

by countries all around the world and is generally perceived as reflecting governments' inability to govern a nation. Therefore, according to the 2018 Edelman Trust Barometer Report, eradicating corruption is essential in building people's trust in governments. When it comes to eradicating corruption each country has its own set of cultural problems which needs to be properly addressed in order to reduce the risk of corruption. In a collectivistic society like Indonesia just as in many other Asian countries the role of ethical leaders is pivotal in building ethical culture within their societies. An ethical leader must be able and willing to set a good example by always behaving ethically through interpersonal relationships with his followers. This way the high power distance as well as collectivistic natures of Indonesian people can be turned from a liability to an asset for sake corruption eradication.

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## **“THE OSTRICH, THE AH LONG, THE CON WOMAN, AND THE CREEPY GUY: THE STORY OF CRIME PREVENTION IN SINGAPORE”**



AN EXTRACT of an article by Susan Sim, member of the National Crime Prevention Council and Majeed Khader, Chief Psychologist of the Ministry of Home Affairs, Director of the Home Team Behavioural Sciences Centre, and Deputy Director of the Police Psychological Services Division.

### **If they won't listen, try making them laugh**

Drawing on 15 years of educating the public about scams, the National Crime Prevention Council worked with the Singapore Police on an anti-scam publicity blitz in early 2013 when the crime rates came down but the amount of money lost to phone scams remained “high and significant”. PSAs covering Internet love, online purchase, cyber extortion and lucky draw scams blanketed the island – on public transport, in hawker centres, on lift doors and at community roadshows.

Perhaps because the PSAs made more people realise they had been conned, the number of cases reported to the police rose and the monetary value of the losses continued to mount. The NCPC decided to try something different – humour. A local production house was commissioned to create a quirky video called “Criminal Watch”, a comedy skit highlighting the “top 10 criminals in Singapore”, including scammers. It quickly went viral following its launch in November 2013, and has now been seen by more than 2.5 million people.



The success of Criminal Watch – it was viewed more than 1 million times within the first six months – led the NCPC to commission another comedy skit: “Criminal Watch 2: You Got Scammed”. Launched at the NCPC's Annual Appreciation Dinner in July 2014, the video drew on the modus operandi used by six conmen to cheat their victims, featuring cases such as Internet Love, Online Purchase, Kidnap, Impersonation, Lottery and money laundering scams.

It was a bold move for the NCPC, as the skit was somewhat risqué. In a press release, NCPC Chairman Tan Kian Hoon explained: “NCPC's programmes and strategies evolve in tandem with social changes. It is important that our crime prevention messages are current and effectively disseminated. Given the popularity of social media today, we hope to leverage on “Criminal Watch 2 – The Musical” to raise public awareness of the various scams out there, and remind Singaporeans to be vigilant and guard against these common scams.”

In November 2014, scams officially became the number 1 crime concern of the NCPC as it launched its first nation-wide anti-scam campaign with the police. The [www.scamalert.sg](http://www.scamalert.sg) website was also created to allow members of the public to share their personal experiences with scam artists. As it gained popularity, it was revamped in 2016 to showcase information on the latest scams and to allow members of the public to conduct keyword searches to look for certain usernames, mobile phone numbers and bank account numbers that might have been used in previous scams. This feature allows potential victims to verify possible fraud before committing to any payments. Many stories posted on the site now contain the lament that the writer might not have become a victim if he or she had first checked the Scam Alert! website. The site has since seen the number of visitors double from 154,000 in 2015 to more than 321,000 in 2016.

With this new publicity blitz, a series of scam prevention commercials and animated videos were also rolled out on both Facebook and YouTube over the next two years as educational resources for members of the public to learn how scams work.



Visit [ScamAlert.sg](http://ScamAlert.sg) to see the latest posters and videos

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## NEWS FROM VIETNAM :POLICE TO FOCUS ON SYNTHETIC DRUGS, SMUGGLING



Lieutenant General Đỗ Kim Tuyền

Lieutenant General Đỗ Kim Tuyền, Deputy Director of Vietnam's General Police Department, recently told the media that the community played a central role in reducing the number of drug addicts.

He said that the biggest challenge was the huge number of drug addicts across the country - upwards of 210,000 known addicts and likely an unknown number of other addicts who had dodged official surveys. Another challenge was the rampant use of synthetic drugs in Việt Nam. The United Nations had warned that synthetic drugs were hard to control and this was known from first-hand experience of the police.

Drug-related crimes were getting increasingly sophisticated, more organised, and more audacious – criminals were ready to use violence against law enforcement officers.

The work of the police, as high risk as it already was, had been getting more and more dangerous, bloodshed was no longer a rare occurrence. The best example was the recent busting of a drug ring with police being forced to use guns against the criminals who had violently resisted.

Reducing demand was one of three “reductions” contained in Prime Minister Nguyễn Xuân Phúc’s directive regarding drug control, the other two being “reducing supply” and “reducing consequences.”

Reducing demand was achieved by combined efforts to prevent new drug use, detoxification and rehabilitation of drug addicts, as well as disrupting supply. Over time, the police had gained a lot of experience and lessons in drug detoxification, namely that the involvement of local authorities and the community held the key to success. No matter what methods or measures were used to help addicts overcome their drug dependency, they would return home, and this was where it was determined whether they would relapse. The community had to be