

# PREVENTIVE DRUG EDUCATION AND ADVOCACY HIGHLIGHTS OF 2025

Preventive Drug Education (PDE) is a key pillar in CNB's mission to enforce, educate, and engage Singaporeans towards the vision of a drug-free Singapore. CNB's PDE strategy is supported through adopting a whole-of-government approach, expanding a network of partners and building an active core of volunteers. This multi-pronged approach enables CNB to sustain public support for the DrugFreeSG cause and counter harmful misconceptions about drug abuse in a holistic and sustainable manner.

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## For Students and Youths

### Primary Schools

#### **Anti-Drug Ambassador Activity (AAA) and Montage Competition**

The AAA programme engages Primary 4 and 5 students through activity booklets featuring engaging storylines and interactive activities. It is also available as an online lesson package on MOE's Student Learning Space portal, making it accessible for both classroom and home learning. A key component of the programme is the Anti-Drug Montage Competition, where schools create and display montages within their premises to raise awareness about the harms of drugs. The theme for the 2025 competition was "Building Tomorrow's #DrugFreeSG Together".

In 2025, 132 primary schools and approximately 58,200 students participated in AAA. A total of 67 montages were submitted for the competition and can be viewed on CNB's website.



*Montage competition winning entries*

### Primary and Secondary/Post-Secondary Schools

#### **PDE in the School Curricula**

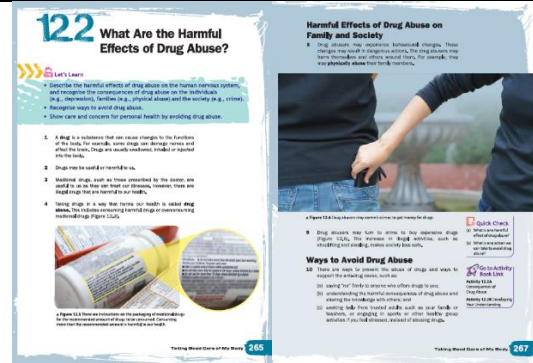
CNB partners MOE to integrate PDE content into the school curricula, where appropriate, so that students are educated on the harms of drugs throughout their educational journey – from primary and secondary schools to post-secondary institutions

PDE content is incorporated into various subjects such as Character & Citizenship Education, Science, Physical Education, Social Studies, Chemistry, Economics and General Paper. PDE content is



*PDE content in Primary School Character & Citizenship Education*

delivered through a mix of learning materials, including textbooks and Student Learning Space modules.



*PDE content in Secondary School Science*



*PDE content in Junior College Chemistry*

### **Interactive Skits**

CNB offers two versions of interactive skits – one for primary schools and another for secondary and post-secondary institutions. The skits weave in relevant themes, quizzes, and intervention scenarios to get students to think deeper and discuss the harms of drugs, turning learning into a more engaging experience.

In 2025, approximately 70,200 students from 82 primary, secondary, and post-secondary institutions participated in these skits.



*CNB's iconic character, Captain Drug Buster interacting with students*



### **Radio Roadshows**

Since 2023, CNB has been collaborating with the Singapore Press Holdings (SPH) to run the “Say Something, Say No” radio roadshows to engage secondary and post-secondary students through interactive assemblies led by KISS92 FM DeeJays. Students developed public speaking skills by practising drug-free public announcements. Those who submitted the best entries had the opportunity to record their scripts at the radio station, which were aired for a month, further amplifying the drug-free message to listeners across Singapore.

In 2025, three radio roadshows were held at Juying Secondary School, Tampines Secondary School, and NUS High School, reaching approximately 2,200 students.



*Students were engaged at the Radio Roadshows*

### **Jingle-Writing Workshops**

To appeal to youths who are musically inclined and interested in songwriting, CNB collaborated with radio station UFM100.3 to run Jingle-Writing Workshops in secondary and post-secondary schools. The workshops aim to raise students' awareness of drug abuse by engaging them in creating catchy Mandarin anti-drug jingles. Those who submitted the best jingles had the opportunity to record them at the radio station, and have them broadcast on air for a month.

