



**Gen-YOU Net**  
**Gen-Y 無毒城**  
**BDF100008**

3/2011 – 03/2013

The Department of Computing,  
Hong Kong Polytechnic University



## ***Introduction***

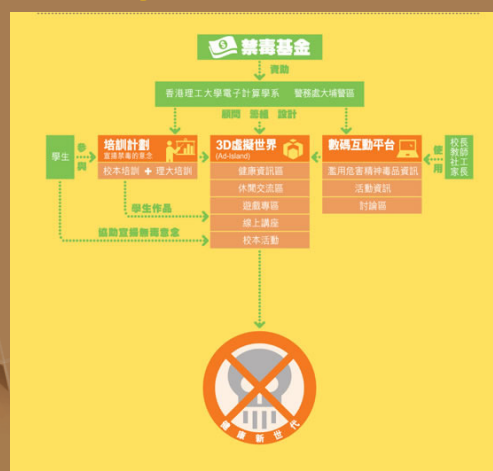
- To develop a youth community supporting digital communication channels for young students as well as having new lives (avatars) in an online 3D virtual world for drug prevention.



## Supporting Partners

- Tai Po Police, Regional Crime Prevention Office
- LLC M H Lau Secondary School
- HKIE Jockey Club Primary School
- SKH Chan Young Secondary School
- HK Lutheran Social Service
- HK Children & Youth Service
- HK Federation of Youth Groups
- North District Hospital
- Wai Chow Public School (Sheung Shui)
- Federation of Parent-Teacher Association, Tai Po District

## Project Content



## **Project Content**

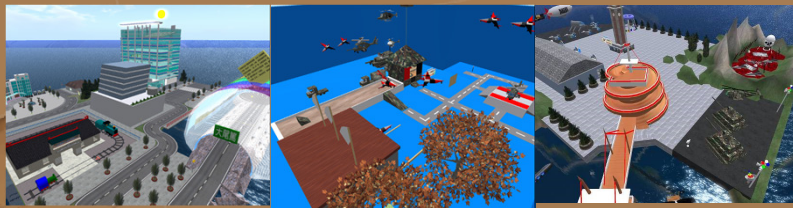
- Briefing and liaising with secondary schools and teachers
- AD-Island Workshop from students in their respective schools
- AD-Island/Gen-YOU Portal Design and Development
- Online Anti-drug Seminars
- Mentor Recruitment
- Pilot use of AD-Island/Gen-YOU Portal
- School-based mini-exhibitions
- Refinement of Ad-Island
- Award and Launching Ceremony

## **Participating Schools**

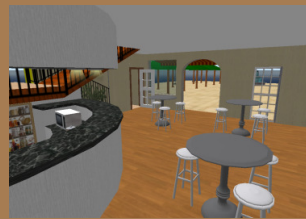
- 大埔舊墟公立學校
- 香港教育學院賽馬會小學
- 保良局田家炳千禧小學
- 大埔舊墟公立學校(寶湖道)
- 天主教聖母聖心小學
- 仁濟醫院蔡衍濤小學
- 大埔官立小學
- 靈糧堂劉梅軒中學
- 大埔三育中學
- 迦密聖道中學
- 孔教學院何郭佩珍中學
- 上水官立中學
- 王肇枝中學
- 宣道會陳朱素華紀念中學
- 粉嶺官立中學
- 孫方中書院
- 羅定邦中學
- 粉嶺禮賢會中學
- 粉嶺救恩書院
- 大埔區家長教師會聯會

## AD Island Highlights

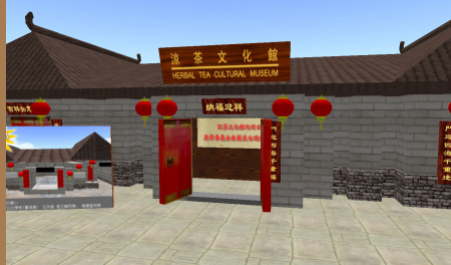
- NGO Buildings
- Mr. Kinsan Chung Gallery
- Hung Fook Tong Chinese Herbal Tea House
- Tai Po Landmarks
- Crime Info Center
- Student Zone



## Kinsan Chung Gallery



# Chinese Herbal Tea House



# Leaflet

## 引言

青少年吸毒問題日益嚴重，而且吸食毒品的年齡有年輕化的趨勢。這種現象不僅反映了預防教育要從小開始實施，也表明以傳統的方式來教育他們毒品的資源及其實施是不足夠的。有見及此，香港理工大學電子計算學系與同大博覽區在禁毒基金的資助下，籌劃了Gen-Y Net計劃。



