



NATIONAL COUNCIL
AGAINST DRUG ABUSE

National Council Against Drug Abuse

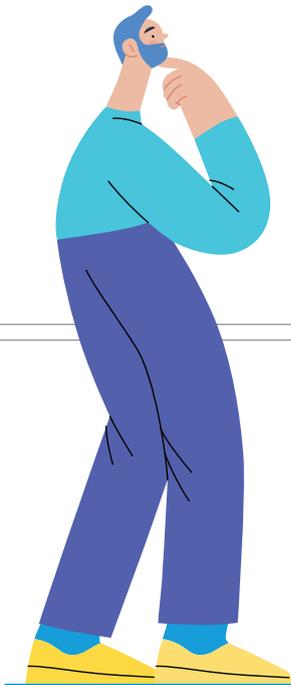
Keeping a drug-free society for our children

ANNUAL REPORT 2022



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About the National Council Against Drug Abuse



NATIONAL COUNCIL
AGAINST DRUG ABUSE

The National Council Against Drug Abuse (NCADA) was formed in January 1995 to serve as a citizens' advisory body to the Government on national anti-drug strategies 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 **objectives** are to:



Promote and uphold Singapore's zero tolerance stance against drugs

Build and entrench public awareness of the dangers of drugs and drug abuse



Support anti-drug advocacy efforts

Evaluate and improve the effectiveness of our anti-drug strategies



Chairman's Foreword



Hawazi Daipi

Chairman,
National Council Against Drug Abuse

Dear Friends,

We began a new three-year Council Term for NCADA at the start of 2022, eager to step up our efforts in anti-drug advocacy. The challenges around the issue of drugs are complex, but it is clear to us that conversations are necessary and establishing a shared narrative about the drug-free cause important.

The urgency to engender such conversations in community stems from the struggle for mindshare among youths, which has become more acute with the growing influence of pro-drug narratives in mainstream pop culture. These narratives are usually economically or politically driven opinions that downplay the negative effects of drugs and drug abuse. As a consequence of such misrepresentation, there is a growing presence of permissive attitudes towards drugs on social media platforms, which is the primary source of information for youths these days. The increasing normalisation of recreational drugs in many countries around the world does also mean that our youths today are more exposed to a confusing mix of narratives and they face an even greater pressure to accept content from groups that are pro-drug.

One of NCADA's primary focus for the year was on capability development of our Anti-Drug Abuse Advocates to strengthen their awareness on the harms of drugs and so be better equipped to share with those in their spheres of influence in their advocacy. NCADA members conducted a series of seminars on various topics, such as the impacts of drugs on the mind, body and behaviours, the wider issue of substance abuse in youths and knowledge of communication skills in advocacy, to enhance

the competences of our advocates and partners, and equip them with information and skills to hold nuanced, evidence-based conversations about drug-related issues. For anti-drug advocacy to be successful, sustainable, and far-reaching, we believe that messages and initiatives must be cogent and coordinated.

We also entered a two-year strategic relationship with the Architects of Life to support our community engagement strategy of bringing different circles of people together with the aim of creating common ground and language and to collectively develop understanding on how we may better protect those who are vulnerable to the influences of drugs. The diversity of views that Architects of Life was able to bring the conversation helped enable people to navigate different points of view, anchored in shared values and real lived experiences, to recognise the deeper significance of building a drug-free culture for Singapore.

Today, we may not be a huge community bearing the anti-drug mission flag. But if we are united with a shared narrative and identity, we can collectively counteract misinformation and negative influences. And we must do so in increased measure. We cannot afford to be passive in our approach because pro-drug groups are certainly not inactive. Rampant on social media are groups of online users who may attack those who hold differing, less “tolerant” opinions on drugs. This creates a digital environment that is hostile to hosting purposeful dialogue about the harms of drugs. This is why NCADA chose to produce a series on TikTok to engage youths on a medium that they are comfortable with and create safe boundaries in a virtual space to generate meaningful conversations. It is our hope for more partners to join us in this conversation, across our respective platforms and touchpoints.

In 2022, we met with our advocates and partners to build competencies and activate conversations. I wish to thank everyone who joined us in these sessions, and to all Council Members for your contributions and input as well. Looking ahead, 2023 should reap the benefits of what we had accomplished this year. It is with optimism and confidence in our shared purpose that we step closer towards our goal of building a drug-free society for the next generation.



