



An initiative of



Led by



Supported by



MEDIA RELEASE

Beyond the Label Collective Rallies Workplaces to Break Stigma and Champion Mental Health

SINGAPORE, 13 SEPTEMBER 2025 – The Beyond the Label (BTL) Collective, co-led by the National Council of Social Service (NCSS) and TOUCH Community Services (TOUCH), continues to drive efforts towards a more inclusive and mentally resilient Singapore. Over the past year, its programmes have reached more than 52,600 individuals across schools, families, and workplaces.

Recognising the workplace as a key avenue for change, the BTL Collective's focus this year would be to equip organisations and communities with tools to promote mental well-being.

Importance of Workplace Support

2 The NCSS's 2025 Quality of Life study¹, which for the first time, examined mental health of Singaporeans as a continuum, found that 26% of adults experience mild depressive or anxiety symptoms, 19% moderate and 7% severe. Six in ten of these respondents were in full-time, permanent employment, and those in full time employment reported a higher quality of life than their unemployed peers, highlighting the importance of creating supportive workplace environments so that individuals remain in the workforce.

3 Ms Tan Li San, Chief Executive Officer of NCSS, said, "Mental health is a shared responsibility requiring collective action. Inclusive workplaces with strong support systems empower individuals with mental health challenges to thrive professionally and personally. We remain committed to working with the community and businesses to build environments where everyone feels valued and supported."

¹ The Quality of Life study was administered to 6,700 Singapore residents aged 18 and above from April to May 2025 via an online survey. It assessed mental health symptoms using the PHQ-9 and GAD-7 screeners, and measured quality of life using the WHOQOL-BREF. The survey captures the distribution of mental health needs across a spectrum (mild, moderate, severe), and examines their relationship with employment status, formal diagnosis, and quality of life indicators.

4 Mr James Tan, Chief Executive Officer of TOUCH Community Services, added, “The workplace plays a vital role in advancing mental health support. Studies have shown that many individuals with mental health challenges thrive when workplaces foster empathy and inclusion. By prioritising mental wellness, companies not only build stronger organisations, but also create healthier, more resilient employees.”

“Return to Work” Workshops Equip Employers with Practical Skills to Support Employees with Mental Health Conditions

5 As part of its inclusive workplace efforts, the BTL Collective, in collaboration with the National University of Singapore, launched two runs of “Return to Work” workshops for HR professionals and organisational leaders. Conducted in August and at the BTL Festival, these sessions provided essential tools and strategies to guide HR professionals and people in hiring positions to foster inclusive workplace cultures and support employees transitioning back to work after mental health related absences.

6 Following the two runs of the Return to Work workshop, which was attended by 42 HR professionals across the public, people and private sectors, more than 87% indicated that the workshop equipped them with practical tools to translate inclusive HR policies into actionable practices for supporting employees with mental health conditions. A similar proportion also shared that they are very likely to review and enhance their existing HR processes to better support staff returning to work. Notably, 63% expressed intent to establish a structured return-to-work system within their organisations – a strong signal of growing commitment to building more inclusive and supportive workplaces for employees on their recovery journey.

CapitaLand Joins the BTL Movement to Champion Workplace Mental Wellness

7 In a significant step towards championing mental wellness, CapitaLand has partnered the BTL Collective as Campaign Partner in 2025. This collaboration reinforces CapitaLand’s ongoing commitment to promoting mental well-being both in the workplace and the wider community.

8 Tony Tan, Chief Corporate Officer of CapitaLand Development and Executive Director of CapitaLand Hope Foundation, shared, “At CapitaLand, we believe that the long-term success of our business is closely intertwined with the well-being of the communities we serve. Through CapitaLand Group’s philanthropic arm, CapitaLand Hope Foundation, we support initiatives that uplift lives and build resilient, inclusive communities. Our collaboration with the BTL Collective demonstrates our dedication to foster thriving workplaces where mental wellness is prioritised and supported.”

9 As part of the partnership, CapitaLand is supporting the BTL Fest 2025 through venue sponsorship and publicity supports, while rallying its ecosystem of employees, tenants, and community partners to raise awareness around workplace mental wellness. From October 2025 to March 2026, employees from CapitaLand and its tenants also benefit from a series of workshops and activities on workplace mental wellness conducted by BTL Collective Co-Lead, TOUCH. These sessions aim to empower participants with knowledge and tools to build an environment where mental well-being is valued and supported.

