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## **MEDIA RELEASE**

# **Beyond The Label Collective Reached Out to Over 39,000 Youths and Families in Singapore to Reduce Mental Health Stigma**

**SINGAPORE, 06 SEPTEMBER 2024** – The Beyond the Label (BTL) national movement has made significant strides in raising mental health awareness through a series of targeted initiatives between June 2023 and April 2024, impacting over 39,000 youths and their families in Singapore to reduce mental health stigma. Additionally, it also engaged over 2,400 corporate representatives on the importance of employee mental well-being at the workplace. These efforts are driven by the BTL Collective, which is co-led by the National Council of Social Service (NCSS) and TOUCH Community Services, and brings together 34 partners across the public, people and private sectors to strengthen the mental health ecosystem through education, self-care resources, and community support.

## **Key Findings from BTL Financial Year (FY) 2023 Evaluation survey**

2 Findings from the BTL FY2023 Evaluation survey<sup>1</sup> show notable progress among participants who attended one or more of BTL's programmes, across four key areas - knowledge, acceptance, supportive behaviours, and willingness to seek help - compared to FY22's findings. Some of the key findings include:

- A 31% increase in BTL participants' awareness of mental health conditions;
- A 22% rise in willingness to support and hire persons with mental health conditions; and
- A 15% increase in willingness to seek help.

3 Ms Tan Li San, Chief Executive Officer of NCSS said, "Widespread awareness and strong community support are critical in our efforts to fight stigma and encourage individuals facing mental health challenges to seek help early. We are glad that the work of the BTL Collective has contributed to progress in these areas. We will strengthen our partnerships with the community and businesses, to improve the quality of life of persons with mental health conditions."

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<sup>1</sup> The BTL FY2023 Evaluation survey was administered to 405 respondents from March to May 2024, which includes respondents who attended one or more BTL programmes. It measured BTL's effectiveness in achieving its intended outcomes in FY2023 (June 2023 – April 2024): 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.

4 Mr James Tan, Chief Executive Officer of TOUCH Community Services, said, "Community support is vital in sustaining our work in the community. Through robust cross-sectoral collaboration, we are building a supportive mental health ecosystem where individuals feel empowered to prioritise their mental well-being and access the necessary resources. We all have a part to play in creating an inclusive Singapore - it takes a 'whole-of-society' approach to make things happen."

### **Driving Positive Change in Mental Well-Being Across Singapore**

5 The BTL Collective has rolled out several initiatives to boost mental health literacy and support amongst students.

- Targeted outreach to schools ranging from exhibitions to mental wellness talks - Apart from reaching out to more than 30,000 students who attended BTL exhibitions, mental wellness talks on emotion management and help-seeking skills would be taught to students from 10 primary schools.
- "Let's Get Talking" interactive kiosks, along with the "Tik Talk!" psychoeducation roadshow will be brought to Institutes of Higher Learning (IHLs) to address help-seeking barriers and provide support resources. Up to 240 youth peer supporters from IHLs will be trained and equipped to engage their peers on mental health discussions through these roadshows, with pilot runs to be conducted at Temasek and Republic Polytechnics.

6 Additionally, The Collective is offering workshops and resources for employers to support mental health at the workplace, and for families to strengthen family support systems. A public education video profiling employers who have implemented measures to foster a supportive workplace for persons with mental health conditions has been launched to raise awareness of how employers can play their part to address stigma and better support their employees' mental wellbeing.

### **BTL Fest 2024: Let's Get Talking!**

7 The BTL Fest 2024, held at Jewel Changi Airport on 6 September 2024, was graced by President Tharman Shanmugaratnam and hosted by Senior Minister of State for Health & Digital Development and Information, Dr Janil Puthucheary. The event gathered 3,500 people and organisations to raise mental health awareness, challenge stigma, and encourage help-seeking.

8 Themed "Let's Get Talking," the Fest featured workshops, performances, and activities designed to normalise mental health conversations. Corporate partners, including Jewel Changi Airport and selected retailers, supported the movement by sharing BTL message cards with customers and offering exclusive promotions to encourage the public to support the cause.