We must not shy away from tough discussions, and we can do so more effectively and authentically when sharing our collective perspectives and experiences on the drug issue.

NCADA Council Members

1 Jan- 31 Dec 2022



Mr. Hawazi Daipi

Chairman

Singapore's
Non-Resident
Representative to the
Palestinian Authority &
High Commissioner to
Ghana



**Dr. Chew Tuan
Chiong**

Vice-Chairman

Chairman,
Victoria AM Pte Limited



**A/P Narayanan
Ganapathy**

Member

Associate Professor of
Sociology, and Associate
Dean of Graduate
Studies, Faculty of Arts
Social Sciences, National
University of Singapore



Dr. Jimmy Lee

Member

Senior Consultant,
North Region,
Institute of
Mental Health



**Mr. Zhulkarnain
Abdul Rahim**

Member

Senior Partner,
Dentons Rodyk;
Member of Parliament
of Chua Chu Kang GRC



**Mr. Ahmad Firdaus
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Member

Regional Counsel,
Avaya Inc



Dr. Tracy Loh

Member

Senior Lecturer,
Lee Kong Chian School
of Business, Singapore
Management University



**Mr. William
Pushpam**

Member

Cluster Superintendent
(Schools Division),
Ministry of Education



Ms. Elaine Loo

Member

Director, Capability
Funding/Sector Capability
and Transformation Group;
Director, Service Strategy
& Innovation/Service
Planning and Funding
Group

National Council
of Social Service



Mr. Patrick Kho

Member

Group Managing Director,
Lian Huat Group



Ms. Teo Ser Lee

Member

Founder/Director,
Protocol Academy
Pte Ltd



Mdm Yee Siaw Ling

Member

Director, Central Youth
Guidance Office, Ministry
of Social and Family
Development



A/P Thomas Chong

Member

Associate Director,
External Relations,
James Cook University
Singapore



A/P Elmie Nekmat

Member

Associate Professor,
Communications and
New Media; Resident
Fellow Ridge View
Residential College,
National University of
Singapore



Mr. Peter Ong

Member

Associate Editor,
Lianhe Zaobao



**Mr. Hudzaifah
Alyaman Bin Adam**

Member

Assistant Vice President,
Commercial
Assets & Fund,
Warees Investments
Pte Ltd



Mr. Tan Yap Kin

Member

Executive Director,
Chinese Development
Assistance Council
(CDAC)



**Mr. Ravindran S/O
Nagalingam**

Member

Chief Operating Officer
(COO) of the Singapore
Indian Development
Association (SINDA)



Mdm. Azlinah Arif

Member

Deputy Director
School Ready,
Yayasan MENDAKI



Mr. S.B Viknesan

Member

Senior Counsellor,
National Addictions
Management Service
(NAMS), Institute of
Mental Health



Ms. Ong Yen Peng

Member

Deputy Director
(Youth & Sports),
People's Association



Mr. Lin Qinghui

Member

Senior Director, Policy
Development Division,
Ministry of Home Affairs



Mr. Kesson Lee

Member

Commissioner for
Narcotics Hong Kong

Creating Awareness, Provoking Thought



What's Your Fix? Campaign

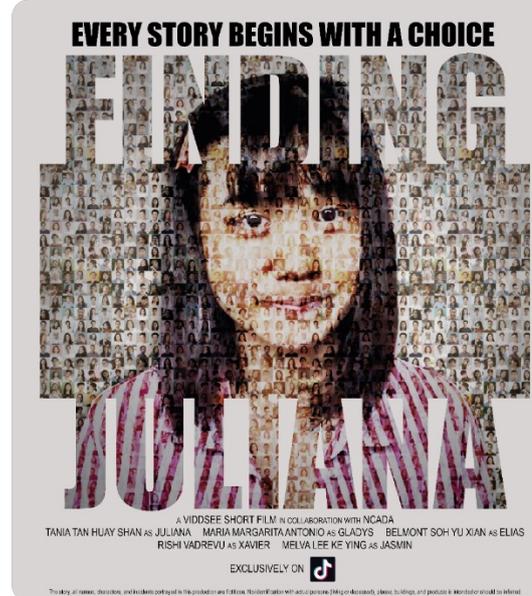
NCADA officially launched *What's Your Fix?* - our 2022-2023 media campaign on 22 September 2022. This campaign was conceptualised by NCADA's appointed creative agency, Viddsee to spark meaningful conversations on the lived realities of drugs, and raise awareness on how members of society, especially youths, can be advocates for the anti-drug vision and support those who may be vulnerable to the influence of drugs. Through advocacy initiatives designed within the campaign, we hoped to have inspired a shared understanding in the community around the vision and purpose of a drug-free society and provided opportunities that activated intentional conversations on related issues surrounding the complex realities of drugs.