10 Further to its collaboration with the BTL Collective, CapitaLand will be partnering TOUCH to establish the first workplace mental wellness centre in the heart of Singapore's Central Business District to provide accessible support and resources to working adults and families. The centre is scheduled to open from the second half of 2026 onwards.

Expanding Mental Health Support Across Communities

11 Over the past year, the BTL Collective has deepened its impact across schools, families, neighbourhoods, and workplaces.

- Education: The BTL Collective conducted 12 school assembly talks reaching over 15,800 students and engaged more than 1,000 students from Institutes of Higher Learning through the "Tik Talk!" psychoeducation roadshow.
- Families: 300 Mental Health Toolkits were distributed, featuring practical resources. A journaling workshop, "Dear Diary, Hello Family," benefitted 77 individuals across 40 families. Efforts also extended to migrant domestic workers, increasing literacy and training within their support networks.
- Workplaces: 330 participants from various sectors joined dialogue sessions on psychological safety. BTL is also developing an Inclusive Employment Pledge to encourage companies to adopt inclusive hiring practices and connect with Employment Support Agencies.

Positive Shifts Reflected in BTL FY2024 Evaluation Survey

12 The BTL Financial Year 2024 Evaluation Survey² reports encouraging progress in mental health knowledge, acceptance, supportive behaviours, and

² The BTL FY2024 Evaluation survey was administered to 992 respondents, which includes respondents who attended one or more BTL programmes. It measured BTL's effectiveness in achieving its intended outcomes in FY2024: increase in BTL participants' mental health knowledge, acceptance towards persons with mental health conditions, supportive behaviour towards persons with mental health conditions, and willingness to seek help.

willingness to seek help among respondents who have engaged with BTL events, programmes, and activities. Key highlights include:

- Awareness of mental health conditions increased to 55.7% in FY2024 from 26.7% in FY2022
- Willingness to support persons with mental health conditions rose to 98.9% in FY2024 from 74.0% in FY2022
- Willingness to seek help increased to 87.7% in FY2024 from 75.8% in FY2022

13 These results reflect the positive impact of education, peer support, and engagement by the BTL Collective and its partners.

BTL Fest 2025: Breaking Stigma, Championing Workplace Mental Health

14 The year's efforts culminated in BTL Fest 2025, held at Plaza Singapura on 12 and 13 September 2025. Drawing some 4,000 attendees, the event featured workshops, performances, and interactive activities designed to raise awareness and provide access to mental health resources. Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Law and Ministry of Social and Family Development, graced the event.

15 Themed "Breaking Stigma, Championing Workplace Mental Health," the BTL Fest showcased the collective commitment to creating inclusive environments where mental wellness is prioritised.

16 For the latest updates, follow @beyondthelabelsg on Instagram and Facebook. Explore available mental health resources and services at <http://mindline.sg/>

Additional information can be found in the Annexes:

- 1 Annex A - About the BTL 2.0 Steering Committee and organisations in the BTL Collective
- 2 Annex B - Key Findings from BTL FY24 Evaluation Survey
- 3 Annex C - Workgroup Initiatives
- 4 Annex D - BTL 2025 Ambassadors and Profiles
- 5 Annex E - BTL Fest 2025 (Programmes, List of Partners, and List of Workshops)

– END –

About the National Council of Social Service (NCSS)

NCSS is the sector developer for social services in Singapore. Its mission is to develop a sustainable social service sector that improves quality of life, by driving partnerships, transformation and sustainability of social services. Community Chest and Social Service Institute (SSI) are part of NCSS. For more information visit www.ncss.gov.sg.

About TOUCH Community Services

Since 1992, TOUCH Community Services has served people of all ages, races and religions to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, caregiver, senior and person with special or wellness needs to grow, participate and contribute to the community. The heartbeat of TOUCH is to activate potential, build independence, connect people, and deliver impact by developing sustainable solutions in society. For more information on TOUCH, please visit www.touch.org.sg

About Beyond the Label

Beyond the Label (BTL) is a nation-wide movement started in 2018 by NCSS, which focuses on addressing stigma and promoting social inclusion of persons with mental health conditions. In 2022, then-President Halimah Yacob launched the second phase of the movement (BTL 2.0) and the BTL Collective, which comprises partners from the public, private and people sectors working together to create an empowering and inclusive environment for persons with mental health conditions. BTL 2.0 is co-led by NCSS and TOUCH Community Services. For updates from the BTL Collective, follow the BTL Facebook and Instagram page (@beyondthelabelsg). For mental health resources and services, visit <http://bit.ly/BTLFest2024-findservices>.

