

MEDIA RELEASE

Training the Community to be Cyber Well *Special themed MRT train launched to spread awareness of cyberbullying*

SINGAPORE, 6 February 2018 – According to a 2015 study by the Organisation for Economic Cooperation and Development (OECD), Singapore has the third highest rate of both physical and online bullying globally with fifteen-year-olds in Singapore experiencing more bullying than their peers in 50 other countries. TOUCH Cyber Wellness (TCW) has also observed an increase of at least 20% in counselling cases related to cyberbullying in the past year.

To address the prevalence of bullying among youths and spread the message on cyberbullying awareness in the community, TOUCH Cyber Wellness (TCW) today launched a specially commissioned themed train on the Downtown Line as part of a global cyberbullying awareness campaign, **Power Of Zero**. The year-long campaign by TCW aims to promote cyber wellness in the community through various programmes and activities.

Decked out in vibrant colours and accompanied by community messages on cyber bullying, the design concept of the 70-metre train features useful handles on good online etiquette and practices, as well as quotes by individuals who were either victims or perpetrators of cyber bullying. The train is scheduled to run for 18 hours daily for four weeks, reaching out to some 245,000 commuters each day on the 34-station Downtown Line. *(Please refer to **Annex 1** for the artwork use in the themed train)*

The launch held at Bukit Panjang MRT station today was witnessed by Guest-of-Honour, Senior Parliamentary Secretary for the Ministry of Education and Ministry of Social and Family Development, Associate Professor Muhammad Faishal Ibrahim, as well as community partners involved in work among youths. The specially commissioned themed train features information on what cyber bullying is, what one should do if cyber bullied and how members of the public can support the victims and put an end to cyber bullying.

Campaign Ambassador and local artiste, Ms Julie Tan, also shared her experience of being cyber bullied and encouraged everyone to do their part to build a bully-free online community.

She said, “At the start of my acting career, I came across several nasty online comments about me and one even said that I should kill myself. I felt so destroyed but eventually pulled through with the support of my family and close friends. No one should go through the trauma of bullying alone, so let’s speak up about this and continue to be kind to one another.”

Mr James Tan, Chief Executive Officer of TOUCH Community Services, said, “Digital technology has become readily accessible and our youths are spending more time online. As online interactions start to get as common as face-to-face communication, we need to address the topic of cyber wellness and build a supportive online community. To that end, TCW will be rolling out several programmes and initiatives this year as part of the Power of Zero campaign to better promote cyber wellness in the community.”

As part of the year-long campaign, TCW will focus its efforts on classroom programmes, school assembly talks, cyber wellness counselling for youths, as well as a new badge programme which will see students earning themselves button badges after successfully equipping

themselves with cyber wellness knowledge and etiquette under the guidance of TCW's coaches.

Campaign Ambassador Julie Tan will also be involved in community and outreach programmes by TCW to raise awareness of cyberbullying.

Lastly, TCW will be embarking on a multiphase research with James Cook University to better understand the prevalence, perceptions and motivations of cyberbullying among adolescents in Singapore. Following which, TCW aims to develop a customised intervention model and prevention programme to reduce cyberbullying behaviours among adolescents in Singapore.

To find out more about the *Power of Zero campaign*, please visit bit.ly/powerofZERO.

ABOUT TOUCH CYBER WELLNESS

TOUCH Cyber Wellness (TCW) is a trailblazer in the field of cyber wellness education and counselling programmes, supported by the Ministry of Social and Family Development, Media Development Authority and Media Literacy Council. Since 2001, TCW has worked to promote cyber wellness, healthy gaming and online safety, reaching out to 360 schools and more than 1.6 million youths, parents, educators and counsellors. TCW is also the key agency providing counselling on cyber wellness issues.

At its PlanetCRUSH (Cyberspace Risks and where U Seek Help) Cyber Wellness Centre at Kallang, TCW provides a healthy gaming environment, engaging workshops and access to counsellors. Through TCW's education programmes and research-validated intervention model, it works closely with youths, educators and parents to cultivate respect, a balanced lifestyle and responsible use of digital technologies to effect a positive and healthy cyber culture at home, in school and the community. TCW's materials are developed in-house through TCW's R&D team and in partnership with local and overseas researchers.

