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Beyond the Label Collective Rallies Workplaces to Break Stigma and Champion Mental Health

SINGAPORE, 13 SEPTEMBER 2025 – The Beyond the Label (BTL) Collective, co-led by the National Council of Social Service (NCSS) and TOUCH Community Services (TOUCH), continues to drive efforts towards a more inclusive and mentally resilient Singapore. Over the past year, its programmes have reached more than 52,600 individuals across schools, families, and workplaces.

Recognising the workplace as a key avenue for change, the BTL Collective's focus this year would be to equip organisations and communities with tools to promote mental well-being.

Importance of Workplace Support

2 The NCSS's 2025 Quality of Life study¹, which for the first time, examined mental health of Singaporeans as a continuum, found that 26% of adults experience mild depressive or anxiety symptoms, 19% moderate and 7% severe. Six in ten of these respondents were in full-time, permanent employment, and those in full time employment reported a higher quality of life than their unemployed peers, highlighting the importance of creating supportive workplace environments so that individuals remain in the workforce.

3 Ms Tan Li San, Chief Executive Officer of NCSS, said, "Mental health is a shared responsibility requiring collective action. Inclusive workplaces with strong support systems empower individuals with mental health challenges to thrive professionally and personally. We remain committed to working with the community and businesses to build environments where everyone feels valued and supported."

¹ The Quality of Life study was administered to 6,700 Singapore residents aged 18 and above from April to May 2025 via an online survey. It assessed mental health symptoms using the PHQ-9 and GAD-7 screeners, and measured quality of life using the WHOQOL-BREF. The survey captures the distribution of mental health needs across a spectrum (mild, moderate, severe), and examines their relationship with employment status, formal diagnosis, and quality of life indicators.

4 Mr James Tan, Chief Executive Officer of TOUCH Community Services, added, “The workplace plays a vital role in advancing mental health support. Studies have shown that many individuals with mental health challenges thrive when workplaces foster empathy and inclusion. By prioritising mental wellness, companies not only build stronger organisations, but also create healthier, more resilient employees.”

“Return to Work” Workshops Equip Employers with Practical Skills to Support Employees with Mental Health Conditions

5 As part of its inclusive workplace efforts, the BTL Collective, in collaboration with the National University of Singapore, launched two runs of “Return to Work” workshops for HR professionals and organisational leaders. Conducted in August and at the BTL Festival, these sessions provided essential tools and strategies to guide HR professionals and people in hiring positions to foster inclusive workplace cultures and support employees transitioning back to work after mental health related absences.

6 Following the two runs of the Return to Work workshop, which was attended by 42 HR professionals across the public, people and private sectors, more than 87% indicated that the workshop equipped them with practical tools to translate inclusive HR policies into actionable practices for supporting employees with mental health conditions. A similar proportion also shared that they are very likely to review and enhance their existing HR processes to better support staff returning to work. Notably, 63% expressed intent to establish a structured return-to-work system within their organisations – a strong signal of growing commitment to building more inclusive and supportive workplaces for employees on their recovery journey.

CapitaLand Joins the BTL Movement to Champion Workplace Mental Wellness

7 In a significant step towards championing mental wellness, CapitaLand has partnered the BTL Collective as Campaign Partner in 2025. This collaboration reinforces CapitaLand’s ongoing commitment to promoting mental well-being both in the workplace and the wider community.

8 Tony Tan, Chief Corporate Officer of CapitaLand Development and Executive Director of CapitaLand Hope Foundation, shared, “At CapitaLand, we believe that the long-term success of our business is closely intertwined with the well-being of the communities we serve. Through CapitaLand Group’s philanthropic arm, CapitaLand Hope Foundation, we support initiatives that uplift lives and build resilient, inclusive communities. Our collaboration with the BTL Collective demonstrates our dedication to foster thriving workplaces where mental wellness is prioritised and supported.”

