

**BEAT DRUGS FUND ASSOCIATION****FULL REPORT**

(To be completed by grantee within 2 months of completion of the project)

- (A) Project reference no.: BDF100034
- (B) Project title: Concerted Efforts to Safeguard our Community from Drugs
- (C) Name of grantee: The Hong Kong Medical Association
- (D) Amount of grant approved: \$1,133,600 (with audit fee)
- (E) Amount of grant spent: **\$749,724**
- (F) Date of commencement: 18 October 2010
- (G) Date of completion: 17 October 2012
- (H) Evaluation on Output Indicators  
(Please list the output indicators as stated in the implementation plan and give an evaluation on the accumulative output achieved)

	Description of Indicator (with targets)	Target Population	Output Achieved	Remarks (say anticipation in target non-achievable by the end of project, remedial action taken, etc.)
Output indicator 1	No. of participants in the Public Education Day (PED) (100,000)	General Public	No. of Participants: <b><u>162,500</u></b>  1 <sup>st</sup> PED in Tuen Mun on 12 Feb 2011 (S/N	1st PED was held at the Main Atrium (the prime location) of Tuen

3): Over 25,000 participants including parents, young people and the elderly.

2<sup>nd</sup> PED in Chai Wan on 26 Jun 2011 (S/N 3): 10,000 participants

3<sup>rd</sup> PED in Tai Po on 6 Nov 2011 (S/N 3): 60,000 participants

Mun New Town Plaza where all shoppers and residents of nearby housing estates passed through. It was held on a Saturday afternoon during the peak hours from 3:00 – 5:00 p.m. The Plaza Management estimated that there were 200,000 visitors (in and out) from 10 a.m. to 10 p.m. The number of onlookers/passers-by during the 3 hours when the PED was held was estimated to be more than 25,000.

2<sup>nd</sup> PED was held at Chai Wan at Youth Square. The venue was located just next to the MTR station and was designed to cater for performances. The HKMA tried to attract visitors by distributing 20,000 tickets and 500 posters and other electronic promotional materials to schools and organisations targeting the youth and passers-by near the venue. We had also raised 2 banners facing main streets round the venue. It was estimated that with all these efforts, 10,000 people participated in the event.

The 3<sup>rd</sup> PED was held on Sunday, 6 November 2011 at Tai Po Mega Mall. The venue was one of the biggest shopping malls in the district. 500 posters were distributed to schools and organisations nearby and 16 banners

			<p>4<sup>th</sup> PED in Shatin on 18 Mar 2012 (S/N3): 30,000 participants</p> <p>5<sup>th</sup> PED in Kowloon Districts on 24 June 2012 (S/N3): 37,500</p>	<p>were raised in the neighbourhood. It was estimated that 60,000 people participated in the event.</p> <p>The 4<sup>th</sup> PED was for the Shatin districts and was held on Sunday, 18 March 2012 at Sunshine City Plaza, Ma On Shan. The venue was near MTR station. It was the biggest mall in the district and at the heart of a vast residential area. Most of the visitors were young people. The HKMA distributed 500 posters and raised 16 banners to promote the event. It was believed that 30,000 participants joined the event.</p> <p>The 5<sup>th</sup> PED was for Kowloon districts and was held on Sunday, 24 June 2012 at Metro City Plaza II, Tseung Kwan O. The venue was located near MTR station and was one of the biggest malls in the district. The HKMA distributed 2,400 posters to schools and NGOs and raised 12 banners in main streets in the region. It was estimated that 37,500 participants joined the event.</p>
Output indicator 2	No. of participants who receive the Educational Flyers (Flyer) (200,000)	General Public	<p>No. of Flyers printed: <b><u>270,000</u></b></p> <p>No. of Flyers distributed: <b><u>265,000</u></b></p> <p>In New Territories</p>	<p>2 Flyers, i.e. Education Flyer on Medical/Legal Misconceptions on Drug Abuse, and Education Flyer Cough Syrup &amp; Organic Solvents, were published.</p> <p>A total of 43,000 copies of both</p>

		East: 43,000	<p>flyers were distributed by hand and by post to 160 schools and NGOs in New Territories West on 12 Feb 2011 to complement the promotion of public education days and to consolidate anti-drugs knowledge after the event in Sep 2011.</p>
		In Hong Kong Island and outlying islands district: 42,000	<p>A total of 42,000 copies of both flyers were distributed to 230 schools and NGOs in Hong Kong Island and outlying islands in May 2011 and around Youth Square on 26 Jun 2011.</p>
		In Tai Po: 41,000	<p>A total of 41,000 of each flyer were distributed to 50 schools and NGOs in Oct 2011 and during the PED on 6 Nov 2011 in Tai Po.</p>
		In Shatin districts: 44,000	<p>44,000 copies of each flyer were distributed to 170 schools and NGOs in Feb 2012 and during the PED on 18 Mar 2012 in Shatin districts.</p>
		In Kowloon districts: 95,000	<p>To cope with high demand of both flyers, 70,000 additional copies of each flyer were made. 95,000 copies of each flyer were distributed to 470 schools and NGOs in May 2012 and during the PED on 24 Jun 2012 in Kowloon districts.</p>
			<p>To sum up, a total of 270,000 copies of each flyer was printed and 265,000 were distributed during the</p>

