




Implementation period: December 2010 – November 2011

**Digital Anti-Drug 2.0 Promotion Campaign**  
數碼禁毒2.0宣傳計劃  
BDF 100016

**Hong Kong Association of  
Interactive Marketing Limited**  
香港互動市務商會有限公司



Digital Anti-Drug 2.0 Promotion Campaign

1. Introduction
2. Project Content
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## Introduction

There were around 3,400 drug abusers under 21 reported in 2009, according to the Central Registry of Drug Abuse. In view of this, Hong Kong Association of Interactive Marketing (HKAIM) and Hong Kong Productivity Council (HKPC), with the sponsorship of Beat Drugs Fund and support of Security Bureau, are jointly organizing the “**Digital Anti-Drug 2.0 Promotion Campaign**” (**DAD 2.0**) to help the social service organizations with latest digital and social media technology and skills on how to do “digital outreach” for anti-drug. The project aims:

- to educate and train social workers and teachers in using social media for anti-drug and digital outreach
- to raise the awareness of general public including parents to understand the benefits of using social media and acquire social media skills for anti-drug and digital outreach
- to build up and encourage sharing of successful experiences in using social media for combating drug problems among youth



## Project Content

The project deliverables are as follows:

- Two **forums** to be organized to raise awareness among teachers, social workers and parents of using social media and online skills to combat drug use among youth
- A **survey** to be conducted and a **press conference** to be organized to raise public awareness of using social media and online technologies for digital outreach
- Six **workshops** to be conducted to educate the teachers and social workers on how to do digital outreach to search for potential youth drug abusers through online or social media
- Three **successful cases** to be documented and put on project website for sharing

1<sup>st</sup> Forum  
19 February 2011

數碼禁毒2.0宣傳計劃  
DIGITAL ANTI-DRUG 2.0 PROMOTION CAMPAIGN

Hong Kong Association of Interactive Marketing  
香港互動市場商會

Activity: 「數碼禁毒2.0宣傳計劃」啟動禮暨數碼禁毒2.0論壇  
Location: Yan Oi Tong, Tuen Mun

Group photo with guests and speakers

Welcome speech by Mr. Francis FONG, Chairman of HKAIM

Chairman presents souvenir to the Hon. Ms. Tanya CHAN, Member of the Legislative Council



Keynote by Mr. Kenneth CHEN Wei On, JP, Under Secretary for Education



The Opening Forum at Yan Oi Tong, Tuen Mun



Sharing by speakers



Chairman, Mr. Kenneth CHEN Wei On, JP, Under Secretary for Education, Mr. Victor LO Yik Kee, Assistant to the Secretary for Security Political, and speakers at the Opening Forum



Chairman, Mr. Kenneth CHEN Wei On, JP, Under Secretary for Education and the Hon. Mr. Peter CHEUNG Kwok Che, Member of Legislative Council (Social Welfare) visiting the exhibition at the Opening Forum



Audiences visiting the exhibition at the Opening Forum

2<sup>nd</sup> Forum  
14 July 2011

數碼禁毒2.0宣傳計劃  
DIGITAL ANTI-DRUG 2.0 PROMOTION CAMPAIGN

Hong Kong Association of Interactive Marketing  
香港互動市場商會

Activity: 數碼禁毒2.0論壇 – 抗毒無界限 數碼禁毒新方法  
Location: Duke of Windsor Social Service Bldg, Wan Chai, Hong Kong

Chairman presents souvenir to Mr. Alan LEONG Kah Kit, SC, Member of the Legislative Council

Chairman presents souvenir to Dr. John FUNG Yat Chu, Director of Information Technology Resource Centre, HK Council of Social Service

Group photo with guests and speakers

**DAD 2.0**  
DIGITAL ANTI-DRUG 2.0 PROMOTION CAMPAIGN

Activity: 數碼禁毒2.0論壇 – 抗毒無界限 數碼禁毒新方法  
Location: Duke of Windsor Social Service Bldg, Wan Chai, Hong Kong