Media Contacts

Boo Jiun Yi Ninemer Communications +65 9299 3662 boojiunyi@ninemer.com	Lim Si Yun Ninemer Communications +65 9119 5601 limsiyun@ninemer.com
---	--

Annex A – About BTL 2.0 Steering Committee and organisations in the BTL Collective

• BTL 2.0 Steering Committee

	Agency	Representative
1	National Council of Social Service (NCSS) (Co-lead)	Tan Li San, Chief Executive Officer
2	TOUCH Community Services (Co-lead)	James Tan, Chief Executive Officer
3	Agency for Integrated Care (AIC)	Thomas Tan, Deputy Director
4	Care Corner Singapore	Christian Chao, Chief Executive Officer
5	Institute of Mental Health (IMH)	Dr Lee Cheng, Clinical Director
6	MINDSET Singapore	Samuel Tan, CSR Lead and Manager, Communications
7	Samaritans of Singapore (SOS)	Gaspar Tan, Chief Executive Officer
8	SG Enable	Siti Mariam Selamat, Deputy Director
9	SHINE Children and Youth Services	Lee Seng Meng, Executive Director
10	Singapore Association for Mental Health (SAMH)	Ngo Lee Yian, Executive Director
11	Singapore Children's Society	Vivyan Chee, Deputy Director
12	Ministry of Culture, Community and Youth (MCCY)	Tan Lin Teck, Senior Director (Youth)

• Organisations in the BTL Collective

1. National Council of Social Service
2. TOUCH Community Services
3. Agency for Integrated Care
4. Allkin Singapore Ltd
5. Campus PSY
6. Care Corner Singapore
7. CARE Singapore
8. CHAT
9. ClubHeal
10. Fei Yue Community Services

11. Filos Community Services
12. Health Promotion Board
13. Happiness Initiative
14. Institute of Mental Health
15. Intellect
16. Kaleidoscope Labs
17. Limitless (Ltd)
18. MINDSET Care Limited (Jardine MINDSET)
19. Ministry of Culture, Community and Youth
20. Ministry of Social and Family Development
21. Republic Polytechnic
22. Resilience Collective
23. Samaritans of Singapore
24. SG Enable
25. SHINE Children & Youth Services
26. Singapore Anglican Community Services
27. Singapore Association for Mental Health
28. Singapore Children's Society
29. Singapore General Hospital
30. Singapore National Employers Federation
31. Temasek Polytechnic
32. Workplace Safety and Health Council
33. Workwell Leaders

Annex B – Key Findings from the BTL 2024 Evaluation

The survey was administered to 992 participants, including respondents who attended one or more BTL programmes. Their valuable insights have provided a deeper understanding of the key trends and perspectives within the community.

Domain	Outcome Indicator	FY22 Results	FY23 Results	FY24 Results
Knowledge	1. Awareness of mental health conditions	26.7%	57.9%	55.7%
	2. Awareness of mental health support and resources	62.5%	80.5%	92.3%
Acceptance towards persons with mental health conditions	3. Positive attitudes towards persons with mental health conditions	55.0%	75.0%	68.6%
Supportive Behaviours towards persons with mental health conditions	4. Willingness to support loved ones with mental health conditions	74.0%	98.5%	98.9%
	5. Willingness to hire persons with mental health conditions	55.8%	77.8%	42.3%
Willingness to seek help	6. Willingness to seek professional and/or non-professional help	75.8%	91.1%	87.7%

Annex C – BTL 2025 Ambassadors and Profiles

Ambassadors
<p>Tan Soo Ren Julius Age: 40 Occupation: Biomedical Technician</p> <p>Diagnosed with bipolar disorder in 2023, Julius struggled with depression for years, which often disrupted work due to difficulties adjusting to change. A turning point came when he chose to be honest with his employer about his mental health condition rather than conceal his absence after a hospitalisation. He asked for the support that he needed for his well-being while allowing him to contribute to the company. His manager and colleagues were supportive, even allowing him a six-month mental health break. He's now able to pace himself more effectively and function in a healthier, more productive state at work.</p>
<p>Yasmeen Hameed-Chan Age: 51 Occupation: Writer, Marketer</p> <p>Yasmeen's journey with depression and anxiety traces back to her teenage years growing up with a brother diagnosed with schizophrenia. She long repressed her emotions, believing she needed to hold everything together. In her 40s, she finally sought therapy and began unpacking years of emotional neglect. Yasmeen now channels her experiences into blogs, songs, talks, and community support, aiming to reshape how mental health is understood.</p>

