



**WELCOME ADDRESS BY
MRS QUEK BIN HWEE, PRESIDENT
SINGAPORE ANTI-NARCOTICS ASSOCIATION
LAUNCH OF SANA NEW BRAND, 24 March 2017**

Mr Desmond Lee, Senior Minister of State
Ministry of Home Affairs and National Development

Mr Desmond Chin
Commissioner, Singapore Prison Service & Co-Chair of CARE Network

CARE Network Partners

SANA Board of Management

Partners and Friends

Good afternoon, and on behalf of the SANA Board of Management, I warmly welcome all of you to the Official Launch of the SANA New Identity.

I would like to welcome specially our Guest of Honour, Mr Desmond Lee, for being here with us today as we mark this important occasion.

Early last year, the SANA Board of Management commissioned an exercise to review SANA's relevance within the drug landscape in

Singapore. We engaged a professional consultancy who undertook a study on how people and organisations perceived SANA, and held focus group discussions to rethink our approach and how we can work better in a new way. An important task was also to help us identify areas of opportunity for the future.

The outcome of the review is a new identity for SANA with determination to engage, assist and empower the people we serve – our youths, drug offenders, ex-offenders, families and the community. This shift in SANA's identity will send strong signals of change. At SANA, we value the importance of being relevant and effective in our continuous fight against drug abuse.

SANA's heritage lies in wealth of knowledge and experience in preventive education. We need to deepen our engagement with youth, beyond the uniform groups, to create effective communication platforms to reach out to at-risk youths. We need to inspire rather than alienate them on drug abuse issues. The old ways of reaching out to them is no longer enough.

SANA's other indisputable strength is in the aftercare of drug-abusers. SANA recognises the importance of family participation in the recovery of the ex-offender. We have started the support groups. They are growing in strength. We have support groups for Male and Female Ex-offenders, Parents of Young Offenders and Families of Ex-Offenders. Through this, we have created a platform for them to learn and gain strength from each other.

As a result of this exercise, a number of new initiatives to reach out to youths on their platforms, have been implemented. We are increasingly

using social media to share positivity and promote self-determination especially for our youths.

We are also using social media to tap into new audiences and build our social community. It will get our conversations going, boost our fundraising efforts through social marketing and increase viewership.

We encourage all of you - youths, parents, educators, anti-drug ambassadors and anyone who wants to join in the fight against drug abuse – to visit our revamped Facebook and Website and the e-portal.

Mostly, we are here to help everyone who are affected by drugs, including family members and children.

Thank you.