In 2025, two workshops were held at Ngee Ann Polytechnic and Dunman High School, reaching approximately 200 students.



*Students participating enthusiastically at the Jingle-Writing Workshops*

### **“What’s the News?” Interactive Quiz and Travelling Exhibition Showcase**

In 2025, CNB partnered with the Straits Times to introduce a new programme, ‘What’s the News?’ Interactive Quiz, between April and May to promote media literacy and encourage youths to think critically about current affairs, including drug issues, in a fun and engaging way. The programme was targeted at secondary and post-secondary school students.

The preliminary rounds attracted more than 6,000 students from 51 educational institutions. Participants completed a 30-question timed online quiz, which included questions about Singapore’s drug situation and CNB’s role in keeping our society drug-free. The four schools that advanced to the final round competed in a game show on stage.

Complementing the quiz was a travelling exhibition in schools and public spaces from April to June to pique students and the general public’s interest on current affairs through informative panels and engaging activities. CNB also had a dedicated panel featuring interesting facts and relevant news articles.



*‘What’ the News?’ Finals*



*Telematch games at ‘What’s the News?’ Semi-Finals*



*Travelling exhibition*

**DrugFreeSG Video Competition**

The DrugFreeSG Video Competition seeks to provide youths, aged 12 to 25, who are passionate about video production, with a platform to share their creative perspective on the harms of drug abuse. More than just video making, the competition allows youths to amplify the drug-free message, in their own unique way, to peers and their communities.

In 2025, the overarching theme, 'Are We Uninfluenced?', challenged youths to question, analyse, and reflect on the influences they encounter in society and the media. The competition received 89 entries across both Youth and Young Adult categories from a total of 385 participants. The winning entries can be viewed on [drugfree.sg](https://drugfree.sg).



*Videography Workshop*



*Video competition winning entries*



## For Persons-of-Influence

### **Empowering and Mobilising DrugFreeSG Champions**

The Inter-Ministry Committee on Drug Prevention for Youths (IMC), established in August 2023, provides strategic direction for youth drug prevention in Singapore by leveraging resources and touchpoints across key sectors such as education, social and family development, community, and health. In 2025, the IMC continued to empower and mobilise the appointed DrugFreeSG Champions – comprising educators, student leaders, counsellors, youth workers, National Service and healthcare communities, and parents – to spread the drug-free message within their circles of influence.

### **DrugFreeSG Champions Conference**

A key milestone in this effort was the DrugFreeSG Champions Conference held on 10 March at Marina Bay Sands. Themed “Champions for Change: A Singapore Without Drugs”, the conference equipped the Champions with essential knowledge for creating a protective environment for youths and guiding them towards a drug-free and healthy life.

The conference was opened by the Minister for Digital Development and Information, and then-Second Minister for Home Affairs, Mrs Josephine Teo, who provided an overview of the global and local drug situations, and the IMC’s key priorities for 2025. More than 700 participants attended the conference.

At the conference, Professor Bertha K Madras, Professor of Psychobiology at Harvard Medical School, also spoke on the harms of cannabis on youths’ brain development and effective strategies for parental engagement with children. An



*Opening address by Minister for Digital Development and Information, and then-Second Minister for Home Affairs Mrs Josephine Teo at the DrugFree SG Champions Conference*



*Panel discussion with keynote speaker, Professor Bertha Madras, moderated by Dr Lambert Low*



*Attendees viewing the exhibition at the conference*

exhibition was held alongside the conference to showcase key PDE initiatives for 2025 and ongoing programmes for youths.

### Training Materials and Resources

Beyond the conference, the IMC developed extensive training materials and resources to equip the DrugFreeSG Champions with useful information. These included playbooks, videos and presentation slides.

