

# PREVENTIVE DRUG EDUCATION (PDE) AND ADVOCACY HIGHLIGHTS OF 2021

PDE is the first line of defence in Singapore’s overall drug control approach, and CNB continuously seeks out new ways to educate and engage the community on the harms of drugs and strengthen the resilience of Singaporeans, especially the young, to stay drug-free.

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# PREVENTIVE DRUG EDUCATION PROGRAMMES AND INITIATIVES FOR STUDENTS AND YOUTHS

## Anti-Drug Competitions

### DrugFreeSG Video Competition 2021

The DrugFreeSG Video Competition is for youths interested in video production and looking for an avenue to creatively express their understanding of the harms of drugs through short videos.

A virtual videography workshop was held in April to teach participants filmmaking techniques, as well as impart anti-drug related information to them. The event attracted a total of 75 participants.

The competition, which closed in September 2021, attracted 64 entries (57 in the Youth category and 7 in the Young Adults category), from a total of 215 participants. CNB also invited netizens to vote for their favourite videos.

The winning entries can be accessed from [CNB's YouTube channel](#).



*Stills from Year 2021 winning entries*

## Preventive Drug Education in Schools

### **After-School Engagement (ASE) Programme**

CNB, in collaboration with the Ministry of Education, offers a customised after-school engagement programme for secondary school students, to inculcate the importance of adopting a drug-free lifestyle.

Students learn about the harms and consequences of drug abuse through various activities, including a sharing session by an ex-drug abuser, an augmented reality experience, a CNB heritage gallery tour and an anti-drug talk by a CNB officer.

The ASE programme is also offered via virtual conferencing platforms.



### **Interactive PDE Skits**

Schools are invited to engage CNB to stage interactive skits to educate and engage their students on the dangers of drug abuse through humour and themes relatable to youths today. Through storytelling, the skits reiterate the harms of drug abuse, and urge students to lead a drug-free lifestyle. Both physical and live-stream skit performances are available.

CNB, in collaboration with the National Library Board, have also staged these skits at public libraries on weekends and during the school holidays.



## **Anti-drug Ambassador Activity and Anti-Drug Montage Competition 2021**

The Anti-drug Ambassador Activity (AAA) and Anti-Drug Montage Competition is an annual event targeted at upper primary students. The booklet, filled with interactive and engaging activities, is distributed to primary schools who are then invited to take part in the activities and enter the competition to show support for the drug-free cause.

In 2021, approximately 38,500 students from 104 schools took part in the AAA. Winning entries of the Anti-Drug Montage Competition showcasing the students' art and craft work can be accessed from the [CNB website](#).



*Entries submitted for the Anti-Drug Montage Competition*

## Preventive Drug Education Resources for Persons-of-Influence

### Microsite: *Make The Right Choice*

CNB collaborated with Singapore Press Holdings (SPH) to develop a [microsite](#) “*Make The Right Choice*” to serve as a multi-faceted resource repository of digital content, including educational games, interactive quizzes, parenting articles and videos to educate the public on the negative consequences that drugs may bring about.

The gamified content takes users down the rabbit hole of drug abuse and addiction, and the interactive quiz helps users find out their stress coping styles.

As part of the collaboration with SPH, The Straits Times featured an ex-drug abuser, social worker aide and a CNB officer in a series of ‘Smart Parenting’ editorials, published on Fathers’ Day and Children’s Day in 2021, to highlight the importance of active parenting in drug prevention among children and youths.



*Gamified content and interactive quiz on Make The Right Choice*

### THE STRAITS TIMES

#### BRANDED CONTENT

How to talk to your child about the harms of drugs and spot the signs of drug abuse

It's never too early to start a conversation about the harms of drugs



CNB enforcement officer Sulhazri Akmal Sulaiman and social worker aide Raymond Lee share their tips on how to begin a conversation about the harms of drugs with your child. PHOTO: IREXIA

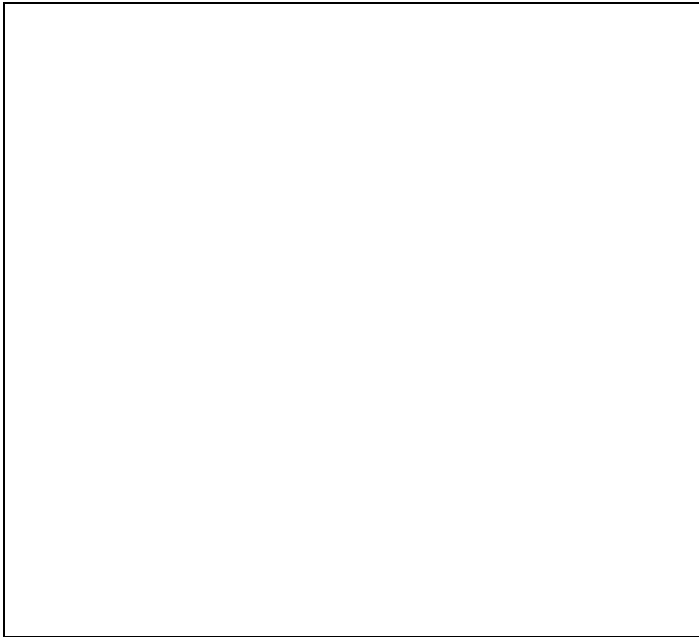
*Article in The Straits Times’ Smart Parenting column*

