OUTREACH GOES TO THE COMMUNITY FOR NATIONAL ADDICTIONS AWARENESS DAY

1. The National Addictions Awareness Day (NAAD) will take place on Sunday, 23 November 2014 at Marine Parade Promenade and visitors can expect to learn about various addictions and treatment options through interactive and informational booths set up by 12 organisations, including community agencies which provide a continuum of care for persons with addictions and their family members. Into its second run, this year’s event is a joint effort between the National Addictions Management Service (NAMS) and the South East Community Development Council (CDC).

2. South East CDC is the second CDC that NAMS has worked with on the NAAD, in order to target outreach efforts at the community level. As part of this year’s collaboration, NAMS conducted a training workshop on 27 September 2014 to equip 30 grassroots leaders (GRLs) and volunteers in the Marine Parade cluster to better reach out to and help residents with addictions in a timely manner. Participants learned how to recognise the signs and symptoms of alcohol and gambling addictions, and practical tips on how to advise and assist at-risk residents by directing them to help resources. NAMS also conducted an educational talk for 40 South East residents at the Marine Parade Community Club on 11 October 2014.

3. As part of a multi-pronged approach to public education, NAMS also focused its efforts on reaching out to tech-savvy youths in this year’s Addictions Awareness Campaign leading up to the NAAD. An official Facebook page “More to Life SG” was launched in September 2014, where engaging, bite-sized facts on addictions have been seeded regularly to raise awareness on addictions. As at 21 November 2014, the page had successfully garnered about 6,000 likes.

4. Furthermore, a “More to Life, Without an Addiction” photo contest was held on Facebook and Instagram in October, to engage youths in thinking about how meaningful and enjoyable life can be without an addiction. Two hundred and fifty submissions were received, where entrants snapped and captioned photos which best depicted the theme to them. Six winners (three by Viewers’ Choice and three Judges’ Choice) won an iPad Mini each, and received their prizes during the NAAD. To create a sense of communality, all photos will be mounted on a “Cube of Life” structure that will be launched by Dr Mohamad Malik Osman, Mayor of South East District and Minister of State, Ministry of National Development and Defence during the NAAD.
5. The campaign tagline for this year, “Life is Colourful Again!” features testimonials from four family members of NAMS’ patients who are recovering from drug, alcohol, gambling and gaming addictions. These family members attest to the physical, psychological, and relational restoration that accompanies recovery from addiction. By highlighting that an addiction affects the individual’s family and that recovery takes place at both the individual and the family level, this year’s campaign aims to show that there is hope for change when one seeks help.

6. NAMS has also appointed celebrity Nick Shen as its Addictions Awareness Ambassador, to lend a greater momentum to public outreach efforts. A familiar face to many, Nick’s role will be to promote the key messages of NAMS’ Addictions Awareness Campaign and related events, in order to raise public awareness of addictions.

7. Dr Christopher Cheok, Vice Chairman Medical Board (NAMS), Institute of Mental Health (IMH) commented: “While addiction is a chronic relapsing disease, it is treatable. As a tertiary centre that specialises in addictions treatment, NAMS seeks to intensify its outreach efforts strategically to the general public, in particular to youths, with a view to highlight the risks of addictions early in life, and also to push for timely intervention once an addiction develops.”

8. Mayor of South East District, Dr Mohamad Maliki Osman who was Guest-of-Honour at the event said: “South East CDC is glad to connect NAMS with the ground, in this case, the Marine Parade cluster, to equip its residents and community volunteers with a better understanding of addictions, and the know-how to provide brief intervention. This is an encouraging first step; I am hopeful that we can work towards providing a greater continuity of care for people struggling with addictions in the South East District.”

9. The campaign has also gone outdoors in the form of advertisements on strategic bus routes, bus stop shelters, and bus interchanges (see Annexes 1A, 1B, 2 and 3) to reach out to commuters.

