

# FaceTeen 行動

(BDF 100017)

資助機構



主辦機構



協辦機構



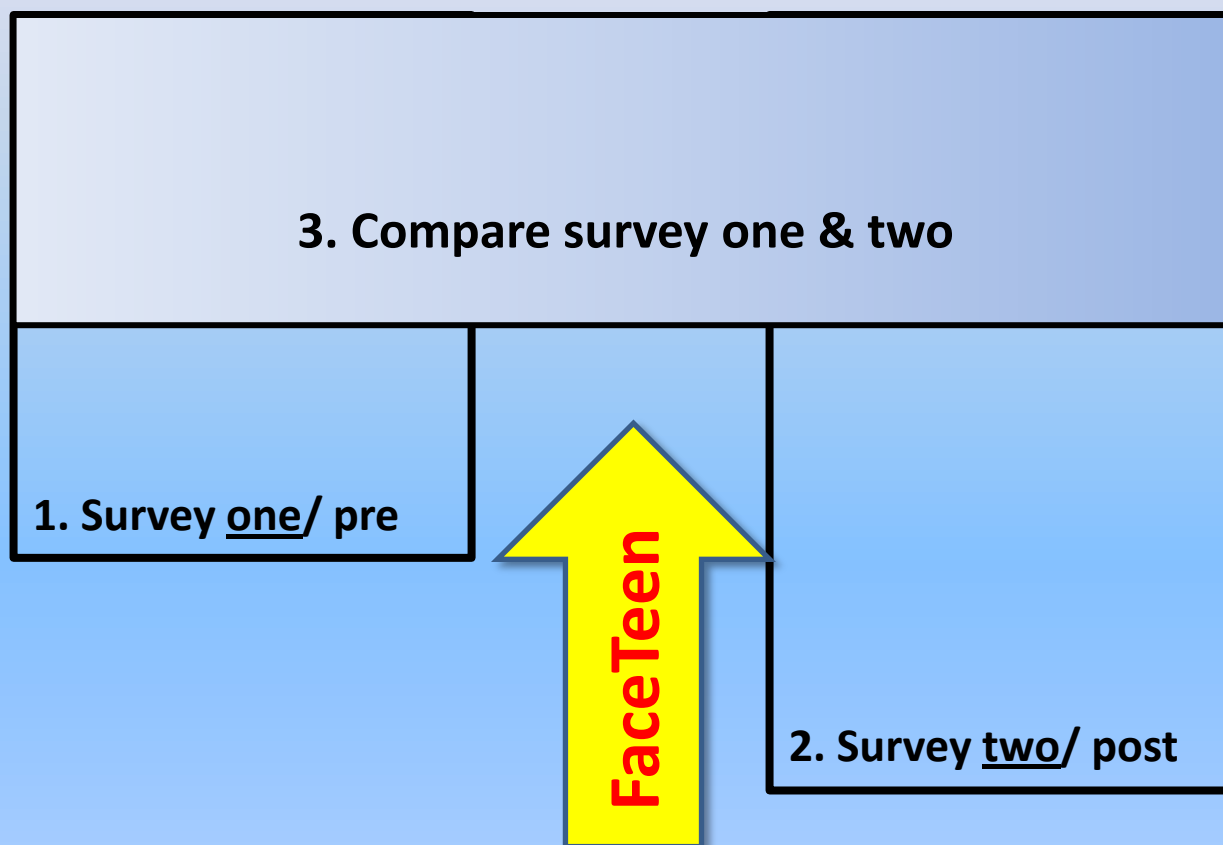
Project Evaluation: THREE parts  
Samson Tse



