

**Factsheet**

**The Community Engagement Programme (CEP)**

**Building Networks of Trust**

1. Launched in 2006 by Prime Minister Lee Hsien Loong, the CEP is a long-term effort to better equip us in maintaining our social cohesion and harmony, should a crisis happen in Singapore.
2. Under the CEP, we bring together people from different communities, to strengthen inter-communal bonds, and put in place response plans to help deal with potential communal tensions after an incident, be it a terrorist attack or civil emergency. We also build networks of trust that can be resilient and be able to respond and help Singapore stay united in a crisis.

**Progress**

3. Within the clusters, they have put in place response plans, in particular, recall plans, and discussed capabilities needed to meet the challenges of the future.
4. At the core, we have trained the CEP community leaders in emergency preparedness and given them awareness of counter-terrorism and vigilance, in addition to an understanding of ethnicity and communal harmony. Done under the Community Engagement Executive Development (CEED) Programme, this is part of a realistic and sustainable approach to concentrate on developing a cadre of prepared and trained persons on the ground, and across cluster domains. This is so that in times of crisis, they will lead at various levels. As of today, 165 community leaders have participated in the CEED Programme.
5. The CEP has grown with the engagement of groups beyond the clusters, for example, radio DJs, TV artistes, and members of the Singapore Federation of Chinese Clan Associations (SFCCA) and Singapore Chinese Chamber of Commerce and Industry (SCCCI), both of which formed a CEP taskforce.
6. The continued engagement of radio DJs is particularly important as they are at the frontline in a crisis. As familiar voices, they can offer calming advice in times of chaos and uncertainty. Thus far, 75 MediaCorp radio DJs have participated in various events under the CEP. TV artistes from MediaCorp Channels 5 and 8, Suria and Vasantham have also come on board. As familiar faces on TV, they too can reach out to the public as they did during the SARS period.
7. Equally important is the engagement of youths which has been done through a multi-pronged approach, bearing in mind the many student camps and programmes organised by schools and various parties. Awareness building is done not only through talks but more interactive projects at youth camps. Experiential learning and opportunities to interact with students of other races are also offered in programmes such as the SG United Jamboree held in January. The Jamboree offered multi-ethnic interaction through programmes in a carnival-like setting. Through the activities, the students learned the key CEP messages of resilience, unity, being prepared for emergencies and bouncing back quickly after crises.

8. Another approach taken is to tap on existing youth-based structures and their activities. For example, students from the National Civil Defence Cadet Corps (NCDCC) are engaged through the Community Engagement (CE) Badge, which is a badge they can earn by performing activities related to CEP. Some students are engaged through the SG United Journalists' Club, set up in early 2009. Members of the Club are given basic training in news reporting and invited to cover CEP-related events. Their reports are also uploaded onto the Singapore United web portal.
  9. For the tertiary level, we have started engaging them through discussions at workshops or forums via the SG United Learning Journey for Student Leaders (Tertiary) programme. The inaugural session for this was held late last year with student leaders from religious groups and clubs in the National University of Singapore (NUS).
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