### Mobilising DrugFreeSG Champions

Equipped with drug-related knowledge and resources, DrugFreeSG Champions were mobilised across diverse platforms throughout 2025 to amplify the drug-free message. Their contributions spanned multiple government sectors and touchpoints, demonstrating whole-of-government efforts. Notable examples include:

- In the youth sector, an MCCY champion 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. The event was graced by Minister of State for Health and for Communications and Information, Ms Rahayu Mahzam.
- In the National Service sector, MHA Champions were roped in to support the commanders and trainers by giving PDE talks to national servicemen during basic training and refresher courses. In addition, MINDEF Champions developed a PDE video that has been integrated into SAF programmes and para-counsellor preparatory courses, reaching thousands of servicemen with critical anti-drug messaging.
- In the education sector, MOE Champions conducted orientation briefings and school assembly talks,



*Training materials and resources for DrugFreeSG Champions*



*[MCCY] Youth engagement session*



*[MHA] PDE talk*



*[MINDEF] PDE video*

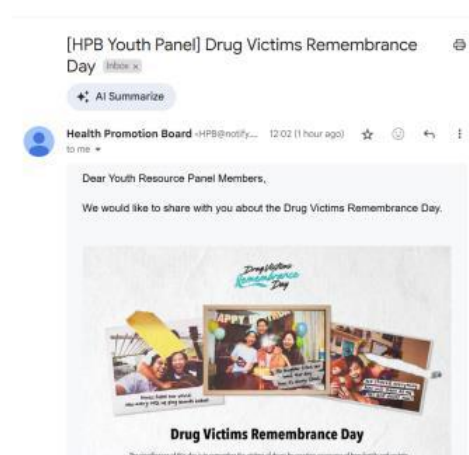


engaging students at key touchpoints beyond the school curriculum to reinforce drug prevention awareness throughout their education journey.

- In the healthcare sector, HPB Champions shared information about Drug Victims Remembrance Day with members of their Youth Resource Panel, which comprises close to 200 youth health advocates from Institutes of Higher Learning



*[MOE] Assembly programme*



*[MOH] Information about Drug Victims Remembrance Day*

### **DrugFreeSG Advocacy Network**

The DrugFreeSG Advocacy Network brings together volunteers who identify with and promote the drug-free cause. The DrugFreeSG advocates play a vital role by being active voices in amplifying anti-drug messages within their spheres of influence, inspiring others to take a firm stand against drugs. They also participate in drug-related events and organise ground-up activities within their communities.

To support their advocacy roles, CNB organises engagement sessions for them to network with fellow advocates to share experiences and upskill them with relevant trainings such as public speaking, content creation, and design thinking. In 2025, CNB organised two engagement sessions and a learning journey for the advocates and leveraged key events such as Drug Victims Remembrance Day and community roadshows to deploy and profile them in the media and on social media platforms.



*Advocates at a workshop on public speaking*



*Advocates at a workshop on video/film editing*

## For General Public

### **Drug Victims Remembrance Day 2025**

The Drug Victims Remembrance Day was introduced in 2024 and is observed annually on the third Friday of May. The day serves a solemn purpose: to remember the impact of drug abuse on drug victims, including abusers and their family members, and on the society. It reminds the public that drug abuse is not victimless and its harm extends far beyond the abusers themselves. The observance also facilitates community engagement and mobilisation, as IMC ministries and agencies work together to amplify reach and rally for the DrugFreeSG cause.

In 2025, the main observance event was held on 16 May at Suntec City, alongside a public exhibition titled 'Museum of Us'. The event involved IMC agencies, student representatives, partners, DrugFreeSG Champions, and advocates. Regional counterparts, including from Brunei Darussalam, Indonesia, and Thailand, and more than 100 international non-governmental organisation representatives also attended the event.

IMC agencies were mobilised in many ways – for instance, all MOE schools conducted activities in May using the activity package co-developed by CNB and MOE; Nanyang Academy of Fine Arts (NAFA) students produced a wall mural which was displayed at the exhibition; and all agencies disseminated campaign materials and publicised the campaign on their platforms.

Over 180,000 promises to stay drug-free were made. These symbolised the public's acknowledgement of the suffering endured by drug abusers, their



*Minister K Shanmugam placing a candle on the candle wall in remembrance of drug victims*



*Guests at the Observance Ceremony observing a minute of silence*



*Winners from the DrugFreeSG Essay Writing Competition with Minister K Shanmugam*



families, and loved ones, and encouraged community support for the drug-free cause.