### SPH School Publications: Little Red Dot and IN Magazine

To complement existing preventive drug education (PDE) offerings in schools, CNB runs regular PDE advertorials and comic strips in the Little Red Dot and IN Magazine, which are SPH school publications distributed to primary and secondary school student subscribers. Teachers may use the content as teaching materials to engage students in conversations on the harms of drug abuse, and to emphasise the importance of a drug-free lifestyle.



*Anti-drug comic strips in Little Red Dot publication distributed to primary school students*



Sharing from an ex-drug abuser in IN Magazine distributed to secondary school students

**Information Booklet for Persons of Influence: Staying Free from New Psychoactive Substances**

Staying Free from New Psychoactive Substances (NPS) contains facts and resources on NPS that educators, parents, and counsellors can share with their students, children, and charges. The booklet includes age-based lesson plans, accompanied by infographics and videos.

More than 440 schools as well as family- and youth- oriented community organisations have received copies of the booklet. The soft copy is available for download from the [CNB website](#).



**Augmented Reality Mobile Game App: Drug Buster Buddies**

CNB developed an Augmented Reality (AR) mobile game application, Drug Buster Buddies, targeted at primary school students, that allows players to learn more about the harmful effects of drugs through fun and engaging gameplay.



## Virtual Heritage Gallery Tour

The Heritage Gallery tour is a key component in CNB's Learning Journey programme. Visitors learn about CNB's history through various exhibits and artefacts gathered from interesting cases and our PDE efforts over the years.

Physical tours to the Gallery remain suspended due to the COVID-19 situation. The virtual Heritage Gallery was thus created as a digital alternative for CNB to sustain engagements with our target audiences.

The virtual Heritage Gallery is available for public access on our [CNB website](#) in two modes - (i) a 360° camera virtual tour (with touch points) to provide audience with a more immersive experience, and (ii) a short video guided tour that provides viewers with a quick rundown of CNB's history.



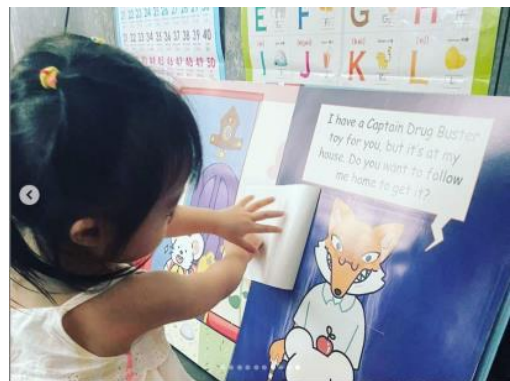


## Collaborations With Youths

### **Interactive Book: *Be Careful, Max!***

CNB collaborated with three Nanyang Polytechnic graduates to develop *Be Careful, Max!*, an interactive book targeted at pre-schoolers as part of ongoing efforts to move preventive drug education efforts upstream. The book features animal characters and interactive flaps, and seeks to teach children the importance of refusing offers from strangers while weaving in the anti-drug ribbon and CNB's original character Captain Drug Buster in the artwork.

More than 330 books have been distributed to MOE Kindergartens and selected preschool operators. The book is also available on the CNB website as an [e-book](#).



### **Board Game: *Conquer***

*Conquer* is a board game co-conceptualised by CNB and a Nanyang Polytechnic graduate. Set in a fictional school, players are divided into Heroes whose mission is to keep students drug-free, and Villains who are out to get others addicted to drugs. Instead of a one-way anti-drug messaging, the interactive nature of the gameplay allows for a more organic experience for students to learn about the importance of a drug-free lifestyle.