9 As part of the partnership, CapitaLand is supporting the BTL Fest 2025 through venue sponsorship and publicity supports, while rallying its ecosystem of employees, tenants, and community partners to raise awareness around workplace mental wellness. From October 2025 to March 2026, employees from CapitaLand and its tenants also benefit from a series of workshops and activities on workplace mental wellness conducted by BTL Collective Co-Lead, TOUCH. These sessions aim to empower participants with knowledge and tools to build an environment where mental well-being is valued and supported.

10 Further to its collaboration with the BTL Collective, CapitaLand will be partnering TOUCH to establish the first workplace mental wellness centre in the heart of Singapore's Central Business District to provide accessible support and resources to working adults and families. The centre is scheduled to open from the second half of 2026 onwards.

Expanding Mental Health Support Across Communities

11 Over the past year, the BTL Collective has deepened its impact across schools, families, neighbourhoods, and workplaces.

- Education: The BTL Collective conducted 12 school assembly talks reaching over 15,800 students and engaged more than 1,000 students from Institutes of Higher Learning through the "Tik Talk!" psychoeducation roadshow.
- Families: 300 Mental Health Toolkits were distributed, featuring practical resources. A journaling workshop, "Dear Diary, Hello Family," benefitted 77 individuals across 40 families. Efforts also extended to migrant domestic workers, increasing literacy and training within their support networks.
- Workplaces: 330 participants from various sectors joined dialogue sessions on psychological safety. BTL is also developing an Inclusive Employment Pledge to encourage companies to adopt inclusive hiring practices and connect with Employment Support Agencies.

Positive Shifts Reflected in BTL FY2024 Evaluation Survey

12 The BTL Financial Year 2024 Evaluation Survey² reports encouraging progress in mental health knowledge, acceptance, supportive behaviours, and

² The BTL FY2024 Evaluation survey was administered to 992 respondents, which includes respondents who attended one or more BTL programmes. It measured BTL's effectiveness in achieving its intended outcomes in FY2024: increase in BTL participants' mental health knowledge, acceptance towards persons with mental health conditions, supportive behaviour towards persons with mental health conditions, and willingness to seek help.

willingness to seek help among respondents who have engaged with BTL events, programmes, and activities. Key highlights include:

- Awareness of mental health conditions increased to 55.7% in FY2024 from 26.7% in FY2022
- Willingness to support persons with mental health conditions rose to 98.9% in FY2024 from 74.0% in FY2022
- Willingness to seek help increased to 87.7% in FY2024 from 75.8% in FY2022

13 These results reflect the positive impact of education, peer support, and engagement by the BTL Collective and its partners.

BTL Fest 2025: Breaking Stigma, Championing Workplace Mental Health

14 The year's efforts culminated in BTL Fest 2025, held at Plaza Singapura on 12 and 13 September 2025. Drawing some 4,000 attendees, the event featured workshops, performances, and interactive activities designed to raise awareness and provide access to mental health resources. Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Law and Ministry of Social and Family Development, graced the event.

15 Themed "Breaking Stigma, Championing Workplace Mental Health," the BTL Fest showcased the collective commitment to creating inclusive environments where mental wellness is prioritised.

16 For the latest updates, follow @beyondthelabelsg on Instagram and Facebook. Explore available mental health resources and services at <http://mindline.sg/>

Additional information can be found in the Annexes:

- 1 Annex A - About the BTL 2.0 Steering Committee and organisations in the BTL Collective
- 2 Annex B - Key Findings from BTL FY24 Evaluation Survey
- 3 Annex C - Workgroup Initiatives

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About the National Council of Social Service (NCSS)

NCSS is the sector developer for social services in Singapore. Its mission is to develop a sustainable social service sector that improves quality of life, by driving partnerships, transformation and sustainability of social services. Community Chest and Social Service Institute (SSI) are part of NCSS. For more information visit www.ncss.gov.sg.