### **Integrating Mental Health Resources in the Community**

9 Belle, the BTL helpbot, has supported more than 27,000 users seeking help with mental health resources since 2019. To consolidate and streamline resources so that those who need help can find it quickly, Belle users will be directed to Mindline.sg, a digital first-stop touchpoint by the MOH Office for Healthcare Transformation (MOHT) by the end of the year. Mindline.sg, which was launched at the height of the pandemic in July 2020, offers similar services with additional features like self-help resources and an AI chatbot.

10 For updates on the BTL Collective, follow the BTL Facebook page and Instagram page (@beyondthelabelsg). For mental health resources and services, visit <http://bit.ly/BTLFest2024-findservices>.

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 - Key Findings from BTL FY23 Evaluation
3. Annex C - Initiatives of The Collective
4. Annex D - BTL Fest 2024 (Programmes, List of Partners, List of Participating Partners at Jewel Changi Airport and List of Workshops)
5. Annex E - Panel Dialogue on Building Psychologically Safe Workplace

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

NCSS is the umbrella body for over 500 member agencies in Singapore. Its mission is to provide leadership and direction in enhancing the capabilities and capacity of our members, enabling the delivery of social services and strengthening strategic partnerships, for an effective social service ecosystem. Community Chest is the philanthropy arm of NCSS and Social Service Institute (SSI) is part of the sector capability arm of NCSS. For more information 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, 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](http://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 for 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**

<b>Boo Jiun Yi</b> Ninemer Communications +65 9299 3662 <a href="mailto:boojiunyi@ninemer.com">boojiunyi@ninemer.com</a>	<b>Lim Si Yun</b> Ninemer Communications +65 9119 5601 <a href="mailto:limsiyun@ninemer.com">limsiyun@ninemer.com</a>
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## Annex A – About BTL 2.0 Steering Committee and organisations in the BTL Collective

- BTL 2.0 Steering Committee**

	<b>Agency</b>	<b>Representative</b>
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)	Gasper 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. Community Health Assessment Team
9. Counselling and Care Centre
10. Fei Yue Community Services
11. Health Promotion Board
12. Institute of Mental Health

13. Intellect
14. Kalaidoscope Labs
15. Limitless (Ltd)
16. Lutheran Community Care Services
17. Mental Health Film Festival Singapore
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. Silver Ribbon Singapore
27. Singapore Anglican Community Services
28. Singapore Association for Mental Health
29. Singapore Children's Society
30. Singapore General Hospital
31. Singapore National Employers Federation
32. Stellar Lifestyle Pte Ltd
33. Temasek Polytechnic
34. Workplace Safety and Health Council

## Annex B – Key Findings from the BTL 2023 Evaluation

The survey was administered to 405 participants, which includes 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
<b>Knowledge</b>	1. Awareness of mental health conditions	27%	57.9%
	2. Awareness of mental health support and resources	63%	80.5%
<b>Acceptance towards persons with mental health conditions</b>	3. Positive attitudes towards persons with mental health conditions	55%	75.0%
<b>Supportive Behaviours towards persons with mental health conditions</b>	4. Willingness to support loved ones with mental health conditions	74%	98.5%
	5. Willingness to hire persons with mental health conditions	56%	77.8%
<b>Willingness to seek help</b>	6. Willingness to seek professional and/or non-professional help	76%	91.1%

## Annex C - Workgroup Initiatives

S/N	Areas of Focus	Initiatives	Partners
1	Schools (U16)	<ul style="list-style-type: none"> <li>• Piloted BTL Mental Wellness Assembly Talks               <ul style="list-style-type: none"> <li>○ Pilot a BTL mental wellness assembly talk at Pasir Ris Primary School in August 2024, boosting mental health literacy and encouraging help-seeking behaviours among students.</li> <li>○ The talk covered topics like recognising signs of mental health issues, practising self-care, and seeking support, complemented by a video featuring personal stories and resources like BRAVE Plushies and message cards, to foster a supportive school environment.</li> </ul> </li> <li>• This initiative will be rolled out to nine additional primary schools in the coming months to increase mental health literacy and encourage help-seeking among children and adolescents.</li> </ul>	<ul style="list-style-type: none"> <li>• TOUCH Community Services</li> <li>• SHINE Children and Youth Services</li> <li>• Singapore Children's Society</li> <li>• Lutheran Community Care Services</li> </ul>