The campaign, *What's Your Fix?*, was titled as a question to invite people into open conversation, so that collectively, we might navigate through different points of views to find common ground. It was integral that the campaign asked questions that encouraged conversations which were not abstract, but ones that seek to verify truths, explore their implications, and what they might mean to people in real life.



And at the heart of it, the campaign's goal was to **encourage young people to make clear choices** against apathy and permissiveness on drug abuse, and to help those around them who may be vulnerable.

With this as a guiding objective, the campaign launched with a TikTok-exclusive narrative series called "Finding Juliana". The series was released over a six-week period, leading to a TikTok Live event on 15 October 2022 that was paired with discussions providing insights to issues of drug addiction. Aimed to position drug abuse as a relevant social concern for Singaporeans, the campaign used TikTok's immersive storytelling capabilities to draw youths into conversation, by contributing their own experiences with the subject. The characters behind "Finding Juliana" were inspired by real life persons-in-recovery, and the story helped set the stage by building empathy and awareness of the harms of drug abuse amongst our youth.



 Finding Juliana is a short film about a young adult who goes missing one day after supposedly stealing a bag of drugs. A friend sets out to find her, only to discover deeper problems than she had expected.

What's Your Fix? Campaign



 Still from What's Your Fix?: Finding Juliana



 Vice Chairman NCADA, Dr Chew Tuan Chiong and Founder-Chairman of AOL, Mr Glenn Lim, signing a Memorandum of Understanding (MOU) at the launch of the What's Your Fix? Campaign on 22 September 2022.

Adopting a multi-channel approach, the campaign was supported by companion content delivered over complementary media touchpoints: teasers and full episodes were published on our campaign TikTok and microsite platforms, with engagement drivers like social media contests and polls, as well as a media preview event and story pitches to various media outlets carried out.

In the first year of its roll out, *What's Your Fix?: Finding Juliana* clinched several media awards, including the Innovation Award for Multi-Platform Campaign at the Asia Pacific Broadcasting+ Awards, National Winner (Singapore) at Asian Academy of Creative Awards, and also four MARKies Awards with three Silver Awards for Most Creative (Social Media), Most Effective Use (Social Media) and Most Effective Use (Govt Sector/ Non-Profit Marketing) and the Bronze Award for Most Effective Use (Video). More importantly, the campaign achieved NCADA's aim of changing mindsets. Through an independent campaign survey, we saw positive attitudes towards the drug-free cause lifted by 30% among youth post-campaign.

NCADA worked with Viddsee to ensure that through storytelling, and by working with digital creators, the impact of being permissive towards drug abuse would be communicated in a relatable and engaging way. To ensure that our content was authentic, NCADA curated the campaign's story with the Architects of Life (AOL), a social enterprise that seeks to help ex-offenders on their journey to not just reintegrate into society but to develop into role models in the community.



 Panel discussion at the What's Your Fix? Campaign Media Launch

NCADA announced a strategic campaign partnership with AOL by signing a Memorandum of Understanding, in recognition that a purposeful collaboration could bring different circles of the community together, cultivate shared vision to turn apathy into empathy for the drug-free cause, and catalyse community action to help those who were vulnerable to the influence of drugs.

With our partner and the storytelling community, the *What's Your Fix?* Campaign in 2022 took a more nuanced approach, focusing on the lived realities of drug abuse and the importance of community support. We were glad to have delivered a drug-free message that resonated with youths and the community.

For more information on the *What's Your Fix?* campaign, visit <https://whatsyourfix.sg>



 Finding Juliana TikTok Live event on 15 October 2022, with an interview segment with film characters and youths-in-recovery from drug abuse.