Participants focus on speaker's presentation



Speakers share their views during discussion session



3<sup>rd</sup> Forum  
10 September 2011



數碼禁毒2.0宣傳計劃  
DIGITAL ANTI-DRUG 2.0 PROMOTION CAMPAIGN



Hong Kong Association of Interactive Marketing  
香港互動市務商會



**DAD 2.0**  
DIGITAL ANTI-DRUGS 2.0 PROMOTION CAMPAIGN

Activity: 數碼禁毒2.0論壇 – 「SOCIAL MEDIA青年網潮解“毒”」  
Location: Boys & Girls' Club Association Headquarters, Wan Chai



**Chairman presents souvenir to the Hon. Ms. Tanya CHAN, Member of the Legislative Council**



**Group photo with guest and speakers**



**Participants focus on speaker's presentation**

**DAD 2.0**  
DIGITAL ANTI-DRUGS 2.0 PROMOTION CAMPAIGN

Activity: 數碼禁毒2.0論壇 – 「SOCIAL MEDIA青年網潮解“毒”」  
Location: Boys & Girls' Club Association Headquarters, Wan Chai



**Causal talk during break**



**Causal talk during break**



**Speakers share their views during discussion session**



## 4<sup>th</sup> Forum 3 November 2011



數碼禁毒2.0宣傳計劃  
DIGITAL ANTI-DRUG 2.0  
PROMOTION CAMPAIGN



Hong Kong Association  
of Interactive Marketing  
香港互動市場商會



Activity: 數碼禁毒2.0論壇 – 社交媒體、移動平台多面睇  
Location: Hong Kong Design Institute, Tseung Kwan O, N.T.



Chairman presents souvenir to the guest of honor and speakers



Keynote by Dr. Erwin HUANG



**DAD 2.0**  
DIGITAL ANTI-DRUG 2.0 PROMOTION CAMPAIGN

Activity: 數碼禁毒2.0論壇 – 社交媒體、移動平台多面睇  
Location: Hong Kong Design Institute, Tseung Kwan O, N.T.



Speakers share their views during discussion session



Participants focus on speaker's presentation



1st – 4th Workshops  
Mar – May 2011



數碼禁毒2.0宣傳計劃



Hong Kong Association of Interactive Marketing  
香港互動市務商會



Activity: 數碼禁毒2.0工作坊 (Date: 18 Mar, 19 Mar, 12 May, 13 May)  
Location: Yan Oi Tong, Tuen Mun & HKPC Building, Kowloon Tong

4<sup>th</sup> – 9<sup>th</sup> Workshops  
Sep – Nov 2011



數碼禁毒2.0宣傳計劃  
DIGITAL ANTI-DRUG 2.0 PROMOTION CAMPAIGN



Hong Kong Association  
of Interactive Marketing  
香港互動市務商會

**DAD 2.0**  
DIGITAL ANTI-DRUGS 2.0  
PROMOTION CAMPAIGN

Activity: 數碼禁毒2.0工作坊 (Date: 29 Sep, 21 Oct, 11 Nov, 12 Nov, 15 Nov)  
Location: HKPC Building, Kowloon Tong  
Boys & Girls' Club Association Headquarters, Wan Chai



