

# Let's face it: A life skills based education campaign on Facebook and social media platform that beat drugs before it starts

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## (A) Introduction

“**Let’s Face It**” is a life skills-based education campaign on Facebook, YouTube, Twitter and other social media platforms jointly developed with the University of Hong Kong. Through eight online interactive thematic activities, participants acquire skills to develop self-esteem and the capacity to say “NO” to drugs.



## (B) Project Content

### Objectives

The project is to develop a “**Life Skills Based Education Campaign on Facebook and Social Media Platforms that beat drugs before it starts**”. The 18-months anti-drugs preventive education and publicity program is aimed to project positive self-esteem for teenagers and young adults between 13 and 24 years old. To establish multiple presences, we integrate selected activities of the program with various web 2.0 social media tools like Facebook, YouTube and Twitter. Multiple channels broadcasting such as Yahoo, Google, Uwants, Ugameasia, Discuss, Schools’ Intranet and HKedCity are used to promulgate the project.

The program aiming to achieve the following objectives:

- Develop young people’s self esteem and capacity to say “NO” to drugs through “Life skills based education approaches”
- Strengthen the knowledge on how substance and drug abuse affect future opportunities in life and demystify social and behavioral misconceptions or myths
- Impetus wider community engagement and collaboration on enhancing the awareness and support for young people’s healthy development



## (B) Project Content

Activities, results achieved and photos

Activity	Brief Description	Results Achieved	Photos
Press event	Invite media to attend the press event titled "New Platforms on Social Media and Mobile Applications to Beat Drugs", "Let's Face It" and "DIAMOND"	Media organization have attended the event including:  <b>Newspapers</b> 星島日報 文匯報 大公報 東方日報 經濟日報 南華早報 (Young Post)  <b>Electronic Media</b> 香港電台  <b>Magazines</b> PC Market e-Zone  <b>Web</b> Digital 21 website	



## (B) Project Content

Activities, results achieved and photos

Activity	Brief Description	Results Achieved	Photos
Thematic website design and development	Launch the thematic website: faceteen.org with hyperlinks to social media sites including Facebook, YouTube and twitter	429,729 hit rate on thematic websites, Facebook's fan page and YouTube	



## (B) Project Content

Activities, results achieved and photos

Activity	Brief Description	Results Achieved	Photos
Pre-program interactive online psycho-social survey	Invite 134 schools to participate in the survey (offline or online).	Total of 26 secondary schools with 20,625 respondents participated in our survey exercise. For the online version, 859 people have participated	



## (B) Project Content

Activities, results achieved and photos

Activity	Brief Description	Results Achieved	Photos
Training workshop and dissemination session	One training workshop and dissemination session for schools teachers, social workers and concerned others on the following: 1) pre- and post-participation psycho-social survey results sharing 2) key observations and lessons learnt 3) tips on how to be responsive to young people's concern about drug use via online platform.	Attracted 44 attendants for the workshop Media organization have attended the event MingPao Newspaper(明報) published the advertorial on 29/02/12	



## (C) Output Evaluation

Project achievement

	Expected Result	Achieved Result
<b>Output Indicator 1</b>	Hit rate on thematic website, Facebook's fan page and YouTube (hit rate of 135,000)	Hit rate: 429,729
<b>Output Indicator 2</b>	Number of young participants reached by the programme (200,000 young people)	No. of participants: 330,000
<b>Output Indicator 3</b>	Number of return visit by participants (50,000 participants)	No. of return visits: 36,097
<b>Output Indicator 4</b>	Number of respondents who complete online interactive psycho-social survey (20,000 respondents)	No. of respondents: 20,625



## (C) Outcome Evaluation

Project achievement

	Expected Result	Achieved Result
<b>Outcome Indicator 1</b>	Participant's attitude towards drug abuse (statistical significant improvement in participant's anti-drug attitude)	Statistical significant improvement found among respondents
<b>Outcome Indicator 2</b>	Participant's self efficacy on drug avoidance (statistical significant improvement in participant's self-efficacy on drug avoidance)	Statistical significant improvement found among respondents
<b>Outcome Indicator 3</b>	Participant's self-esteem (statistical significant improvement in participant's self-esteem)	Statistical significant improvement found among respondents



## **(D) Experience Gained**

### **Online platform**

- 94% of students were supportive to the idea of using internet to promote the anti-drug abuse message and information on relevant topics.
- To engage youngsters participation should use non-preaching tone in designing the activities, integrate real people with real stories and required strong promotion activities to further increase the visibility

### **Research Data**

- Gender, age & living arrangements were associated with all psychosocial measures used in this study
- "Sending back individual reports" to schools' principals/teachers (& contacts) was a useful practice to keep engaging the schools for the pre/post survey



**End**