*NAFA students with Minister K Shanmugam*

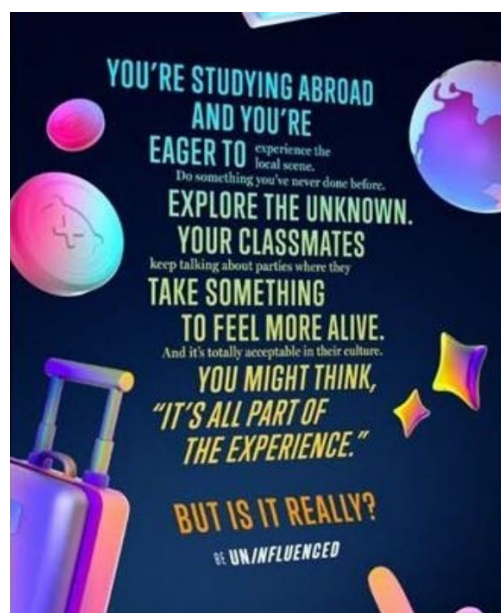
### **'Uninfluenced' Campaign**

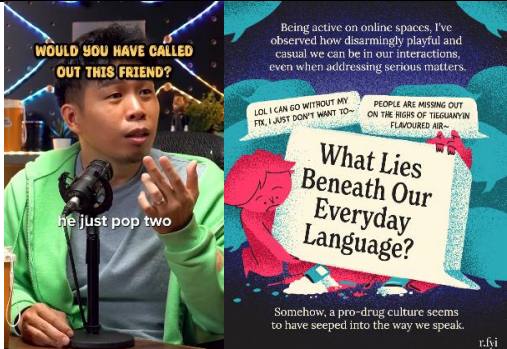


The 'Uninfluenced' Campaign activates community resilience against drug abuse and prevents the normalisation of drug abuse in youth culture. Campaign messages are designed to challenge prevailing mindsets and indifference about drug abuse, with activities to equip youths to think critically about the influences shaping their perceptions of drugs.

The three-year campaign kicked off on 28 February 2025 with 'The Trip: What Happened in Larspura?' (The Trip), a gamified theatre and escape room experience. Through immersive gameplay, participants followed a fictional story, solved puzzles, and uncovered how an unethical drug company marketed drugs to Singaporean influencers. This allowed them to experience the micro, meso, and macro influences surrounding drugs today. A debrief session at the end of the programme provided space for reflection on the drug issue's relevance at individual and generational levels. The activation generated significant brand currency and engagement for CNB. Institutes of Higher Learning described The Trip as 'creative and refreshing' and 'the right way to engage youths'.



*Scenes from the escape room*



	 <p><i>Advertisements and content partnerships</i></p>
<p><b><u>DrugFreeSG Light-Up</u></b></p> <p>The DrugFreeSG Light-Up is observed on 26 June every year to demonstrate the nation's collective commitment to the drug-free cause and commemorate the International Day Against Drug Abuse and Illicit Trafficking (also known as 'World Drug Day').</p> <p>In 2025, the eighth edition of the Light-Up featured 47 partners, including a new partner, National Gallery Singapore.</p>	 <p><i>Light-Up at National Gallery Singapore, Helix Sentosa, Gardens by the Bay, and Marina Bay Sands</i></p>
<p><b><u>Outreach at Key Community Touchpoints</u></b></p> <p>CNB actively engaged key communities through various outreach initiatives throughout 2025. These initiatives were strategically aligned with significant cultural and national occasions, including National Day, Ramadan, and Deepavali festive periods, allowing CNB to connect with communities during meaningful moments.</p> <p>In 2025, a total of 57 community outreach events were organised.</p> <p><b><u>Launch of New Logo for Dadah Itu Haram (DIH) Campaign</u></b></p>	 <p><i>Launch of new DIH logo at Sultan Mosque</i></p>



A new DIH Logo, designed to increase its appeal to youths, was launched on 27 June in commemoration of the World Drug Day. The launch included an anti-drug sermon prepared by Majlis Ugama Islam Singapura (MUIS) and new DIH banners and standees featuring anti-drug, which were displayed across 70 mosques to raise awareness and encourage mutual care. 80 partners from the mosques and MUIS attended the event at Sultan Mosque.