Profiles
<p>AETOS Holdings Pte Ltd Joanne Ng Director, People & Culture</p> <p>As Director of People and Culture at AETOS, Joanne plays a pivotal role in embedding employee well-being as a core organisational priority. She champions a people-first culture by strengthening frameworks that support psychological safety, emotional resilience, and holistic wellness across all levels of the organisation.</p> <p>Under her leadership, AETOS has expanded its well-being ecosystem - training over 60 employees as Well-being Coaches to provide peer-level support, establishing a 24/7 well-being hotline, and introducing a mobile health app that promotes healthy lifestyle habits through personalised nudges and incentives. Together, these initiatives form a comprehensive mental well-being framework that empowers employees – both frontline officers and corporate staff – through enhanced mental health literacy, robust in-house support systems, peer-led networks, and a variety of wellness activities.</p>

To measure impact and adapt to evolving needs, Joanne has overseen organisation-wide surveys to track awareness and usage of mental health resources, ensuring programmes remain data-driven and relevant.

By sustaining and amplifying AETOS's commitment to well-being, Joanne has helped shape a workplace where employees feel supported, empowered, and able to thrive – reinforcing how people-centred strategies can drive engagement, performance, and organisational resilience.

Singapore General Hospital (SGH)

Phua Ghee Chee

Deputy Chief Executive Officer (Hospital Experience), SGH and Group Director (Staff Wellness), SingHealth

Associate Professor Phua Ghee Chee is the Deputy CEO of Singapore General Hospital, responsible for leading initiatives to enhance staff well-being and patient experience. He concurrently serves as the Group Director of Staff Wellness at SingHealth, and undertakes in the envisioning, developing and implementing of staff wellness strategies for SingHealth.

Associate Professor Phua is a Respiratory and ICU physician and maintains an active clinical practice. During the COVID-19 Pandemic, he led the SGH ICU Committee and the SingHealth ICU Operations Group, responsible for leading the pandemic ICU response. He also served in the National ICU Committee in Singapore at this time.

He is a passionate Clinician-Educator and a clinical faculty in Duke-NUS Medical School and Yong Loo Lin School of Medicine NUS. He serves in the Respiratory Residency Advisory Committee, Intensive Care Medicine Specialty Training Committee and was previously Singhealth Internal Medicine Residency Program Director.

HTS Khoo Swee Giang

**Senior Assistant Director (Care & Wellness Office) / Principal Psychologist
Emergency Psychological Sciences Department
Singapore Civil Defence Force**

HTS Khoo Swee Giang, Senior Assistant Director of the Care & Wellness Office in the Emergency Psychological Sciences Department (EPSD) at SCDF, is redefining workplace mental health through her innovative leadership and expertise as a counselling psychologist.

She leads her team in driving key initiatives such as the SCDF Paracounsellor Scheme, NSF Peer Supporter Programme, and the SCDF Mental Health Literacy Programme, which are redefining how mental wellness is understood and supported within the organisation. The Paracounsellor Scheme equips officers with basic counselling, crisis intervention, and peer support skills, ensuring timely psychological assistance and nurturing a culture of empathy. Similarly, the NSF Peer Supporter Programme trains full-time National

Servicemen to offer a listening ear, provide emotional support, and share information of help resources with their peers. Building on these peer support initiatives, the Mental Health Literacy Programme, a mandatory e-learning course, empowers personnel with the knowledge to recognise early signs of distress and equips supervisors with the tools to respond positively.

Together, these initiatives have strengthened SCDF's peer support network, raised mental health awareness, and helped reduce stigma across all levels of the organisation. Swee Giang's focus on evidence-based practices ensures that support services remain both accessible and effective.

Her leadership is grounded in proactive mental health management and early intervention. She champions preventive strategies such as supervisory and peer support, embedding them seamlessly into SCDF's organisational policies. Under her guidance, the Care & Wellness Office has built robust systems that address evolving psychological needs while enhancing resilience and well-being among SCDF officers.

Through her sustained efforts, Swee Giang has helped create a workplace where mental health is prioritised, discussions are normalised, and support is readily available. Her dedication continues to shape a forward-thinking, and caring culture within SCDF.