# The SECOND part TEAM EFFORT! (& helpers...)



# Funder's directives



# Theoretical framework

## Demographics

- Gender
- Age
- Living arrangements

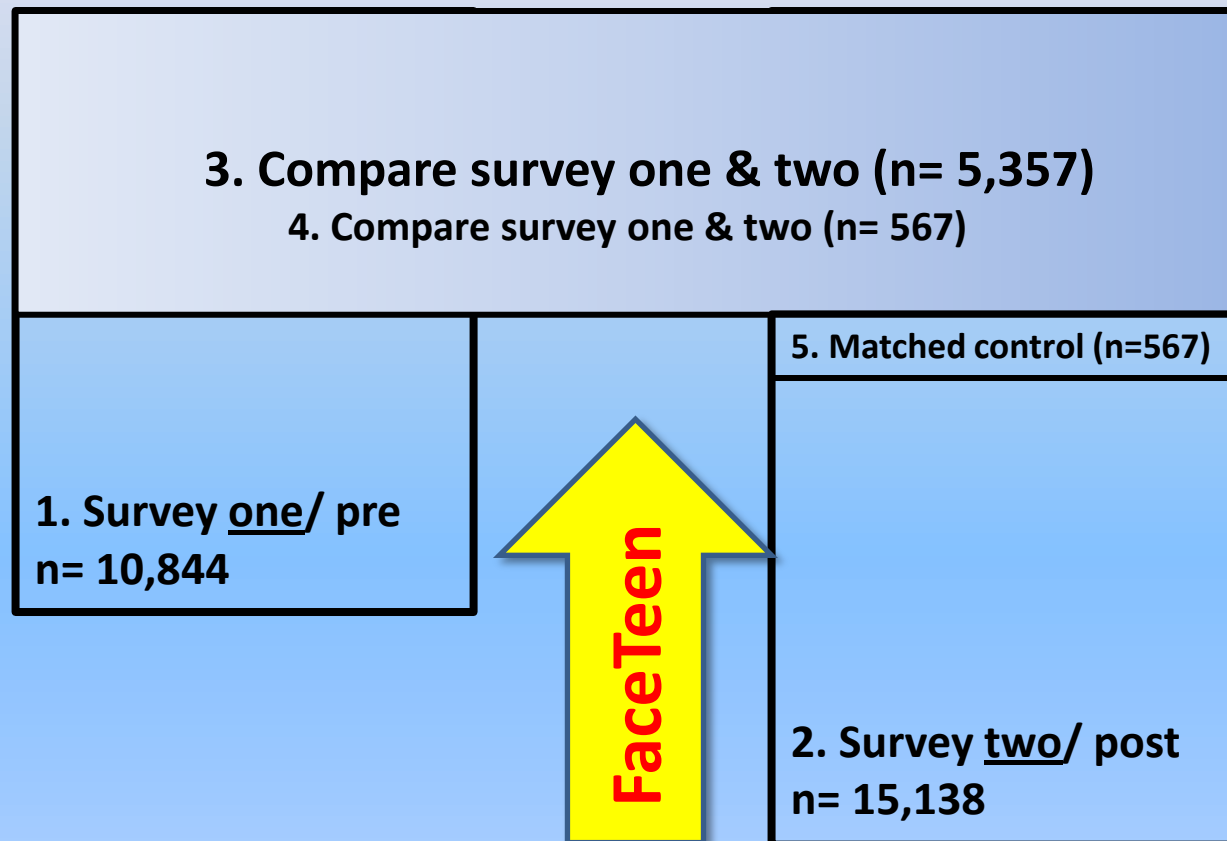
> Self esteem  
> Permissive attitude  
towards drug  
abuse

1. Refusal intention- general
2. Refusal intention- alcohol
3. Refusal intention- drug use/ abuse

# Evaluation questions?

1. How are young people doing?
2. Any within group differences?
3. Any differences exist between two episodes of measurement?
4. What about those who have had different levels of knowing, accessing FaceTeen material?
5. Impacts (vs utilisation) of the programme? The context and caveats
6. What have we learnt from this work?