### Ramadan Engagements

'Date Your Loved Ones Today!' (DYLOT!) is CNB's flagship engagement during the Ramadan period. The 2025 edition took place on 23 March at Kampong Gelam, marking the largest DYLOT! collaboration to date, with seven partner organisations and 55 volunteers spreading anti-drug awareness together. The event began at Sultan Mosque, where volunteers packed porridge into DIH-branded carriers and distributed them to members of the public alongside Acting Minister-in-Charge of Muslim Affairs and Senior Minister of State for Ministry of Home Affairs, Associate Professor Muhammad Faishal Ibrahim. There was also a charity biryani event and a community walkabout at Tasneem, Zam Zam and Victory Restaurants.

### Deepavali Engagements

CNB collaborated with the Singapore Indian Development Association on Project Give Heartlands, a series of festive celebrations and carnivals held in community spaces to engage Indian beneficiaries. Through these platforms, CNB officers actively engaged with community members on the harmful effects of drugs on individuals, families, and society at large. The Project Give event on 4 October at ACE The Place Community Centre attracted approximately 200 attendees.



*DYLOT! at Kampong Gelam*



*Guests-of-Honour Members of Parliament Mr Vikram Nair (first from right) and Mr Ng Shi Xuan (second from left) at CNB booth at Project Give*



*Guest-of-Honour Senior Minister of State for Law and Transport Mr Murali Pillai (third from right) at Narpani @60 Event*



### National Day Engagements

CNB participated in two significant National Day-related events in 2025. On 9 August, CNB conducted an outreach event at North Coast Lodge during their National Day celebration, where an anti-drug talk was delivered to 1,000 residents. On 5 October, CNB supported Narpani Pearavai's "Narpani @SG60" celebrations at Khatib through an informational display. CNB officers engaged approximately 2,000 local residents, sharing insights on the dangers and harmful consequences of drug abuse.

### Mosque Engagements

Throughout the year, CNB maintained strong partnerships with various mosques to spread anti-drug awareness within the community. These collaborations encompassed Friday prayer sessions, youth camps, family events, anti-drug talks, and sporting events including bowling, cycling, and futsal activities. During these engagements, CNB ran educational talks, displayed informational booth, and distributed educational materials to amplify the drug-free message.

CNB also provided a grant to MUIS to support mosques in organising ground-up initiatives. In 2025, 31 events were organised using the grant.

### Other Community Engagements

CNB's outreach efforts spanned a broad spectrum of organisations, including social service organisations, grassroots organisations, interest groups, worker dormitories, and madrasahs. Notable examples include CNB's participation at Ayer Rajah Community Club's Malay Language and Culture event, where CNB set up an informational booth to raise awareness about the harms of drugs within the community. CNB also reached out to more than 500 primary school students at Madrasah Irsyad



*Friday Prayer Engagement at Al Mukminin Mosque*



*Booth at Hasanah Mosque's Family Forum*



*Outreach at Annual District West Mosque Futsal Competition*

Zuhri Al-Islamiah with anti-drug messaging.



*Booth at Ayer Rajah Community Club's Malay Language and Culture event*



*Outreach at Madrasah Irsyad Zuhri Al-Islamiah*

### **Ground-Up Initiatives**

In 2025, the DrugFreeSG Fund enabled several ground-up initiatives to amplify the drug-free message within local communities. Eight projects were completed, collectively reaching over 6,400 participants and generating an impressive 1.1 million online views. There are also four ongoing projects led by partners, including Architects of Life and Singapore University of Social Sciences, that will continue to engage communities and reinforce drug prevention messages in 2026.



