

## KEY HIGHLIGHTS OF NSCC 2010

### 1. 'I Am A Smoke-Free Agent' Programme

This programme will take place from May 2010, as a post-examination activity. It is targeted at Primary Four and Five students where in teams of five, students are required to complete three 'Live It Up Without Lighting Up' assignments in order to earn limited edition collaterals.

### 2. Celebrity School Tours

The school tours will be held between 29 April and September 2010 at secondary schools. Led by smoke-free celebrities Daniel Ong and Mister Young, the tours will have students taking part in games and chat segments that delve deeper into the key messages of 'Live It Up Without Lighting Up'.

### 3. Freestyle Soccer School Tours & Killa Balla III Freestyle Soccer Carnival

This programme reaches out to youth aged 11 to 18 years old who have a passion for Freestyle soccer. From 17 to 27 May 2009, selected secondary schools will host the Freestyle Soccer School Tours. This will culminate in Killa Balla III, a freestyle soccer carnival on 28 May 2010 from 8.00am - 6.00pm at The Cage. This event aims to emphasise the harmful effects of smoking on one's fitness and discourage youths from experimenting with cigarette smoking.

### 4. Youth Against Tobacco (YAT) Workshop

The workshop, held on 15 May 2010 at the National Library was attended by 35 youths aged 17 to 25 years old. The aim of the workshop was to empower youth to become effective advocates against tobacco, and to encourage them to plan and implement tobacco control projects in their school or in the community. These projects will be funded by [HPB's Youth Advolution for Health](#) (YAH) Fund.

### 5. Tobacco Retailers

[HPB](#) will be reaching out to tobacco retailers to seek their support to refrain from selling tobacco on 31 May 2010. Specially created wobblers will be delivered to participating licensed tobacco retailers to help them inform the public of their support to withdraw the sale of tobacco products on 31 May 2010.

### 6. 'Live It Up' Game Development Challenge

[HPB](#) is partnering SPH Events, Roadshows and Exhibitions (SPHERE) and Singapore Computer Society (SCS) to engage youths from Institutes of Higher Learning to develop online games to disseminate the 'Live It Up Without Lighting Up' key messages. Selected entries will be showcased at SPHERE's License2Play event taking place from 28 to 30 May at Singapore Expo. Winning entries will later be made available via social marketing and other online platforms.

For more information, visit <http://www.breathe.sg/liveitup>. For tips to quit smoking, call QuitLine at 1800 438 2000 or log on to [www.breakfree.sg](http://www.breakfree.sg).