



**“Build a Healthy School Together”**  
*An E-learning & Multi-pronged Anti-drug Project*

**BDF100015**

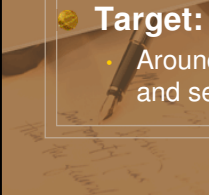
Project implementation period  
Feb, 2011 – Dec, 2012

Grantee  
Hong Kong Catholic Diocesan Schools Council



## **Introduction**

- **Organizers:**
  - Narcotics Bureau of the Hong Kong Police (NB)
  - Hong Kong Catholic Diocesan Schools Council (HKCDSC)
- **Participating Organizations:**
  - Hospital Authority
  - PS33
- **Target:**
  - Around 93,000 students and 6,500 teachers in 127 primary and secondary schools



## Project Content

### ● Opening Ceremony

- Date & time:
  - 2011.02.25 pm at Happy Valley Racecourse
- Participants:
  - 4,000 students and teachers
  - 200 guests
  - 150 Police volunteers



## Project Content

### ● Opening Ceremony



## Project Content

- **Force Volunteers**
  - Nearly 300 Force volunteers from NB and 6 police regions
- **Train-the-trainers workshops**
  - 20 workshops
- **Anti-drug e-learning package**
  - 97,945 students participated



## Project Content

- **Anti-drug Week**
  - Anti-drug exhibition
  - Anti-drug game booth
  - Anti-drug drama performance
  - Anti-drug sharing session hosted by Force volunteers



## Project Content

### Public link at Police website

- Useful information

### Closing Ceremony

- December, 2012



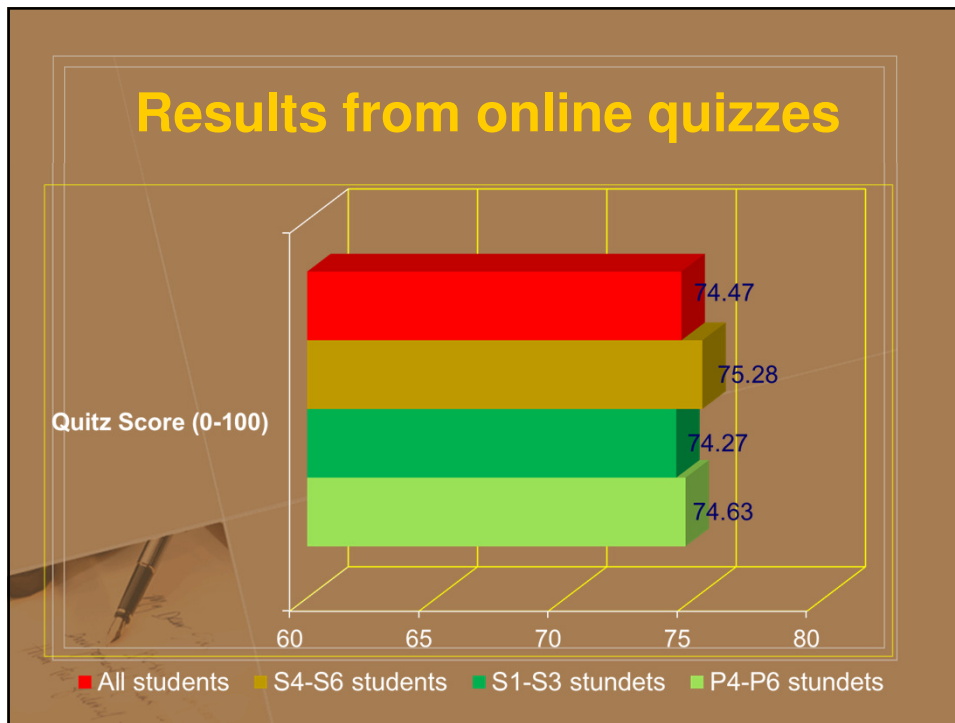
## Output and Outcome Evaluation

### Evaluation methods

#### E-learning package

- Consolidate the results from online quizzes
- Questionnaires for participating students





### Outcome Evaluation

- Questionnaires for participating students
  - E-learning package

The image displays four sample pages of questionnaires. Each page features a header with a logo and title, followed by a 'Name' field. The questionnaires are organized into sections with various question types, including multiple-choice and Likert scales. The pages are numbered 32, 33, 34, and 35.

## ***Result of Evaluation***

- 127 schools used the e-learning package;
- 97,945 students participated in the anti-drug e-learning lessons;
- 665 teachers participated in the 'train the trainer' workshops;
- 12,385 teachers received training from trainers to conduct e-learning lessons; and
- Overall, secondary school students' attitude towards drug abuse had been significantly improved as indicated by the paired t-test.

## ***Experience Gained***

- Reason behind success
  - Creativeness
  - Strong organization power
  - Strong leadership
  - Community network
- Reason behind underachievement of target
  - Under-performance of website company
- Lesson learnt
  - Sufficient funding and sponsorships is essential for successful implementation of this anti-drug project

## **Conclusion**

- The largest scale and successful e-learning and multi-pronged anti-drug project ever held in Hong Kong

**End**