*Anti-drug video by Campus Legends – “We Game as One” campaign*



*Architects of Life's Human Library Experience for Parents*



## Public Communication Efforts

CNB employs a comprehensive multi-channel communication approach to advance its anti-drug mission. By leveraging traditional media, social media platforms, and content partnerships, CNB seeks to send a strong deterrence message and to raise public awareness and understanding of drug-related issues to garner support for a drug-free Singapore.

## Social Media Efforts

CNB maintains a dynamic and strategic social media presence to raise public awareness of drug-related issues, highlight enforcement efforts, and foster community engagement. By combining personal stories, evidence-based content, and creative partnerships, CNB maximises reach, impact, and resonance across diverse audiences.

### #CNBExplains

Through the #CNBExplains series, CNB provides insights into its work, helping the public gain a better understanding of CNB's mission. Featured across CNB's social media platforms and website, the series provides viewers with insights into the critical work CNB does in combating drug-related issues, such as anti-drug enforcement, investigation, and drug supervision.

### #CNBPerspectives

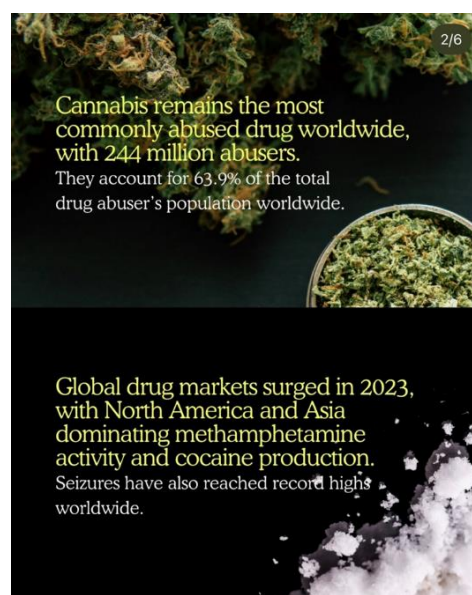
The #CNBPerspectives series offers insights into the dangers of drugs, and the evolving global and local drug landscape. Presented in a clear and easy-to-understand format, the series seeks to raise awareness and foster understanding of the complexities surrounding drug-related issues.

### #InTheNews

Through the #InTheNews series, CNB regularly shares drug-related news from local and international media outlets to highlight the harmful impact of drugs on society, and the negative consequences when countries relax their drug laws.



#CNBExplains



#CNBPerspectives



### #SingaporeansAgainstDrugs

#SingaporeansAgainstDrugs is an ongoing social media campaign that spotlights ordinary Singaporeans and anti-drug advocates who stand for a drug-free nation. Through real-life stories of families affected by drug abuse, heartfelt accounts from former abusers on their recovery journeys, and the dedicated efforts of DrugFreeSG advocates, the campaign underscores that the harms of drugs extend far beyond the individual and fosters a collective commitment to safeguard Singapore's wellbeing.

### #CNBOnTheMove

#CNBOnTheMove features notable arrests and drug seizures during drug operations, keeping the public informed about ongoing anti-drug efforts. This series demonstrates CNB's robust and effective enforcement capabilities against drug offenders.

### #kNOw Cannabis

The #kNOw Cannabis series employs engaging visuals to debunk common myths about cannabis, presenting evidence-based information on the harms of cannabis.

### Behind The Scenes

Behind The Scenes offers viewers insights into the multifaceted role of CNB officers in the fight against drugs through interviews and day-in-the-life segments featuring officers such as those from the forensics response team, Special Task Force, and drug supervision unit. The series showcases the very people behind its mission, fostering greater understanding of the complex nature of the drug menace that Singapore is up against.



**#InTheNews:** A 2-year-old in Thailand was hospitalised and unconscious for a day after accidentally eating cannabis-infused gummies. Incidents like this remind us that cannabis-infused food are not harmless treats and pose real dangers to our health when consumed.



bangkokpost.com

2-year-old girl hospitalised after accidentally eating cannabis gummies

**#InTheNews**



**#SingaporeansAgainstDrugs**



#CNBOnTheMove



#kNow Cannabis