Enabling Community Advocacy



Enabling Community Advocacy

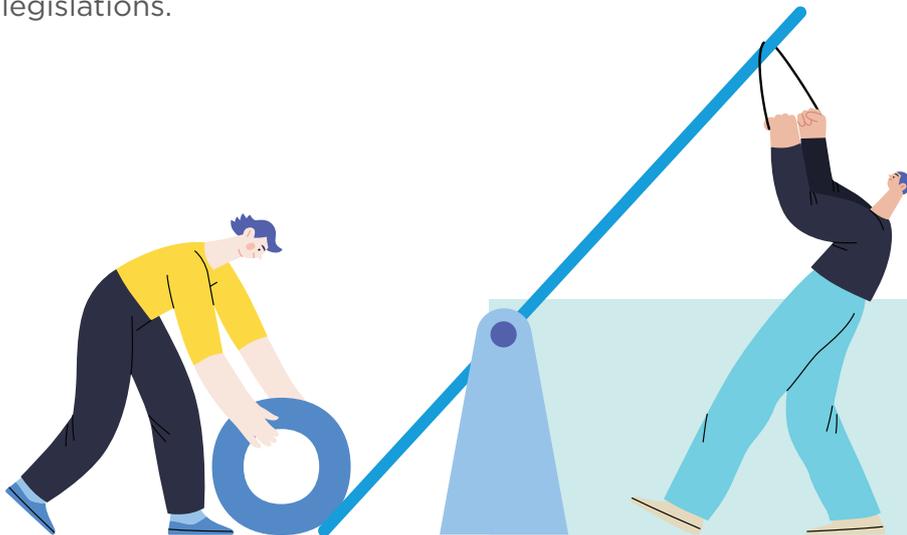
NCADA believes that community-driven advocacy will generate a multiplier and self-reinforcing effect within our community for a drug-free Singapore. Key NCADA initiatives for community advocacy include the Anti-Drug Abuse Advocacy (A3) Network for individual volunteers and the United Against Drugs Coalition (UADC) for organisations who support our cause. All these initiatives are collaborations with CNB. By enabling community advocates to come together and learn best practices, support, and encourage each other, we can build a drug-free Singapore.

In 2022, NCADA and CNB supported A3 Advocates, UADC partners, and supporters in developing their advocacy capabilities through the A3 Advocacy Series and the DrugFreeSG Advocacy Newsletter, and the DrugFreeSG Grant.

The A3 Advocacy Series

To enable our advocates and supporters to amplify the anti-drug message in their own spheres of influence and to the wider community, NCADA organised the A3 Advocacy Series, an engagement programme to equip and develop our anti-drug advocates. It is a combination of personal development and volunteer development capabilities, to provide our A3 Advocates with knowledge and skills to be more effective communicators and advocates. These seminars held every quarter were hosted by our Council members.

On 26 March, NCADA organised the first A3 Advocacy Series webinar hosted by Ms Audrey Ang, Secretary NCADA, with presentations from CNB on the Community Approach to Drug Prevention. Participants were invited to dialogue with Mr Sng Chern Hong, Deputy Director of CNB (Policy & Administration) and Mr Saherly Limat, Deputy Director of Operations Division, CNB on issues related to preventive drug education, the multi-faceted issues presented when tackling the youth abuser phenomena and the merits of Singapore's approach to the drug issue vis a vis those taken by different legislations.



Enabling Community Advocacy

The second webinar 'Drug Impacts on the Mind, Body, and Behaviours' was held on 18 June with a special VIP guest host, Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development. Associate Professor Muhammad Faishal Ibrahim delivered the welcome address and was part of the discussion panel with the three speakers: NCADA members Dr Jimmy Lee and Mr SB Viknesan, and Mr Ramli Abdulah, an ex-drug abuser who now advocates for a drug-free Singapore. Dr Jimmy Lee is a clinical psychiatrist, Senior Consultant & Chief, Institute of Mental Health and Associate Professor, Lee Kong Chian School of Medicine, Nanyang Technological University. He shared with advocates the impacts of drugs on the mind and body of abusers. Mr SB Viknesan, senior counsellor at National Addictions Management Service and Honorary Secretary & Board Member, Singapore Anti-Narcotics Association presented on the 'Social Behaviour Impact of Drugs'.