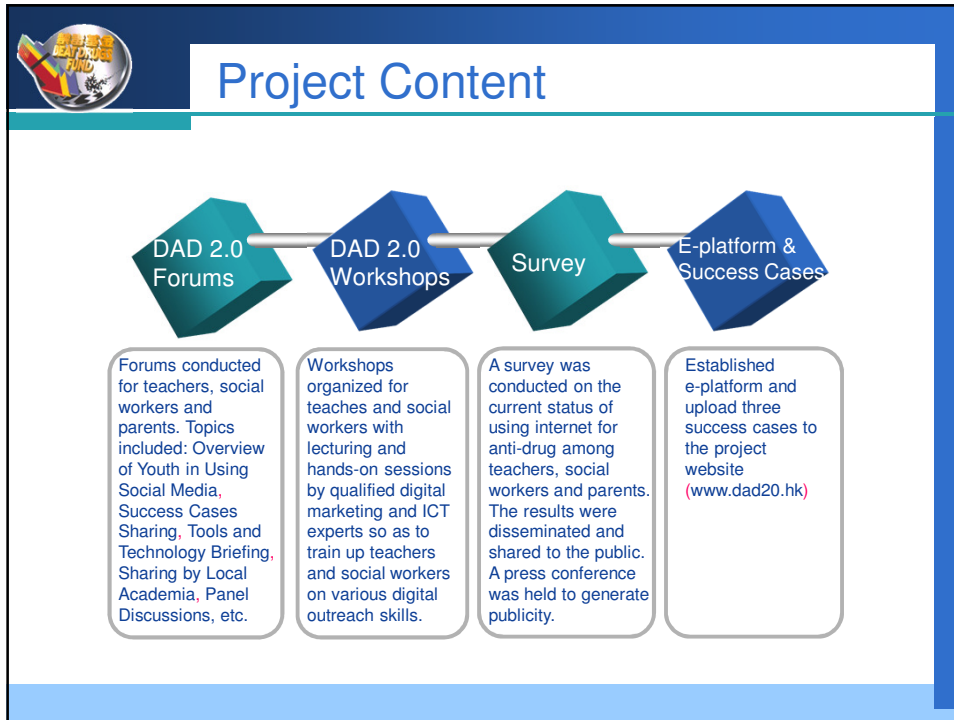
For more details...

- Project Name: Sunshone Power "No Drug" Web-based Interactive Platform (陽光力量 - 無毒新網絡)
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**DAD 2.0**  
DIGITAL ANTI-DRUGS 2.0  
PROMOTION CAMPAIGN


Activity: 數碼禁毒2.0工作坊 (Date: 29 Sep, 21 Oct, 11 Nov, 12 Nov, 15 Nov)  
Location: HKPC Building, Kowloon Tong  
Boys & Girls' Club Association Headquarters, Wan Chai






**Output Evaluation**

|                           | Expected Result  | Achieved Result  | Remark   |
|---------------------------|--|--|--|
| <b>Output Indicator 1</b> | No. of social workers, teachers and parents enrolled in 2 forums (estimate: 600) and 8 workshops (estimate: 240) | <p><u>Forum</u><br/>The first forum was conducted on 19 Feb 2011. 150 participants were attracted. The second forum was conducted on 14 Jul 2011. 57 participants were attracted. There were 140 and 255 participants in the third and fourth forum respectively. Altogether 601 participants attended the forum.</p> <p><u>Workshop</u><br/>Nine workshops were conducted on 18 Mar, 19 Mar, 12 May, 13 May, 30 Sep, 21 Oct, 11 Nov, 12 Nov and 15 Nov 2011. In total, 209 participants attended the workshops.</p> | As there was some shortfall of targeted number of participants in the two forums and eight workshops conducted, HKAIM has used its own resources to organize TWO more forums and ONE more workshop to reach more participants to achieve the target. |



## Output Evaluation

|                    | Expected Result  | Achieved Result   | Remark |
|--------------------|--|---|--------|
| Output Indicator 2 | Solicit and document relevant success cases of digital outreach for anti-drug and to be shared on the project website (2-3 success cases to be shared, which will form part of the valuable resources for helping social workers use social media for anti-drug purposes)  | 3 success cases were identified and published on the project website (www.dad20.hk) |        |
| Output Indicator 3 | <ul style="list-style-type: none"> <li>▪ To raise the awareness of participants in using social media for anti-drug and digital outreach</li> <li>▪ Helping general audience understand the benefits and success cases of using social media for anti-drug and digital outreach</li> <li>▪ Helping interested audience acquire social media skills for anti-drug and digital outreach</li> </ul> | Onsite feedbacks were received  |        |