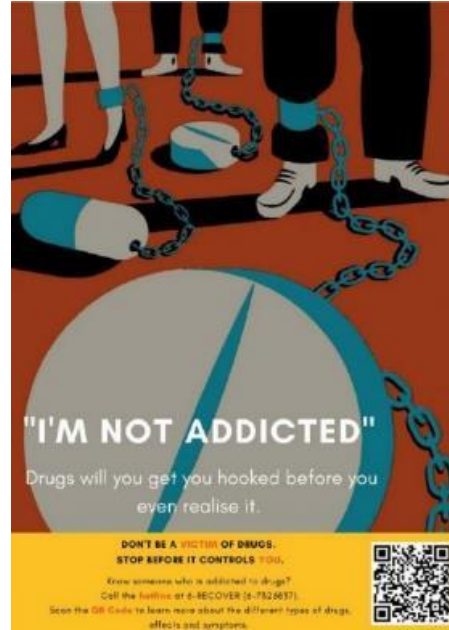
Game sets have been distributed to all secondary schools and selected community organisations. Educators are encouraged to incorporate the game into anti-drug lesson plans.



## **Collaboration with Republic Polytechnic**

CNB collaborated with Republic Polytechnic to design a lesson on drug prevention as part of the Youth Health Module for Year 2 students pursuing the Diploma in Health Management & Promotion. The lesson sought to equip students with the necessary knowledge to analyse social factors that influence youth health behaviour, and develop health promotion strategies to tackle substance abuse amongst their peers.

CNB officers were invited to share on global and local drug trends and challenges, and Singapore's zero-tolerance approach towards illicit drugs. Students were graded on class-based discussion and assignments which included designing anti-drug campaign proposals and posters.



## **Virtual Reality Mobile Game App: *Man in the Mirror***

CNB collaborated with Singapore Polytechnic's School of Design and Media to develop a Virtual Reality (VR) mobile game application "*Man in the Mirror*". It is an immersive role-playing game that aims to educate players, particularly youths, on the perils of drug abuse and the importance of making the right choices. *Man in the Mirror* was launched in May and June 2021 on Google Play and Apple App Store respectively. Customised VR cardboard headsets designed by the students were also produced and distributed via online giveaways to generate interest amongst youths to learn about the dangers of drugs and drug abuse. The headsets were also handed out during a special screening of the trailer held at the Omni Theatre from 21 to 27 June 2021.

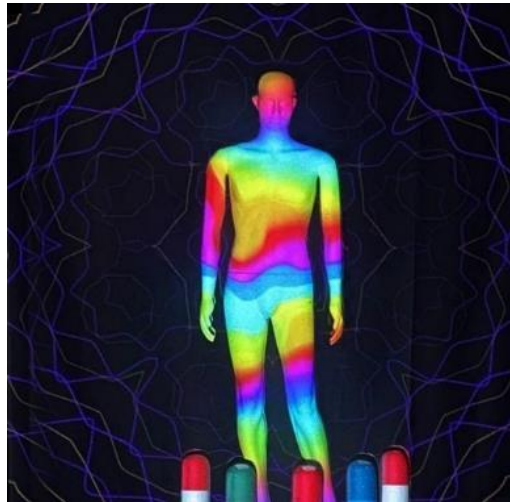


*Nanyang Polytechnic students at work*

### **Art Installation: Monomania**

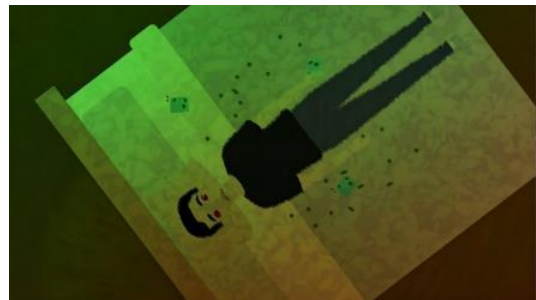
*Monomania* is a PDE installation conceptualised and developed by students from Singapore Polytechnic's Media, Arts and Design School. The art installation is based on a fictional storyline of a promising young athlete who fell prey to drugs and seeks to convey the consequence of drug abuse to youths through peer advocacy. *Monomania* simulates a spatial augmented reality for viewers by projecting virtual images onto real objects through the use of projection mapping technology and audio-visual effects.

The PDE art installation was co-launched by Minister of State for the Ministry of Home Affairs and the Ministry of National Development, Associate Professor Muhammad Faishal Ibrahim, and Singapore Polytechnic's Deputy Principal (Development), Ms Georgina Phua, at the Singapore Polytechnic Library on 16 July 2021 where it was showcased alongside other CNB-Singapore Polytechnic anti-drug projects for two months.



### **Anti-Drug Animated Videos**

CNB worked with a group of Singapore Polytechnic students pursuing a Diploma in Visual Effects and Motion Graphics to produce a series of animated videos to debunk common misconceptions about drugs and drug abuse, based on the students' storylines and art direction. One of the videos was also showcased at the Monomania launch event at the Singapore Polytechnic library in July 2021.