# Data collection: 26 schools, convenience sampling



# Survey ONE (Jan- Feb, 2011, n=10,844)

	Gender (Male & Female)	Age ([1] ≥15 & [2]<15 years old)	Living arrangements ([3] With parents & [4] NOT with parents)
<b>Self-esteem</b> (high score= good experience)	P< .002** <b>Male= 3.37</b> Female= 3.34	P< .013* <b>1= 3.37</b> 2= 3.34	P< .000*** 3= 3.38 4= 3.29
<b>General- refusal intention (RI)</b> (high score= strong refusal)	P< .000*** <b>Male= 5.60</b> Female=5.46	P< .000*** 1= 5.47 <b>2= 5.63</b>	P< .004** 3= 5.56 4= 5.47
<b>Alcohol- RI</b> (high score= strong refusal)	P< .000*** Male= 5.25 <b>Female=5.48</b>	P< .000*** 1= 5.12 <b>2= 5.62</b>	P< .000*** 3= 5.39 4= 5.17
<b>Drug use- RI</b> (high score= strong refusal)	P< .000*** Male= 6.52 <b>Female=6.61</b>	Not Significant (NS) 1= 6.56 2= 6.56	P< .001** 3= 6.58 4= 6.48
<b>Permissive attitude towards drug abuse</b> (high score= more permissive attitude)	P< .000*** Male= 2.10 <b>Female=2.00</b>	NS 1= 2.07 <b>2= 2.04</b>	P< .000*** 3= 2.04 4= 2.13

# 「FaceTeen 行動」計劃前調查報告書

二零一一年七月十一日

致 (Name of school undisclosed) (Name of recipient undisclosed)

為感謝 貴校的協助，我們特意根據 貴校學生的回應，準備了以下分析報告。

## 調查目的

該調查乃特別為評估參加者（即 貴校學生）在參加有關計劃前後（詳見「FaceTeen 行動」[www.faceteen.org](http://www.faceteen.org)），於社會心理狀態上之轉變而設，並以他們的自我價值、拒絕毒品的能力和對吸毒的看法三者作為調查重點。以下為他們於計劃前之社會心理狀態：

參與學生的基本資料		項目數量		總計
1	性別	男： 267 (48.3%)	女： 286 (51.7%)	553
2	年齡	15 歲以下： 225 (40.7%)	15 歲或以上： 328 (59.3%)	553
3	家庭狀況	與雙親同住： 453 (81.5%)	非與雙親同住： 103 (18.5%)	556
參與人數總計：		560		

參與學生的自我價值 (Self-esteem)		項目平均分 = 3.38 (標準偏差 = 0.56) 5 分為滿分，分數愈高表示學生愈有正面的自我價值	
1	性別	男： 3.40 (0.55)	女： 3.37 (0.57)
2	年齡	15 歲以下： 3.43 (0.56)	15 歲或以上： 3.35 (0.56)
3	家庭狀況	與雙親同住： 3.40 (0.54)	非與雙親同住： 3.32 (0.62)
分數解讀： 根據統計顯示，不同組別的學生於自我價值上並無明顯差別。			

參與學生的一般拒絕能力 (Refusal intention – in general)		項目平均分 = 5.46 (標準偏差 = 1.24) 7 分為滿分，分數愈高表示學生一般拒絕能力愈高	
1	性別	男： 5.52 (1.26)	女： 5.42 (1.20)
2	年齡	15 歲以下： 5.58 (1.29)	15 歲或以上： 5.39 (1.19)
3	家庭狀況	與雙親同住： 5.49 (1.25)	非與雙親同住： 5.33 (1.17)
分數解讀： 根據統計顯示，不同組別的學生於一般拒絕能力上並無明顯差別。			

Tse, Lau, Wu & Chiu (Feb, 2012)



# Survey TWO (Nov- Dec, 2011, n=15,138)

	Gender (Male & Female)	Age ([1] ≥15 & [2]<15 years old)	Living arrangements ([3] With parents & [4] NOT with parents)
<b>Self-esteem</b>	P< .004** <b>Male= 3.40</b> Female= 3.37	P< .000*** <b>1= 3.40</b> 2= 3.34	P< .001** 3= 3.39 4= 3.35
<b>General- refusal intention (RI)</b>	NS Male= 5.64 Female=5.63	P< .001** 1= 5.61 <b>2= 5.69</b>	P< .023* 3= 5.65 4= 5.59
<b>Alcohol- RI</b>	P< .000*** Male= 5.00 <b>Female=5.32</b>	P< .000*** 1= 5.03 <b>2= 5.42</b>	P< .000*** 3= 5.18 4= 5.01
<b>Drug use- RI</b>	P< .000*** Male= 6.33 <b>Female=6.52</b>	Not Significant (NS) 1= 6.42 2= 6.41	P< .001** 3= 6.45 4= 6.32
<b>Permissive attitude towards drug abuse</b>	P< .000*** Male= 2.28 <b>Female=2.10</b>	NS 1= 2.20 2= 2.21	P< .000*** 3= 2.18 4= 2.27