About TOUCH Community Services

Since 1992, TOUCH Community Services has served people of all ages, races and religions to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, caregiver, senior and person with special or wellness needs to grow, participate and contribute to the community. The heartbeat of TOUCH is to activate potential, build independence, connect people, and deliver impact by developing sustainable solutions in society. For more information on TOUCH, please visit www.touch.org.sg

About Beyond the Label

Beyond the Label (BTL) is a nation-wide movement started in 2018 by NCSS, which focuses on addressing stigma and promoting social inclusion of persons with mental health conditions. In 2022, then-President Halimah Yacob launched the second phase of the movement (BTL 2.0) and the BTL Collective, which comprises partners from the public, private and people sectors working together to create an empowering and inclusive environment for persons with mental health conditions. BTL 2.0 is co-led by NCSS and TOUCH Community Services. For updates from the BTL Collective, follow the BTL Facebook and Instagram page (@beyondthelabelsg). For mental health resources and services, visit <http://bit.ly/BTLFest2024-findservices>.

Media Contacts

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Annex A – About BTL 2.0 Steering Committee and organisations in the BTL Collective

- BTL 2.0 Steering Committee**

	Agency	Representative
1	National Council of Social Service (NCSS) (Co-lead)	Tan Li San, Chief Executive Officer
2	TOUCH Community Services (Co-lead)	James Tan, Chief Executive Officer
3	Agency for Integrated Care (AIC)	Thomas Tan, Deputy Director
4	Care Corner Singapore	Christian Chao, Chief Executive Officer
5	Institute of Mental Health (IMH)	Dr Lee Cheng, Clinical Director
6	MINDSET Singapore	Samuel Tan, CSR Lead and Manager, Communications
7	Samaritans of Singapore (SOS)	Gasper Tan, Chief Executive Officer
8	SG Enable	Siti Mariam Selamat, Deputy Director
9	SHINE Children and Youth Services	Lee Seng Meng, Executive Director
10	Singapore Association for Mental Health (SAMH)	Ngo Lee Yian, Executive Director
11	Singapore Children's Society	Vivyan Chee, Deputy Director
12	Ministry of Culture, Community and Youth (MCCY)	Tan Lin Teck, Senior Director (Youth)

- **Organisations in the BTL Collective**

1. National Council of Social Service
2. TOUCH Community Services
3. Agency for Integrated Care
4. Allkin Singapore Ltd
5. Campus PSY
6. Care Corner Singapore
7. CARE Singapore
8. CHAT
9. ClubHeal
10. Fei Yue Community Services
11. Filos Community Services
12. Health Promotion Board
13. Happiness Initiative
14. Institute of Mental Health
15. Intellect
16. Kaleidoscope Labs
17. Limitless (Ltd)
18. MINDSET Care Limited (Jardine MINDSET)
19. Ministry of Culture, Community and Youth
20. Ministry of Social and Family Development
21. Republic Polytechnic
22. Resilience Collective
23. Samaritans of Singapore
24. SG Enable
25. SHINE Children & Youth Services
26. Singapore Anglican Community Services
27. Singapore Association for Mental Health
28. Singapore Children's Society
29. Singapore General Hospital
30. Singapore National Employers Federation
31. Temasek Polytechnic
32. Workplace Safety and Health Council
33. Workwell Leaders

Annex B – Key Findings from the BTL 2024 Evaluation

The survey was administered to 992 participants, including respondents who attended one or more BTL programmes. Their valuable insights have provided a deeper understanding of the key trends and perspectives within the community.

Domain	Outcome Indicator	FY22 Results	FY23 Results	FY24 Results
Knowledge	1. Awareness of mental health conditions	26.7%	57.9%	55.7%
	2. Awareness of mental health support and resources	62.5%	80.5%	92.3%
Acceptance towards persons with mental health conditions	3. Positive attitudes towards persons with mental health conditions	55.0%	75.0%	68.6%
Supportive Behaviours towards persons with mental health conditions	4. Willingness to support loved ones with mental health conditions	74.0%	98.5%	98.9%
	5. Willingness to hire persons with mental health conditions	55.8%	77.8%	42.3%
Willingness to seek help	6. Willingness to seek professional and/or non-professional help	75.8%	91.1%	87.7%

