



## **MEDIA RELEASE**

### **Over 55,000 individuals supported by Beyond the Label Collective since last year**

*Plans for pilots in neighbourhoods to reach at least 1,000 per town*

**SINGAPORE, 08 SEPTEMBER 2023** – Since it was launched last year, the Beyond the Label (BTL) Collective has engaged over 45,000 students and 10,000 individuals in the community on mental health conditions and equipped them on how to take care of their mental wellness as well as care for those around them.

2. Students from a total of 43 schools<sup>1</sup> were engaged through assembly talks with animation videos shared to educate the students about mental health as part of the upstream preventive work among the young. More targeted resources will also be rolled out to 10 primary schools in 2024, to help students learn to manage their mental health from a younger age.

3. In terms of raising public mental health awareness, the BTL Collective has also hosted 20 community events and empowered 10,000 individuals with more information including ways to support persons with mental health conditions and how they can seek help. The community outreach will be expanded to the neighbourhoods with pilots in Punggol West and Bukit Batok East, to improve help-seeking and help-giving behaviours among residents. Grassroot leaders and volunteers will also be engaged and trained to serve as the first line of support to identify individuals with mental health conditions and rally the community to look out for one another. The aim is to reach out to at least 1,000 individuals per town.

4. Ms Tan Li San, Chief Executive Officer (CEO) of National Council of Social Service, said, “The BTL Collective has focused our outreach and partnership efforts to widen community support for persons with mental health conditions. With greater empathy and knowledge among public, community leaders and employers, we can all do our part to support our family, friends, neighbours or co-workers struggling with anxiety and other mental health conditions.”

5. Since its launch in 2019, Belle, the BTL Helpbot that connects the public to mental health community services and resources, has supported more than 21,000 individuals. To further improve accessibility by members of the public, Belle will be made available via WhatsApp this month, in addition to web access and Facebook Messenger. This will enable individuals quicker access on the go.

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<sup>1</sup> Primary schools, secondary schools and polytechnics

6. "The Collective's initiatives represent a journey of support for persons with mental health conditions in Singapore. We want to equip more in the community with healthy coping strategies, encourage early help-seeking, and strengthen peer support. We are also pleased to advance the accessibility of mental health services and resources through Belle, the BTL Helpbot. Introducing Belle on multiple platforms will enable more individuals to access the support they require easily," said Mr James Tan, CEO of TOUCH Community Services.

7. Corporate partners such as Jewel Changi Airport and its retailers also demonstrated their support for the BTL movement at BTL Fest 2023 on 8 September 2023, graced by President Halimah Yacob and hosted by Mr Eric Chua, Senior Parliamentary Secretary for Social and Family Development & Culture, Community and Youth. Selected retailers at Jewel also went the extra mile by sharing BTL message cards with customers and offering exclusive promotions to encourage the public to support the cause.

8. Themed "Mental Wellness Begins With All Of Us", the BTL Fest 2023 offered an array of activities including wellness workshops and community performances by schools. Local artistes such as Annette Lee, Rebecca Lim and Tasha Low also shared insights on the importance of mental well-being, with Rebecca and Tasha being part of a fireside chat along with social media influencer Zaki Hussain.

9. To further engage the community to pledge their support for persons with mental health conditions and the BTL movement, a BTL concept train will be launched on the 27-station North South Line in October 2023. The concept train and digital platforms are estimated to reach out to about 432,000 commuters. Malls such as Jewel, Westgate and Waterway Point will also be holding BTL roving exhibitions to engage the community to pledge their support for the cause.

10. For updates from the BTL Collective, follow the BTL Facebook page and Instagram page (@beyondthelabelsg). For mental health resources and services, visit Belle, the BTL Helpbot (<https://go.gov.sg/belle-helpbot>).

Additional information can be found in the Annexes:

1. Annex A – About BTL 2.0 Steering Committee and organisations in the BTL Collective
2. Annex B – BTL Fest 2023 (Programmes, List of Participating Partners at Jewel Changi Airport, List of Partner Booths, List of Workshops and Exhibitions)
3. Annex C – BTL Community Events and Workshops
4. Annex D – Translation Glossary

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### **About National Council of Social Service (NCSS)**

NCSS is the umbrella body for over 450-member social service agencies in Singapore. Its mission is to provide leadership and direction in enhancing the capabilities and capacity of our members, advocating for social service needs and strengthening strategic partnerships, for an effective social service ecosystem. Community Chest is the fundraising and engagement arm of NCSS and Social Service Institute (SSI) is the human capital development arm of NCSS. For more information, please visit [www.ncss.gov.sg](http://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, senior and person with special or healthcare needs to grow, participate and contribute in 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](http://www.touch.org.sg).

