MEDIA RELEASE

Beyond the Label calls on Singaporeans to turn mental health awareness into everyday action

SINGAPORE, 28 OCTOBER 2026 – As conversations about mental health become more common, the Beyond The Label (BTL) Collective has expanded efforts to foster greater understanding about mental health, equip Singaporeans with practical tools for everyday support and build more inclusive communities where persons with mental health conditions feel supported and accepted.

2 With the transition into BTL 3.0 this year, the BTL movement has shifted its focus beyond building awareness into taking real action. Comprising partners from the public, private and people sectors, the BTL Collective's efforts will go beyond education to focus on equipping individuals and communities with the necessary skills to maintain mental wellness and strengthen everyday well-being.

From awareness to everyday action

3 Singapore's National Mental Health and Well-being Strategy recognises that mental health needs exist along a continuum, with different levels of support provided through its Tiered Care Model. This reinforces the importance of recognising and responding to mental health needs early, with support appropriate to the level of need. NCSS' 2025 Quality of Life Study found that mental health needs exist across a spectrum. Among some 6,700 respondents aged 18 and above, 26% experienced mild depressive or anxiety symptoms, 19% experienced moderate symptoms and 7% experienced severe symptoms. Further analysis by NCSS also found that family and peers could play an important role in encouraging people to seek support, highlighting how everyday actions and conversations can support help-seeking and mental wellbeing.

4 As conversations about mental health become more common, BTL's focus is increasingly on helping individuals and communities translate awareness into everyday actions that support mental wellbeing and inclusion.

Championing mental health in the community

5 The BTL Collective will be rolling out several initiatives to boost mental health literacy and support among a wide range of audiences, including seniors, caregivers, children and youths.

- Increasing the mental health literacy rate and help-seeking behaviours among seniors through engaging, creative activities like art and music. To foster a culture of peer support among seniors by training seniors to be “kampung chiefs” to champion community care.
- Equipping caregivers of children and youth with communication skills and the ability to detect early signs of mental health distress, and providing sandwiched caregivers – those caring for both ageing parents and children – with practical, bite-sized self-care strategies to prevent caregiving burnout.
- Developing peer support skills in youths during major transitions through a two-tiered approach: providing in-depth training for those looking to develop their peer support skills, as well as general outreach through road shows where youths can practise their skills while building broader mental health literacy.

6 Ground-up initiatives remain a core focus for Well-Being Circles (WBC), driven by two dedicated tracks:

- Community-Based Track: Introducing a new WBC initiative, *SibsUnite*, tailored to support siblings of individuals with special needs.
- Student-Led Track: Currently engaging with two to three student groups interested in launching youth-centric mental health campaigns, including raising awareness about *hikikomori* (social withdrawal) and other emerging youth challenges.

Bringing everyday mental wellness online with The BTL Mini-Series

7 While the physical BTL Fest 2026 will no longer take place due to the ongoing haze situation, BTL’s efforts to support the community continue beyond any single event or format. Recognising that people may engage with mental wellness in different ways, BTL will bring this year’s public campaign online through The BTL Mini-Series, making practical mental wellness guidance and conversations accessible to people wherever they are. The mini-series premieres daily on YouTube at 7.30pm, 28 October to 1 November.

8 Hosted by Joakim Gomez, the five-episode digital series continues this year’s theme, “Mental Wellness Begins With All Of Us”, by exploring simple ways people can care for their own mental wellbeing and support those around them. Each 20-minute episode is built around the five senses and the experiences of different groups in the community, from parents and caregivers to working adults and students.

9 Rather than asking viewers to make big changes, each episode introduces a simple “half step” that can be tried wherever they are – whether it is taking a few slow breaths, checking in on someone, spending a few minutes engaging with a hands-on activity, noticing something in their surroundings, slowing down over a familiar drink, or using music as a way to pause and reconnect.