10. The event will feature music performances by Suf Supiani, a talented singer-songwriter who is recovering from severe anxiety disorders, and The Dreamers, a band from WE CARE Community Services, fun games, and free goodie bags for visitors.

ANNEX 1A: Visual of Addictions Awareness Campaign 2014 bus wrap (double-decker)
ANNEX 1B: Visual of Addictions Awareness Campaign 2014 bus wrap (single deck)
ANNEX 2: Visual of Publicity Video at Digital Kiosks Located at Strategic Bus Interchanges/Hubs
ANNEX 3: Visual of Bus Stop Shelter Ads
ANNEX 4: Visual of “More to Life SG” Facebook page
ANNEX 5: Visual of Publicity Posters
ANNEX 6: English-Chinese Glossary
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About the National Addictions Management Service (NAMS)

The National Addictions Management Service (NAMS) was incorporated in 2008 to provide treatment for a broad range of addictions, including addiction to gambling, drugs, alcohol, sex, and the internet, and gaming.

At NAMS, a multi-disciplinary team which includes psychiatrists, psychologists, counsellors, nurses, and medical social workers provides an integrated treatment approach for patients. Individual, group and family therapy programmes are available for both patients and their family members.

Located at the Institute of Mental Health (IMH), NAMS runs an outpatient clinic and an inpatient ward (Serenity Centre) which provides residential detoxification and rehabilitation services. NAMS also provides treatment services at the IMH's satellite Community Wellness Clinics (CWCs) in Queenstown Polyclinic and Geylang Polyclinic on alternate Fridays.

About the South East Community Development Council (CDC)

South East CDC was set up on 24 November 2001. It oversees the Marine Parade Group Representative Constituency (GRC), East Coast GRC, Joo Chiat Single Member Constituency (SMC), Mountbatten SMC and Potong Pasir SMC, and serves a population of about half a million residents. At the helm of South East CDC is Mayor Mohamad Maliki Bin Osman, who steers efforts in achieving the three strategic thrusts that guide the work of the CDCs. Termed the “ABCs of Community Bonding“ — Assisting the Needy, Bonding the People and Connecting the Community — South East CDC initiates and manages programmes in collaboration with both community and corporate partners along these three strategic thrusts, so as to nurture a vibrant and self-reliant community.

For more information on South East CDC, visit our Facebook page at www.facebook.com/secdc.
ANNEX 1A: VISUAL OF ADDICTIONS AWARENESS CAMPAIGN 2014 BUS WRAPS (DOUBLE-DECKER) – LONG-HAUL SERVICES 31, 43, 154
ANNEX 1B: VISUAL OF ADDICTIONS AWARENESS CAMPAIGN 2014 BUS WRAPS (SINGLE DECK) – SATELLITE/HEARTLAND SERVICES 91, 101, 135, 159, 410
ANNEX 2: PUBLICITY VIDEO AT DIGITAL KIOSKS LOCATED AT STRATEGIC BUS INTERCHANGES/HUBS – BOON LAY, ANG MO KIO, TOA PAYOH AND TAMPINES
ANNEX 3: BUS STOP SHELTER ADS ISLANDWIDE

(above) One of the bus stop shelter ads at Buangkok MRT

(above) One of the bus stop shelter ads at New Bridge Road
ANNEX 4: Facebook Page (screen grab dated 6 November 2014)
ANNEX 5: PUBLICITY POSTERS
ANNEX 6: ENGLISH-CHINESE GLOSSARY

Institute of Mental Health (IMH) 心理卫生学院
National Addictions Management Service (NAMS) 国立成瘾治疗服务
South East Community Development Council (CDC) 东南社区发展理事会
National Addictions Management Service (NAMS) Clinic NAMS 成瘾专科门诊部
Addiction Medicine Department 戒瘾部
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National Problem Gambling Helpline 全国预防嗜赌援助热线
All Addictions Helpline 戒瘾援助热线
Recovery Support Group 康复帮扶小组
Counsellor 辅导员