

Topic 7:

Advocacy in Action



Create Your Own Drug-Free Initiative

As a DrugFreeSG (DFSG) Champion, you play a vital role in spreading Singapore's drug-free messages within your community.



Reference what other Champions have successfully implemented for practical ideas and inspiration for your own initiatives.



Design your initiative with specific objectives suited for your target audience.



Remember to collect participant feedback, where appropriate, to help improve and shape future sessions or initiatives.



After completing your initiatives, you can use our template to document and share your experiences with the Champions community.

Champions in Action

Discover how Champions have made a difference within their communities!



MCCY Champion Zulhagem served as a panellist at the DFSG x Young ChangeMakers context setting session.

Source: Ministry of Culture, Community & Youth (MCCY)



MCCY Champion Devanantthan S/O Tamilselvii moderated the expert panel dialogue and fireside chat at a youth engagement session on drugs and drug-laced vapes, providing authoritative guidance to young participants on drugs and their associated risks.

Source: Ministry of Culture, Community & Youth (MCCY)



Inspired by these examples? You can start small with simpler initiatives! Find out how in the next slides.

Posters and Social Media Posts

Striking visuals, such as posters and social media posts, are simple ways to reach out to your target audience.



Ensure that these are in line with your agency's policies, especially when using official accounts!

Here are some tips for creating impactful designs:

- ✓ **Grab attention** with strong headlines that convey concise messages.
- ✓ **Include a clear call-to-action (CTA)** to guide audiences towards your objectives.
- ✓ **Use infographics** to present complex information in an easily digestible manner.
- ✓ **Add QR codes** linking to additional resources or interactive content.
- ✓ **Focus on visual appeal** by using high-contrast colours, cohesive themes, strategic layouts and sufficient white space.
- ✓ **Place posters strategically** at eye-level, in locations with high footfall or areas where there is captive audience (e.g. bus stops, waiting areas).
- ✓ **Use accessibility checkers** to scan your collaterals for issues that may pose challenges for people with disabilities (e.g. poor colour contrast).



Nur Hafiza Ahmad, DFSG Champion from SUSS, created a Preventive Drug Education (PDE) awareness campaign on Telegram and via email.

Source: Singapore University of Social Sciences (SUSS)