S/N	Areas of Focus	Initiatives	Partners
2	Schools (IHLs)	<ul style="list-style-type: none"> <li>• Launching a psychoeducation roadshow called “Tik Talk!” catering to students in Institutes of Higher Learning (IHLs) <ul style="list-style-type: none"> <li>○ This initiative aims to provide psychoeducation to youths and help them identify barriers to seeking help.</li> <li>○ 240 peer supporters recruited from IHLs will be trained and enabled to lead the roadshow, engaging fellow students in conversations about mental well-being and highlighting available support resources. The roadshow will be piloted at Temasek and Republic Polytechnics.</li> <li>○ Moving forward, the social service, healthcare, education, and youth sectors will collaborate to extend this roadshow to additional IHLs and train more peer supporters to sustain outreach efforts to youths.</li> </ul> </li> <li>• Install “Let’s Get Talking” interactive kiosks at IHLs to encourage mental health conversations. At these kiosks, youth will be invited to read real-life stories about mental health and contribute messages of hope and encouragement. Additionally, relevant mental health resources will be shared.</li> </ul>	<ul style="list-style-type: none"> <li>• Campus PSY</li> <li>• Care Corner</li> <li>• TOUCH Community Services</li> <li>• SHINE</li> <li>• Singapore Association for Mental Health</li> <li>• Temasek Polytechnic</li> <li>• CHAT Singapore</li> <li>• CARE Singapore</li> <li>• Health Promotion Board</li> <li>• Limitless</li> <li>• Republic Polytechnic</li> </ul>

S/N	Areas of Focus	Initiatives	Partners
3	Workplace	<ul style="list-style-type: none"> <li>• Launched a public education video to showcase persons with mental health conditions as an untapped pool of talent who can thrive and contribute significantly to supportive environments. The video also highlights employers who have implemented best practices to foster a supportive workplace.</li> <li>• Conducted workshops to promote these best practices among employers, including the National University of Singapore (NUS), Agency for Science, Technology and Research (A*STAR), and Forward Coffee.</li> <li>• Conducting two additional workshops in FY2024 to help additional employers implement workplace adjustments and enhance support for persons with mental health conditions.</li> <li>• Organised a panel dialogue at BTL Fest 2024, featuring inclusive employers, a social service agency, and an individual with lived experience, providing attendees with insights into building psychological safety in the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>• National Council of Social Service (Co-lead)</li> <li>• Intellect (Co-lead)</li> <li>• Singapore Association for Mental Health</li> <li>• Singapore Anglican Community Services</li> <li>• TOUCH Community Services</li> <li>• Singapore National Employers Federation</li> <li>• Workplace Safety and Health Council</li> <li>• MINDSET Care Limited</li> <li>• Care Corner Singapore</li> <li>• Kaleidoscope Labs</li> <li>• Singapore General Hospital</li> <li>• Counselling and Care Centre</li> <li>• Mental Health Film Festival Singapore</li> <li>• Lutheran Community Care Services</li> </ul>

S/N	Areas of Focus	Initiatives	Partners
4	Families	<ul style="list-style-type: none"> <li>• Organised a parent-child workshop for MSF's National Family Festival in June 2024, attracting around 34 parents and children and providing them with tools to foster mental wellness.</li> <li>• Develop resources to strengthen families' knowledge of mental health and equip them with skills to support each other through mental health challenges.</li> </ul>	<ul style="list-style-type: none"> <li>• The Agency for Integrated Care (AIC)</li> <li>• Singapore Children's Society</li> <li>• TOUCH Community Services</li> <li>• Fei Yue Community Services</li> <li>• SG Enable</li> <li>• Ministry of Social and Family Development (MSF)</li> </ul>
5	Neighbourhood	<ul style="list-style-type: none"> <li>• Conducted community outreach at the National Day Parade @ Heartlands on 10 August 2024. <ul style="list-style-type: none"> <li>○ About 3000 residents in northeast and central Singapore participated in engaging activities to learn more about mental health conditions and the support available in the community.</li> <li>○ They also had the opportunity to listen to stories of persons with lived experience and pledge their support for persons with mental health conditions.</li> </ul> </li> <li>• Future collaborations with ACES Care Ltd and Alliance of Domestic Employees Outreach (ADEO) will enable the BTL Collective to reach out to more seniors and domestic helpers respectively, equipping them with the skills and knowledge to care for their own and others' mental health.</li> </ul>	<ul style="list-style-type: none"> <li>• TOUCH Community Services</li> <li>• Samaritans of Singapore</li> <li>• CARE Singapore</li> <li>• Allkin Singapore Ltd.</li> <li>• Ministry of Culture, Community and Youth (MCCY)</li> </ul>