Annex D - Workgroup Initiatives

S/N	Areas of Focus	Initiatives	Partners
1	Schools (U16)	<ul style="list-style-type: none"> ● Mental Health School Assembly Talks <ul style="list-style-type: none"> ○ Conducted 12 Mental Health School Assembly Talks for approximately 15,815 students, boosting mental health literacy and fostering a supportive school environment. ○ In May 2025, BTL Champion Rebecca Lim shared her personal mental health journey with 550 primary school students from Teck Whye Primary. Her session focused on her experiences with bullying and the importance of seeking help early, aiming to raise awareness among young students. ● Peer Support Leaders' Summit <ul style="list-style-type: none"> ○ In June 2025, BTL participated as one of the facilitators at the Peer Support Leaders' (PSL) Summit, conducted by Limitless & Care Corner. The session helped educators co-create a framework for a healthy and effective PSL programme to be implemented in schools, supporting students' mental well-being. ● Immersive Experience for Youth <ul style="list-style-type: none"> ○ BTL is developing an immersive experience initiative designed to help students understand and empathise with youth-relevant stressors such as academic overload, social anxiety, and peer conflict. The programme aims to build 	<ul style="list-style-type: none"> ● TOUCH Community Services ● SHINE Children and Youth Services ● Singapore Children's Society ● Lutheran Community Care Services

S/N	Areas of Focus	Initiatives	Partners
		empathy, mental health literacy, and resilience as early foundations for future workplace well-being.	
2	Schools (IHLs)	<ul style="list-style-type: none"> • Launching the "Tik Talk!" Psychoeducation Roadshow for Institutes of Higher Learning (IHLs) <ul style="list-style-type: none"> ○ Launched a psychoeducation roadshow called "Tik Talk!" catering to students in Institutes of Higher Learning (IHLs) at Republic Polytechnic and Temasek Polytechnic, reaching over 1,000 students in the past year. ○ This initiative aims to provide psychoeducation to youths, helping them identify barriers to seeking help and fostering open discussions around mental health. • Launching "Tik Talk!" (Workplace Internship Edition) <ul style="list-style-type: none"> ○ As an extension of the physical mobile roadshow conducted in FY24, the "Tik Talk!" initiative is now adapted specifically for youths navigating internships or early workplace experiences. ○ This version will cater to young people as they transition from education to professional environments, focusing on managing workplace stressors, mental health awareness, and seeking help in the workplace. 	<ul style="list-style-type: none"> • Campus PSY • Care Corner • TOUCH Community Services • SHINE Children & Youth Services • Singapore Association for Mental Health • Temasek Polytechnic • CHAT Singapore • CARE Singapore • Health Promotion Board • Limitless • Republic Polytechnic

S/N	Areas of Focus	Initiatives	Partners
3	Workplace	<ul style="list-style-type: none"> Conducted Second Dialogue on Building Psychologically Safe Workplaces <ul style="list-style-type: none"> In July 2025, the BTL Collective hosted the second run of the dialogue on building psychologically safe workplaces at SMHC, engaging 330 participants across various sectors. This session aimed to equip employers with strategies and insights to cultivate inclusive, supportive work environments that prioritise mental well-being. Initiated Return-to-Work Workshops <ul style="list-style-type: none"> To increase knowledge on supporting employees with mental health challenges (including persons with mental health conditions, PMHCs), the BTL Collective launched a series of return-to-work workshops focused on identifying HR policies and best practices. Two runs of the workshop were held: one on 12 August 2025 and a second on 12 September 2025 during BTL Fest 2025. These workshops aimed to empower organisations to facilitate smooth transitions for employees returning to work after mental health-related absences. Designed and implemented Peer Support course <ul style="list-style-type: none"> One of the recommendations under Workgroup 3 of the Interagency Taskforce on Mental Health and Wellbeing focusing on Employment Support 	<ul style="list-style-type: none"> National Council of Social Service (Co-lead) Intellect (Co-lead) Singapore Association for Mental Health Singapore Anglican Community Services TOUCH Community Services Singapore National Employers Federation Workplace Safety and Health Council MINDSET Care Limited Care Corner Singapore Kaleidoscope Labs Singapore General Hospital Counselling and Care Centre

