




September 2010 to September 2012

***Parents & Children:  
United Stand against Drug Abuse  
[BDF100005]  
Community Drug Advisory Council***



*Parents & Children: United Stand against Drug Abuse*

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## Introduction

The present project titled *Parents & Children: United Stand against Drug Abuse*, supported by the Beat Drugs Fund, was an effort to promote healthy living and anti-drug lifestyle among lower primary school students and their parents. Through various programmes in the form of talks, workshops, and training sessions, it was intended that students and parents gain enhanced understanding of these topics that in turn increase their protective factors against drug abuse.



## Project Content



Lower primary school students actively participated in CDAC drug educational activities.



Children and parents made their wishes through flying paper aeroplanes.




## Project Content



Child engaged in games and activities intended to promote drug-free, healthy lifestyle.




Parent and child collaboratively made a “contract” to correct their unhealthy habits.




## Output and Outcome Evaluation

- **Evaluation methods** include the actual number of students and parents served, as well as the actual number of programmes conducted by the end of the project. In addition, figures were collected regarding the number of beneficiaries reached by newsletters, souvenirs, and exhibition boards.
- **Output and outcome benchmarks** were based on the comparison of originally proposed figures versus actual figures as of the termination of the project.
- **Evaluation results** are as follows:




## Output Evaluation

	Expected Result	Achieved Result
<b>Output Indicator 1</b>	200 health and drug educational programmes (which last for at least 35 minutes to approximately 1.5 hours) reaching 20,000 primary 1 to 3 students	A total of 251 health and drug educational programmes targeting primary 1 to 3 students had been conducted since the commencement of the project. These programmes had served 39,111 participants. In concise summary, the project achieved 126% of its target of 200 programmes and 196% of its target of 20,000 participants.
<b>Output Indicator 2</b>	4 issues of newsletters to all local primary schools (content includes: follow-up activities / worksheets for teachers to use in schools to consolidate participants' learning outcome, and to share the project experience with schools which have not participated in the project)	4 issues of newsletters were published and distributed to all local primary schools and integrated family service centres (IFSCs). The content of the newsletters included updates on the project, drug and healthy living worksheets, and up-to-date drug information.




## Output Evaluation

	Expected Result	Achieved Result
<b>Output Indicator 3</b>	25,000 copies of souvenirs carrying easy-to-remember anti-drug and healthy living messages	25,000 copies of souvenirs were produced, including 5,200 stickers, 1,800 paper bookmarks, 3,000 magnetic bookmarks, 3,000 pens, 10,000 bags of tissue paper, and 2,000 recycle bags, all of which carried easy-to-remember "anti-drug" and healthy living messages. In concise summary, the project achieved 100% of its target of 25,000 copies of souvenirs.
<b>Output Indicator 4</b>	2 sets of exhibition boards (each consists of 4-6 boards) reaching approximately 13,000 participants	The exhibition boards were used and served 13,448 participants, which is 103% of its target of 13,000 participants.




## Output Evaluation

	Expected Result	Achieved Result
<b>Output Indicator 5</b>	150 training activities (duration: 1 to 3 hours) reaching 5,100 parents and children	A total of 189 training activities targeting parents and students had been conducted since the commencement of the project. These activities served 6,942 participants. In concise summary, the project achieved 126% of its target of 150 programmes and 136% of its target of 5,100 participants.
<b>Output Indicator 6</b>	3,500 parents' booklets	A parents' booklet was published in May 2011. Echoing feedback from school teachers and social workers, re-printing was done in June 2011 to meet demand from schools and social service centres. 2,000 extra copies were published. 6,000 copies were published and distributed in total.




## Output Evaluation

	Expected Result	Achieved Result
<b>Output Indicator 7</b>	2 school-based educational campaigns (aimed to spread healthy living and anti-drug message in the school community) reaching approximately 2,000 participants	In total, 11 school-based educational campaigns were conducted, reaching out to more than 2,700 participants



## Outcome Evaluation

	Expected Result	Achieved Result
<b>Outcome Indicator 1</b>	Participants' knowledge about the harm of drug abuse (75% showed improvement or statistical significant improvement found using paired t-test )	In total, 895 cases were evaluated. 370 cases (41%) showed improvement. T-test results showed that there was significant improvement.
<b>Outcome Indicator 2</b>	Participants' attitude towards drug abuse (75% showed improvement or statistical significant improvement found using paired t-test )	In total, 1,114 cases were evaluated. 335 cases (30%) showed improvement. T-test results showed that there was significant improvement.
<b>Outcome Indicator 3</b>	Parents' ratings on preventive talk(s) or activities (75% agreed that the activities were helpful)	Parenting skills: 543 cases were evaluated. 500 cases (92%) considered the activity as helpful in enhancing parenting skills. Drug awareness: 500 cases were evaluated. 466 cases (93%) considered the activity as helpful in enhancing drug awareness.



## Experience Gained

- With reference to all the output and outcome indicators, the messages of our project in promoting drug-free healthy lifestyle were well-delivered. It was encouraging that the statistics on our major service targets, both lower primary school students and parents, indicated satisfactory results with higher achievement rates than expected in our project proposal.
- The results reflected that there are great service needs in these specific target groups on drug prevention and education.

	Lower Primary School Students	Parents
<i>Proposed/ Expected Number of Participants</i>	20000	5100
<i>Actual Number of Participants Served</i>	39111	6942
<i>Proposed/ Expected Number of Programmes</i>	200	150
<i>Actual Number of Programmes Conducted</i>	251	189



## Conclusion

- The project results reflect great demands for drug and health education among lower primary school students in Hong Kong. In addition, the same applies for these students' parents in terms of current drug trends and effective communication skills with their children.
- Early intervention and preventive strategies continue to be valuable in preventing children and youth's drug abuse.
- It is plausible to suggest that such services for populations not only limited to those served in the present project shall be sustained and/or expanded in the future, in order to meet the community's needs and to build a healthy society as a whole.