10 Through conversations, guided activities and lived experiences, The BTL Mini-Series aims to make caring for mental wellness feel approachable and relevant to everyday life. Viewers can access the full episodes online, allowing them to revisit the practical takeaways in their own time and share them with family, friends or colleagues. Full episodes will be available on YouTube and the BTL microsite, with shorter content shared across BTL's social channels. More details on The BTL Mini-Series can be found below in Annex D.

Key findings from BTL Financial Year (FY) 2025 Evaluation Survey

11 An evaluation of BTL's efforts in Financial Year 2025 found that the initiative made encouraging progress towards its intended mental health knowledge, attitudes and supportive behavioural outcomes. A post-participation survey was completed by 2,087 people who attended one or more BTL programmes to measure BTL's effectiveness. The key findings include:

- Awareness of mental health support and resources increased to 94.1% of participants in FY2025 from 92.3% in FY2024
- Willingness to hire persons with mental health conditions increased to 69.5% of participants in FY2025 from 42.3% in FY2024

12 The BTL Collective also ramped up its engagement efforts islandwide to reach specific sub-populations of interest, including students, educators, employers and the public. Engagement formats ranged from educational booths and roadshows to roving exhibitions, and to campus activation initiatives. In FY2025, the BTL Collective conducted over 116 engagements and reached over 67,603 individuals across:

- 42 school engagements
- 40 corporate engagements
- 34 community engagements

13 "Beyond the Label is not a once-a-year conversation. Throughout the year, we have been bringing mental health conversations into schools, workplaces and communities, creating more opportunities for people to understand mental health, know where support is available and play a part in building more inclusive environments," said James Tan, Chief Executive Officer, TOUCH Community Services. "The encouraging shifts we are seeing – from greater awareness of mental health support to a stronger willingness to hire persons with mental health conditions – show that sustained engagement can help move people from awareness towards action. BTL brings these efforts together in one shared space, but the work continues beyond The BTL Mini-Series as we keep building communities where people feel seen, included and supported."

14 "Beyond the Label goes beyond raising awareness. It is about helping people turn understanding into action, whether by supporting someone around them, seeking help early, or creating more inclusive environments. We want to equip individuals, communities and workplaces with the skills and confidence to take these everyday actions, because inclusion is built through what we do, not just what we know. Through BTL, we will continue bringing partners together so that greater understanding leads to lasting change", said Mr Lim Shung Yar, Chief Executive Officer of NCSS.

15 In FY2026, the BTL Collective will continue to enhance its outreach and engagement efforts to strengthen the population's mental health, including through skills-building initiatives to equip participants with practical skills for self-care and peer support.

16 Importantly, BTL's broader network of mental health resources and support remains available beyond the campaign.

17 For the latest updates, follow @beyondthelabelsg on Instagram and Facebook. For mental health resources and services, visit mindline.sg.

Additional information can be found in the Annexes:

1 Annex A - About the BTL 3.0 Steering Committee and organisations in the BTL Collective
2 Annex B - Key Findings from BTL FY25 Evaluation Survey
3 Annex C - BTL 2026 Ambassadors
4 Annex D - The BTL Mini-Series

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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 https://beyondthelabel.sg.

Media Contacts

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Annex A – About BTL 3.0 Steering Committee and organisations in the BTL Collective

- **BTL 3.0 Steering Committee**

	Agency	Representative
1	National Council of Social Service (NCSS) (Co-lead)	Lim Shung Yar, Chief Executive Officer
2	TOUCH Community Services (Co-lead)	James Tan, Chief Executive Officer
3	Agency for Integrated Care (AIC)	See Yen Theng, Chief, Caregiving and Community Mental Health Division
4	Care Corner Singapore	Christian Chao, Chief Executive Officer
5	Institute of Mental Health (IMH)	Dr Lee Cheng, Clinical Director
6	Fei Yue Community Services	Arthur Ling, Chief Executive Officer
7	Samaritans of Singapore (SOS)	Terry Siow, Chief Executive Officer
8	SG Enable	Pauline Tan, Assistant Director
9	SHINE Children and Youth Services	Lee Seng Meng, Executive Director
10	Singapore Association for Mental Health (SAMH)	Nicholas Lee, Chief Executive Officer
11	Singapore Children's Society (SCS)	Vivyan Chee, Deputy Director
12	Ministry of Culture, Community and Youth (MCCY)	Tan Lin Teck, Senior Director (Youth)
13	Montfort Care	Han Yah Yee, Chief Executive Officer
14	National Mental Health Office (NMHO)	Harold Tan, Chief Executive Officer