# Correlations: Refusal intentions

Survey ONE	General- RI	Alcohol-RI	Drug use- RI
General- RI	1		
Alcohol-RI	<b>.343**</b>	1	
Drug use- RI	<b>.357**</b>	<b>.378**</b>	1

Survey TWO	General- RI	Alcohol-RI	Drug use- RI
General- RI	1		
Alcohol-RI	<b>.419**</b>	1	
Drug use- RI	<b>.507**</b>	<b>.376**</b>	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

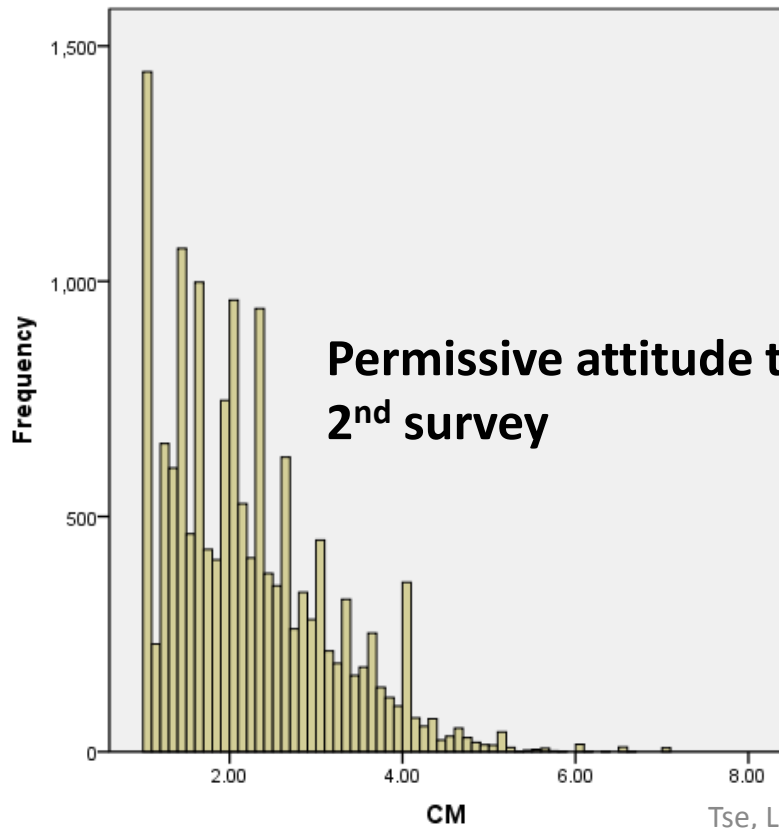
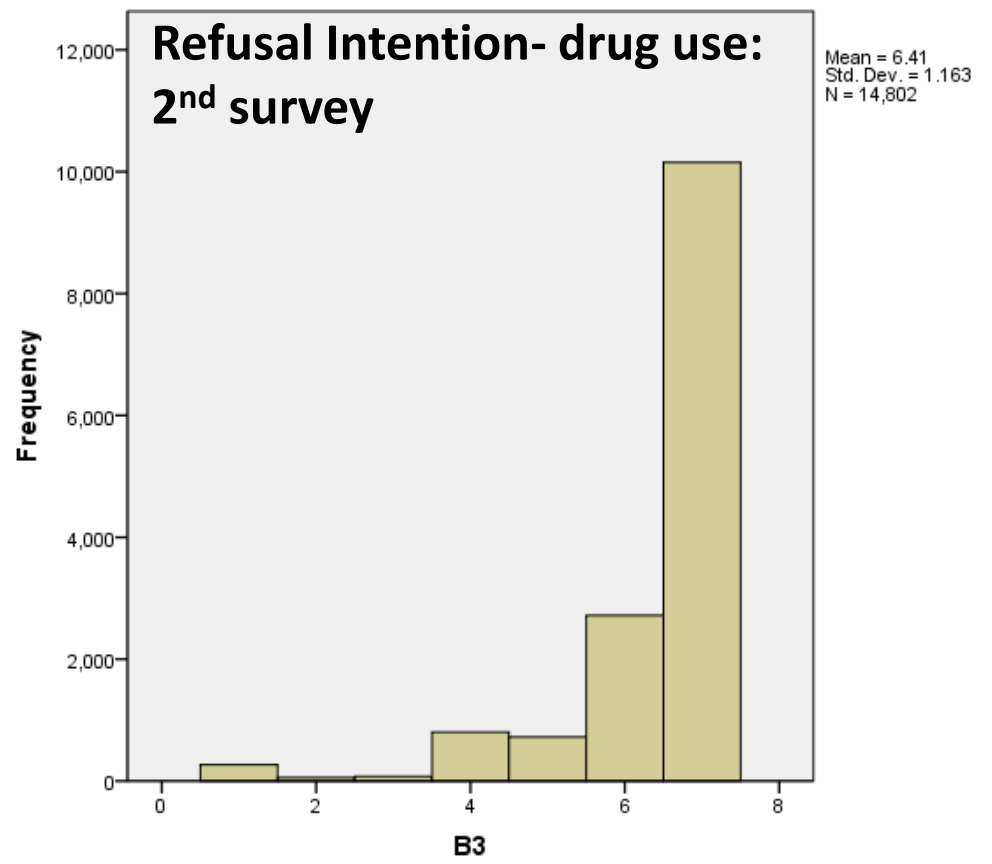
# Comparison: Pre (survey one) & Post (survey two) FaceTeen, paired analysis (n=5,357)