**Collaborations with Winners of DrugFreeSG Video Competition 2020**

CNB worked with the winning teams of the DrugFreeSG Video Competition 2020 to produce two PDE videos: [\*Captain Drug Buster vs Dr Wacko - The First Encounter\*](#), an animated adaption of our [comic book](#), as well as [\*NPS & Drug Abuse: A conversation between an ex-drug offender and a student\*](#), a candid dialogue between an ex-abuser and youth. These co-creation efforts seek to provide a platform for youths to creatively express their anti-drug advocacy organically from their perspective, so that the younger audience can relate better to the messages.



# PREVENTIVE DRUG EDUCATION PROGRAMMES AND INITIATIVES FOR THE GENERAL PUBLIC

## BUILDING ADVOCACY

### Youth Anti-Drug Advocate Programme

The Anti-Drug Advocate programme is a youth-focused sub-scheme of the A3 (Anti-Drug Abuse Advocacy) Network that seeks to nurture young people aged **17 to 25 years old** to be resilient and speak up for the drug-free cause through peer advocacy.

It aims to create a platform for the youth voice to be heard by bringing together youth advocates and equipping them with the knowledge and skills to steer other youths away from drugs. As of November 2021, over 200 youths have participated in the programme, and over 20 ADAs have moved on to become A3 Adult Advocates.

### Drug Prevention Awareness Campaign by ITE College Centre

A group of ADAs and student leaders from ITE College Central Student Council organised a Drug Prevention Awareness Campaign from July to August 2021 to spread awareness on the harmful effects of drug abuse to their peers. Reaching over 500 students, the campaign featured an interview with an ex-abuser who shared the importance of making the right choice through his story. The student leaders also conducted in-class sharing sessions to raise peer awareness on the dangers of drug abuse and shared tips to their peers on staying drug-free.



### Anti-Drug Campaign by Hwa Chong International School

A group of students from Hwa Chong International School initiated an anti-drug advocacy project to raise awareness of the harms of drugs and rally their peers and schoolmates to lead a drug-free lifestyle. The campaign, which was fully conceptualised by the students, kicked off in July 2021 with a screening of a video to their schoolmates advocating against drug abuse. As part of the campaign, the students conducted an online quiz to engage their peers on the importance of drug prevention. An anti-drug video and poster design competition was also organised to get more youths involved in creating content to advocate for drug abuse prevention.

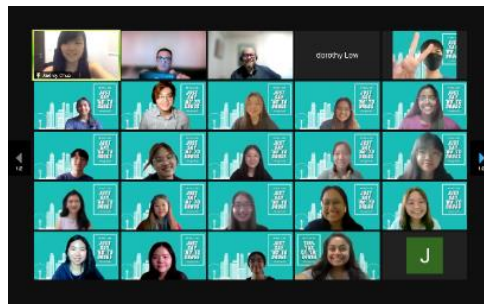
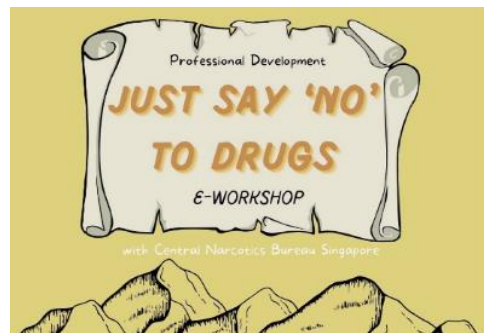




**Just Say “NO” to Drugs E-Workshop by Ngee Ann Polytechnic Rotaract Club**

On 16 October 2021, over 40 youths attended the *Just Say “NO” to Drugs E-Workshop* – an advocacy event led by our ADAs and students from Ngee Ann Polytechnic’s Rotaract Club, and supported by CNB.

The aim of the event was to generate greater awareness of the drug-free cause and the harms of drug abuse amongst youths. Key activities included an anti-drug talk, a sharing session by a former drug abuser, a *Kahoot!* quiz and a short reflection segment. At the end of the session, participants submitted e-message cards to show their support for a drug-free Singapore.



### **Collaboration with Community Libraries**

Community libraries, which are usually found at lift landings or void decks of HDB estates, are actively maintained by residents through their exchanges and contributions of pre-loved books. As part of CNB's efforts to inspire anti-drug advocacy within the communities, we have initiated collaborations with four community libraries – The Caterpillar Library at Taman Jurong Community Club, Little Library at Clementi Ridges, Library @ TAVA by Talent Beacon and Library @ 316 Jurong East St 32. Our PDE publications were displayed at these libraries throughout October and December 2021, for young children and residents to read.

CNB also collaborated with an A3 Advocate who hosts the Little Library at Clementi Ridges to put up a drug-free themed display with posters, collaterals, and a message board for Clementi Ridges residents to pledge their support for the drug-free cause.