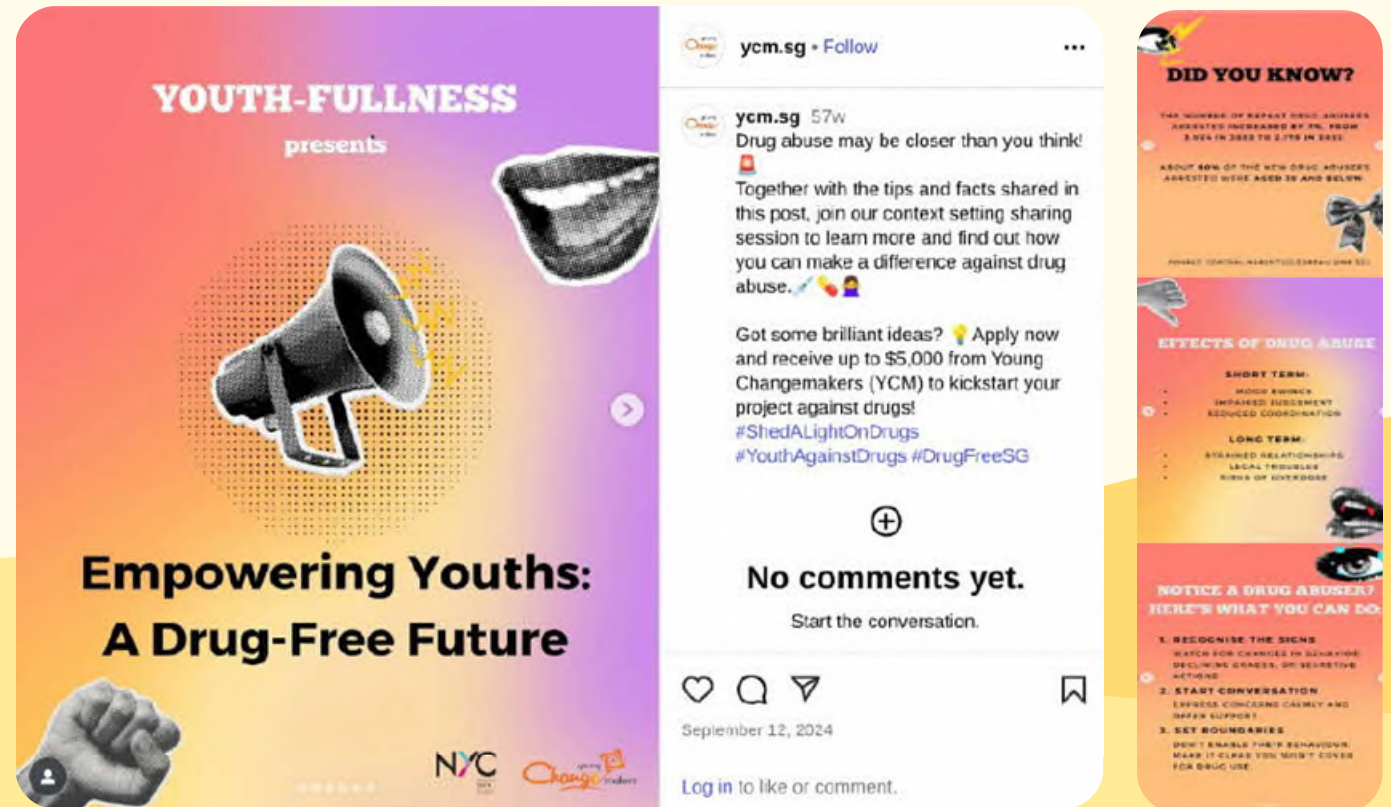
Posters and Social Media Posts

These are examples of how People's Association has leveraged social media to spread the drug-free message.



On the People's Association Youth Movement Facebook page.

Source: [facebook.com/photo/?fbid=1154442180061730&set=d41d8cd9](https://www.facebook.com/photo/?fbid=1154442180061730&set=d41d8cd9)



On the Young ChangeMakers (@ycm.sg) Instagram page.

Source: https://www.instagram.com/p/C_zYkvjSGm4/?img_index=1

Talks, Sharing Sessions and Workshops

- Talks, sharing sessions and workshops offer a structured learning environment for audiences.
- They provide a safe space for participants to learn, ask questions, and interact directly with organisers to receive real-time feedback.

Here are a few tips to help you get started:

- ▶ Access the training materials for Champions on CNB's website to effectively share key messages and knowledge.
- ▶ Adapt your content to suit your audience's age and level of understanding to maximise engagement (refer to Topic 6 for recommended drug prevention approaches for each age group).
- ▶ Make the content relevant for your target audience. For example, Institutes of Higher Learning remind students travelling overseas to stay drug-free during pre-trip briefings.



Student leader Andrew Saw, DFSG Champion from SIT, conducted a pre-trip briefing for students.