	Pre (SD)	Post (SD)	T-test (paired)
Self-esteem (n=5,276)	3.38 (.572)	3.41 (.606)	.000*** <sub>1</sub>
General- refusal intention (RI) (n= 5,248)	5.57 (1.245)	5.70 (1.212)	.000*** <sub>1</sub>
Alcohol- RI (n=5,250)	5.39 (1.528)	5.20 (1.556)	.000*** <sub>2</sub>
Drug use- RI (n= 5,249)	6.61 (.987)	6.51 (1.006)	.000*** <sub>2</sub>
Permissive attitude towards drug abuse (n= 5,354)	1.99 (.753)	2.06 (.858)	.000*** <sub>2</sub>



**Notes:**

- 1 post > pre mean scores
- 2 post < pre mean scores



Comparison: Pre & Post paired analysis  
(had some contacts with FaceTeen activities) (n=567)

	Pre (SD)	Post (SD)	T-test (paired)
Self-esteem (n=567)	3.40 ( .557)	3.45 ( .573)	.038* <sub>1</sub>
General- refusal intention (RI) (n= 567)	5.62 (1.256)	5.74 (1.224)	.049* <sub>1</sub>
Alcohol- RI (n=567)	5.53(1.500)	5.34 (1.530)	.003** <sub>2</sub>
Drug use- RI (n= 567)	6.58 ( 1.040)	6.54 (1.047)	NS
Permissive attitude towards drug abuse (n= 567)	1.95 ( .743)	2.02 ( .853)	.04* <sub>2</sub>

**Notes:**

- 1 post > pre mean scores**
- 2 post < pre mean scores**



Comparison: Survey TWO, paired analysis  
 (those who had some contacts with FaceTeen activities vs  
 who did not have any contacts, n=567 in each arm)

	Had contacts	Did NOT have contact	T-test (paired)
<b>Matched sample</b>	Girls : 50.4% Mean age: 15.9	Girls: 51.2% Mean age: 15.8	
Self-esteem	3.45 ( .573)	3.43 ( .614)	NS
General- refusal intention (RI)	5.74 (1.224)	5.83 (1.123)	NS
Alcohol- RI	5.33(1.530)	5.21 (1.284)	NS
Drug use- RI	6.585( 1.047)	6.61 (1.016)	NS
Permissive attitude towards drug abuse	2.01 ( .853)	2.17 ( .903)	<b>.006**<sub>1</sub></b>