Annex C - Workgroup Initiatives

S/N	Areas of Focus	Initiatives	Partners
1	Schools (U16)	<ul style="list-style-type: none"> • Mental Health School Assembly Talks <ul style="list-style-type: none"> ○ Conducted 12 Mental Health School Assembly Talks for approximately 15,815 students, boosting mental health literacy and fostering a supportive school environment. ○ In May 2025, BTL Champion Rebecca Lim shared her personal mental health journey with 550 primary school students from Teck Whye Primary. Her session focused on her experiences with bullying and the importance of seeking help early, aiming to raise awareness among young students. • Peer Support Leaders' Summit <ul style="list-style-type: none"> ○ In June 2025, BTL participated as one of the facilitators at the Peer Support Leaders' (PSL) Summit, conducted by Limitless & Care Corner. The session helped educators co-create a framework for a healthy and effective PSL programme to be implemented in schools, supporting students' mental well-being. • Immersive Experience for Youth <ul style="list-style-type: none"> ○ BTL is developing an immersive experience initiative designed to help students understand and empathise with youth-relevant stressors such as academic overload, social anxiety, and peer conflict. The programme aims to build 	<ul style="list-style-type: none"> • TOUCH Community Services • SHINE Children and Youth Services • Singapore Children's Society • Lutheran Community Care Services

S/N	Areas of Focus	Initiatives	Partners
		empathy, mental health literacy, and resilience as early foundations for future workplace well-being.	
2	Schools (IHLs)	<ul style="list-style-type: none"> • Launching the "Tik Talk!" Psychoeducation Roadshow for Institutes of Higher Learning (IHLs) <ul style="list-style-type: none"> ○ Launched a psychoeducation roadshow called "Tik Talk!" catering to students in Institutes of Higher Learning (IHLs) at Republic Polytechnic and Temasek Polytechnic, reaching over 1,000 students in the past year. ○ This initiative aims to provide psychoeducation to youths, helping them identify barriers to seeking help and fostering open discussions around mental health. • Launching "Tik Talk!" (Workplace Internship Edition) <ul style="list-style-type: none"> ○ As an extension of the physical mobile roadshow conducted in FY24, the "Tik Talk!" initiative is now adapted specifically for youths navigating internships or early workplace experiences. ○ This version will cater to young people as they transition from education to professional environments, focusing on managing workplace stressors, mental health awareness, and seeking help in the workplace. 	<ul style="list-style-type: none"> • Campus PSY • Care Corner • TOUCH Community Services • SHINE Children & Youth Services • Singapore Association for Mental Health • Temasek Polytechnic • CHAT Singapore • CARE Singapore • Health Promotion Board • Limitless • Republic Polytechnic

S/N	Areas of Focus	Initiatives	Partners
3	Workplace	<ul style="list-style-type: none"> Conducted Second Dialogue on Building Psychologically Safe Workplaces <ul style="list-style-type: none"> In July 2025, the BTL Collective hosted the second run of the dialogue on building psychologically safe workplaces at SMHC, engaging 330 participants across various sectors. This session aimed to equip employers with strategies and insights to cultivate inclusive, supportive work environments that prioritise mental well-being. Initiated Return-to-Work Workshops <ul style="list-style-type: none"> To increase knowledge on supporting employees with mental health challenges (including persons with mental health conditions, PMHCs), the BTL Collective launched a series of return-to-work workshops focused on identifying HR policies and best practices. Two runs of the workshop were held: one on 12 August 2025 and a second on 12 September 2025 during BTL Fest 2025. These workshops aimed to empower organisations to facilitate smooth transitions for employees returning to work after mental health-related absences. Designed and implemented Peer Support course <ul style="list-style-type: none"> One of the recommendations under Workgroup 3 of the Interagency Taskforce on Mental Health and Wellbeing focusing on Employment Support 	<ul style="list-style-type: none"> National Council of Social Service (Co-lead) Intellect (Co-lead) Singapore Association for Mental Health Singapore Anglican Community Services TOUCH Community Services Singapore National Employers Federation Workplace Safety and Health Council MINDSET Care Limited Care Corner Singapore Kaleidoscope Labs Singapore General Hospital Counselling and Care Centre Mental Health Film Festival Singapore Lutheran Community Care Services

