

Call 1771: what happens when you dial national mindline 1771, the 24/7 helpline in IMHâ??s new campaign

Description

default watermark

If you have been on a bus lately and seen a girl with a painted storm cloud over her head, that is the new national mindline 1771 campaign. The Institute of Mental Health (IMH) is running it under the title *More Than a Number*, and the point is simple: one short number, 1771, for anyone who is not okay and does not know where to start.

The campaign comes with a three-minute film, an original song called *Call 1771*, bus wraps and posters in places like Bedok, Bugis and Chinatown. The posters carry lines such as â??Burnt out and drowning?â?• and â??Feeling lonely, sad or worried?â?• Ads are nice, but the more useful question is what actually happens when you dial.

What national mindline 1771 is, in plain terms

National mindline 1771 is Singaporeâ??s first national mental health helpline and textline. It launched on 18 June 2025 as an initiative of the Ministry of Health, working with IMH and the Agency for Integrated Care. It replaced IMHâ??s older Mental Health Helpline, so if you still have that number saved somewhere, update it.

It is free, open round the clock, and you can stay anonymous. You reach it three ways:

- Call **1771** from any phone in Singapore
- WhatsApp **6669 1771** if typing feels easier than talking
- Use the webchat on mindline.sg, under the first-stop page

On the other end is a team of full-time counsellors, many from IMHâ??s previous helpline, with trained volunteers added since late 2025. You do not need a referral, a diagnosis or a polyclinic appointment first.



Source: Institute of Mental Health

What happens when you call 1771

Nobody expects you to have the right words. Based on MOHâ??s description of the service, a contact usually goes one of three ways:

1. You get a listening ear and some early counselling for whatever is weighing on you, from a bad breakup to work stress you cannot shake off.
2. You are guided to the right next stop, such as a self-help tool, a community outreach team (CREST), a Family Service Centre or a professional.
3. If you are in crisis, the counsellor handles it as one and gets you urgent help.

MOHâ??s parliamentary reply in February 2026 gave a sense of the split. About 75% of contacts were for early support and counselling, about 15% for wayfinding and referrals, and about 10% needed immediate crisis help. In other words, most people calling are not in an emergency. They just needed someone to talk to before things got worse.

Who is using it, and how much

More than people expect. Some numbers MOH has shared:

- Over 39,000 calls, messages and webchats by February 2026, rising past 47,000 by April 2026
- Roughly 60% of contacts by phone, 25% by WhatsApp and 15% by webchat
- Among people who shared their age, 44% were 20 to 35, the biggest group
- Around 9,000 calls for help a month, according to Health Minister Ong Ye Kungâ??s World Mental Health Day message on 10 October 2026

default watermark

That young-adult slice lines up with what the campaign is going for. The posters show a student staring at a failed results slip, a commuter squeezed in a packed train, an office worker literally waist-deep in water with 168 unread emails and a missed text from his wife. Very Singapore, honestly.



Source: Institute of Mental Health

Why the campaign leans on a song

The creative team behind it, Tilt Singapore, built the work around the idea that physical pain gets noticed while overthinking, constant tiredness or a low mood that will not lift often goes unspoken. A lot of us put on earphones before we can explain what we are feeling, so the film uses music as the way

in. The animated characters are painted over real scenes on buses and in HDB corridors, which is a nice touch.

The first bus wraps went out on 8 October 2026 and the film went live online on 28 October. A second burst is planned for January 2027. The *Call 1771* track is due on streaming platforms, so you may hear it on a playlist soon.

When to use 1771, and when to use something else

Think of 1771 as the front door. It suits you if you feel stuck, overwhelmed, lonely or anxious and want to talk it through, or if you are worried about a friend or family member and want advice on what to say. It also works if you have no clue which service fits you.

A few other numbers worth saving:

- Samaritans of Singapore: 1767, or WhatsApp CareText at 9151 1767, both 24 hours, for anyone in distress or with thoughts of suicide
- 995 for an ambulance, or 999 for the police, if someone is in immediate danger
- Self-assessment and self-help resources on mindline.sg if you would rather start alone

default watermark

Caregivers, this applies to you too. If you are looking after a parent with dementia or a child with special needs and you are running on empty, calling counts as looking after the person you care for.

More reads on mental health in Singapore

The service sits inside a bigger shake-up. MOH is bringing community schemes under the HealthierMind SG network, and IMH will be renamed the National Centre for Mental Health in 2027. If work is the main stressor, our guide to mindline at workâ??s free tools is a practical next read.

Personally, I have saved 1771 under â??talk to someoneâ?• in my contacts. It costs nothing, and the day you need it is not the day you want to be googling.

Date Created
06/11/2026
Author
nuraisyah