*Display at The Caterpillar Library*



*Themed display at Little Library at Clementi Ridges*

### **A3 Adult Advocates Engagement**

The A3 Adult Advocates Scheme is one of five sub-schemes under the A3 Network. In November 2021, the National Council Against Drug Abuse (NCADA) hosted an engagement session for Advocates as a refresher to existing advocates, as well as to onboard new advocates. The session was opened by NCADA Chairman, Hawazi Daipi, and featured a group sharing session on how to approach different audiences in talking about drug issues.

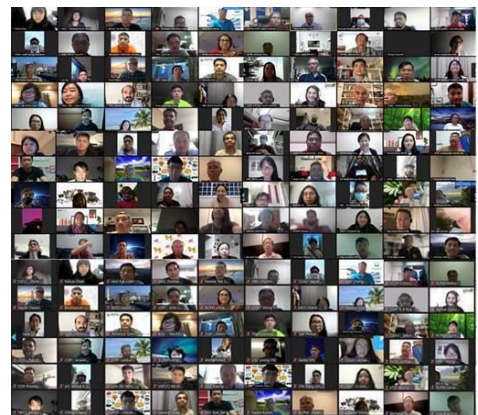


## Let's Talk Dope Webinar

CNB organised a webinar titled *Let's Talk Dope* on Zoom for more than 170 participants from the Home Team Volunteer Network (HTVN) on 21 May 2021 under the HTVN Webinar Series *Connecting YOU with the Home Team* hosted by HTVN's Chairpersons, Minister of State for the Ministry of Home Affairs and the Ministry of Sustainability and the Environment, Desmond Tan, and Associate Professor Ho Peng Kee.

During the webinar, CNB shared with participants the harms of drug abuse and Singapore's drug control strategies. CNB also took the opportunity to address common misconceptions about drug abuse, the drug rehabilitation process, and volunteering opportunities in CNB.

Participants were also given a virtual tour of the CNB Heritage Gallery to learn about Singapore's history with drug abuse, view exhibits and drug artefacts, and learn about CNB's history since it was incepted in 1971.





## PUBLIC EVENTS

### #ILiveFor DrugFreeSG Virtual Concert

CNB held its first DrugFreeSG Virtual Concert on 22 February 2021.

The theme of the Concert ‘#ILiveFor’ was to convey the message that when one has something to live for, one is less likely to throw one’s life away to drugs.

Graced by the Guest-of-Honour, Minister of State for the Ministry of Home Affairs and the Ministry of National Development, Associate Professor Muhammad Faishal Ibrahim, the Concert sought to raise awareness on the anti-drug cause and garner support for the drug-free Singapore movement.

The Virtual Concert was hosted by social media personality Annette Lee and featured local celebrity artistes Benjamin Kheng, Tabitha Nauser and Yung Raja. The line-up also included performances from CNB’s community partners and educational institutions, and CNB’s youth volunteers.

CNB’s Special Task Force made an appearance at the Concert to demonstrate how they take down armed drug offenders, and share about the training officers undergo as well as the risks they have had to take as part of CNB’s elite strike force.

Social media personalities Ng Ming Wei and Xenia Tan also rallied youths to pledge for the anti-drug cause online as part of pre-concert publicity.



## Anti-Drug Abuse Campaign

2021 marked the 26<sup>th</sup> year of the Anti-Drug Abuse Campaign (ADAC), organised by CNB and NCADA to commemorate the International Day Against Drug Abuse and Illicit Trafficking on 26 June annually. ADAC 2021 was organised in three phases – (1) the DrugFreeSG Light-Up event, (2) the anti-drug ribbon-folding exercise in MOE schools, and (3) the #ILiveFor social media campaign.

### DrugFreeSG Light-Up

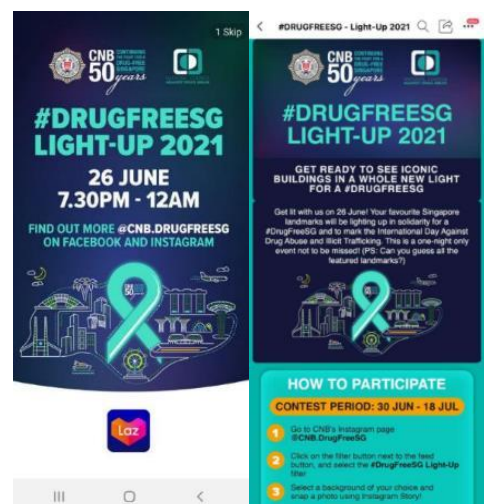
An anchor event of ADAC, the DrugFreeSG Light-Up 2021 took place on 26 June where numerous iconic buildings and landmarks in Singapore lit up in green or white, the colours of the anti-drug ribbon. 28 community partners, including seven community partners who had participated for the first time, showed their support for the anti-drug cause in solidarity.