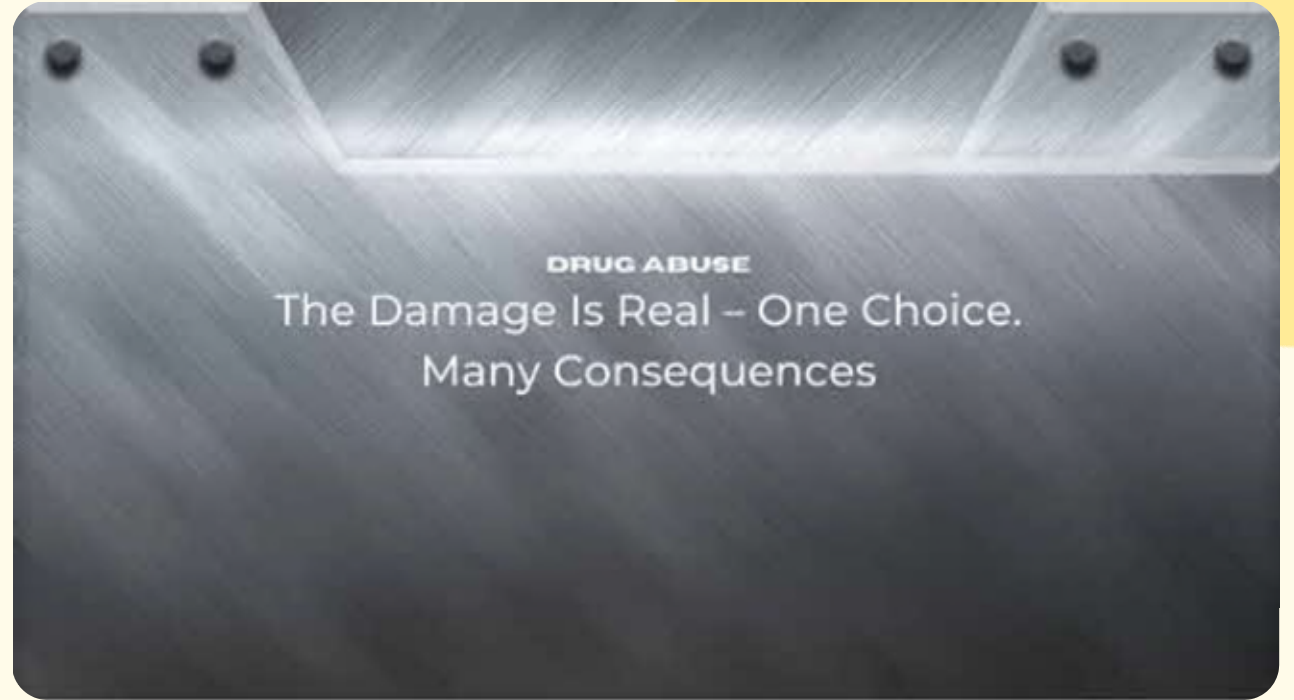
Source: Singapore Institute of Technology (SIT)

Talks, Sharing Sessions and Workshops



Ministry of Home Affairs Champions gave PDE talks to national servicemen during basic training and refresher courses.

Source: Singapore Civil Defence Force (SCDF)



MINDEF Champions developed a PDE video that has been integrated into Singapore Armed Forces programmes and para-counsellor preparatory courses, reaching thousands of servicemen with critical anti-drug messaging.

Source: Ministry of Defence (MINDEF)

Post-Event

If your workplace policy allows, amplify your engagements on social media to extend your reach, and spark further conversations within your communities.



Remembrance Day social media post by Endeavour Primary School.

Source: <https://www.instagram.com/p/C68yfJ9h7TH/?hl=en>



Remembrance Day social media post by Townsville Primary School.

Source: <https://www.instagram.com/p/DJrk7XiS0Jg/?hl=en>

Evaluate Your Initiative

How do you know if your initiatives are truly making an impact? Explore the tips below:

- Where possible, conduct pre- and post-initiative surveys, using platforms such as FormSG or Google Forms to measure knowledge retention and, to a certain extent, shifts in perception.
- Speak with your participants to refine and improve future sessions.

Sample Survey Questions

Pre- and Post-Survey		1	2	3	4	5
1	I think it is alright to try drugs.					
2	I understand that taking drugs is addictive and harmful to my health.					
3	I understand the social consequences of drug abuse.					
4	I know how to help my friends/family members who may be at risk of abusing drugs.					
5	I wish to live in a drug-free Singapore.					
6	Why or Why not?					

Feedback About the Session		1	2	3	4	5
1	The duration of the session was just right.					
2	The speaker or the session was engaging.					
3	I enjoyed the session.					
4	Areas for improvement.					

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree

Share Your Initiative

Inspire other Champions with your success story.

- After completing your initiative, remember to document your efforts and outcomes for future reference and to share with other Champions as inspiration.
- You can use this sample template to document your efforts and outcomes. Send the completed template to your agency's point of contact.