### **About Beyond the Label**

Beyond the Label (BTL) is a nation-wide movement started in 2018 by National Council of Social Service (NCSS), which focuses on addressing stigma towards and promoting social inclusion of persons with mental health conditions. In 2022, President Halimah 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 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 Belle, the BTL Helpbot (<https://go.gov.sg/belle-helpbot>).

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

### BTL 2.0 Steering Committee

S/ N	Role	Agency	Representative
1	Co-chair	National Council of Social Service	Ms Tan Li San, Chief Executive Officer
2	Co-chair	TOUCH Community Services	Mr James Tan, Chief Executive Officer
3	Member	Agency for Integrated Care	Mr Thomas Tan, Deputy Director, Caregiver and Community Mental Health Division
4	Member	Care Corner Singapore	Mr Joseph Eio, Deputy Director, Mental Health & Counselling Services and Children Services
5	Member	Meta	Ms Clara Koh, Head of Public Policy, Singapore and ASEAN
6	Member	Institute of Mental Health	Dr Lee Cheng, Clinical Director (Population Health)
7	Member	MINDSET Care Limited (Jardine MINDSET)	Ms Colyn Chua, Head, MINDSET Singapore
8	Member	Samaritans of Singapore	Mr Phua Chun Yat, Chief Operating Officer
9	Member	Singapore Association for Mental Health	Ms Ngo Lee Yian, Executive Director
10	Member	Singapore Children's Society	Ms Vivyan Chee, Deputy Director
11	Member	SG Enable	Mr Lin Weiting, Assistant Director, Independent Living and Caregiver Support Division

### Organisations in the BTL Collective

*(Five new partners are marked with asterisks)*

1. National Council of Social Service
2. TOUCH Community Services
3. Agency for Integrated Care
4. AMKFSC Community Services Limited
5. Campus PSY
6. Care Corner Singapore
7. CARE Singapore
8. Community Health Assessment Team
9. Fei Yue Community Services
10. Health Promotion Board
11. Institute of Mental Health
12. Intellect\*

13. Limitless
14. Lutheran Community Care Services
15. Meta
16. MINDSET Care Limited (Jardine MINDSET)
17. Ministry of Culture, Community & Youth\*
18. Families for Life Council\*\*
19. Republic Polytechnic
20. Resilience Collective
21. Samaritans of Singapore
22. SG Enable
23. SHINE Children & Youth Services
24. Silver Ribbon
25. Singapore Anglican Community Services
26. Singapore Association for Mental Health
27. Singapore Children's Society
28. Singapore National Employers Federation\*
29. Stellar Lifestyle Pte Ltd
30. Temasek Polytechnic
31. Workplace Safety and Health Council\*

## Annex B – BTL Fest 2023

### 1) Programme on 8 September 2023 at Jewel Changi Airport

Time	Venue	Programme
10:00am onwards	South Gateway Garden & Atrium	Start of workshops, booths and games
9:30am – 11:00am	Changi Experience Studio	Aromatherapy workshop by Mount Sapola
11:30am – 1:00pm		Zentangle art workshop by Mama on Palette
1:30pm – 3:00pm		Wellness workshop by Miffy Hop
4:30pm – 6:00pm		Human Library Experience by Resilience Collective
5:45pm – 5:55pm	Cloud9 Piazza	Opening by emcees - Annette Lee and Ian Jeevan
5:55pm – 6:05pm		Ballet performance by My Ballet Studio
6:05pm – 6:15pm		Dancesport performance by Edgefield Primary School
6:30pm		Arrival of Guest-of-Honour, President Halimah Yacob
6:30pm – 6:40pm		Welcome Address by Senior Parliamentary Secretary for Social and Family Development & Culture, Community and Youth Eric Chua
6:40pm – 7:00pm		Guzheng performance by Kuo Chuan Presbyterian Secondary School
7:00pm – 7:15pm		Appreciating Madam President
7:15pm – 8:20pm		Fireside chat
8:20pm – 8:30pm		Violin performance by The Happy Violinist
8:30pm – 8:45pm		Performance by Annette Lee
8:45pm - 9:00pm		Band performance by Commonwealth Secondary School
9:00pm		End of stage performances
9:30pm		South Gateway Garden & Atrium

2) List of Participating Partners at Jewel Changi Airport

The participating retail partners at Jewel Changi Airport will be rallying support for the BTL Fest and throughout the month of September 2023.

