

From: CNB Community Partnership (CNB)  
Sent: Friday, 28 October 2022 4:25 pm  
Subject: [For Attention] PDE Newsletter Oct 2022

PREVENTIVE DRUG EDUCATION E-NEWSLETTER  
OCTOBER 2022

Dear Partners and fellow Advocates,

In this issue, we bring you highlights of our events and activities in October! We also have exciting activities for you to take part in!

Email us at [cnb\\_community\\_partnership@cnb.gov.sg](mailto:cnb_community_partnership@cnb.gov.sg) if you have any feedback or questions on our PDE programmes and activities!



ADVOCACY / DADAH ITU HARAM APPRECIATION LUNCH



The **Dadah Itu Haram Campaign** (DIH) was launched in April 2017 to rally the Malay Muslim community to strengthen the community's resilience against the harms of drugs by providing support to one another.

Led by Assoc Prof Muhammad Faishal Ibrahim, Minister of State for Ministry of Home Affairs & Ministry of National Development, the Campaign has received tremendous support from the community, with more than 230 volunteers who are part of the A3 Network, and over 340 organisations on board to co-create and co-deliver programmes and initiatives to amplify the DIH message.

On 9 Oct 2022, MOS Faishal hosted a lunch event to thank the DIH volunteers and partners for their support. The event also provided an opportunity for the volunteers to catch up and network with one another - a long awaited gathering as the event had to be put off for two years due to the COVID-19 pandemic.



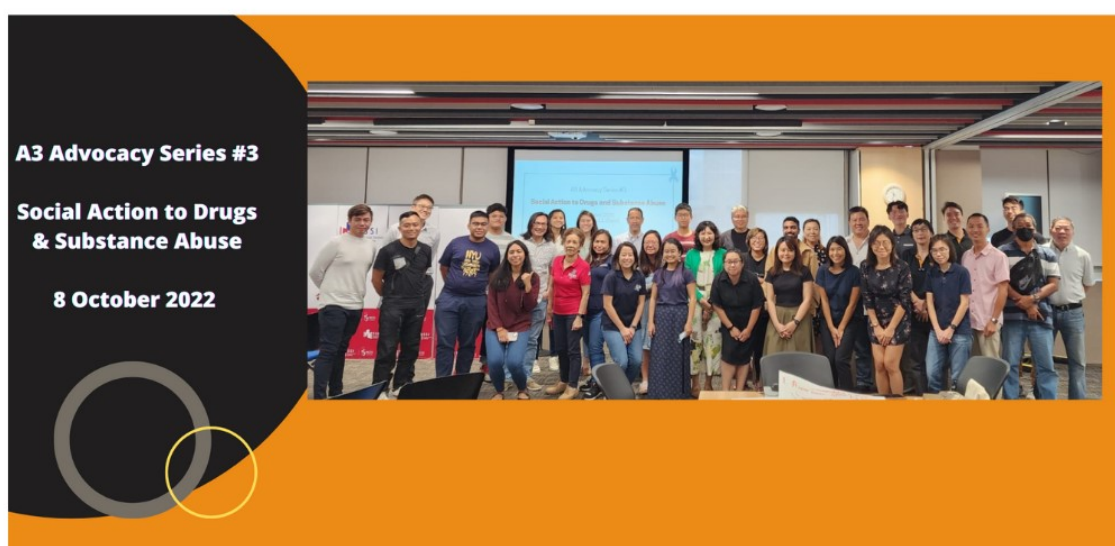


"The community and volunteers play a **key role** in supporting the DIH campaign and in uplifting the Malay/Muslim community.

Thank you, partners and volunteers, for walking this journey with us."



## ADVOCACY / A3 ADVOCACY SERIES #3



The third instalment of the A3 Advocacy Series\* took place on 8 October 2022 at the Social Service Institute. The session, titled **'Social Action to Drugs and Substance Abuse'**, was organised by the National Council Against Drug Abuse (NCADA) and CNB in collaboration with the National Council of Social Services (NCSS) and the Ministry of Social and Family Development (MSF), with the support of NCADA Council Members Ms Elaine Loo (Director, Service Strategy & Innovation and Director, Capability Funding, NCSS) and Ms Yee Siaw Ling (Director, Central Youth Guidance Office, MSF).