Name of Initiative

Description

Target Audience	
Objective	
Concept / Engagement Strategy	

Photographs

Feedback Received

Number of participants

Results from quizzes (if any)

Sample works (e.g. winning entries)

Feedback from pre- and post-survey (both qualitative comments and personal reflections from participants)

Comments (optional)

Insights or improvement suggestions

Hear from Our Champion

Jeremy Zhan, Lecturer at Republic Polytechnic's School of Sports and Health, has been involved in a wide range of activities, including organising the SMASH IT! 2024 Youth Badminton Competition¹ and conducting PDE sessions for students.



“

My motivation has always been to support the community in learning and growing together towards a healthier, drug-free lifestyle. Through the sessions, I aimed to create an open and relatable space for students to reflect on their choices and understand how their actions can shape their future. Seeing their curiosity and genuine responses was deeply encouraging, and I hope fellow Champions will continue to reach out, because every conversation can plant the seed for positive change.”

¹SMASH IT! 2024 was jointly organised by National Council Against Drug Abuse, Teck Ghee Community Sports Network and RP, to empower youths and break down barriers of ignorance surrounding drug abuse. Fringe activities such as information booths and presentations provided information about the risks of substance abuse whilst promoting healthy lifestyle choices.

Here's What Our Champions Said

“

Raising awareness among the NUS community and reminding those who may be more adventurous to help them from falling into the trap of drug abuse. Doing drugs not only causes harm and potentially ruins their own lives but also hurts their loved ones in unimaginably painful ways.”

Lee Yong Jie

Programme Manager,
Security and
Emergency Readiness
National University of Singapore

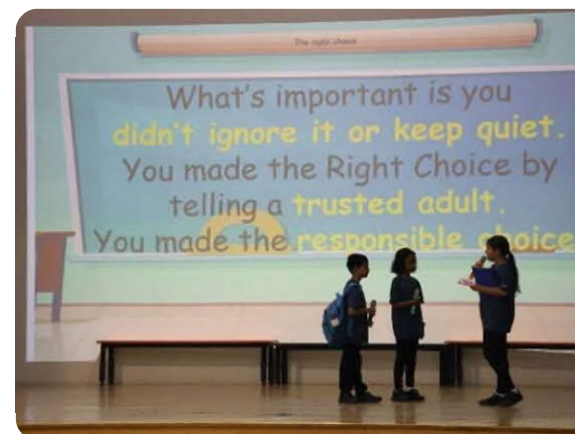


“

Through drama skits and promoting the annual (Drug Victims) Remembrance Day activities, students are more likely to better understand drugs and their effects.”

Nurheryani Binte Mudzakir

Teacher
Anchor Green Primary School



Key Takeaways

Use these resources and tips as a framework for your drug-free initiatives. Let's apply what you have learnt to help build a drug-free Singapore!



Further Reading and Resources



PDE Information Package
<https://go.gov.sg/cnb-pdeinfo>



List of Controlled Drugs and Inhalants
<https://go.gov.sg/cnb-druginfo>



Stories from Victims of Drug Abuse
<https://go.gov.sg/rday>



Compilation of Narratives from Family and Loved Ones of Drug Abusers
<https://go.gov.sg/waitingforyou-book>

Stay informed on our efforts to keep Singapore drug-free by following us on social media.



@CNB.DrugFreeSG

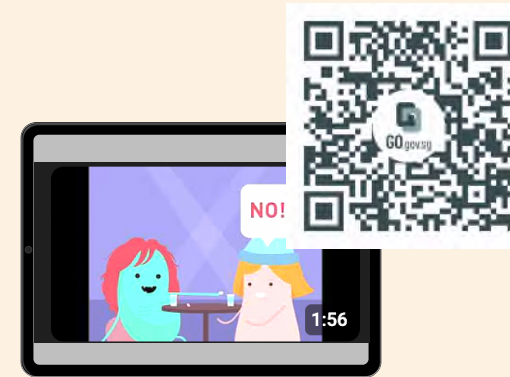
Further Reading and Resources



Be Aware. Be Wise. Think Twice.
<https://go.gov.sg/DrugFreeSG-BeAware>



Down the Rabbit Hole
<https://go.gov.sg/DrugFreeSG-RabbitHole>



Mythbuster Series
<https://go.gov.sg/DrugFreeSG-Mythbuster>

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