



MEDIA RELEASE: FOR EMBARGO TILL THURSDAY, 5 NOVEMBER 2009, 2.00PM

NCPG launches “*Know the Line*” Movement

“Know the Line” movement aims to reinforce the dividing line between social and problem gambling, as well as drive self-appraisal to prevent one from overstepping the line into problem gambling

The National Council on Problem Gambling (NCPG) today announced that it is launching a new movement entitled “*Know the Line*” or 认清界线，远离嗜赌 in Chinese, to educate the public on the ills of problem gambling.

In the past few years, NCPG has focused on raising awareness of problem gambling in Singapore largely through the mass media. Moving ahead, the NCPG will integrate its mass media campaign with ground outreach and support. In essence, NCPG wants to partner the community to reach out to at-risk and recovering gamblers and their families.

Said Mrs. Mildred Tan, Chair of Public Communications Sub-committee, NCPG:

“The Council is committed on all fronts to address problem gambling issues.

“Know the Line” embodies the Council’s twin message. The first is to know the line between social gambling and problem gambling. And the second is to encourage help seeking behaviour in knowing the line to call for help, namely, the NCPG helpline which is 1800-6- 668-668.

We also want to work with community partners in developing a “Know the Line” movement.

The movement seeks to de-stigmatise help seeking when families or individuals have problem gambling issues.”

“*Know the Line*” movement consists of different components.

The television commercial for “*Know the Line*” movement was directed by acclaimed local filmmaker Eric Khoo, in an emotive narration of how problem gambling affects not only the gamblers themselves, but also those closest to them. The TV commercial will be screened on local stations on 5 November 2009.

NCPG will launch “*Know the Line*” movement at the ground to reach out to heartlanders, youths, senior citizens and workers, covering the following as a start for November and December:

Partnership with Voluntary Welfare Organisations

We are training 88 senior Problem Gambling Prevention Ambassadors from the YAH! Community College by end November 2009. They will outreach seniors in Community Centres, Clans Association, and Hawker Centres with roadshows.

Partnership with Community Groups

We are organising skits or distributing collaterals at:

- NTUC Tribute event at Downtown East (U live the Good Life) in November 2009
- Clean Green Singapore @ North West with Northwest Community Development Council and Republic Polytechnic in November 2009
- Braddell Height Community Centre for the Deepavali celebration in November 2009
- Mountbatten Town day at Tanjong Rhu Civic Plaza and Katong Community Centre in November 2009
- Punggol21 Community Centre – Family Sport Carnival in November 2009
- Wellness Carnival @ Jalan Besar Community Centre in November 2009
- Christmas celebration at Joo Chiat Community Centre in December 2009
- Getai roadshows during community events

Partnerships with Worker Associations and Employers

We are organising roadshows with and for:

- Self-employed groups including Taxi drivers, Insurance agents, Property agents, Hawkers, etc
- Bus drivers, Food chain workers, Stock brokers, etc



Social Media for Youths

We will partner youths to engage other youths through social media platforms such as Facebook and interactive videos. The social media platforms will be launched in December 2009.

The NCPG has built a strong foundation over the past four years, and will continue moving forward with its efforts to increase awareness of and address problem gambling in Singapore.

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Issued by:

Bates 141 Singapore on behalf of NCPG

(www.ncpg.org.sg)

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About the National Council on Problem Gambling (NCPG):

The NCPG was appointed in August 2005 as part of Singapore's national framework to address problem gambling. It is a council comprising 20 members with expertise in public communications, psychiatry and psychology, social work, counseling and rehabilitative services. The Council's role is to provide advice and feedback to the Ministry of Community Development, Youth and Sports (MCYS) on public education programmes on problem gambling and on the effectiveness of treatment, counselling and rehabilitative programmes; to decide on funding for these programmes; preventive and rehabilitative programmes; and on the applications for exclusion of persons from casinos. Stop Problem Gambling. Know The Line. Call 1800-6-668- 668. For more information, please see www.ncpg.org.sg.

ANNEX: ENGLISH-CHINESE GLOSSARY

National Council on Problem Gambling (NCPG)	全国预防嗜赌理事会
<i>"Know the Line"</i> movement	认清界线，远离嗜赌
Mrs. Mildred Tan	陈沈明媚女士
Ms. Lim Sau Hoong	林少芬小姐
Public Communications Subcomm	公众教育小组委员会
Integrated Resorts (IRs)	综合度假胜地
Problem Gambling	嗜赌
Gamblers	赌徒
Problem Gambler	病态赌徒
Gambling Addiction	赌瘾
Addiction	瘾癖症
