

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Date of Issue: Saturday, 23 November 2013

NEW NATIONAL EVENT TO RAISE ADDICTIONS AWARENESS

1. The inaugural National Addictions Awareness Day (NAAD) will take place on Saturday, 23 November 2013 at Yew Tee Square Plaza. Jointly organised by the National Addictions Management Service (NAMS) and the South West Community Development Council (CDC), visitors can expect to learn about various addictions and treatment options through interactive and informational booths. Thirteen community agencies which provide a continuum of care for persons with addictions and their family members, will be participating in this event.
2. Nationwide, population-based data on alcohol use disorders and problem gambling have been released in recent years. The Singapore Mental Health Study (SMHS) conducted in 2010 showed that a small percentage of Singaporeans develop alcohol problems, with a lifetime prevalence of 3.1% for alcohol abuse and 0.5% for alcohol dependence in the overall population which is 18 years and above. The study also showed a large gap in help-seeking behaviour among those with alcohol abuse, with 96.2% of those affected not seeking help.
3. As for gambling, a [2011 National Council on Problem Gambling \(NCPG\) survey](#) found that in the proportion of respondents classified as probable pathological gamblers is 1.4%. For the less severe category of probable problem gamblers, the proportion was 1.2%.
4. Associate Professor Wong Kim Eng, Clinical Director of NAMS commented: "While the numbers are relatively low, we are only seeing a small percentage seeking treatment at NAMS. Many others are not seeking help, and we hope to reach out to them and their families, to help them recover and lead a fuller life, free from addiction."
5. As part of this year's collaboration, NAMS and the South West CDC will be working on a new programme to equip grassroots leaders (GRLs) and volunteers to better reach out to and help residents with addictions in a timely manner. A pocket-sized resource toolkit was co-developed by NAMS and South West CDC to help learners recognise the signs and symptoms of addictions, and to advise and assist at-risk residents by directing them to help resources in the community. The GRLs and

volunteers will also be taught practical tips on approaching and motivating residents who are hesitant to seek help.

6. Mayor of South West District, Dr Amy Khor said: “The South West Community Development Council (CDC) is happy to partner NAMS in rolling out this new programme to equip community volunteers with relevant, practical and applicable tips to help residents who are at risk of gambling and alcohol addictions. Being among the first touch points with residents, our grassroots volunteers will also share about available national or community assistance for residents who need further help. Such partnerships would aid us in reaching out more effectively to the community, and strengthen the network that provides a continuity of care for people struggling with addictions.”
7. At the NAAD event, a new awareness ribbon in support of addictions awareness will be launched. This ribbon signifies a commitment to live a fulfilling life without being trapped by an addiction. For people suffering from addiction, the ribbon’s bright and cheerful design also conveys hope for a “can-do” attitude and belief that recovery from addiction is possible, as long as they choose to seek help.
8. Since 30 October 2013, bus advertisements on double-decker services 97, 99, and 153 had been plying the roads as part of the Addictions Awareness Campaign. Boasting a vibrant design with a colourful vibe, the campaign aims to encourage people to seek help early, its main message being that recovery is possible with treatment. The campaign tagline is “More to Life – Without an Addiction”. Facebook advertisements were also rolled out.
9. The event and campaign are aimed at augmenting NAMS’ public outreach efforts, to educate a wider audience on addiction. These mark a step up from previous years, when NAMS reached out to the public primarily through annual public forums which focused on individual addictions, such as gambling and alcohol addictions.
10. Hosted by celebrity Nick Shen, the event will feature exciting fringe activities such as an exhibition of artworks by NAMS patients, music performances by up-and-coming local bands [stillsunrisemusic](#) and [Diverse Attentions](#), fun games, and free goodie bags for visitors.

ANNEX 1: Visual of Addictions Awareness Campaign 2013 bus wrap

ANNEX 2: Visual of National Addictions Awareness Day Poster

ANNEX 3: Visual of Addictions Awareness Ribbon

ANNEX 4: 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.

