

The logo for SANA (Singapore Anti-Narcotics Association) features the word "SANA" in a large, bold, black sans-serif font. A red horizontal bar is positioned under the letter "A". The background consists of a white diamond shape centered on a dark blue background, with red geometric shapes in the corners.

SINGAPORE ANTI-NARCOTICS ASSOCIATION

“Reimagining Prevention: What Actually Works for Youth and Families Today”

Presented by: Hari,
Preventive Drug Education Specialist

About SANA

Vision:

As a leader in drug addiction prevention and recovery, SANA aspires to mobilise the community towards a drug-free Singapore.

Mission:

We educate the community on the harms of drug abuse, provide support for persons-in-recovery towards desistance, and advocate for a drug-free society.



The Challenge Facing **This Generation**

Across ASEAN, young people navigate a rapidly shifting landscape of risk — often without the tools to resist it.

Identity Crisis

Adolescents face intense pressure to conform, belong, and perform — making them vulnerable to risky choices.

Online

Digital platforms amplify Misinformation narratives about drugs, addiction, and mental health at unprecedented scale.

Mental Health

Anxiety, isolation, and academic stress create conditions where Pressures substance use becomes a coping mechanism.





Youth Prevention **Must Evolve**

Today's Youth Are

They are digital natives, highly shaped by peer culture, social media, and rapidly evolving drug trends. One-way information delivery no longer works.

Different

Research shows that **experiential learning** and **peer engagement** significantly improve prevention outcomes – **shifting behaviour** where lectures alone cannot. (Alqahrani et al., 2025)

Information Delivery → Youth Empowerment



Why We Need Youth Leaders

When young people take the lead in prevention efforts, communities undergo significant transformation.

Build Safe Space/Positive Role

Young people can create safe environments for open discussions, and they can be guided by positive role models.

Modeling

Relatable

Current young people possess their own unique way of communicating, and when youth leaders help peers, information can be effectively conveyed.

Communication

Improved Engagement in

Young people can design activities that resonate with their peers, leading to more effective program delivery.

Programmes



SANA' ACT

Advocating Change Together

ACT is a structured, evidence-based framework that transforms youth from passive recipients into active prevention leaders — through three progressive pillars.

Awareness

Deep insight into drugs, addiction, mental health, and risk factors — building informed, resilient young minds

Action

Youth create content, run campaigns, and lead school-based initiatives — turning knowledge into real prevention impact.

Advocacy

Empowered young advocates champion drug-free lifestyles among peers — sustaining prevention beyond the programme.



Built on Prevention Science

Every element of the ACT framework is grounded in research and continuously refined through programme evaluation.

What Guides Our Design

- Current drug abuse patterns among youth in Singapore and the region
- Peer-reviewed prevention research and behavioural science
- Prevention science principles — social influence, self-efficacy, and life skills

How We Measure

Impact

Pre & Post Assessments

Measuring shifts in knowledge, attitudes, and intention before and after each programme.

Student Feedback

Direct input from youth participants shapes continuous improvement of content and delivery.

Feedback with Youth Workers/Teachers

Engage in regular discussions following each session to gain insights into effectiveness and make adjustments as needed.

The ACT Badge: A progressive Learning Journey

The ACT Badge is a tiered recognition system that guides **uniform group students** through meaningful, escalating levels of prevention engagement.



Bronze — Raise Awareness

Offer insights on addiction, substances, vaping, and the factors that may lead individuals to drug abuse or criminal behavior.



Silver — Take Action

Students will create anti-drug videos or posters to raise awareness about the dangers of drugs in society.



Gold — Drive Advocacy

Participate at in-person program designed to educate participants on becoming effective advocates for an anti-drug community.

Badge Tier: **Bronze** — Raise Awareness



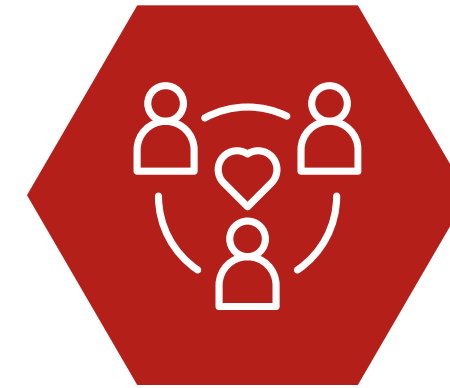
Addiction

Assist youths in grasping the fundamentals of addiction to enhance their understanding of how it functions.



Substance Abuse Awareness

Deepens understanding of harmful substances, the factors that contribute to abuse, and Singapore's legal framework around drug offenses.



Mental Health

Helps young people identify underlying vulnerabilities — stress, peer pressure, mental health struggles — that may increase their risk of drug use.

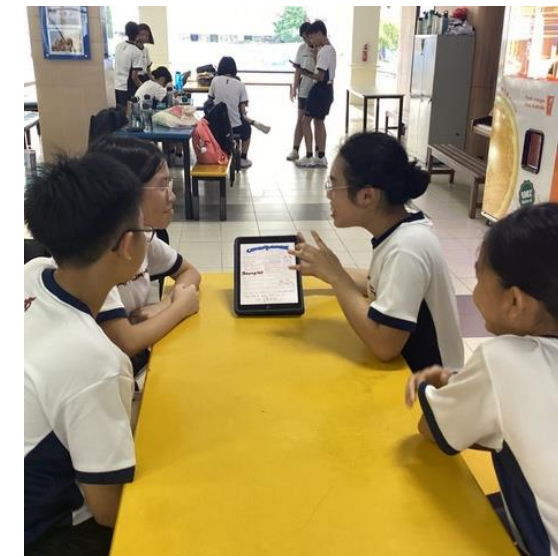
Badge Tier: **Silver** — Take Action

What Students Engage

In

At the Silver tier, students move from learning to doing. They create anti-drug videos or posters that speak directly to their peers and highlight the dangers of drugs in a clear, memorable way.

Through this creative, project-based challenge, students build communication skills, strengthen conviction, and turn awareness into active prevention.



Badge Tier: **Gold** — Drive Advocacy



The Pinnacle of the ACT

Gold tier participants **Badge** step into an in-person advocacy program designed to shape them into confident community champions.

They learn to communicate anti-drug messages with clarity and conviction, engage peers in meaningful dialogue, and lead conversations that inspire positive change across schools and communities in Singapore.

Gold Badge holders are equipped to represent SANA's mission in their schools and communities.

Youth Ownership in Prevention

When young people are empowered to take the lead,
prevention evolves into a true movement.

THANK YOU

REFERENCES

Alqahtani, N. S., Alanazi, S., Almuhayd, R., Alanazi, E., & Alanazi, J. (2025). Generational Differences in Dietary Behaviours: A Cross-Sectional Study of Generations X, Y, and Z. *F1000Research*, 14, 858. <https://doi.org/10.12688/f1000research.167810.1>