**Notes:**

**1 Did NOT have contacts > Had contacts**

**2 Further analysis focusing on those lived with single parents did not yield more significant results**

# To sum up...

	S1 & S2 sample Descriptive results	Comparison, S1-S2: 1) paired; 2) had contacts with FaceTeen vs did NOT	Comparison, S2 sample only: had contacts with Faceteen vs did NOT
<b>Self-esteem</b>	<b>Good</b>	<b>Improved</b>	Not significant
<b>General- refusal intention (RI)</b>	<b>Good</b>	<b>Improved</b>	Not significant
Alcohol- RI	<b>Good</b>	Changed	Not significant
<b>Drug use- RI</b>	<b>Very good</b>	Between NS- Changed	Not significant
<b>Permissive attitude towards drug abuse</b>	<b>Very good</b>	Changed	<b>Improved</b>

**WHO Cares?**

**Notes:**

**Yellow- Mental health component**

**Blue- Ant-drug abuse component**

# Theoretical framework

## Demographics

- Gender
- Age
- Living arrangements

>Self esteem  
>Permissive  
attitude  
towards drug  
abuse

1. Refusal intention- general
2. Refusal intention- alcohol
3. Refusal intention- drug use/ abuse

Split Prune Go

RSquare	RMSE	N	Number of Splits	AICc
0.106	1.1565646	567	3	1784.13

▼ All Rows

Count	567	LogWorth	Difference
Mean	5.7442681	7.5076976	0.58511
Std Dev	1.2239648		

▼ AM\_2 < 3.666666667

Count	351	LogWorth	Difference
Mean	5.5213675	3.7331065	0.58824
Std Dev	1.2801671		

▼ AM\_2 ≥ 3.666666667

Count	216	LogWorth	Difference
Mean	6.1064815	3.3839788	1.40865
Std Dev	1.0310323		

▼ CM\_2 ≥ 2.3076923077

Count	131
Mean	5.1526718
Std Dev	1.2308426

▶ Candidates

▼ CM\_2 < 2.3076923077

Count	220
Mean	5.7409091
Std Dev	1.2609915

▶ Candidates

▼ age\_2 ≥ 19

Count	8
Mean	4.75
Std Dev	1.7

▶ Candidate

**Refusal Intention- General: The most optimal predictive model is the one that includes 1) self-esteem, 2) permissive attitude, & 3) age as the predictors**

▲ Crossvalidation

k-fold	SSE	RSquare
5 Folded	768.445441	0.0937
Overall	758.442806	0.1055

▲ Leaf Report

Leaf Label	Mean	Count
AM_2 < 3.6666666667 & CM_2 ≥ 2.3076923077	5.15267176	131
AM_2 < 3.6666666667 & CM_2 < 2.3076923077	5.74090909	220
AM_2 ≥ 3.6666666667 & age_2 ≥ 19	4.75	8
AM_2 ≥ 3.6666666667 & age_2 < 19	6.15865385	208

Split

Prune

Go

RSquare	RMSE	N	Number of Splits	Imputes	AICc
0.079	1.4666203	567	2	4	2051.42

▼ All Rows

Count	567	LogWorth	Difference
Mean	5.335097	8.7600299	0.77661
Std Dev	1.5296432		

▼ CM <sub>2</sub> ≥ 2.0909090909		▼ CM <sub>2</sub> < 2.0909090909	
Count	219	Count	348
Mean	4.8584475	Mean	5.6350575
Std Dev	1.5334375	Std Dev	1.4510776
▶ Candidates		LogWorth	Difference
		3.1209605	0.52297

▼ gender <sub>2</sub> (1)		▼ gender <sub>2</sub> (2)	
Count	161	Count	1
Mean	5.3540373	Mean	5.87700
Std Dev	1.7081054	Std Dev	1.13632
▶ Candidates		▶ Candidates	

**Refusal Intention- Alcohol: The most optimal predictive model is the one that includes 1) permissive attitude, & 2) gender as the predictors**