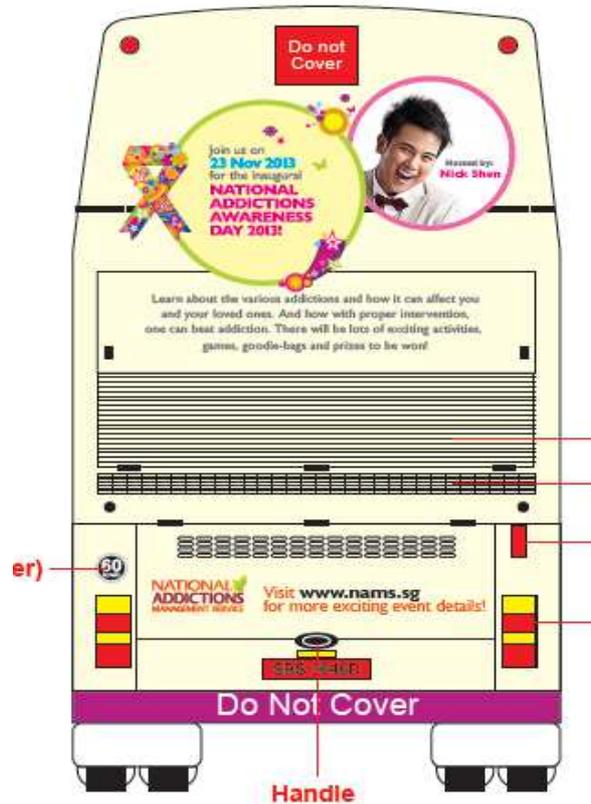
Located at the Institute of Mental Health (IMH), NAMS runs an outpatient clinic and an inpatient ward (Serenity Centre) which provides residential detoxification and rehabilitation services. NAMS also provides treatment services at the IMH's satellite Community Wellness Clinics (CWCs) in Queenstown Polyclinic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

About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001, with three strategic thrusts to Assist the Needy, Bond the People and Connect the Community.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. Through its functional committees, the South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

ANNEX 1: VISUAL OF ADDICTIONS AWARENESS CAMPAIGN 2013 BUS WRAP



ANNEX 2: VISUAL OF NATIONAL ADDICTIONS AWARENESS DAY POSTER

More to LIFE

without an addiction

Free Admission!

Over 50%
of patients who sought help for their addiction reported a **better quality of life** in just **3 months**.

After 3 months of treatment,
68%
of alcohol addiction patients said they had **quit** or **reduced** their drinking.

76%
of patients who sought help for gambling addiction **improved** after 3 months.

8 out of 10 patients were **less dependent** on drugs after just **3 months** of treatment.

* Based on data from NAMS

Join us on **23 Nov 2013** for the inaugural **NATIONAL ADDICTIONS AWARENESS DAY 2013!**

Hosted by:
Nick Shen



Be treated to a host of exciting activities as you learn about various addictions and how they can affect you and your loved ones. Also, find out how one can beat an addiction with treatment.

Expect fun games with prizes to be won, and free goodie bags while stocks last. Up-and-coming local bands stillsunrise and Diverse Attentions will also entertain you with their unique styles of music!

Date:
Saturday, 23 Nov 2013

Time:
8.30am – 4pm

Guest-of-Honour
Mr Gan Kim Yong,
Minister for Health

Venue
Yew Tee Square Plaza
(open space outside Yew Tee MRT station, beside Yew Tee Point Mall)

Organised by:




For more information, please log on to
www.nams.sg

Participating Organisations:

Alcoholics Anonymous, Central Narcotics Bureau, Health Promotion Board, Institute for Financial Literacy, Institute of Mental Health - Community Health Assessment Team, National Council on Problem Gambling, Singapore Anti-Narcotics Association, Singapore Association for Mental Health, Singapore Corporation of Rehabilitation Enterprises, Singapore Polytechnic, Society of Sheng Hong Welfare Services, The Silver Lining Community Services Limited, WE CARE Community Services

All Addictions Helpline
6-RECOVER (6-7326837)

ANNEX 3: VISUAL OF ADDICTIONS AWARENESS RIBBON



ANNEX 4: 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 West Community Development Council (CDC)	西南社区发展理事会 (西南社理会)
National Addictions Management Service (NAMS) Clinic	NAMS 成瘾专科门诊部
NAMS Acupuncture Clinic	成瘾针灸治疗诊所
Addiction Medicine Department	戒瘾部
Associate Professor Chua Hong Choon Chief Executive Officer, Institute of Mental Health	蔡奉俊副教授 院长, 心理卫生学院
Associate Professor Wong Kim Eng Clinical Director, National Addictions Management Service Emeritus Consultant	王金英副教授 国立成瘾治疗服务临床总监 荣誉顾问
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Dr Gomathinayagam Kandasami Chief, Addiction Medicine Department, IMH Consultant, National Addictions Management Service	甘达萨米医生 心理卫生学院戒瘾部主任 国立成瘾治疗服务专科顾问
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