The session covered key findings from the NCSS 'Enhancing Positive Outcomes in Youth and the Community' (EPYC) study and MSF's services & programmes for vulnerable youths and families. The session also featured a breakout discussion segment, where participants from the Anti-Drug Abuse Advocacy (A3) Network and various community partners from Social Service Agencies (SSAs) and Integrated Service Providers (ISPs) came together to share their experiences and identify key gaps in the current ecosystem that can be plugged to provide better support for drug/substance-abusers and their families.



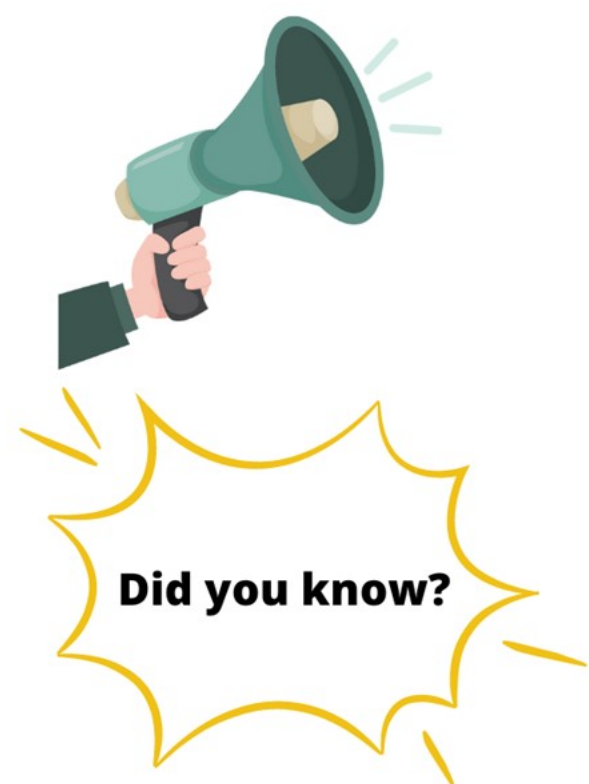
**THE NEXT SESSION OF THE A3 ADVOCACY SERIES,  
'COMMUNICATION IN ADVOCACY' WILL BE TAKING PLACE ON  
10 DECEMBER 2022.**

\*The A3 Advocacy Series is a capability-building engagement series which primarily aims to equip volunteers of the A3 (Anti-Drug Abuse Advocacy) Network with relevant anti-drug advocacy skills.

**Have you submitted your entry for the Anti-Drug Ambassador Activity (AAA)?**

A gentle reminder that the **deadline for the AAA is on 18 November 2022 (Friday)**. Teachers are reminded to submit the following by the deadline:

- Submission form with participation rate;
- Students’ feedback form (if consolidated manually);
- Teacher’s feedback form; and
- Entry for the Anti-Drug Montage Competition.



**The top 10 schools with the best Anti-Drug Montage and top 10 schools with the Highest Participation Rate will win a \$500 cash prize each! We look forward to receiving your entries!**



One of the winning entries of the Anti-Drug Montage Competition 2021, by Ai Tong School

The AAA aims to engage and educate upper primary students on the harmful effects of drugs through interactive puzzles and an Anti-Drug Montage Competition. The activity booklets have been delivered to all primary schools and organisations. It is also available on MOE’s Student Learning Space (SLS) portal as an online lesson package!



**PDE PROGRAMME / [BOOK NOW!] INTERACTIVE PDE SKITS**

**Book a show with us today!**

The interactive skits aim to educate and engage students on the dangers of drug abuse through relevant humour and themes relatable to youths. Interactive segments like a Q&A quiz are also incorporated to strengthen students' understanding of the anti-drug message. Three different skits tailored for students in primary school (6 to 12 years old), secondary school (12 to 16 years olds) and post-secondary institutions (youths older than 16 years old) are available for booking.



'Three's A Crowd', a skit for primary school students conducted at Red Swastika School



If you have any questions or would like to make a booking, please contact [tan\\_yan\\_zheng@cnb.gov.sg](mailto:tan_yan_zheng@cnb.gov.sg).

