CNB
For a Drug-Free Singapore

CNB's Preventive Drug Education for Youth

Conversations on Youth 2021
9 Sep 2021

Scope

- Key Challenges in the Global Drug Landscape
- Singapore's Drug Situation
- CNB's Preventive Drug Education (PDE) strategy
- PDE for Youth
  - *Continuous Education*
  - *Building Advocacy*
  - *Public Events*
  - *Media Campaigns*
- Future Focus
- How YOU can contribute to a Drug-Free SG

Key Challenges

Key Challenges

Global Influences On Youth's Perception/Attitude Towards Drugs

Ministry of Home Affairs: Public Perception Survey on Singapore's Drug-Related Policies 2018

More liberal youth attitudes on drugs cited as challenge for CNB

Justin Ong

Against the backdrop of a rapidly evolving drug landscape, increasingly liberal attitudes – especially among youth – pose a key challenge for the Central Narcotics Bureau (CNB), said Minister of State for Home Affairs Muhammad Faishal Ibrahim yesterday.

The global trends of cannabis legalisation and new psychoactive substances (NPS) are two other important threats, he said in a speech at CNB's annual workplan seminar held virtually this year.

Associate Professor Faishal, who is also Minister of State for National Development, noted that three in every five new drug abusers arrested last year were below 30.

"Results from public surveys show that the majority of youth are aware of the harms of drugs and support a tough stance against drugs," said Prof Faishal.

"However, there are indications that more youth are adopting more liberal views."

He pointed to a 2019 survey by the National Council Against Drug Abuse which showed that support for Singapore's zero-tolerance stance towards drugs was 79 per cent for those below 30 – compared with 84 per cent for those 31 and above.

The Internet and social media platforms render youth more exposed to liberal views and policies such as harm reduction strategies and decriminalisation of abuse, said Prof Faishal.

He added that pop culture has contributed to the normalisation "and even glamorisation" of drug abuse, which then perpetuates "misperceptions that drugs are not as harmful as they actually are".

He also said that countries are becoming more permissive of recreational cannabis use, with Canada and Uruguay having already legalised it. In the United States, some states have also done the same. In Thailand, cannabis has been legalised for what he described as "so-called medical use", with each household also permitted to cultivate up to six cannabis plants.

Prof Faishal said: "The harms of cannabis are clear. The adverse effects associated with long-term cannabis use, particularly increased risks of mental health disorders such as anxiety, depression and psychotic illness, are well known.

"On the other hand, there is no evidence at all that raw cannabis is effective in treating any medical condition."

Still, he said, there remains a "very strong" pro-cannabis lobby driven by commercial interests.

In the first half of last year, more than US$3.5 million (S$4.6 million) was spent lobbying the US federal government to remove cannabis from the list of controlled substances, with many cannabis companies providing the cash, said Prof Faishal.

He said it was "also worrying" that international organisations are supporting seemingly similar narratives, with the World Health Organisation's expert committee on drug dependence tabling recommendations last year to lower controls over cannabis-related substances. Abuse of NPS has been linked to adverse physical and psychological reactions, and even death, he added.

As part of CNB's focus on ensuring effective enforcement, the agency will be tapping technology and analytical tools.

Ground officers will use a portable mobile diary app to improve on-scene documentation of case and exhibit details, which relevant parties can access easily for follow-up actions. The app will also help officers conduct screening of individuals or vehicles of interest while on the move.

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Singapore's Drug Situation 2020

Our Drug-Free SG Vision could erode with more tolerant/liberal attitude towards drugs

CNB's Preventive Drug Education (PDE) Strategy

- Virtuous cycle of **Drug-Free SG Advocacy**
- A **resilient and collectivistic drug-free culture** organically driven within communities

#DidYouKnow

In 1994, MHA's Committee to Improve the Drug Situation in Singapore recommended that CNB lead the charge for Preventive Drug Education (PDE) and coordinate PDE programmes.