## Annex D - BTL Fest 2024

- **Programme & Booths at BTL Fest 2024 (Jewel, Changi Airport)**

### Stage Programme

Timing	Programme
2:50 pm	Emcee opening - start of morning/afternoon programme
3:00 pm - 3:20 pm	Song Performance by singer-songwriter, BTL Ambassador Layyi
3:20 pm - 3:40 pm	Guitar Performance by Admiralty Primary School
3:40 pm - 4:00 pm	Song Performance by buskers Silver Hype
4:00 pm - 6:00 pm	Break
5:40pm – 6:00pm	Band Performance by Temasek Polytechnic
6:00 pm	Commencement of the Evening Programme
6:25 pm - 6:30 pm	Percussion Ensemble by Beacon Primary School
6:30 pm - 6:40 pm	Welcome Address by Host, SMS Dr Janil Puthucheary
6:40 pm - 6:50 pm	Launch of BTL Theme by Mr President and Brand Video
6:50 pm - 7:10 pm	Let's Get Talking with Mediacorp Artiste and BTL Champion, Rebecca Lim & BTL Ambassador, Edwin Chaw
7:10 pm - 7:17 pm	Jazz and Contemporary Dance by Kuo Chuan Presbyterian Primary School
7:17 pm - 7:25 pm	Modern Dance by Yishun Secondary School
7:33 pm	End of the Evening Programme

### Games Booth

Booth Name	Description
<b>Bowling through Emotional Resilience</b>	As we go through life, there will be moments where we feel 'bowled over', just like the pins in a bowling game. Take heart; we can bounce back through resilience and stand on our feet again with the support of those around us. These experiences will make us stronger over time!
<b>Mindful Arrows: Focus on the Present</b>	When life gets overwhelming, we can adopt a similar stance to archery. Pause, take a deep breath, draw back the bow, and focus on the target. Then, watch the arrow fly.
<b>Clear the Quacks: Breaking</b>	Stigma towards persons with mental health conditions is one reason why people avoid seeking support. Hence, it is important to debunk the myths associated with mental health and dispel the stigma! In this game, identify the myths

<b>Mental Health Stigma</b>	about mental health and shoot them down! Be careful not to shoot the factual messages.
<b>Connect &amp; Converse</b>	Each disc we place represents the connections and conversations people can engage in to learn more about mental health. As each player takes turns adding discs, it symbolises the act of encouraging conversations and coming together to build a stronger community.
<b>Wired for Empathy</b>	The road to recovery for persons with mental health conditions may be filled with ups and downs. We can support one another by learning how to have conversations about mental health and journeying together, through it all.

- **List of Partners**

<b>Organisation</b>	<b>Write up</b>
<b>Agency for Integrated Care (AIC)</b>	<p>Let's get talking about mental health with AIC through 3 key conversations!</p> <ol style="list-style-type: none"> <li>1) Learn about stories of individuals on their mental health journey, and you are welcome to share your stories to inspire others too!</li> <li>2) Continue your journey by gaining knowledge on mental health through e-learning at any pace. Complete 2 modules to redeem our cute Champion pin at our booth.</li> <li>3) Try out the latest Community Mental Health Wayfinding Tool to search for mental health services meeting your needs based on your age and location.</li> </ol> <p>Through these conversations, you can build good mental health for yourself, pick up knowledge and know where the help-seeking avenues are to seek support for yourself or your loved ones.</p> <p>You have the right to build good mental health for yourself!</p>
<b>CARE Corner Singapore</b>	<p>Initiating a conversation about mental health can be uncomfortable and daunting. Unsure where to start? Educating yourself about mental health can ease your uncertainties and empower you to engage in these conversations more confidently. Visit Care Corner Singapore's booth to gain valuable knowledge on how to better engage and support someone. Speak with our staff to learn more and receive a special plushie keychain to aid you on this journey!</p>