S/N	Areas of Focus	Initiatives	Partners
		<ul style="list-style-type: none"> ○ Adapted core elements from NCSS's Peer Support Specialist training curriculum and meant to complement existing training offered by organisations such as NTUC LearningHub and HPB, to equip peer supporters with skills to utilise their lived experiences to support others in mental health distress. ○ Pilot run in Aug 2024 with 15 participants. Feedback was positive, with 86% of participants finding the content relevant and 93% indicating they would apply the skills and knowledge acquired. ● Conducting Human Library at BTL Fest 2025 <ul style="list-style-type: none"> ○ A third workshop will be conducted at BTL Fest 2025, taking the form of a "human library" approach. ○ This session will feature diverse perspectives from individuals with lived experiences, Human Resource professional(s) and/or team managers and job coaches from employment support agencies (ESAs), aiming to foster dialogue around inclusive workplace practices and mental health. ● Developing the Inclusive Employment Pledge <ul style="list-style-type: none"> ○ The BTL Collective is developing an Inclusive Employment Pledge to unify existing ESA employer partners and encourage new employers to commit to inclusive hiring practices. 	<ul style="list-style-type: none"> ● Mental Health Film Festival Singapore ● Lutheran Community Care Services

S/N	Areas of Focus	Initiatives	Partners
		<ul style="list-style-type: none"> ○ This initiative will help connect employers with ESAs, fostering greater employment opportunities for individuals with mental health conditions and promoting inclusive hiring practices across sectors. 	
4	Families	<ul style="list-style-type: none"> ● Curated and Distributed Families Mental Health Toolkit <ul style="list-style-type: none"> ○ As a pilot initiative, BTL curated and distributed 300 copies of the Families Mental Health Toolkit for adults. ○ The toolkit contains valuable information on identifying signs and symptoms of poor mental health within families and provides help-seeking resources. ○ It also includes guided activities such as journal-making, mindful colouring, and a conversation card using the Mental Health Wellbeing Continuum, encouraging families to engage in discussions about mental health. ○ The toolkit has been made available in a digital format for public access, further extending its reach and usability. ● Led "Dear Diary, Hello Family" Hands-on Journal Making Activity <ul style="list-style-type: none"> ○ In June 2025, BTL led a hands-on journal-making activity called "Dear Diary, Hello Family" for 40 families, benefiting 77 individuals. ○ The activity aimed to promote mental wellness within families, encouraging participants to express their thoughts and 	<ul style="list-style-type: none"> ● The Agency for Integrated Care (AIC) ● Singapore Children's Society ● TOUCH Community Services ● Fei Yue Community Services ● SG Enable ● Ministry of Social and Family Development (MSF)

S/N	Areas of Focus	Initiatives	Partners
		emotions through journaling, fostering stronger communication and resilience in family units.	
5	Neighbourhood	<ul style="list-style-type: none"> ● Engaging Migrant Domestic Worker Community and Stakeholders <ul style="list-style-type: none"> ○ The BTL Collective has focused on increasing mental health literacy within the migrant domestic worker community. ○ Efforts include targeted outreach and educational campaigns to raise awareness and equip domestic workers with essential knowledge about mental well-being and available support services. ● Engaging Agencies Supporting Migrant Domestic Workers <ul style="list-style-type: none"> ○ The BTL Collective is also working closely with agencies that support migrant domestic workers, with a focus on potentially training these agencies to provide peer support. 	<ul style="list-style-type: none"> ● TOUCH Community Services ● Samaritans of Singapore ● CARE Singapore ● Allkin Singapore Ltd. ● Ministry of Culture, Community and Youth (MCCY)

S/N	Areas of Focus	Initiatives	Partners
		<ul style="list-style-type: none"> ○ This initiative aims to empower support networks to effectively assist domestic workers with mental health challenges and foster a more inclusive and empathetic environment for this community. 	

Annex E - BTL Fest 2025

• Stage Programme

Timing	Programme
6:15 pm	Commencement of Stage Programme
6:35 pm - 6:45 pm	Piano Performance by Sueli of Yamaha
6:45 pm - 6:55 pm	Speech by GOH, SMS Eric Chua
6:55 pm - 7:05 pm	Launch of BTL Theme by SMS Eric Chua, BTL Co-Chairs and Campaign Partner, CapitaLand
7:05 pm - 7:20 pm	Song Performance by BTL Ambassador Ethel Yap
7:20 pm - 7:55 pm	<p>Panel Discussion</p> <p>Emcee & Moderator: Joakim Gomez</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Ms Quah Ley Hoon, Group CEO of CapitaLand Investment • Mr Adrian Ang (aka Xiao Ming), BTL Champion • Ms Cassandra Loh, BTL Ambassador
8:00 pm	End of Stage Programme