The PDE message would be spread as an 'immunisation plan' for the general public, especially the young, to raise their awareness of the harms and consequences of drug abuse.

In 1995, we had Singapore's very first Anti-Drug Abuse Campaign (ADAC). For the past 25 years, CNB has been organising ADAC, centering around 26 June every year, in conjunction with the UN-designated "International Day Against Drug Abuse and Illicit Trafficking"

Continuous Education – Differentiated Messaging

Targeted approach based on different cognitive complexities of target audience

Target Audience	Primary	Secondary	Post-Secondary
Approach	Educate and inoculate	Reason	Inculcate appreciation of Singapore's drug policy
Key message	"Drugs are harmful, say No to drugs"	"Drugs are harmful and addictive. Drug abuse has lifelong impact on your life and your family"	"Drug abuse will undermine our youth and society when it takes root"
PDE Programme	• Interactive Skit • Talk by CNB officer • Sharing session by ex-abuser • Drug Buster Academy mobile exhibition • Static exhibition • Anti-drug Ambassador Activity	• Interactive Skit • Talk by CNB officer • Sharing session by ex-abuser • Drug Buster Academy mobile exhibition • Static exhibition • Augmented Reality exhibition • After-School Engagement programme • Video competition • SANA Badge Scheme	• Interactive Skit • Talk by CNB officer • Sharing session by ex-abuser • Drug Buster Academy mobile exhibition • Static exhibition • Pre-overseas exchange programme briefing by CNB officer • Video competition • Anti-Drug Advocate Programme
Resources	• PDE videos • Illustrated book • Activity book • 'Little Red Dot' SPH school publication	• PDE videos • Comic book • 'IN' SPH school publication • 'Drugs & Their Effects' module on MOE SLS platform	• PDE videos • Anti-drug song & music video by youth • Campus publications • [Collaboration] short films, AR game app, card game, social media campaigns

Continuous Education – CNB x MOE Collaboration

School syllabi:

- Anti-substance abuse messages in Pri Health Education & Sec Science (Normal Tech) textbooks
- Anti-Drug Ambassador Activity Programme (Pri)
- Character & Citizenship Education lesson plans (Sec)

PDE resources:

- "Drugs & Their Effects" on MOE Student Learning Space
- Educators' Toolkit, Cannabis Booklet on Discipline Resource Portal
- Message card with bite-sized information for educators

Monthly **PDE e-newsletters** to Teacher Advocates

Continuous Education – CNB x MOE Collaboration

PDE publications available in school libraries & CNB website

- Illustrated book, Activity book (Pri)
- Comic book (Sec)
- SPH publications: Little Red Dot (Pri) and IN (Sec)

Anti-Drug Ribbon folding exercise in MOE schools

PDE Talks

- Beginning Teachers Orientation Platform
- Teaching Preparation Enhancement Programme

Learning Journeys to CNB Heritage Gallery

Meetings:

- Police-CNB-Schools-MSF (PCSM)
- 4-Agency (CNB-MOE-MSF-IHLs)

Continuous Education – Core PDE Programmes in Schools

Open for booking via www.eservices.cnb.gov.sg/pde/

Anti-Drug Ambassador Activity
(April – Sep 2021)

PDE Skits
(Live, Live Stream)

PDE Talks
(Live, Virtual)

After-School Engagement
(Live, Virtual)

Static Exhibition

Augmented Reality Markers
(online brochure, *DrugFreeSG* app)

Drug Buster Academy
(mobile exhibition)

Continuous Education – New Resources

Interactive Book for Pre-schoolers
Teaches kids how to maintain safety and refuse strangers' offers, like drugs

Board Game for Secondary School Students
Educates youths on the harms of drugs and how to be drug-free

NPS Booklet for Educators & Counsellors

Download now!
Available in App and Play stores

***Drug Buster Buddies* AR Game App for Primary School Students**
Offers an immersive experience for students to learn about the harms of drugs and how to make the right choice to stay healthy and drug-free