CNB's partners in the United Against Drugs Coalition (UADC) also showed their support and joined in the celebrations. For the third consecutive year, Science Centre Singapore illuminated its building in green for the Light-Up, and assisted in distributing PDE publications and collaterals to visitors in June. Science Centre Singapore also screened two PDE videos – 'Down the Rabbit Hole' and the trailer of 'Man in the Mirror' along with their regular programmes.

In a first for ADAC, Lazada Group participated virtually by 'lighting up' its e-commerce platform in green. CNB's campaign banner, along with a splash screen with details about the Light-Up event, were also featured. Other building partners, including Fullerton Hotel Singapore, Singapore Flyer and Jewel Changi Airport, raised awareness about the International Day Against Drug Abuse and Illicit Trafficking by publicising the Light-Up event on their respective social media platforms.



*Buildings and structures lit up in green for the DrugFreeSG Light-Up 2021*

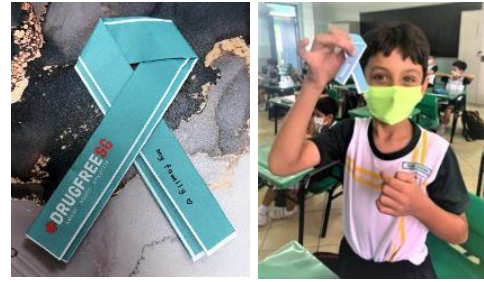


*A splash screen shown to users when the Lazada app was launched on their devices on 26 June 2021*

### Anti-Drug Ribbon-Folding Exercise

In conjunction with ADAC, CNB conducted the anti-drug ribbon-folding exercise at MOE schools to encourage students to pledge their support for a drug-free Singapore.

CNB provided a short video to explain the significance of the activity and instructions on how to fold the anti-drug ribbon. 230,000 paper ribbons were distributed in 2021, and some schools had supported the initiative by piecing the ribbons together into an anti-drug montage.



*Anti-drug ribbon-folding activity in schools*

### #ILiveFor Social Media Campaigns

#ILiveFor was the theme of CNB's 2020 social media campaign. CNB decided to continue the theme in 2021 as it remained popular as a call to action to encourage people to think about the positive things that they live for and to choose a drug-free lifestyle over drug abuse.

A series of social media activities were held from June to September 2021 to garner the public's interest and raise awareness about the drug-free cause.

For example, the public was invited to relive the Light-Up event and pledge their support through an Instagram Filter contest. CNB also launched a sticker contest where participants could design an Instagram Story using the #DrugFreeSG sticker pack (also available on Whatsapp, Telegram and TikTok) with witty and relatable puns to describe something they live for and to stay drug-free for. Surprise pop quizzes on drug-related information and a 'Guess the Emoji' contest featuring healthy drug-free hobbies were also held to further engage the public.

In addition, CNB collaborated with UADC partner, Outlander Passion Club, for a car aerial



*#DrugFreeSG Light-Up Instagram Filter Contest and Sticker Contest*



*Surprise pop quizzes and 'Guess The Emoji' Contest*

formation video where 10 cars were decorated with customised stickers and arranged in the shape of the anti-drug ribbon. The video was uploaded online to garner the public's support to stand united against drugs.

CNB also worked with students from Singapore Polytechnic to produce digital content, such as infographics and videos, to educate and engage youths on the harmful effects of drugs and how to help others turn away from drug abuse. To sustain engagement and increase outreach, a compilation video featuring shout-outs from students from various Institutes of Higher Learning and what they lived for was produced and shared on social media.



*Car aerial formation video in collaboration with Outlander Passion Club*



*Shout-out video from IHL students*

### **Dadah Itu Haram Campaign**

Launched in April 2017, the Dadah Itu Haram (DIH) campaign is a ground-up, community-nuanced initiative which supports the anti-drug efforts within the Malay-Muslim (MM) community.

### **Volunteer Engagement Sessions**

CNB holds Volunteer Engagement Sessions with our DIH volunteers and partner special interest groups, mosques and stakeholders like the Employment and Employability Institute to update them on upcoming campaign activities and seek new collaboration opportunities to amplify the anti-drug message.