In 2011, TCW was awarded the Singapore Youth Award, the nation's highest youth accolade under the Community & Youth Services Team Category, in recognition of its commitment in encouraging holistic youth development through promoting cyber wellness, healthy gaming and online safety.

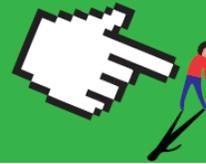
Window Designs



POWER0FZERO envisions a world of:
ZERO HATE - Power of a Supportive Online Community
ZERO VIOLENCE - Power in a Right Click
ZERO BULLYING - Power of a Positive Online Culture



CYBERBULLYING
is the abuse of power to hurt someone online.



“CYBERBULLYING is a cowardly act.” Ena Su, an ex-cyberbully



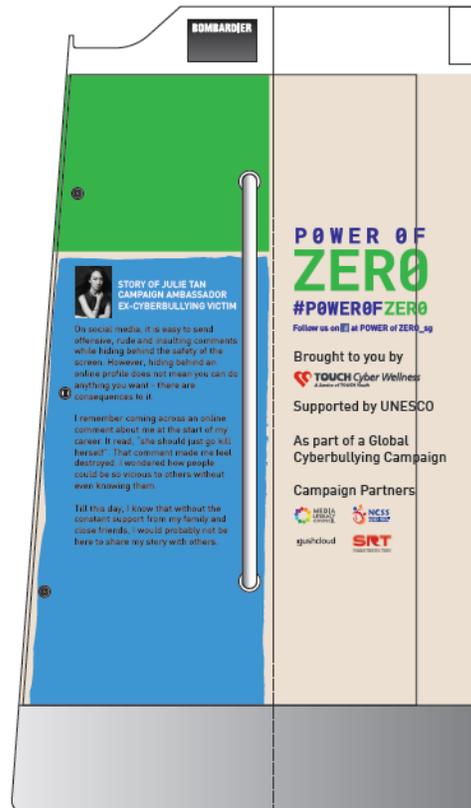
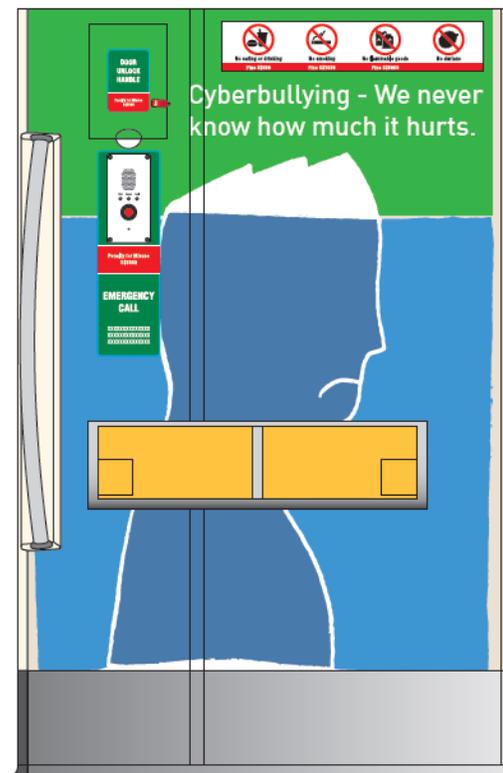
**“No one should go through the trauma of being bullied.
Remember you have a voice. STAND UP. SPEAK UP.”**



Julie Tan
Artiste
Campaign Ambassador



Connector and Perched Seat Wall Designs



POWER OF ZERO
ENVISIONS A
WORLD OF:

ZERO HATE
 Power of a Supportive
 Online Community

ZERO VIOLENCE
 Power in a Right Click

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 Culture

"I don't know why they did this. I thought they were my friends."

TRAIN SYSTEM
MAP

"I wished someone had stepped in to help, but I do not know who could help me."