## Outcome Evaluation

- Evaluation method
  - Questionnaire
- Outcome benchmarks


| Outcome indicator | Description of Indicator   | Forum | Workshop |
|-------------------|--|-------|----------|
| 1                 | The proportion of participants who became aware of the importance of social media technology in digital outreaching (75%)          | ✓     | ✓        |
| 2                 | The proportion of participants who became aware of the effectiveness of using social media in drug prevention (or treatment) (75%) | ✓     | ✓        |
| 3                 | The proportion of participants who gained knowledge of using social media for drug prevention (or treatment) purpose (75%)         | ✓     | ✓        |
| 4                 | The proportion of participants who learnt how to apply social media skills for drug prevention (or treatment) purpose (75%)        |       | ✓        |
| 5                 | The proportion of participants who mastered the basic social media marketing skills in their digital outreach work (75%)           |       | ✓        |





## Outcome Evaluation


|                            | Expected Result  | Achieved Result  |                                 |                            | Remark  |
|----------------------------|--|--|---------------------------------|----------------------------|---|
|                            |  | Activity   | No. of feedback forms collected | Percentage of participants |   |
| <b>Outcome Indicator 1</b> | 75% of the participants became aware of the importance of social media technology in digital outreaching | 1 <sup>st</sup> forum  | 63                              | 69%                        | <ul style="list-style-type: none"> <li>▪The project team found that there is quite a large difference in computer and social media skills among participants that may affect the overall rating and result in a wide range of opinions among participants of different workshops and forums.</li> <li>▪The figures suggested that the project has been doing well in raising awareness of the importance of social media technology in digital outreaching among participants.</li> </ul> |
|                            |  | 2 <sup>nd</sup> forum  | 39                              | 72%                        |   |
|                            |  | 3 <sup>rd</sup> forum  | 86                              | 79%                        |   |
|                            |  | 4 <sup>th</sup> forum  | 109                             | 67%                        |   |
|                            |  | 1 <sup>st</sup> workshop   | 20                              | 60%                        |   |
|                            |  | 2 <sup>nd</sup> workshop   | 17                              | 77%                        |   |
|                            |  | 3 <sup>rd</sup> workshop   | 6                               | 100%                       |   |
|                            |  | 4 <sup>th</sup> workshop   | 10                              | 70%                        |   |
|                            |  | 5 <sup>th</sup> workshop   | 25                              | 76%                        |   |
|                            |  | 6 <sup>th</sup> workshop   | 17                              | 100%                       |   |
|                            |  | 7 <sup>th</sup> workshop   | 23                              | 74%                        |   |
|                            |  | 8 <sup>th</sup> workshop   | 15                              | 62%                        |   |
|                            |  | 9 <sup>th</sup> workshop   | 16                              | 81%                        |   |
|                            |  | Overall, 73% of the participants became aware of the importance of social media technology in digital outreaching. |                                 |                            |   |



## Outcome Evaluation


|                            | Expected Result   | Achieved Result   |                                 |                            | Remark  |
|----------------------------|---|---|---------------------------------|----------------------------|---|
|                            |   | Activity  | No. of feedback forms collected | Percentage of participants |   |
| <b>Outcome Indicator 2</b> | 75% of the participants became aware of the effectiveness of using social media in drug prevention (or treatment) | 1 <sup>st</sup> forum   | 63                              | 71%                        | <ul style="list-style-type: none"> <li>▪The project team found that there is quite a large difference in computer and social media skills among participants that may affect the overall rating and result in a wide range of opinions among participants of different workshops and forums.</li> <li>▪The figures suggested that the project has been doing well in raising awareness of effectiveness of using social media in drug prevention among participants.</li> </ul> |
|                            |   | 2 <sup>nd</sup> forum   | 39                              | 72%                        |   |
|                            |   | 3 <sup>rd</sup> forum   | 86                              | 83%                        |   |
|                            |   | 4 <sup>th</sup> forum   | 109                             | 61%                        |   |
|                            |   | 1 <sup>st</sup> workshop  | 20                              | 60%                        |   |
|                            |   | 2 <sup>nd</sup> workshop  | 17                              | 59%                        |   |
|                            |   | 3 <sup>rd</sup> workshop  | 6                               | 100%                       |   |
|                            |   | 4 <sup>th</sup> workshop  | 10                              | 50%                        |   |
|                            |   | 5 <sup>th</sup> workshop  | 25                              | 80%                        |   |
|                            |   | 6 <sup>th</sup> workshop  | 17                              | 100%                       |   |
|                            |   | 7 <sup>th</sup> workshop  | 23                              | 70%                        |   |
|                            |   | 8 <sup>th</sup> workshop  | 15                              | 85%                        |   |
|                            |   | 9 <sup>th</sup> workshop  | 16                              | 81%                        |   |
|                            |   | Overall, 73% of the participants became aware of the effectiveness of using social media in drug prevention (or treatment). |                                 |                            |   |