<p><b>CARE Singapore</b></p>	<p>Join CARE Singapore at BTL Fest 2024 for a meaningful experience at our beading station. Engage in a fun and mindful activity where participants begin by picking a mindful card prompt to discuss a need or feeling they'd like to explore. Following this thoughtful conversation, participants can create a beaded word or design that resonates with their explored needs. It's a wonderful opportunity to connect, reflect, and express oneself creatively. Let's get talking and bead our way to better understanding and self-care!</p>
<p><b>LIMITLESS</b></p>	<p>Let's Get Talking About Feelings with Limitless at the Beyond the Label Fest.</p> <p>Limitless, a youth mental health organisation that provides accessible mental health services to youths aged 12-25 will be running a booth titled – "It's OK to Feel". It aims to help participants, young and old alike explore their feelings, recognise that they are an integral part of one's mental health, and learn healthy coping strategies. Their booth will be equipped with several activities, including a "Feel Wheel" where they can talk about their emotions, a polaroid photo booth where they can take photos to express their feelings, and a station where participants can make their own Feel Wheel – a healthy reminder that they can bring home to remind them that it's ok to feel, and to get talking about their feelings. The Feel Wheel kits will also contain information about mental health, how to spot signs of distress and where to seek professional help.</p>
<p><b>mindline.sg</b></p>	<p>let's talk by mindline.sg is an anonymous community forum that allows users to express their feelings, thoughts, and questions without fear of judgement, and to get advice and support from the community of helpers. Users can also reach qualified therapists to get their most pressing questions, thoughts, and concerns addressed by a professional.</p> <p>Aligning with this this year's theme 'Let's Get Talking', our booth aims to amplify stories of persons with mental health conditions and destigmatise help-seeking behaviour through genuine conversations – participants are encouraged to read through these stories on the let's talk platform, respond with their own words of support or share the story with a friend.</p> <p>Participants will also get a chance to catch a Mili plushie from the mindline.sg claw machine. The Mili plushie also doubles up as a stress ball and contains a QR code that brings users to mindline.sg whenever they need self-help resources.</p>
<p><b>MINDSET Care Limited (Jardine MINDSET)</b></p>	<p>The MINDSET booth features an engaging matching card game designed to provide psychoeducation on the signs and symptoms of mental health conditions, highlighting that it can be as common as any physical illness. Additionally, visitors can also walk away</p>

	with temporary tattoos and stickers adorned with inspirational messages and pictures, promoting open conversations around mental health to further reduce the associated stigma.
<b>National Youth Council</b>	The Youth Corps Singapore booth supports the BTL Fest message of "Let's Get Talking" through 2 interactive stations hosted by the Youth Corps Mental Health Cluster and Project Re:ground Community Peer Supporters. Visitors will be invited to test their knowledge on peer support through a Myth or Fact gameshow and accumulate points to exchange for mental well-being related prizes such as self-care kits, stickers and more. Next, they can take part in a mental wellness challenge and learn how self-care could look like in different forms and how it could be integrated into their daily routines.
<b>SHINE Children and Youth Services</b>	Aligned to the theme of "Let's Get Talking", our booth invites participants to engage in light-hearted conversation using prompts related to Growth and Coping. Often, we may engage in casual banter about our struggles. Perhaps due to the discomfort of upfront and direct disclosures, we may even downplay the efforts we put into overcoming life's challenges. Through the activity here, we invite each one to move beyond banter and be able to share openly about our experiences as we reflect and affirm ourselves and others. You may be surprised by the growth and coping strategies that we are sharing as a community. Join us in having meaningful conversations Beyond Banter as we recognise you, your efforts, and your struggles for what they truly are.
<b>Singapore Association for Mental Health (SAMH)</b>	<b>Mindful Steps: A Snakes and Ladders Journey to Wellness</b>  Here at the SAMH booth, we invite everyone to join us for a game of Snakes and Ladders, where we embark on a wellness journey filled with meaningful questions designed to prompt reflection on their current position in the mental health spectrum, from thriving to unwell. Aligning with the theme of "Let's Get Talking," the game serves as a platform for the public to open up and discuss ways to boost their self-esteem. The game also helps the public understand that it is okay to speak up and reach out for help. By doing so, they can embrace the fact that struggles are a part of human life and that by cultivating mental resilience and building strong support networks, we can strive to work towards a world where everyone's well-being matters.
<b>Singapore Children's Society (SCS)</b>	"How Have You Bean?" is an interactive activity booth that aims to provide participants with a platform to learn more about children's mental health. It allows participants to reflect on their own mental health journey and increase encouragement and help-seeking behaviour.

