 August 2024. The seminar's theme was “Our children are more vulnerable to drug abuse today. What can we do as parents?” Panelists helped to make sense of various vulnerabilities and realities faced by children today, and talked about the key stresses and how parents might help their children cope. The discussion also focused on how drug addiction affects the developing brain of adolescents and what parents can do for early prevention, such as availing themselves for open conversations with their children.



A photograph of three businesswomen standing side-by-side, holding hands in a supportive gesture. The woman on the left is wearing a light blue dress. The woman in the center is wearing a dark blue pinstriped blazer over a white top and dark trousers. The woman on the right is wearing a dark blue blazer over a white top and dark trousers. A teal banner is overlaid at the top of the image, containing the text "Nurturing Partnerships, Fostering Advocacy".

# Nurturing Partnerships, Fostering Advocacy

# NCADA MEMBERS LEADING THE WAY

## NCADA's Support for the Drug Victims Remembrance Day and Ministerial Statement

### **Ministerial Statement**

The Minister for Home Affairs and Minister for Law, Mr K Shanmugam, delivered a Ministerial Statement on 8 May 2024 on Singapore's National Drug Control Policy. He highlighted the challenging drug situation, both abroad and locally, and the need for a robust response. To prevent a generation from falling into drug addiction and to ensure our children live in a drug-free environment, NCADA is committed to playing our part in this national effort and will continue to strengthen our preventive drug education initiatives.



**From left:** Former Director CNB Mr Sam Tee, Chairman NCADA Mr Tan Chong Huat, Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development and Vice-Chairman NCADA Dr Chew Tuan Chiong.



**From left:** Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development, Chairman NCADA Mr Tan Chong Huat, Bruneian guests from Narcotics Control Bureau (Brunei), Minister for Home Affairs and Minister for Law, Mr K Shanmugam, Former Director CNB Mr Sam Tee.

### **Drug Victims Remembrance Day**

Starting from 2024, the Drug Victims Remembrance Day will be observed on the third Friday of May each year. The inaugural Drug Victims Observance Day, organised by the Central Narcotics Bureau (CNB) and graced by Minister for Home Affairs and Minister for Law, Mr K Shanmugam, took place on 17 May 2024 at Ngee Ann City Civic Plaza. This significant event served as a reminder of the devastating impact of drug abuse on individuals, families, and communities. NCADA was honoured to show our support for this important initiative, which aligns closely with our mission to promote a drug-free Singapore.

Both of these events provided valuable platforms for NCADA to strengthen our partnerships with other agencies in our shared mission to combat drug abuse. We will continue to work closely with CNB and other community partners in safeguarding our community's well-being and keeping Singapore drug-free.

## DrugFreeSG x Young ChangeMakers 2024

Young ChangeMakers (YCM) is a youth-for-youth programme, organised by the National Youth Council (NYC), to empower youths in starting up projects that benefit the community. NYC and Ministry of Culture, Community and Youth (MCCY) collaborated with CNB for the YCM sharing session held on 28 September 2024, to prepare relevant challenge statements for interested youth participants to gather and formulate actionable ideas. NCADA Council Member Mr Firdaus Daud participated as a panellist and shared insights on two key problem statements: how to empower parents to initiate meaningful conversations about the harms of drugs with their adolescent children, and how to effectively engage youths against drug abuse while guiding them away from drugs.



Mr Firdaus Daud (extreme left) discusses youth drug prevention strategies at the YCM sharing session.

## Sharing at the Self-help Group Joint Learning Fiesta



Sharing by NCADA Council Members Dr Jimmy Lee (left) and Mr Firdaus Daud (right) at the Self-help Group Joint Learning Fiesta.

How can we keep our youths safe from drugs? NCADA Council Members Dr Jimmy Lee and Mr Firdaus Daud addressed this crucial question at the Self-Help Groups' Joint Learning Fiesta on 9 November 2024. The event, held at the Singapore Institute of Management and jointly organised by the Chinese Development Assistance Council, Eurasian Association, SINDA and Yayasan MENDAKI, was attended by educators, mentors and teachers from various agencies. The sharing focused on the 3Cs (Curiosity, Culture and Coping Mechanism) explaining why youth take drugs and strategies for engaging in conversations with youths about drug abuse such as using teachable moments and well-known news cases to highlight the harms of drugs.