<b>Partners</b>	<b>Description</b>
<b>Arteastiq</b> <b>Din Tai Fung</b> <b>Greendot</b> <b>Timberland</b>	<ul style="list-style-type: none"> <li>• These partners will engage customers to promote the message that Mental Wellness Begins with All of Us.</li> <li>• An estimated 10,000 message cards will be distributed at outlets in Jewel.</li> </ul>
In addition to the message card, the following partners are offering exclusive discounts and promotions for its customers:	
<b>ABC Cooking Studio</b>	<ul style="list-style-type: none"> <li>• Quote Beyond the Label at the Jewel Studio on 8 September to enjoy a tablet lesson for two people at \$50.</li> </ul>
<b>Andersen's of Denmark</b>	<ul style="list-style-type: none"> <li>• First 100 customers who buy 1 scoop of ice cream will get another 1 scoop of ice-cream free at the Jewel store (6-8 September)</li> </ul>
<b>Earle Swensen's</b>	<ul style="list-style-type: none"> <li>• Introducing a new item on the menu, known as the BRAVE Sundae, in line with BTL</li> </ul>
<b>IRVINS</b>	<ul style="list-style-type: none"> <li>• Complimentary Salted Egg Fish Skin (50g) with a minimum spending of \$30 (1-10 September)</li> </ul>
<b>Pu Tien</b>	<ul style="list-style-type: none"> <li>• A free dish will be offered when patrons quote #beyondthelabel when ordering (4-10 September)</li> </ul>
<b>Sourbombe Bakery</b>	<ul style="list-style-type: none"> <li>• Offering a 10% discount off all menu items (8-10 September)</li> </ul>

3) List of Partner Booths

No.	Partner	Description
1	<b>Agency for Integrated Care (AIC)</b>	<p>Aligned with the World Mental Health Day theme of “Stand Together for Mental Health”, AIC and the community partners are coming together to build awareness and knowledge of mental health, empower visitors with resources and promote self-care to achieve better well-being.</p> <p>Visitors can immerse in a virtual reality experience to better understand persons with mental health issues, build empathy and gain insights into their challenges. They can also learn about signs and symptoms of various mental health conditions and dementia through the E-Learning module and pick up self-care tips to enhance mental well-being.</p> <p>Lastly, visitors can gain insights into their emotions through a live drawing activity where an artist will personalise an art piece based on their feelings.</p>
2	<b>Campus PSY</b>	<p>The Campus PSY booth showcases educational short films on mental health, which includes topics like "Destigmatising a Counselling Session in School / Workplace". Visitors can interactively experience these films, fostering meaningful conversations on mental health matters.</p> <p>Campus PSY volunteers will also facilitate small group discussions. Through these discussions, attendees can delve into important issues surrounding mental health stigma, help-seeking behaviours, peer support, referrals, and community mental health resources in Singapore, which aligns perfectly with this year's theme: “Mental Wellness Begins with All of Us”.</p>
3	<b>Limitless</b>	<p>Visitors will immerse themselves in an eye-opening experience through an interactive visual novel by Limitless. Multiple screens, such as laptops, tablets, and headphones, will be available for visitors to experience "A Day in the life" of a youth struggling with depression.</p> <p>This unique visual novel follows a "choose your own adventure" style, allowing visitors to make choices impacting the youth's day and mental well-being. From struggling to leave the house for school to experiencing social withdrawal and difficulty with friends, the novel offers insights into the day-to-day challenges faced by youth with depression.</p>
4	<b>Mindline</b>	<p>Visitors will receive cards that bring them to various mindfulness exercises on mindline.sg and will be encouraged to sign up for an account on ‘Let’s Talk’ to share what mental health means to them.</p> <p>Visitors will also get a chance to catch a Mili plushie from the mindline.sg claw machine. The Mili plushie also doubles as a stress ball and contains</p>



		a QR code that brings users to mindline.sg whenever they need self-help resources.
<b>5</b>	<b>MINDSET</b>	The MINDSET booth seeks to reinforce the BTL Fest message of “Mental Wellness Begins with All of Us” via an interactive game of matching cards. Visitors of the booth can learn about the signs and symptoms of various mental health conditions, and help to spread positive mental health messages through the complimentary temporary tattoos provided!
<b>6</b>	<b>Singapore Association for Mental Health (SAMH)</b>	In line with the central theme of "Mental Wellness Begins with All of Us," SAMH presents the booth "Emote Well," inviting visitors to embark on a journey of self-discovery.  The booth delves into the realm of enhancing emotional awareness and comprehending how emotions significantly impact overall wellbeing. Through interactive displays and insightful activities, visitors will gain valuable insights into recognising, expressing, and harnessing emotions for a healthier mind.
<b>7</b>	<b>Singapore Children’s Society</b>	"How Have You Bean?" is an interactive engagement booth with five stations. It aims to provide visitors with a platform to learn more about mental health and reflect on their mental health journey to gain more personal insights and self-management strategies.
<b>8</b>	<b>SHINE</b>	At the booth, visitors can participate in activities such as "What we see & What we don't", where they can interpret pictures and compare their interpretations with the actual narrative, allowing them to learn the importance of understanding things beyond how they appear.  They can also craft their own "Tokens of Love", by designing supportive badges to commit to doing something for themselves or others, reinforcing the key message "Be Brave, Be There for Others".
<b>9</b>	<b>Temasek Polytechnic</b>	As part of the experience at the Temasek Polytechnic booth, visitors can enjoy Sand Tray Therapy, a form of expressive therapy that allows individuals to make the unconscious conscious. By using miniatures to construct their own world, visitors can explore and resolve conflicts, remove obstacles, and ultimately gain a deeper acceptance of themselves.
<b>10</b>	<b>Beyond the Label (BTL) Exhibition</b>	The BTL Exhibition aims to educate visitors about various mental health conditions, as well as correct misconceptions.  Visitors can also participate in a pebble painting activity, where they can leave encouraging messages on it. The pebbles will be collected to build a pebble walk in the neighbourhood.