## Outcome Evaluation

|   | Expected Result   | Achieved Result          |                                 |                            | Remark   |
|---|---|--------------------------|---------------------------------|----------------------------|--|
|   |   | Activity                 | No. of feedback forms collected | Percentage of participants |  |
| <b>Outcome Indicator 3</b>  | 75% of the participants gained knowledge of using social media for drug prevention (or treatment) purpose | 1 <sup>st</sup> forum    | 63                              | 67%                        | <ul style="list-style-type: none"> <li>▪The project team found that there is quite a large difference in computer and social media skills among participants that may affect the overall rating and result in a wide range of opinions among participants of different workshops and forums.</li> <li>▪The figures suggested that the project has been doing well in helping participants gain knowledge of using social media for drug prevention.</li> </ul> |
|   |   | 2 <sup>nd</sup> forum    | 39                              | 72%                        |  |
|   |   | 3 <sup>rd</sup> forum    | 86                              | 76%                        |  |
|   |   | 4 <sup>th</sup> forum    | 109                             | 64%                        |  |
|   |   | 1 <sup>st</sup> workshop | 20                              | 60%                        |  |
|   |   | 2 <sup>nd</sup> workshop | 17                              | 59%                        |  |
|   |   | 3 <sup>rd</sup> workshop | 6                               | 80%                        |  |
|   |   | 4 <sup>th</sup> workshop | 6                               | 60%                        |  |
|   |   | 5 <sup>th</sup> workshop | 25                              | 76%                        |  |
|   |   | 6 <sup>th</sup> workshop | 17                              | 100%                       |  |
|   |   | 7 <sup>th</sup> workshop | 23                              | 61%                        |  |
|   |   | 8 <sup>th</sup> workshop | 15                              | 69%                        |  |
|   |   | 9 <sup>th</sup> workshop | 16                              | 81%                        |  |
| Overall, 70% of the participants gained knowledge of using social media for drug prevention (or treatment) purpose. |   |                          |                                 |                            |  |



## Outcome Evaluation

|                            | Expected Result  | Achieved Result  |                                 |                            | Remark   |
|----------------------------|--|--|---------------------------------|----------------------------|--|
|                            |  | Activity   | No. of feedback forms collected | Percentage of participants |  |
| <b>Outcome Indicator 4</b> | 75% of the participants learnt how to apply social media skills for drug prevention (or treatment) purpose | 1 <sup>st</sup> workshop   | 20                              | 50%                        | <ul style="list-style-type: none"> <li>▪The project team found that there is quite a large difference in computer and social media skills among participants that may affect the overall rating and result in a wide range of opinions among participants of different workshops.</li> <li>▪The figures suggested that the project has been doing well in helping participants to apply social media skills for drug prevention (or treatment) purpose.</li> </ul> |
|                            |  | 2 <sup>nd</sup> workshop   | 17                              | 59%                        |  |
|                            |  | 3 <sup>rd</sup> workshop   | 6                               | 80%                        |  |
|                            |  | 4 <sup>th</sup> workshop   | 10                              | 40%                        |  |
|                            |  | 5 <sup>th</sup> workshop   | 25                              | 76%                        |  |
|                            |  | 6 <sup>th</sup> workshop   | 17                              | 100%                       |  |
|                            |  | 7 <sup>th</sup> workshop   | 23                              | 65%                        |  |
|                            |  | 8 <sup>th</sup> workshop   | 15                              | 69%                        |  |
|                            |  | 9 <sup>th</sup> workshop   | 16                              | 69%                        |  |
|                            |  | Overall, 68% of the participants learnt how to apply social media skills for drug prevention (or treatment) purpose. |                                 |                            |  |