<b>Temasek Polytechnic (TP)</b>	<p>TP is presenting the Let's Talk Through Play booth activities featuring Sand Tray Therapy and an interactive card game. Both activities allow participants to explore and express their mental health in safe and interactive ways. Participants can embrace the sensory experience of the sand tray activity, where they can touch the sand and use various miniatures to create a visual representation of their internal world and mental health reflections. In addition, participants can also engage in the interactive card game to practice empathetic responses and spark meaningful conversations. Visit TP's booth and join us in fostering safe and open mental health conversations.</p>
<b>TOUCH Community Services</b>	<p>The TOUCH Booth at BTL Fest 2024 provides a platform for creative expression of our emotions and thoughts surrounding mental health and wellness with the use of visual arts. Booth visitors will have the opportunity to engage in a wellness check-in with a creative element that introduces alternate ways to initiate conversations about our mental well-being. Participants will also be invited to leave their mark on a community art piece: a visual representation of our collective efforts to reduce stigma and start conversations about mental health.</p>

- **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 September 2024.

Partners	Description
<b>Greendot Starbucks Timberland</b>	<ul style="list-style-type: none"> <li>• These partners will engage customers to promote the BTL message: Let's Get Talking</li> <li>• An estimated 5,800 message cards will be distributed at outlets in Jewel.</li> </ul>
<p>In addition to the message card, Pu Tien and Irvin are offering exclusive discounts and promotions for its customers.</p>	
<b>Pu Tien</b>	<ul style="list-style-type: none"> <li>• A free dish will be offered when patrons follow BTL and Pu Tien socials</li> </ul>
<b>Irvins</b>	<ul style="list-style-type: none"> <li>• Offering complimentary chip with a minimum spending of \$30</li> </ul>
<b>The Alley</b>	<ul style="list-style-type: none"> <li>• Offering free toppings with purchase of Royal No.9 Milk Tea (M) (1 to 8 September)</li> </ul>
<b>The Shirt Bar</b>	<ul style="list-style-type: none"> <li>• Offering a 10% discount for all t-shirts in shades of blue (Whole of September)</li> </ul>
<b>Mt. Sapola</b>	<ul style="list-style-type: none"> <li>• Conducting aromatherapy workshop at BTL Fest</li> </ul>
<b>Dunkin' Donut</b>	<ul style="list-style-type: none"> <li>• Offering 1 for 1 promotion when patrons tag BTL and Dunkin' Donut socials (Whole of September)</li> </ul>
<b>Kantin Jewel</b>	<ul style="list-style-type: none"> <li>• Introducing a new item on the menu, known as Blue Skies, that supports BTL's celebration of mental wellness</li> </ul>



Catering Solutions	<ul style="list-style-type: none"> <li>• Sponsorship of staff and volunteer meals</li> </ul>
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- **List of Workshops**