S/N	Areas of Focus	Initiatives	Partners
		<ul style="list-style-type: none"> ○ Adapted core elements from NCSS's Peer Support Specialist training curriculum and meant to complement existing training offered by organisations such as NTUC LearningHub and HPB, to equip peer supporters with skills to utilise their lived experiences to support others in mental health distress. ○ Pilot run in Aug 2024 with 15 participants. Feedback was positive, with 86% of participants finding the content relevant and 93% indicating they would apply the skills and knowledge acquired. <ul style="list-style-type: none"> ● Conducting Human Library at BTL Fest 2025 <ul style="list-style-type: none"> ○ A third workshop will be conducted at BTL Fest 2025, taking the form of a "human library" approach. ○ This session will feature diverse perspectives from individuals with lived experiences, Human Resource professional(s) and/or team managers and job coaches from employment support agencies (ESAs), aiming to foster dialogue around inclusive workplace practices and mental health. ● Developing the Inclusive Employment Pledge <ul style="list-style-type: none"> ○ The BTL Collective is developing an Inclusive Employment Pledge to unify existing ESA employer partners and encourage new employers to commit to inclusive hiring practices. 	

S/N	Areas of Focus	Initiatives	Partners
		<ul style="list-style-type: none"> ○ This initiative will help connect employers with ESAs, fostering greater employment opportunities for individuals with mental health conditions and promoting inclusive hiring practices across sectors. 	
4	Families	<ul style="list-style-type: none"> ● Curated and Distributed Families Mental Health Toolkit <ul style="list-style-type: none"> ○ As a pilot initiative, BTL curated and distributed 300 copies of the Families Mental Health Toolkit for adults. ○ The toolkit contains valuable information on identifying signs and symptoms of poor mental health within families and provides help-seeking resources. ○ It also includes guided activities such as journal-making, mindful colouring, and a conversation card using the Mental Health Wellbeing Continuum, encouraging families to engage in discussions about mental health. ○ The toolkit has been made available in a digital format for public access, further extending its reach and usability. ● Led "Dear Diary, Hello Family" Hands-on Journal Making Activity <ul style="list-style-type: none"> ○ In June 2025, BTL led a hands-on journal-making activity called "Dear Diary, Hello Family" for 40 families, benefiting 77 individuals. ○ The activity aimed to promote mental wellness within families, encouraging participants to express their thoughts and emotions through journaling, fostering stronger communication and resilience in family units. 	<ul style="list-style-type: none"> ● The Agency for Integrated Care (AIC) ● Singapore Children's Society ● TOUCH Community Services ● Fei Yue Community Services ● SG Enable ● Ministry of Social and Family Development (MSF)

S/N	Areas of Focus	Initiatives	Partners
5	Neighbourhood	<ul style="list-style-type: none"> Engaging Migrant Domestic Worker Community and Stakeholders <ul style="list-style-type: none"> The BTL Collective has focused on increasing mental health literacy within the migrant domestic worker community. Efforts include targeted outreach and educational campaigns to raise awareness and equip domestic workers with essential knowledge about mental well-being and available support services. Engaging Agencies Supporting Migrant Domestic Workers <ul style="list-style-type: none"> The BTL Collective is also working closely with agencies that support migrant domestic workers, with a focus on potentially training these agencies to provide peer support. This initiative aims to empower support networks to effectively assist domestic workers with mental health challenges and foster a more inclusive and empathetic environment for this community. 	<ul style="list-style-type: none"> TOUCH Community Services Samaritans of Singapore CARE Singapore Allkin Singapore Ltd. Ministry of Culture, Community and Youth (MCCY)