BRANDED CONTENT
This former drug abuser wants to keep your child away from a life-destroying addiction

Microsite for Public
Features interactive quiz, gamified content, PDE videos, Smart Parenting articles and drug statistics

Continuous Education – Co-creation with Youth

- **Focus on ground-up initiatives & co-creation through projects**
- **Inculcate appreciation of Singapore's drug policy**

ITEs

- Interactive PDE skits, talks and roadshows
- Structured programme for high-risk students
- Training of Student Guidance Officers by NAMS

Polys & Unis

- Project work and academic collaborations
- Interactive PDE skits, talks (incl. pre-exchange programme briefings) and exhibitions
- Collateral sponsorships for school events

Stakeholders

- Meetings with stakeholders from IHLs, MOE and MSF
- Meetings with Principals of ITE Colleges and Directors of College Services

Continuous Education – Co-creation with Youth

Notable collaboration

Ngee Ann Poly

#YouUseYouLose social media campaign

NTU

A House is not a Home short film

Hwa Chong International & Temasek Poly

Roadshows

Republic Poly

Resist card game

Nanyang Poly

Man in the Mirror VR mobile game app

Minister of State Muhammad Faishal Ibrahim (centre) standing in front of the art installation, Monomania, with (from left) Ms Lumna Chitrakar and Ms Crystel Chia Qi Hui, Singapore Polytechnic's (SP) School of Media, Arts and Design senior lecturer Christian James, and SP deputy principal (development) Georgina Phua. Both Ms Chitrakar and Ms Chia, who graduated from SP last year, had spent about seven months on the project. PHOTO: CENTRAL NARCOTICS BUREAU

Created by youth for youth: Art installation on dangers of drug abuse

Monomania Art Installation

Singapore Poly

Building Community-Driven Advocacy

A cornerstone in CNB's overall PDE Strategy

United Against Drugs Coalition (UADC), 2017

Rallies support from local organisations to raise awareness of drug abuse in our society through their outreach platforms.

Anti-drug Abuse Advocacy (A3) Network, 2016

Unites passionate individuals from different walks of life to educate and empower them to advocate for a drug-free Singapore.

***[Drugs Are Forbidden]* Dadah-Itu Haram (DIH) Campaign, 2017**

Cultivates ground-up ownership of culturally-nuanced anti-drug awareness efforts amongst Malay Muslim community.

[We Stand United Against Drugs]

"Bothaiporullai Ethirthu Nirpom" (BEN) Campaign, 2019

Builds upon the success of the DIH campaign and adopts similar strategy to reach out to the Indian community, encouraging and empowering them to pursue a drug-free lifestyle.

Building Advocacy – UADC & A3 Network

- Identifying active partners, individuals to work with us on a sustained basis, for e.g.:
  - Science Centre Singapore, BSH/Centre for Fathering
  - Featuring passionate ADAs in events/publications
- Exploring new ways to collaborate:
  - Inviting partners to be part of ADAC events
  - Supporting partners with workplace talks and learning journeys
- Organising Appreciation Sessions for Advocates and Partners (hosted by POH)

ITE student inspires peers with anti-drug cause

He was motivated by his relatives' plight and became a champion for a drug-free society

EELINA CALUBAYAN

Javier Ng was 10 when he witnessed the arrest of a relative because of drug abuse. Watching how the incident took a toll on her children inspired him to be a champion for the anti-drug cause.

The 17-year-old Institute of Technical Education (ITE) College Central student recently led a youth engagement project in Orchard Road to remind youngsters to stay away from drugs and to rally the public's support for a drug-free society.

Javier, who became a volunteer with the Central Narcotics Bureau (CNB) in July last year, has helped conceptualise and implement initiatives for drug prevention education.