Workshop Name	Description
<b>An Artful Path to Self-Care: Canvas of Wellness</b>	Join us for a self-care collage workshop where you will experience the therapeutic benefits of collage-making to enhance your well-being. Through mindfulness exercises and creative expression, you will create a personalised collage that reflects your self-care journey. No artistic skills are required – just a willingness to explore and embrace the process in a supportive, non-judgmental environment. Elevate your self-care routine and take home a meaningful reminder of your commitment to nurture yourself!
<b>Mental Wellness with Aromatherapy</b>	Join us for a relaxing time by engaging your senses and emotions. Discover the power of aromatherapy and how scent can positively influence mood and resilience. Create your own personalised perfume roller using essential oils, perfect for carrying with you throughout the day. Start your journey to a holistic improvement of your well-being now.
<b>Cajon Workshop: Music As Your Superpower Destress Tool</b>	Join us for a Cajon workshop where you will discover how music can be a great stress-management tool. Integrate the therapeutic benefits of music into your daily routine to unwind and uplift your mood. Through learning Cajon techniques and popular rhythms and patterns, learn how playing music actively clears brain fog and enhances mental wellness, making it an essential part of your holistic well-being toolkit. Harmonise your life with the transformative power of music!
<b>Beyond the Surface: Understanding Youth Mental Health Challenges</b>	Calling all parents and caregivers looking to deepen connections with your children! Join us for an enlightening journey at our Experiential Human Library Workshop, where you will borrow “books” featuring youth mental health perspectives. Explore the challenges faced by young people like Charlie, navigating mental health journeys. Engage in conversations to broaden your understanding on mental health, and conclude the session with a creative card-making activity, crafting heartfelt messages that strengthen your bond and communication skills with your children.

## Annex E - Panel Dialogue on Building Psychologically Safe Workplace

A panel dialogue featuring inclusive employers, a social service agency, and an individual with lived experience was also held at BTL Fest 2024, providing attendees with insights into building psychological safety in the workplace.

<b>Moderator</b>	
Frank Ng, co-lead of Beyond the Label (BTL) Collective Workplace Workgroup	<p>Frank is a growth practitioner, instructor, consultant, and speaker. He leads the Commercial function at Intellect, building the business to be the most trusted voice in the mental health industry across Asia Pacific.</p> <p>Prior to Intellect, he has worked in a range of regional and global roles across Reckitt, Uber, and the Singapore government. He is passionate about making mental health in Singapore and beyond accessible, relatable, and stigma-free.</p>
<b>Panelists</b>	
Goh Zhengqin, Deputy Head of NUS Health and Well-being	<p>As Deputy Head, Zhengqin provides leadership to the clinical teams, and creates partnerships and initiatives that enhance the wellbeing of the NUS community. A Clinical Psychologist with forensic experience from the Institute of Mental Health and previous Head of Counselling at Yale-NUS College, he now serves at his alma mater. In his free time, he enjoys family, pets, acoustic guitar, reading, skipping and inline skating.</p>
Tay Suyin, Assistant Director, Bettr Academy, Bettr Group	<p>Suyin Tay is the Assistant Director at Bettr Academy, part of the Bettr Group, Southeast Asia's first B-corp, focused on transforming lives through coffee and advocating for sustainable practices and quality education. With a decade of experience in the Asia-Pacific region, she has served as a curriculum design consultant for Generation and is an award-winning educator in Singapore. Recognised as an Obama Asia Pacific Leaser, Suyin is also a certified Six Seconds EQ Master Trainer and leads EQ curriculum and strategies at Bettr.</p>
Tan Jui Wei, Team Leader, Senior Rehabilitation Counsellor, SACS IES	<p>Jui Wei is a Senior Rehabilitation Counsellor at Integrated Employment Services, where she helps individuals with mental health conditions reintegrate into society through employment support and psychiatric rehabilitative counselling. With 9 years in social service and education, she has also worked in family reunification and supporting students with special needs.</p>

	She is dedicated to assisting those with mental health challenges towards community integration.
Bernadette Loh, Advocate in Law and Mental Health, Resilience Collective volunteer	As a newly minted lawyer and an active volunteer with Resilience Collective, Bernadette aspires to be an advocate in more than one sense. Bernadette draws from her lived experiences with depression and ADHD in learning to be a more empathetic and effective peer supporter, alongside her wonderful friends in Resilience Collective.