## Gen-Y Net 活動行事曆

- 1 Gen-Y 安裝營**  
本學期將在全港三十二間大學內共同設計3D虛擬世界(AD-Island)，務求以創新的方法與同學交流提高他們對毒品的認識，從而將之作品匯入AD-Island內。
- 2 學生作品校內展覽**  
於校內展出學生作品，以收集老師及同學之意見加以改良。
- 3 校內及網上禁毒講座**  
邀請一些講師、社工、警察及成功戒毒人士主持在校內及3D虛擬世界(AD-Island)之專題講座，並製作工作坊內容分別包括戒毒資訊、經驗分享以及有關多種種類的介紹。
- 4 試用雲端互動平台及3D虛擬世界**  
參加之學校會獲派試用 Gen-Y Net 數碼互動平台以及3D虛擬世界(AD-Island)的試驗版，以收集學校之意見並作出改良。
- 5 學生作品公開展覽**  
所有學生作品公開展覽。
- 6 推廣暨頒獎典禮**  
典禮將於理大舉行，以嘉許完成計劃之學員。

**Gen-Y Net** 是以創新的數碼互動平台及3D概念的社交網絡而組成的計劃項目，參加的學校可以透過本計劃以創新的渠道來取得最新的毒品資訊，提升學生抗毒的意識，及學習多媒體知識用於培養創意思維。學生、老師及社工可以隨時隨地在這3D的社交網絡虛擬世界(AD-Island)中碰面，互相交流，並透過多款精彩遊戲和線上講座享受奇妙的健康之旅。此外，參加者更可以化身為AD-Island的設計師，共同製作有個人特色的建築物。

- ☑ 費用全免
- ☑ 完成整個計劃後將獲頒發證書
- ☑ 對象：小四至小五，中一至中三

## Project Activities



AD-Island Workshop



AD-Island Workshop



Workshop Closing Ceremony

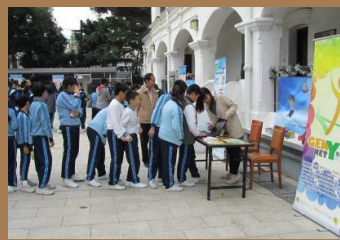


Exhibition in 健康之星創新生 (Hong Kong Medical Association)

## Project Activities



GenY Booth in 西九龍種族融和無毒減罪嘉年華



GenY Booth in 大埔區少年警訊分享會



GenY Workshop for NGOs



School-based GenY Workshops

## Project Activities



School-based Exhibition



School-based Exhibition



Award Ceremony



Award Ceremony

## Participants (Output Evaluation)

- Number of participating schools / associations: 20 (Target: 10-15 schools)
- Number of youths registered in Gen-YOU Portal: 320 (Target: 200-400 youths)
- Number of students joined the AD-Island Workshop: 126(summer workshop), 231 (other workshops) (Target: 40-60 students)
- Number of principals, teachers and social workers involved: 26 (Target: 25-60 participants)
- Number of volunteers from tertiary institutes: 15 (Target: 15-20 volunteers)
- Number of visitors to the web portal and AD-Island: 6,605 (Target: 200-400 visitors)

## **Outcome Evaluation**

- 50% of winter/spring workshop participants and 63% summer workshop 2012 have shown improvements in anti-drug attitude. Statistical significant improvement found using paired t-test.
- 48% of winter/spring workshop participants and 58% summer workshop 2012 have shown improvements in the knowledge about the harm of drug abuse. Statistical significant improvement found using paired t-test.

## **Outcome Evaluation**

- 38% of winter workshop participants and 42% of summer workshop 2012 have improved in coping skills; 21% and 17% of users have indicated a reduction in drug user desire; 28% and 25% of users have indicated a reduction in relapse risk; 24% and 29% of users have indicated an increase in importance to remain drug free; 30% and 29% of users have indicated an increase in chance of resisting drug. Statistical significant improvement found for the above measures.
- 14% of users strongly agreed and 72% users agreed the platform is useful for dissemination of anti-drug information to students.



## Conclusion

- In this 2.5-year project, approximately 2,800 visitors have been taken part in the promotional booths, public exhibitions and ceremonies.
- Social Workers, NGOs representatives, Police and drug professionals have been invited to be the guests of our events and some of them have been the speakers for introducing the harmful effect of taking drugs.
- Student 3D products were also displayed in the exhibition for anti-drug promotion. Besides, several kinds of souvenirs have been distributed in our events in order for emphasizing anti-drug messages and increasing the publicity of the Gen-YOU Net project.
- Moreover, there is a NGO, Cheer Lutheran Centre of HK Lutheran Social Service, developed a virtual centre inside AD Island to promote their services and activities. It could be another success indicator showing the effective publicity of Gen-YOU Net project.

End