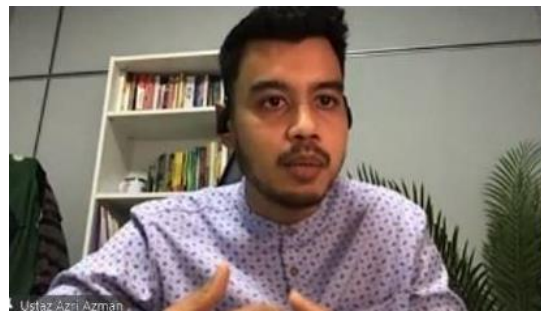
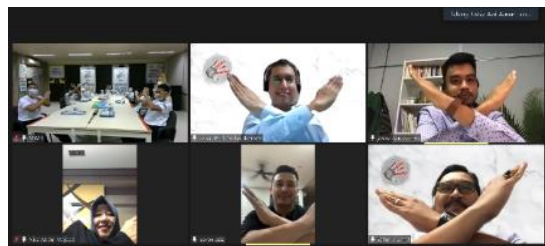


### **Annual Engagement and Break Fast Session with Muhammadiyah Welfare Home Residents**

CNB's collaboration with Muhammadiyah Welfare Home residents started in 2017 with a pre-dawn meal session conducted at its premises. The intent of the session is not only to observe the Ramadan tradition of breaking fast together, but also to provide motivational support to the youth residents and highlight the importance of abstaining from intoxicants and drugs.

The break fast session was held online in 2021, with Minister of State for the Ministry of Home Affairs and the Ministry of National Development, Associate Professor Muhammad Faishal Ibrahim gracing the event to interact and deliver messages of support to the residents. DIH influencer Aaron Aziz was also present to lend his support.

Leading up to the event, the residents wrote messages on Hari Raya cards addressed to their loved ones. These activities aimed to encourage the residents to reflect on the significance of being around their loved ones during the Hari Raya holidays, and to find meaning in their lives to stay drug-free.



### **Rallying Community Support for the Anti-Drug Cause**

In conjunction with the International Day Against Drug Abuse and Illicit Trafficking that takes place yearly on 26 June, and to show their support for the DIH campaign and the anti-drug cause, 71 mosques across Singapore displayed DIH banners and standees in June 2021. To reinforce the anti-drug message, the Islamic Religious Council of Singapore (MUIS) prepared the Friday sermon on 25 June 2021, which emphasised the importance of leading a healthy lifestyle, away from drugs. This collaboration strengthened CNB's engagement with the Malay-Muslim organisations and community to shore up the community's united stand against drug abuse.



*Minister for Home Affairs, K Shanmugam and Minister of State for the Ministry of Home Affairs and the Ministry of National Development, Associate Professor Muhammad Faishal Ibrahim signing on the DIH standee to launch the display of DIH banners and standees across all mosques in Singapore.*

### **Outreach Programme with Jamiyah and Pertapis Halfway Houses Residents**

The *Inspirasi* (Inspiration) Series Outreach was initiated in July 2019 with the aim of directly engaging and inspiring vulnerable members of the Malay-Muslim community, while spreading anti-drug messages. The programme focuses on supporting ex-offenders in their recovery and journey to a better life through the sharing of advice and tips on how to live responsibly.

In 2021, the event showcased pre-recorded musical performances and Hari Raya greetings by residents. Ex-residents were also invited to share their stories of recovery and resilience. Minister of State for the Ministry of Home Affairs and the Ministry of National Development, Associate Professor Muhammad Faishal Ibrahim, together with DIH influencer Aaron Aziz, graced the event to interact with the residents and deliver messages of encouragement and advice as well.



### **Bothaiporulai Ethirthu Nirpom (BEN) Campaign**

In 2019, adopting the same approach used for the DIH campaign, CNB also extended and expanded our outreach to the Indian community under the 'Bothaiporulai Ethirthu Nirpom' (BEN) campaign, which translates to 'We Stand United Against Drugs'.

### **Rallying the Community Over the Airwaves**

Mediacorp Radio's Oli 96.8FM listeners were treated to a "live" interview with CNB officers over the airwaves on 23 June 2021. During the interview, CNB officers engaged listeners on topics such as the local drug situation, harmful effects of drugs, and CNB's preventive drug education efforts.



## **Distribution of Deepavali Festive Snacks**

CNB collaborated with the Singapore Indian Development Association and other community partners to provide 2,000 containers of murukku as part of the Deepavali Care Packs distribution to needy beneficiaries. The event aimed to promote the importance of family bonds and build the community's resilience during this period of uncertainty. Messages of encouragement were also included with the festive snacks.



## CNB50 CELEBRATIONS

### #CNB50 Celebrations

In commemoration of CNB's 50<sup>th</sup> anniversary, CNB published a series of #CNB50 social media posts from August 2021, with bite-sized fun facts about CNB's history and heritage. To increase public engagement, a three-part CNB50 contest was also rolled out and was well-received by netizens.

To mark this historical milestone, the CNB Headquarters at the Police Cantonment Complex was illuminated for the first time with a celebratory banner on the façade of the building during the DrugFreeSG Light-Up on 26 June 2021.