**PDE PROGRAMME / PDE TALKS AND EXHIBITION**

**Looking for meaningful programmes now that exams are over?**



Augmented Reality (AR) Exhibition



Anti-drug talk by CNB officer.

CNB offers an array of PDE programmes to engage school students. Teachers can mix and match the following options for students to learn more about the harms of drugs:

- Anti-drug talk by CNB officer
- Sharing by ex-abuser
- PDE Exhibition (Static/Augmented Reality)

Book a session with us now!



CHANGING NORMS IN THE DRUG CONVERSATION

The National Council Against Drug Abuse (NCADA) collaborated with Mothership to examine on the changing norms and perceptions towards drugs and drug abuse, especially amongst young people. The article highlighted conversations between Mr Thomas Koh, a former abuser, and Mr Firdaus Daud, a NCADA member. In recounting his experiences, Thomas highlighted that while his journey bore similarities with the struggles of young people and drug abuse today, there was a stark difference in its accessibility due to the availability of online platforms. Compounding this is today’s mainstream media, social media and entertainment influences, which glamourise the drug trade or normalise the use of certain drugs in pain management, as well as the legalisation of cannabis in Thailand, Canada, parts of Europe, and South America. This, contributing to a softening of perceptions towards drugs and an increasing polarisation in views on the harms of drugs.

WHAT THIS MEANS FOR ANTI-DRUG ADVOCACY

It was reported in CNB’s Annual Statistics 2021 that teenagers and young adults below 30 years old make up 60 percent of new abusers arrested. Similarly, NCADA’s National Drug Perception Survey 2019/20 has found that Singaporean youths perceive drugs to be less harmful and less addictive as compared to adults. This change in perception is influenced by multiple factors, such as those earlier stated. With this shift in perceptions, there also comes a necessary shift in our approaches in highlighting the dangers of drugs, to keep Singapore and young people free from drugs. NCADA hopes that by driving meaningful conversations vis a vis the lived realities of drug users, viewpoints can be bridged to develop a shared understanding of the dangers of drug abuse.

WHAT CAN YOU DO?

As part of efforts to spark conversations, NCADA has launched a new media campaign titled “What’s Your Fix?”. ‘What’s Your Fix?’ is a two-year campaign which aims to ignite meaningful conversations on the lived realities of drugs, and raise awareness on how members of society, especially youths, can be advocates for the anti-drug vision as well as support those who may be vulnerable to the influence of drugs. The campaign kicks off with a TikTok-exclusive series called ‘Finding Juliana’, which advocates can watch with family and friends as a starting point for deeper conversation. The series episodes and Hero Film is available on the campaign microsite.

RESOURCES



‘Are drugs really that bad?’ Former addict says conversation about drugs in S’pore no longer black & white via Mothership



Finding Juliana – Episodes



Finding Juliana – Full Hero Film



NCADA National Drug Perception Survey 2019/20 (NCADA Annual Report 2020)



CNB Annual Statistics 2021

HELP US SPREAD THE ANTI-DRUG MESSAGE

The **Anti-Drug Abuse Advocacy Network (A3 Network)** is a volunteer scheme jointly administered by the NCADA and CNB. The A3 Network, which is under the umbrella of the Home Team Volunteer Network comprises various groups of people who identify with, support and promote the anti-drug cause.



Help us grow the A3 Network by telling your friends about us and the volunteering opportunities with CNB. Scan the QR codes for more information about the different schemes, or drop us an email at [cnb\\_community\\_partnership@cnb.gov.sg](mailto:cnb_community_partnership@cnb.gov.sg)



Scan here to find out about the A3 Network and different advocates schemes



Anti-Drug Advocate Programme for youths aged 17 - 25 years old

In adjusting to the new normal, some of our physical PDE programmes and activities have also gone online. Scan below to find out about the **Augmented Reality exhibition** and the **Virtual Heritage Gallery** that you can access at your convenience:



Scan here for the AR exhibition



Scan here for the virtual heritage gallery

If you come across drugs, or what you suspect to be drugs, you should call CNB hotline at **1800-325-6666**

For more information, please visit the CNB website at [www.cnb.gov.sg](http://www.cnb.gov.sg)

Connect with us:



@cnb.drugfreesg

CENTRAL NARCOTICS BUREAU

OCTOBER 2022

Communications Division



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