• List of Booth Partners

Organisation	Write-up
TOUCH Community Services	<p><i>Inside Out: Workplace Mental Health Experience</i> is designed to bring invisible challenges to light in a way that is relatable, empathetic, and action oriented. Our booth invites participants to “step inside” the emotional world of a modern workplace, helping them to identify, understand, and respond to mental health challenges with greater empathy and insight.</p> <p>Drawing inspiration from Pixar’s <i>Inside Out</i>, the booth features a series of fast-paced, interactive activities that mirror common emotional experiences in professional settings. By connecting each emotional state to real-world workplace scenarios, participants are gently guided from awareness to action, breaking down stigma and championing the cause of mental health with every step they take.</p> <p>Through the activities offered at the booth, we aim to:</p>

	<ol style="list-style-type: none"> 1. Promote greater awareness of mental health challenges such as burnout, anxiety, and depression in workplace settings. 2. Dispel stigma and common myths through accessible facts and storytelling. 3. Equip participants with practical language and strategies to support Persons with Mental Health Conditions (PMHCs). 4. Encourage a culture of inclusion, empathy, and early help-seeking behaviour.
Allkin Singapore Ltd	<p><i>Walk in My Shoes: The Workplace Mental Health Journey</i> by Allkin Mental Health Service invites participants to step into the lived realities of employees navigating mental health challenges at work.</p> <p>This interactive, guided pathway highlights key workplace decision points – such as disclosure, promotion, or taking medical leave – and reveals how different responses from peers, managers, and systems can either reinforce stigma or cultivate support. Through this first-person experience, participants witness the profound impact workplace culture has on mental wellbeing. By making these challenges visible and relatable, the activity builds empathy and breaks down misconceptions about mental health in professional settings.</p> <p>The experience concludes with a Pledge Wall, where participants reflect on how they can personally contribute to workplace mental health inclusion. These pledges reinforce the message that everyone has a role to play in breaking stigma and championing mental wellbeing. Aligned with this year's theme, the booth transforms awareness into action. It empowers individuals to become advocates for change, fostering workplaces where mental health is recognized, respected, and supported.</p>
Fei Yue Community Services	<p>Fei Yue CREST (Youth and Adults) services seek to promote mental health awareness, emotional well-being and reduce stigma around mental health. Open to both youth and adults, our booth offers interactive activities where the community is able to have a safe space for reflection, creativity, and connection. The initiative aims to normalize conversations around mental health, encourage early help-seeking, and connect the public with accessible resources. By combining psychoeducation with hands-on engagement, Fei Yue continues its mission to build a more understanding and resilient community.</p>

	<p>Booth Features:</p> <ul style="list-style-type: none"> ● Mood Check-In Board: A visual tool encouraging emotional expression and self-awareness. ● DIY Keychain Making: A creative activity to craft messages of encouragement for oneself or others. ● Resources: Brochures, QR codes, and referrals to Fei Yue CREST's mental health services.
Singapore Association for Mental Health (SAMH)	<p>Spin the Stigma Away: Workplace Edition</p> <p>Join Singapore Association for Mental Health (SAMH) at our interactive booth to spin the stigma away and reframe mental health in the workplace. In line with this year's theme on "Breaking Stigma, Championing Mental Health", our specially designed wheel reveals common workplace myths, real scenarios, and quick challenges about mental well-being. Participants will bust misconceptions, learn how to support colleagues in distress, explore inclusive hiring practices, understand available resources, and reflect on managing stress and burnout.</p> <p>This fun activity encourages open conversations and empathy to promote mentally healthy inclusive workplaces. Walk away with fresh perspectives, practical insights, and a token of appreciation. Together, let us shift mindset, break stigma and champion mental health at work.</p>
Care Corner	<p>Care Corner INSIGHT presents Carey-ing Choice — a self-guided chatbot experience is designed to spark reflection on mental health in the workplace.</p> <p>Through various realistic workplace scenarios, participants navigate common yet often stigmatized dilemmas around setting boundaries, saying "no," and seeking support. Each choice made within the chatbot offers immediate feedback, highlighting its potential emotional and relational impact.</p> <p>By breaking stigma around assertiveness and help-seeking, the booth empowers individuals with practical strategies and mental health language that can be applied in real-life work settings. Participants walk away not only with a cute plushie keychain — but also with a clearer sense of how everyday decisions contribute to a culture that champions mental health and respects boundaries.</p>