On 7 December 2021, the CNB50 Anniversary Event was held, with Prime Minister Lee Hsien Loong as the Guest-of-Honour. A commemorative CNB50 coffee-table book, [The Bureau's Fight for a #DrugFreeSG](#) and CNB50 stamp set, *CNB50: Continuing the Fight for a Drug-Free Singapore*, were also launched at the event.



### The Takedown

To celebrate CNB50, CNB worked with Mediacorp to produce a television drama series, [The Takedown \(肃战肃绝\)](#), which debuted in November 2021. Starring Desmond Tan, Jesseca Liu and Hong Ling as CNB officers, the series included subplots based on real-life cases to highlight the harms of drug abuse to our society, especially to families and children. The series also sought to raise public awareness about CNB's work in anti-drug enforcement, preventive education, and community engagement. Minister of State for the Ministry of Home Affairs and the Ministry of Sustainability and the Environment, Desmond Tan, CNB officers, anti-drug advocates and partners appeared in the end-credits of each episode to share various anti-drug messages.

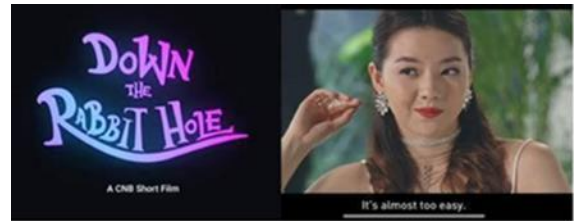




## MEDIA CAMPAIGNS

### PDE Short Film: *Down The Rabbit Hole*

On 14 May 2021, CNB launched the PDE short film *Down the Rabbit Hole* on CNB's social media platforms (Facebook, Instagram and [YouTube](#)). The film narrated from the point of view of a drug trafficker who peddles drugs to young, impressionable youths and gets them hooked on drugs so she can profit from them. The film aims to impress upon viewers the mercenary mentalities of drug traffickers, whose primary motivation is profit-making at the expense of the young and curious, and often vulnerable, targets who are lured 'down the rabbit hole' of drug addiction.



*Media coverage on Straits Times on the PDE short film, Down The Rabbit Hole*

### Crimewatch

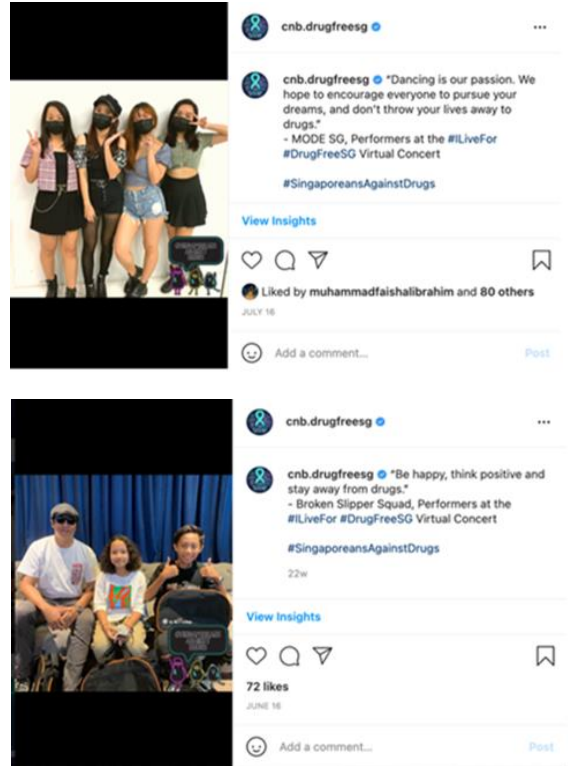
A February 2018 CNB anti-drug trafficking operation was featured on Crimewatch in June and July 2021. The re-enactment showed CNB officers rescuing a one-year-old boy from suspected drug traffickers. The case highlighted the harms that drugs and drug trafficking can cause to innocent victims like children. CNB's DIH influencer Aaron Aziz appeared at the end-credits of the episode to reiterate the anti-drug message.



## **#SingaporeansAgainstDrugs**

#SingaporeansAgainstDrugs is an ongoing social media campaign which features ordinary Singaporeans and their support for a drug-free Singapore. The campaign aims to encourage youths and members of the public to lead healthy and drug-free lifestyles.

Previous posts featured anti-drug advocates such as youth dance group MODE SG and family band Broken Slipper Squad, both of whom had collaborated with CNB for the #DrugFreeSG Virtual Concert in February 2021.



## **Project i - My Experience With Drugs**

*Project i* is a social media campaign featuring the life stories of former drug abusers. The ex-abusers share their journeys from their addiction to their moment of epiphany and decision to change for the better. Their candid and heartfelt thoughts and reflections on their battle with drug abuse are captured in the illustration series which can be found on [NCADA's Facebook page](#).