## Outcome Evaluation

| Expected Result   | Achieved Result   |                                 |                            | Remark   |
|---|---|---------------------------------|----------------------------|--|
|   | Activity  | No. of feedback forms collected | Percentage of participants |  |
| 75% of the participants mastered the basic social media marketing skills in their digital outreach work | 1 <sup>st</sup> workshop  | 20                              | 40%                        | <p>•The project team found that there is quite a large difference in computer and social media skills among participants that may affect the overall rating and result in a wide range of opinions among participants of different workshops.</p> <p>•The figures suggested that the project has basically achieved our aim of helping participants master the basic social media marketing skills in their digital outreach work.</p> |
|   | 2 <sup>nd</sup> workshop  | 17                              | 59%                        |  |
|   | 3 <sup>rd</sup> workshop  | 6                               | 100%                       |  |
|   | 4 <sup>th</sup> workshop  | 17                              | 60%                        |  |
|   | 5 <sup>th</sup> workshop  | 25                              | 72%                        |  |
|   | 6 <sup>th</sup> workshop  | 17                              | 94%                        |  |
|   | 7 <sup>th</sup> workshop  | 23                              | 61%                        |  |
|   | 8 <sup>th</sup> workshop  | 15                              | 77%                        |  |
|   | 9 <sup>th</sup> workshop  | 16                              | 69%                        |  |
|   | Overall, 67% of the participants mastered the basic social media marketing skills in their digital outreach work. |                                 |                            |  |

**Outcome Indicator 5**






## Experience Gained

Reason behind success


- Participating NGOs are willing to share their pioneering experiences with other social workers and teachers.
- Many social media experts are willing to support this meaningful event, and share their best practices and online skills with participants.
- Obtained support from more than 30 organizations, including various government departments, NGOs, supporting media, and new media companies.



## Experience Gained

Lessons learnt


- The project team has encountered unexpected difficulties in promoting the forums and workshops to our targeted audience (teachers, social workers and parents). It is not easy to promote to schools as no dedicated person responsible for anti-drug programme in schools, not to mention utilizing IT to help outreaching at-risk students.
- The proficiency in digital skills varies widely among social workers and teachers. If workshops are to be conducted in future, organizers should recognize the variation in audience's skill level and adjust the training content accordingly.



## Experience Gained

### Lessons learnt


- More and more social workers begin to recognize the need and become willing to use online method or social media for youth outreach.
- Compared with social work organizations, teachers and schools are slow to adopt the digital methods because of lack of training and resources (such as dedicated manpower for IT application).



## Experience Gained

### Key findings from survey results


- The interviewed teachers, parents and social workers generally recognized the problem that youth are readily exposed to drug-related information on internet
- More than 20% of respondents (teachers, parents and social workers) perceived the above problem as a profound one



## Experience Gained

Key findings from survey results

- The main hurdles for respondents to monitor youth exposure to drug-related information over the internet are:
  - Lack of specific internet skills
  - Insufficient time and lack of extra resources
  - Information overflow on internet, and not knowing how to search for relevant information
- Teachers, parents and social workers should work together in tackling this problem



## Experience Gained

Lesson learnt

Lesson learnt

Lesson learnt

All parents, teachers and social workers recognized that there is problem of youth being exposed to drug-related information over the internet

Lack of time, resources and internet skills are main hurdles for teachers, social workers and parents to monitor young people's exposure to drug-related information over internet

Teachers, social workers and teachers should join hands with NGOs, schools, government department and IT experts to tackle this problem



## Conclusion

### Conclusion

- The project has successfully helped raise awareness among teachers, parents and social workers of young people's exposure to online drug-related information.

### Suggestions

- More success cases should be documented and shared among stakeholders.
- In future, if workshops are to be conducted, organizers may launch elementary and advanced courses for audience with different levels of IT skills.

### Way forward

- Teachers, social workers and teachers should collaborate with NGOs, schools, government departments and IT experts to tackle this problem.