National Youth Council	<p>NYC's booth invites participants to step in the shoes of a young working adult as they navigate "a day in my life in the office" through an online game, challenge their knowledge on mental health through a myth vs fact activity, and learn how to cope better with their stressors through a scenario card game.</p> <p>Join us at our booth to uncover more about workplace mental health from the perspective of a youth in the working world, and how you could support someone with such struggles.</p>
First Stop for Mental Health	<p>The "First Stop for Mental Health" will be there to share the available mental health support via "Call, Click, Visit".</p> <p>Other than learning about the various touchpoints, visitors will be equipped with useful mental health resources such as the Community Mental Health Wayfinding Tool, engage in interactive activities such as 'catching' a plushie via mindline.sg claw machine, as well as having a swing and letting it out with the King of Hammer. We also have something sweet for you to end your experience at our booth.</p>

• List of Participating Partners

The following partners will be rallying support for the BTL Fest throughout September 2025.

Partners	Description
Bead Bad Wolf	Offered workshops pro-rated at \$20/pax
ByTee&Co	
The Red Pencil	
Chok Mah	
Terrapy SG	
Tangs Terrarium	
Mount Sapola	
Yamaha	Offered free workshops
Muji	Offered space to host Yamaha workshops and to store logistics
Samaritans of Singapore	Offered free seminar/talk
Limitless	
Health Promotion Board	

Temasek Shophouse	Offered space to host workshops at a pro-rated price
IRVINS	Offered 1,008 pouches of the ViNS as a redemption item
StephT Creates	Offered workshop (Workplace Connect) at a pro-rated price
The Gentle Group Pte Ltd	Sponsorship of bento meals for BTL volunteers
Clarins	Sponsorship of 100 goodie bags worth \$120 each for Workplace Connect workshop
Faber Vine Spice Wellness Workshop	Offered workshop for workplace relaxation
The Shirt Bar	Offered BTL Fest event tee at co-sponsored rate

- List of Workshops**

Workshop Name	Description
Workplace Workgroup: Navigating Return-To-Work: Organisational Tools for Mental Health and Reintegration	The workshop is designed to help organisations support employees facing mental health challenges, including those with diagnosed mental health conditions (PMHCs). The workshop aims to increase knowledge of best practices and HR policies, empowering companies to facilitate a smooth and successful transition for employees returning to the workplace after a mental health-related absence.
Bead Bad Wolf: Botanical Embroidery Workshop	Create your own botanical embroidery drawstring pouch, one careful stitch at a time. Just like this meditative craft, you'll discover that healing and personal growth happens gradually, and that's perfectly okay!
ByTee&Co: A Mindful Candle Workshop	Get your hands into candle-making while practicing mindfulness and self-care. This creative experience teaches you new skills and gives you practical tools for nurturing yourself, all while making something beautiful to take home.

Workshop Name	Description
The Red Pencil: An Art Therapy Workshop for Self-Care	What's really causing that inner tension you feel? Through mindful art-making, you'll uncover the sources and build genuine self-awareness. Plus, you'll learn gentle ways to work with your emotions instead of fighting them.
Chok Mah: Broken Made Whole Coaster Workshop	Transform broken pottery and discarded materials into gorgeous, functional coasters you'll actually want to use. The process itself becomes a powerful reminder that healing and beauty really can emerge from life's broken pieces.
Terrapy SG: Pressed Flower Frame Workshop	Using pressed flowers and leaves, you'll craft your own beautiful artwork in this peaceful, hands-on session. It's the perfect way to tap into your creativity while finding those precious moments of calm we all need.
Tangs Terrarium: Create Your Own Mini-Garden	Build a miniature green space of your own and learn simple daily practices that bring mindfulness into your regular routine. You'll go home with both a thriving terrarium and easy techniques for finding calm whenever you need it.
Mount Sapola: Aromatherapy Workshop	The right scents have amazing power to soothe your mind and balance your emotions. You'll explore how to weave aromatherapy into your daily life for better stress management and emotional well-being.
Yamaha: Ukelele Workshop	Music can be a powerful tool for relaxation and stress relief. Come unwind and learn how to strum a simple song on the ukelele with experienced instructor Daniel Purnomo.