NCADA Members, Ms Yee Siaw Ling from the Ministry of Social and Family Development (MSF) and Ms Elaine Loo from the National Council Social Services (NCSS) jointly organised the third session in the Series on 'Social Action to Drugs & Substance Abuse'. Held on 8 Oct at the Social Service Institute at Tiong Bahru, the session was well attended by A3 Advocates and key stakeholders from social service agencies and family service centres. The discussions that followed the two presentations by NCSS on the 'Findings from the Enhancing Positive Outcomes in Youth and the Community (EPYC) Study' and by MSF on the 'Services & Programmes for Vulnerable Youths and Families' were thoughtful and yielded learning points for participants.

The last session of 2022 on 'Communication in Advocacy' was hosted by NCADA member, Dr Tracy Loh on 10 Dec at the Singapore Management University where she is senior lecturer of communications management at its Lee Kong Chian School of Business. By conducting the workshop using experiential hands-on practice and role play, Dr Loh gave the participants the opportunity to pick up practical skills on how to speak with drug abusers and non-drug abusers on the issue of drugs making difficult conversations less difficult for the advocates and those they want to reach in their circles of influence.

Together, these four sessions provided the 112 participants an understanding of our Preventive Drug Education (PDE) Approach, the impact of drugs from a medical, social, and personal perspective, the social and financial support that are available to vulnerable youths and families and how to communicate and engage the people we meet.



All A3 Advocates are **strongly encouraged to practise and apply the communication skills and techniques** learnt to effectively engage people whom they meet.

DrugFreeSG Advocacy Newsletter

The DrugFreeSG Advocacy Newsletter is a monthly e-publication sent to all our advocates, partners and friends who support the anti-drug cause. A joint initiative by NCADA and CNB, the newsletter contains news on anti-drug events of interest as well as articles or case studies that serve to keep readers up to date on developments on the drug situation in Singapore and overseas and information about coming events that advocates can support and take part in. The newsletter also features advocates and their contributions. Read how a youth and a young parent did their part for a drug free Singapore.



In the Mar 2022 issue, there was a feature on Ms Francine Tan represented Singapore at the United Nations Office on Drug and Crime Youth Forum.

NEED IDEAS ON HOW TO EDUCATE YOUR CHILD ON STAYING AWAY FROM DRUGS?

BRANDED CONTENT
Picture books, quizzes and skits: How she is helping parents talk to their children about drugs

Conversations should start early, says A3 Network volunteer, who believes open communication is key in drug prevention education



Source: Singapore Press Holdings

In the Dec 2022 issue, there was a feature on Ms Tan Sze Wei on how parents can have that anti-drug conversation with their children.

The DrugFreeSG Grant

The DrugFreeSG Fund supports ground-up initiatives that raise awareness of preventive drug education, develop capabilities, and build resilience in individuals and local communities to be drug free. This Fund is administered by NCADA on behalf of the Ministry of Home Affairs, and grant application is open throughout the year.

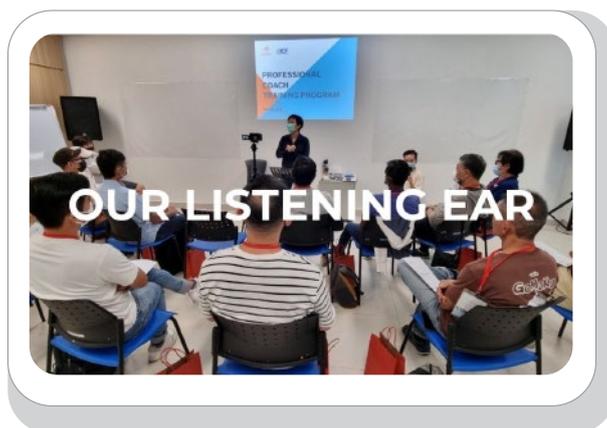
Projects supported by the DrugFreeSG Fund include the 'Our Listening Ear - An Active Listening Coaching-Based Programme', the 'CNB Sepaktakraw Inter-Regu 2022' and 'Al-Iman Mosque Dadah Itu Haram Youth Ride 2022'.