4) List of Workshops and Exhibitions

No.	Workshop	Description
1	Aromatherapy workshop by Mt. Sapola	Participants can expect to learn about the benefits of various essential oils and how each one can contribute to managing their mental well-being.
2	Zentangle Art workshop by Mama on Palette	Participants will have the opportunity to relax and connect with themselves through the creation of Zentangle drawings. Zentangle is a relaxing and therapeutic art form that uses a microtip pen to create intricate patterns on a small piece of paper.
3	Human Library Experience by Resilience Collective	The Human Library offers a unique, honest and up-close experience with persons with mental health conditions to engage in authentic sharings, normalise conversations surrounding mental health, and break down barriers to reduce mental health stigma.
4	Wellness workshop by Miffy Hop	Participants will learn different types of exercise that will help to ease their pain and lead a healthy lifestyle for better mental wellness.
5	Build the Change Exhibition by the LEGO® Group	It showcases various LEGO® sets done by child service users from various social service agencies. They were taught to portray their emotions through LEGO® bricks and other creative materials.

## Annex C – BTL Community Events and Workshops

Partner	Duration	What to expect
Jewel	8-14 October 2023	<ul style="list-style-type: none"> <li>- BTL Roving Exhibition</li> <li>- Partner Booths</li> <li>- BRAVE Mascot Appearance</li> </ul>
Westgate	9-15 October 2023	<ul style="list-style-type: none"> <li>- BTL Roving Exhibition</li> <li>- Partner Booths</li> <li>- BRAVE Mascot Appearance</li> </ul>
Waterway Point	16-22 October 2023	<ul style="list-style-type: none"> <li>- BTL Roving Exhibition</li> <li>- AR Photo Booth</li> <li>- Partner Booths</li> <li>- BRAVE Mascot Appearance</li> </ul>
SOS	Nov 2023 to Jan 2024	<ul style="list-style-type: none"> <li>- Be a Samaritan programme</li> </ul>
AMKFSC	Nov 2023 to Jan 2024	<ul style="list-style-type: none"> <li>- Stress Management workshop</li> <li>- Suicide Intervention workshop</li> <li>- Peer Support workshop</li> </ul>
TOUCH	Ongoing	<ul style="list-style-type: none"> <li>- Stress Management workshop</li> <li>- Mindfulness workshop</li> <li>- Resilience Building workshop</li> <li>- Parent-Child Coping Skills workshop</li> <li>- Anger Management workshop</li> <li>- Peer Support workshop</li> <li>- Self-Care workshop</li> </ul>
TOUCH	Ongoing	<ul style="list-style-type: none"> <li>- Mobile exhibitions with pebble painting</li> </ul>

## Annex D – Translation Glossary

English	Chinese	Malay	Tamil
Beyond the Label (BTL)	“跨越成见，退去标签”	'Beyond the Label'	'Beyond the Label'
Beyond the Label Fest	“跨越成见，退去标签” 活动	Pesta 'Beyond the Label'	'Beyond the Label' விழா
Beyond the Label Collective	“跨越成见，退去标签” 联盟	Kolektif 'Beyond the Label'	'Beyond the Label' கூட்டுத்துக்கள்
Belle, Beyond the Label Helpbot	“跨越成见，退去标签” 虚拟助手, Belle	Bot bantu 'Beyond the Label', Belle	Belle, 'Beyond the Label' உதவி இயலி
National Council of Social Service	国家福利理事会	Majlis Khidmat Sosial Kebangsaan	தேசியச் சமூகச் சேவை மன்றம்
TOUCH Community Services	触爱社会服务	TOUCH Community Services	TOUCH Community Services
Ms Tan Li San Chief Executive Officer National Council of Social Service	陈丽珊 执行理事长 国家福利理事会		
Mr James Tan, Chief Executive Officer TOUCH Community Services	陈锦耀 总裁 触爱社会服务		
Ms Andrea Chan Head of TOUCH Mental Wellness	陈燕妮 主管 触爱心理健康		