"I had extreme mood swings. I felt depressed and would cry suddenly. I tried to ignore and suppress my feelings. I even wanted to overdose myself."

"How can they get away from such bullying so easily?"

Ex-victim,
 13 years old

TRAIN SYSTEM
MAP

EMERGENCY CALL

POWER OF ZERO
#POWEROFZERO
 Follow us on [social media icons] at POWER of ZERO_39

Brought to you by
TOUCH Cyber Wellness
 A member of TOUCH Health

Supported by UNESCO
 As part of a Global
 Cyberbullying Campaign

Campaign Partners

Pledge to help victims

I will not join in to comment or like a mean post.

I will check in with my friend if I come across hurtful comments about them.

I will stand up for friends who are bullied.

TOUCH Cyber Wellness
POWER OF ZERO

Interior Panel Designs

SPEAKER	<p>Cyberbullying can lead to</p> <div style="display: flex; justify-content: space-around; font-size: small;"> <div style="text-align: center;">STRESS & ANXIETY </div> <div style="text-align: center;">LONELINESS & DEPRESSION </div> <div style="text-align: center;">SUICIDAL IDEATION </div> </div>	TV (w)345 x (h)200mm	<p>Did you know there is a law that protects us from online harassment?</p> <p>"THE PROTECTION FROM HARASSMENT ACT" passed in 2014 applies both to the physical and online world. Victims can make a police report and apply to seek protection.</p> <p>If you are cyberbullied, call Help 123 at 1800 6123 123.</p>	SPEAKER
	<p>TOUCH POWER OF ZERO</p>			

SPEAKER	<p>DID YOU KNOW?</p> <p>Cyberbullying can happen 24/7 </p> <p>Cyberbullying often starts from physical bullying and straddles both online and offline </p>	TV (w)345 x (h)200mm	<p>OUR WORDS ARE POWERFUL.</p> <p>Use it wisely.</p> <p style="font-size: x-small; color: white;">"Kind words can be short and easy to speak, but their echoes are truly endless." - William Shakespeare</p>	SPEAKER
	<p>TOUCH POWER OF ZERO</p>			

SPEAKER	<p>HOW TO RESPOND TO CYBERBULLYING?</p> <ol style="list-style-type: none"> 1. Take screenshots or photos to save evidence 2. Report and block the bully 3. Seek help - Call Help 123 at 1800 6123 123 	TV (w)345 x (h)200mm	<p>Help 123 is a cyber wellness support platform that offers online chat, phone and email support services by trained counsellors to youths and their family members.</p> <p>www.help123.sg hello@help123.sg 1800 6123 123</p>	SPEAKER
	<p>TOUCH POWER OF ZERO</p>			

SPEAKER	<p>ARE THESE YOUR THOUGHTS IF YOU KNOW SOMEONE IS BEING CYBERBULLIED?</p> <p style="color: #00aaff; font-style: italic;">"I think someone else would help."</p>	TV (w)345 x (h)200mm	<p>"I might be the next target if I helped."</p> <p>"That's not my friend."</p> <p>"I don't care."</p>	SPEAKER
	<p>TOUCH POWER OF ZERO</p>			

Small Interior Panel Design

Interior Panel Small_1.ppt
Cabin 2A
(w)945 x (h)440mm

POWEROFZERO envisions a world of:

ZERO HATE - Power of a Supportive Online Community

ZERO VIOLENCE - Power in a Right Click

ZERO BULLYING - Power of a Positive Online Culture

TOUCH POWER OF ZERO
Cyber Wellness

Interior Panel Small_1.ppt
Cabin 2B
(w)998 x (h)440mm

[Help 123](http://help123.sg) is a cyber wellness support platform that offers online chat, phone and email support services by trained counsellors to youths and their family members.

If you need help on cyber wellness issues, contact us at:

www.help123.sg hello@help123.sg 1800 6123 123

TOUCH POWER OF ZERO
Cyber Wellness

Floor Sticker Designs