Enabling Community Advocacy

Grant Recipient: Inc Equality Ventures

Many misunderstandings, wrong judgements and blame occur due to miscommunication. Relationships are affected and one bad decision leads to many more. This is a challenge that many ex-drug abusers face and experience. Effective communication is key; and a vital component of effective communication is listening.

NCADA supported a group of 16 former drug abusers from the Prison Fellowship Singapore who attended a customised two-day introductory coaching module, 'Our Listening Ear' where they picked up active listening and interpersonal communications skills. They learnt to cool down and relax, to put aside anger and negative emotions and actively listen to the person speaking. After picking up the listening skills that helped them improve relationships at home with family, at work with colleagues and socially with friends, these 'Guiding Lights' proceeded to help others. In Aug and Sep 2022, collectively, they had over 200 hours of not role play but real coaching (listening) practices with other former drug abusers, youth, family and friends, being there, supporting and making a difference by listening so that the 'lost', the 'confused', the 'lonely', the 'abandoned' etc knows someone who listened and supported them through life challenges, reducing their stress and risk of turning to drugs.



OUR LISTENING EAR

Grant Recipient: Singapore Sepaktakraw Federation (PERSES)



Winners' Trophy

There are many opportunities and ways to spread the anti-drug message to family, friends, and the community, with sports and games being popular ways to promote a healthy lifestyle, and to steer the community away from drugs.

NCADA supported the Singapore Sepaktakraw Federation (PERSES) at the 'CNB Sepaktakraw Inter-Regu 2022' in the heart of the 'Malay Village, Anjung@Wisma Geylang Serai (WGS) on 17-18 Sep 2022.

CNB officers and A3 Advocate, Mr Ramli Abdullah were invited to share their knowledge and experience with game participants, their families, and the audience. Mr Ramli Abdullah's sharing was poignant and personal. He spoke about how drugs affected him, his family and in particular his mother, how he managed to quit drugs and his motivation to stay drug-free and, the importance of making the right choices of friends.



 Happy Winning Team

Grant Recipient: Al-Iman Mosque

NCADA supported the Al-Iman Mosque and the Ride of Hope, a cycling-based charity organisation that collaborated to organise the 'Al-Iman Mosque Dadah Itu Haram Youth Ride 2022', a community cycling outreach event which took place on 27 November 2022.

It was great to have 60 youths aged 14-18 years old with their parents/guardians for the event, cycling from Al-Iman Mosque (Bukit Panjang Ring Road) to Little Guilin (Bukit Batok) then back to Al-Iman Mosque in a loop, a distance of about 12km. Associate Professor Muhammad Faishal Ibrahim, Minister of State, Ministry of Home Affairs and Ministry of National Development, was the Guest-of-Honour. Mr Riduan Ishak, a DIH Volunteer and ex-drug abuser shared his personal stories of the ups and downs he went through dealing with the struggle of drug abuse and how he managed to put all of it behind. The results of the quiz that was conducted revealed that the 60 participants understood the harmfulness of drugs and the importance of staying away from it for good.



 DIH Youth Ride @ Flag Off



 DIH Youth Ride @ Little Guilin

NCADA thanks all our volunteers for the generosity of their talents and time. For projects that need funds, subject to Key Performance Indicators, terms and conditions, the DrugFreeSG Fund can make wishes a reality. If you need support for a drug-free project, please reach out to NCADA Secretariat via email at secretariat@ncada.org.sg today!

Acknowledgements

What's Next?

NCADA would like to express our sincere gratitude to everyone involved in the events and programmes listed in our annual report. We are heartened and encouraged by the unyielding support and commitment of our partners and counterparts in playing their part for a #DrugFreeSG. In the backdrop of post-pandemic continuity, and the changing perceptions of drugs globally and regionally, NCADA will continue to work tirelessly, as the lead citizen's advisory council to the Ministry of Home Affairs on preventive drug measures and programmes in Singapore, to spur the community collectively towards our goal of building a drug-free Singapore.

Acknowledgements

NCADA would like to thank all partners and advocates for supporting our drug-free initiatives in the year 2022.





NATIONAL COUNCIL
AGAINST DRUG ABUSE

National Council Against Drug Abuse

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