▲ Crossvalidation

k-fold		SSE	RSquare
5	Folded	1229.57054	0.0716
	Overall	1219.60287	0.0791

▲ Leaf Report

Leaf Label	Mean	Count
CM <sub>2</sub> ≥ 2.0909090909	4.85844749	219
CM <sub>2</sub> < 2.0909090909 & gender <sub>2</sub> (1)	5.35403727	161
CM <sub>2</sub> < 2.0909090909 & gender <sub>2</sub> (2)	5.87700535	187



Split Prune Go

RSquare	RMSE	N	Number of Splits	AICc
0.073	1.0077409	567	1	1623.86

All Rows

Count	567	LogWorth	Difference
Mean	6.5361552	10.843694	0.58764
Std Dev	1.0474678		

CM<sub>2</sub> ≥ 2.2307692308

Count	205
Mean	6.1609756
Std Dev	1.3204422

Candidates

CM<sub>2</sub> < 2.2307692308

Count	362
Mean	6.7486188
Std Dev	0.780873

Candidates

Crossvalidation

k-fold		SSE	RSquare
5	Folded	579.612769	0.0667
	Overall	575.812114	0.0728

Leaf Report

Leaf Label	Mean	Count
CM <sub>2</sub> ≥ 2.2307692308	6.16097561	205
CM <sub>2</sub> < 2.2307692308	6.74861878	362

Refusal Intention- Drug abuse: The most optimal predictive model is the one that includes 1) permissive attitude as the predictor

# E-based anti-drug abuse campaign: Youth participants' opinions (2<sup>nd</sup> survey)

<p>我支持在網上宣揚禁毒訊息。</p> <p><input type="checkbox"/> 非常同意(1)   <input type="checkbox"/> 同意(2)   <input type="checkbox"/> 很難說(3)   <input type="checkbox"/> 不同意(4)  <input type="checkbox"/> 非常不同意(5)</p>	<p><b>n= 14,254</b></p> <p><b>M= 1.78 (SD= .846)</b></p>
<p>於過去的六個月內，我嘗試過在網上接觸有關禁毒的資訊。</p> <p><input type="checkbox"/> 有(1) 30.3%      <input type="checkbox"/> 沒有(2) 63.3%</p>	<p><b>n= 13,753</b></p> <p><b>YES, 30.3%</b></p> <p><b>NO, 63.3%</b></p>
<p>在未來的日子裏，如有需要的話，我會透過互聯網來尋找有關<u>抗毒的支援</u>。</p> <p><input type="checkbox"/> 非常同意(1)      <input type="checkbox"/> 同意(2)      <input type="checkbox"/> 很難說(3)      <input type="checkbox"/> 不同意(4)  <input type="checkbox"/> 非常不同意(5)</p>	<p><b>n= 14,156</b></p> <p><b>M= 2.60 (SD= .993)</b></p>

# Limitations: Context & caveats

- Research design
- Self-selection effect
- Those “difficult-to reach” young people

# Conclusions & Learning

## Overall

- On the whole secondary school student participants in this study were doing well e.g., their anti-drug abuse attitude
- Gender, age & living arrangements were associated with all psychosocial measures used in this study
- “Sending back individual reports” (& contacts) was a useful practice to keep engaging the schools

# Conclusions & Learning

## Programme Impacts

- Re: pre and post, paired comparison, statistically significant differences were found in some parts of analyses
- Demonstrated positive potential impacts of FaceTeen (e-based psychosocial learning programme) on the youth participants'
  - (Less) “permissive attitude towards drug abuse”,
  - (Higher) “self-esteem”
  - (Stronger) “refusal intention”



# Conclusions & Learning

## Learning

- Students were supportive to the idea of using internet to promote the anti-drug abuse message and information on relevant topics
- Required strong promotion activities to further increase the visibility

Evaluation questions	REMARKS
How are young people doing?	DOING VERY WELL, in the present sample
Any within group differences?	YES e.g., gender, age, living arrangement
Any differences exist between two episodes of measurement?	YES, all the measures
What about those who have had different levels of knowing, accessing FaceTeen material?	YES, SOME positive indicative of impacts: (Less) “permissive attitude towards drug abuse”, (Higher) “self-esteem”, (Stronger) “refusal intention”
Impacts (vs utilisation) of the programme? The context and caveats	YES, as above, be careful about the limitations
What have we learnt from this work?	EXPLAINED