His contributions include promoting the #DrugFreeSG handle on social media, and volunteering at CNB events such as the National Council Against Drug Abuse media launch and an anti-drug illustrated book launch last year.

Javier also represented Singapore at the annual United Nations Office on Drugs and Crime Youth Forum, which was held in Vienna, Austria from March 12 to 14.

On his advocacy, Javier said: "It is easier for young people to understand other young people. So if we want to prevent them from taking drugs, it is important for youth to speak up and take a stand on the anti-drug cause."

In addition to his efforts in the field of prevention of substance abuse and promotion of health, Javier wishes to help make Singapore a safer nation, and to encourage students to be more involved in sports.

Dr Ang Kiam Wee, Principal of ITE College Central told The New Paper: "We are very proud of Javier's strong passion and efforts in advocating the anti-drug cause in Singapore and on the global platform.

"As we move towards developing well-rounded students with the right values, we hope that Javier's efforts will inspire other young people to reach out and make a positive difference to the community."

Javier Ng represented Singapore at the annual UN Office on Drugs and Crime Youth Forum held in Vienna, Austria last month. PHOTO: COURTESY OF JAVIER NG

Featuring passionate advocates

Science Centre Singapore

Bapa Sepanjang Hayat

Outlander Passion Club SG

Building Advocacy: Ground-up PDE Initiatives

Storytelling

Distribution of exam welfare packs at NUS

Roadshow at SIM

Distribution of “Your Life Is In Your Hands” sanitizer

Building Advocacy: Engaging our Advocates

Advocacy under the 'New Normal'

- Virtual training programme
- Virtual engagement session (e.g. workout via Zoom)
- Monthly e-newsletter
- Encouraging volunteers to "go digital" for PDE initiatives

Social media campaign by youth advocates

Public Events

Anti-Drug Abuse Campaign: DrugFreeSG Light-Up, Virtual Concert

DrugFreeSG Light-Up 2021

- Showcase solidarity of partners through Light-up event
- Involve students to pledge their support for DFSG
- Bring anti-drug message to the community, to engage families through games and activities
- Promote anti-drug message through innovative means to attract youth, generate buzz and create conversation on drugs

Ambient Marketing Campaigns

Horrors of the Cannabeast

Media Campaigns

Keeping Anti-Drug Narrative Relevant

CNB's Social Media Strategy

- *Exploit human interest stories*
- *Socialise facts to engage the silent majority*
- *Exploit viral contents*

@CNB.DrugFreeSG since 2016

> 112K Followers

> 8.9K Followers

> 2.6K Subscribers

Figures as of Aug 2021

Media Campaigns

Highlights

cna LIFESTYLE

Singapore's first interactive film is a horror story about drug use

BY GENEVIEVE SARAH LOH | 23 MAR 2020 |

Filmmaker Royston Tan hopes High – which is similar to Netflix's groundbreaking Black Mirror: Bandersnatch show – will spark conversations among youth.

NCADA media campaign: "HIGH" interactive film

Reach: > 5K IHL youth

Microsite: > 150K unique views

THE STRAITS TIMES

How to enjoy up to 80 per cent off your next luxury staycation Find out more →

CNB's short film warns against going down the rabbit hole of drugs

Down The Rabbit Hole video

Reach: > 165K views (FB)

Evidence-based PDE Approaches [*New*]

Strengthening programme evaluation

- ✓ ***[Current]*** Some PDE programmes have incorporated pre/post surveys to evaluate effectiveness in terms of awareness of anti-drug message.

- ✓ ***[Planned]*** To design surveys to evaluate PDE programmes, with the following objectives:
  - To build better evidence to support effectiveness of PDE programmes;
  - To be in a better position to present PDE efforts & results; and
  - To divert limited resources to effective programmes.