## Asia Golf Conference 2024

On 4 December 2024, Chairman NCADA Mr Tan Chong Huat organised the Asia Golf Convention (AGC), where one of NCADA Council Members, Mr Nicholas Gabriel Lim, participated as a panel speaker on the topic "Anti-Doping 2.0: Developing a Drug-Free Culture". Mr Lim shared insights beyond traditional concerns around doping in sports, exploring how parents and leaders in the sports community can cultivate a culture that values discernment among youths regarding substance abuse. The engagement highlighted the importance of fostering a drug-free environment that extends beyond sports, emphasising the role of parents and community leaders in shaping youth attitudes towards substance abuse and promoting a drug-free culture.



Mr Nicholas Gabriel Lim (right) discussed on developing a drug-free culture at the AGC.

# MOBILISING COMMUNITY PARTNERS: THE DRUGFREESG (DFSG) FUND

## About the DFSG Fund

The DrugFreeSG (DFSG) Fund is a grant scheme administered by NCADA on behalf of the Ministry of Home Affairs. Open for applications year-round, the Fund supports community projects that promote preventive drug education and yield anti-drug advocacy outcomes. In 2024, the Fund supported four local initiatives which engaged youths and families, helping to amplify anti-drug messages among these segments and contributing to a drug-free Singapore.

### *DFSG Recipient: Republic Polytechnic*



Organised by Republic Polytechnic, the 'Voices of Victory: Sing.Dance.Drug.Free' competition provided a platform for aspiring artists to showcase their skills, empower youth, and promote a drug-free lifestyle among participants and the broader community. The project successfully engaged 131 participants in a competition that showcased exceptional dance and vocal performances, while emphasising a drug-free lifestyle. The event's impact extended beyond the participants, reaching 894 on-site attendees and garnering significant online engagement with over 120,000 views. The competition not only nurtured emerging talents but also raised community awareness about a drug-free lifestyle and created a platform for anti-drug advocacy.



**DFSG Recipient: Community Sports Network @ Teck Ghee**



Through the SMASH IT! Badminton Competition 2024, Community Sports Network @ Teck Ghee successfully tapped into the power of sports to promote anti-drug initiatives. The event engaged over 600 youths, leveraging badminton to promote a drug-free lifestyle. Through pre- and post-event publicity, on-site information booths, and feature articles, the competition effectively raised awareness about the harms of drug abuse. The project's impact extended beyond the badminton court, reaching the wider Republic Polytechnic community and transforming participants into ambassadors for a drug-free society. The project showcased how sports can be a powerful tool for sparking important conversations against drug abuse.

**DFSG Recipient: Nanyang Technological University, Cultural Activities Club, Dragon & Lion Dance**



The NTU Institutional Lion Dance Competition 2024, organised annually by NTU Cultural Activities Club (CAC) Dragon & Lion Dance (DLD), successfully leveraged its platform to engage youths, parents, supporters, friends, and Chinese culture enthusiasts on preventive drug education. The event, graced by Mr Gan Kim Yong, Minister for Trade and Industry and Member of Parliament for Chua Chu Kang GRC, featured a special Lion Dance performance with a tailored anti-drug message, creatively blending cultural celebration with important anti-drug messaging. This year, 24 teams across different education levels participated, reaching an audience of approximately 460 attendees.



# ACKNOWLEDGEMENTS

## Renewing Our Commitment

As we look back on NCADA's events and programmes in 2024, we extend our heartfelt gratitude to all who have contributed to our mission. The unwavering support and dedication of our partners and counterparts in promoting a #DrugFreeSG have been inspiring. NCADA remains steadfast in our role as the lead citizens' advisory council to the Ministry of Home Affairs on preventive drug measures and programmes in Singapore. With renewed vigour, we will continue our efforts in rallying the community towards our shared vision of a drug-free Singapore.

## Acknowledgements

NCADA expresses our appreciation to the organisations and individuals who have collaborated with and supported NCADA events throughout the year 2024.

### Singapore Government Ministries, Departments and Statutory Boards

- Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development
- Central Narcotics Bureau
- Ministry of Education
- Ministry of Home Affairs
- Ministry Social and Family Development
- National Youth Council
- Singapore Prison Service
- People's Association

### Organisations and Project Partners

- Architects of Life
- Centre for Fathering
- Chinese Development Assistance Council
- Yayasan MENDAKI
- Singapore Indian Development Association
- Eurasian Association
- Focus on the Family
- SGFamilies
- Community Sports Network @ Teck Ghee
- NTU Cultural Activities Club, Dragon & Lion Dance Troupe
- Republic Polytechnic
- Singapore Anti-Narcotics Association
- Singapore Cybersports & Online Gaming Association
- And all local and international partners and supporters

### Volunteers, Supporters and Friends

- All DrugFreeSG Advocacy Network Advocates



## National Council Against Drug Abuse

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