- **Organisations in the BTL Collective**

1. National Council of Social Service (NCSS)
2. TOUCH Community Services
3. Agency for Integrated Care (AIC)
4. Allkin Singapore Ltd
5. Campus PSY
6. Care Corner Singapore
7. CARE Singapore
8. CHAT

9. Club HEAL
10. Fei Yue Community Services
11. Filos Community Services
12. Growthbeans
13. Health Promotion Board (HPB)
14. Happiness Initiative
15. Intellect
16. Kaleidoscope Labs
17. Limitless (Ltd)
18. Mindfull Community
19. Ministry of Social and Family Development (MSF)
20. Montfort Care
21. Republic Polytechnic
22. Samaritans of Singapore (SOS)
23. SG Enable
24. SHINE Children and Youth Services
25. Singapore Anglican Community Services (SACS)
26. Singapore Association for Mental Health (SAMH)
27. Singapore Children's Society (SCS)
28. Singapore General Hospital (SGH)
29. Singapore National Employers Federation (SNEF)
30. Temasek Polytechnic
31. Workplace Safety and Health Council (WSHC)
32. WorkWell Leaders (WWL)

Annex B – Key Findings from the BTL 2025 Evaluation

In FY2025, BTL conducted 116 engagements across schools, corporates and communities, reaching an estimated 67,600 individuals. These efforts were further supported by nine persons with mental health conditions (PMHCs) who shared their lived experiences as BTL Ambassadors to raise awareness and challenge stigma. A post-participation survey involving 2,087 BTL participants also provided insights into the movement's effectiveness in improving mental health awareness, acceptance and supportive behaviours.

Domain	Outcome Indicator	FY22 Results	FY23 Results	FY24 Results	FY25 Results
Knowledge	1. Awareness of mental health conditions	26.7%	57.9%	55.7%	52.5%
	2. Awareness of mental health support and resources	62.5%	80.5%	92.3%	94.1%
Acceptance towards persons with mental health conditions	3. Positive attitudes towards persons with mental health conditions	55.0%	75.0%	68.6%	64.3%
Supportive Behaviours towards persons with mental health conditions	4. Willingness to support loved ones with mental health conditions	74.0%	98.5%	98.9%	98.2%
	5. Willingness to hire persons with mental health conditions	55.8%	77.8%	42.3%	69.5%
Willingness to seek help	6. Willingness to seek professional and/or non-professional help	75.8%	91.1%	87.7%	83.7%

Annex C – BTL Ambassadors

Interviews with BTL Ambassadors Julius and Jesslyn can be arranged upon request.

Ambassadors
Tan Soo Ren Julius Age: 40 Occupation: Biomedical Technician 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.
Jesslyn Ng Age: 37 Occupation: Entrepreneur Jesslyn has been an educator since 2013. As work pressures took a toll on her mental well-being in recent years, she rediscovered the therapeutic power of crafting - something she has loved since childhood. Embracing its calming effects, she decided to merge her passion for teaching and creativity, leading to the birth of Crafty Summer. Now a certified therapeutic arts life coach, Jesslyn conducts craft workshops that go beyond creativity - they offer a space for mindfulness, self-care, and personal growth. She guides both children and adults in embracing imperfections, finding joy in the process, and being present in the moment through hands-on creativity.