Future Focus

Towards a Virtuous Cycle of a Drug-Free SG Advocacy

- ✓ **Exploring collaborative efforts with youth and selective third-party** to generate more appealing and relevant social media contents for youth;
- ✓ ***Exploring collaborative efforts with educational institutions, educators & counsellors*** to enhance youth's perceptiveness on drug abuse and strengthen their resilience against drug abuse;
- ✓ ***Building strategic partnership with like-minded individuals and organisations*** to enhance advocacy efforts and build a community network in support of a drug-free SG; and
- ✓ ***Adopting evidence-based approaches in our PDE efforts*** to channel resources to effective programmes that are supported by robust evaluation.

CNB
For a Drug-Free Singapore

We need your support!

- ✓ Support/collaborate on PDE programmes and activities
- ✓ Share our videos and publicise our content
- ✓ Conduct ground-up anti-drug initiatives

CNB #DRUGFREESG

@CNB.DrugFreeSG

Thank you!

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Additional Slides

Home Team Public Perception Survey

- Conducted by MHA every year
- Feb – Apr 2021
- Respondents aged 15 and above
- ~20% were below 30 years old
- Sample size: 3,000 Singapore Citizens & Permanent Residents

Reasons for rating "Not Interested at all" and "Not Interested"	
No time/ Busy	34.6%
Too Old	19.6%
Other Commitments (Family / Work / School / Volunteer)	15.0%

What works for us: To raise Awareness

- Targeted at all school levels
- Aims to educate students on the harms of drug abuse through humour, relatable themes, engaging storylines
- Includes Q&A, facilitated intervention scenes
- Primary school version features Captain Drug Buster and Dr. Wacko (characters in CNB's publications)
- Available in pre-recorded, live-stream formats

Interactive Skits

Year	Reach		
	Primary	Secondary	IHLs
2018	64	54	9
2019	48	37	8
2020*	34	37	4

**Reach was affected due to COVID-19*

Feedback (2020) (Pri + Sec)

Students	Teachers
I've understood the anti-drug messages highlighted in the skit -> **92%**	The skit was a good way to convey the anti-drug messages to students -> **97%**
After watching the skit, I know what to do if someone tries to offer me drugs -> **94%**	
After watching the skit, I have a better understanding of the serious consequences and penalties of drug abuse -> **93%**	

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What works for us: To encourage Adoption & Advocacy

Anti-drug Ambassador Activity (AAA)

- Targeted at 10 – 11 years old children
- Distributed yearly to all primary schools and community organisations
- Includes anagrams, word search, MOE's key values (*Be Brave, Be Firm, Be Positive*)
- Fringe activity: Montage competition for students to show support for a drug-free Singapore
- PDF formats available on CNB website for teachers to upload on MOE SLS

Year	Participation		
	Schools	Organisations	Students
2018	111 (59.4%)	2 (2.53%)	44,471
2019	117 (63.6%)	5 (6.25%)	48,269
2020*	71 (38.8%)	0 (0%)	28,321

**Participation was affected due to COVID-19*

Feedback (2020)

Students	Teachers
I've learnt and understood the harmful effects of drug abuse -> **96%**	Activities are meaningful and facilitate active learning among students -> **97%**
I will say 'No' if my friends were to offer me drugs -> **98%**	Activities are effective in conveying the anti-drug message to students -> **96%**

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What works for us: To raise Awareness, encourage Adoption & Advocacy

- Targeted at youths and young adults
- Interest-based initiative for youths to creatively express their anti-drug story through short videos
- Includes a pre-competition videography workshop and post-competition social media contest
- Provides opportunity for CNB to collaborate with winners to curate PDE videos

Video Competition

Participants:
2020*: 116
2019: 194
2018: 247

**Reach was affected due to COVID-19*

Feedback (2020)
The competition is a good way for me to learn and understand the harmful effects and consequences of drug and inhalant abuse -> **99%**
After participating in the competition, I have a better understanding of the serious consequences and penalties of drug and inhalant abuse -> **99%**
I know drugs and inhalants are harmful and will not want to try them -> **99%**

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