Annex D – The BTL Mini-series

Episode 1: Welcome to The BTL Mini-series *28 October 2026*	The BTL Mini-series opens by acknowledging a reality many people can relate to: when plans change unexpectedly, so can the routines and little moments that usually help keep us grounded. Hosted by Joakim Gomez, with appearances by BRAVE, the opening episode introduces this year's theme, "Mental Wellness Begins With All Of Us", and explores why caring for our mental wellbeing remains important wherever we are: at home, at work or on the go. Viewers will also be introduced to the series' "half step" concept: small, practical actions that do not require a major lifestyle change, but can create a moment to pause and reconnect. The first episode encourages viewers to take a few slow breaths before checking in on someone around them, reinforcing that looking after mental wellness can begin with something as simple as asking, "How are you?"
Episode 2: Hands on with Familee *29 October 2026*	Caring for a child, parent, partner or family member often means keeping track of everyone else's needs — sometimes at the expense of our own. In this episode, Alex and Daken from Familee joins the BTL Mini-series for a hands-on session centred on the sense of touch, exploring the stresses families experience and how they can better recognise when someone at home may need support. As they build BRAVE mini blocks together, the family reflects on how parents and children experience stress differently, how they recognise when someone is having a difficult time, and the small things they can do to support one another. The activity also demonstrates how doing something with our hands can create an opportunity to slow down, focus and reconnect as a family. The episode leaves viewers with a simple takeaway: set aside a few minutes for a hands-on activity as a way to pause and reset, either alone or together with someone at home.
Episode 3: Take a Pause, Sip It Slow *30 October 2026*	For anyone who has ever rushed through lunch, answered emails over a cup of coffee or reached the end of the workday without taking a proper break, this episode explores how even familiar routines can become opportunities to slow down. BTL Ambassador Jesslyn Ng, together with Samantha Wong from TOUCH Community Services, joins Joakim for a matcha-making session centred on the senses of scent and taste. As they prepare their drinks, Jesslyn reflects on her own journey, recovery and return to work, while the conversation explores the different rituals people use to stay grounded during demanding days: from crafting to slowing down over a drink. At its heart is the reminder that mental wellness does not look the same for everyone. Viewers are encouraged to find what works for them, beginning with a simple "half step": take a moment to notice the

	scent and taste of their next cup of tea or coffee instead of consuming it on autopilot, and perhaps make another cup for someone else and share the pause together.
Episode 4: What We See, What We Feel *31 October 2026*	We look at hundreds of things every day but how often do we stop long enough to really notice them? In this episode, Das and Joakim join Joel, a mental health professional from TOUCH Community Services, for a guided creative activity exploring the sense of sight. Through colour, shape and art-making, the session looks at how slowing down and focusing on what is immediately in front of us can offer a simple grounding experience. Just as importantly, viewers are reminded that creative expression is not about producing a perfect piece of art, and that they do not have to consider themselves “artistic” to take part. The episode encourages viewers to take a closer look at their own surroundings and find one thing they find quietly beautiful. They can capture it in a photograph or quick sketch, creating a small moment of pause that can be practised almost anywhere.
Episode 5: Music to Our Ears *1 November 2026*	The BTL Mini-series closes with the sense of sound, turning the spotlight to the pressures young people can encounter during their school years from examinations and co-curricular activities to friendships, expectations and the labels that can become attached to us while growing up. Joined by 53A and Benjamin Hum, Joakim takes the performers back to their own school days to talk about what stressed them, the people and experiences that helped them through, and how music has played a role in supporting their mental wellness. Through a light-hearted look at the labels people pick up in school and conversations about the songs they turn to on difficult days, the episode explores how music can help people pause, express themselves and connect with others. For the final “half step”, viewers are invited to close their eyes and notice three sounds around them, before sharing a song that lifts them up with someone who may need it. The finale then brings together the five small actions explored throughout the series, reinforcing the idea that mental wellness can begin with simple things we do for ourselves, and grow when we share them with others.