				full period of two years.
Output indicator 3	No. of participants who join the Competitions (2,500)	Participants of “Drug Free Community” Competitions	<u>Total no. of participants: 8,797</u> 1 <sup>st</sup> Competition: 1,538 2 <sup>nd</sup> Competition: 280 3 <sup>rd</sup> Competition: 452 4 <sup>th</sup> Competition: 1,731 5 <sup>th</sup> Competition: 4,796	
Output indicator 4				
Output indicator 5				
Output indicator 6				

## (I) Evaluation on Outcome Indicators

(Please list the outcome indicators as stated in the implementation plan and give an evaluation on the outcome. Relevant Excel data file should be submitted with this report.)

	Description of Indicator (with targets)	Evaluation Method Used (e.g. pre- and post-test survey, post-test survey, focus group, staff observation, participant’s feedback form)	Data Collected and Results	Remarks (modification made to improve programme effectiveness)
Outcome indicator 1	Participant’s opinion about the public education days (70% show improvement) (50 participants in each public education event. A total of 250)	Evaluation Question Set No. 8 (post-test)  (See <i>Annex I_BDF10034 Data</i> )	Total: <b>955</b> completed evaluation forms were received.  1 <sup>st</sup> PED: 92 forms received. Result of Question 2 “整體來說，你認為今	

respondents from 5 events)

**File (1-5) Question 2)**

次禁毒預防宣傳活動的效用有多大？” is as follows:

非常有效	39.13%
幾有效	40.22%
一半一半	15.22%
唔係幾有效	2.17%
完全無效	0%
棄權	3.26%

2<sup>nd</sup> PED: 144 forms received.

Result of Question 2 “整體來說，你認為今次禁毒預防宣傳活動的效用有多大？” is as follows:

非常有效	38.19%
幾有效	38.19%
一半一半	18.06%
唔係幾有效	4.86%
完全無效	0.69%
棄權	0%

3<sup>rd</sup> PED: 78 forms received. Result of Question 2 “整體來說，你認為今次禁毒預防宣傳活動的效用有多大？” is as follows:

非常有效	21.79%
幾有效	37.18%
一半一半	39.74%
唔係幾有效	0%

唔係幾有效	0%
完全無效	0%
棄權	1.28%

4<sup>th</sup> PED: 248 forms received.  
Result of Question 2 “整體來說，你認為今次禁毒預防宣傳活動的效用有多大？” is as follows:

非常有效	34.68%
幾有效	47.18%
一半一半	16.13%
唔係幾有效	0.81%
完全無效	0.40%
棄權	0.81%

5<sup>th</sup> PED: 393 forms received.  
Result of Question 2 “整體來說，你認為今次禁毒預防宣傳活動的效用有多大？” is as follows:

非常有效	38.93%
幾有效	46.56%
一半一半	11.96%
唔係幾有效	1.78%
完全無效	0.76%
棄權	0%

Outcome indicator 2

Outcome indicator 3

- (J) Results of individual activity within the report period **not** reported under sections (H) and (I) (Please list, in order of the commencement dates of the activities, the names, dates, locations, brief description of the activities organised, and results achieved by each activity not reported under sections (H) and (I) of this form (in terms of the type, number and man-times of participants, the type and number of deliverables, and the case handled, etc.)

<u>S/N of Activity as in the IP<sup>a</sup></u>	<u>Name of Activity</u>	<u>Date</u>	<u>Location</u>	<u>Brief Description of Activity</u>	<u>Results Achieved</u> (in terms of the type, number and man-times of participants, the type and number of deliverables, and the case handled, etc.)
1, 6	Production of Educational Flyer on Cough Syrup and Reprint of Education Flyer on misconception of Drug Abuse	Jan 2011	--	The Educational Flyers produced and reprinted were distributed to the general public, schools and HKMA members for updating the knowledge on cough syrup and substance abuse and on misconceptions of drug abuse.	15,900 flyers were distributed to participants of the PED, students, HKMA members, etc. from Jan to Feb 2011. Additional flyers were distributed to schools and NGOs in NTW in Sep 2011 to consolidate the knowledge obtained in the PED. 41,000 flyers were distributed to 50 schools and NGOs in Oct 2011 and during the PED on 6 Nov 2011 in Tai Po. 44,000 copies of each flyer were distributed to 170 schools and NGOs in Feb 2012 and during the PED on 18 Mar 2012 in Shatin. Consequently, a total of 170,000 flyers were distributed (as in June 2012).



2	Competition in NTW	Feb 2011	--	Through video, poster, slogan and colouring competitions, teenagers are encouraged to reflect the impact of drugs on individuals and the society. The ultimate goal is a drug free community and to instil a positive outlook on life. The Award Presentation Ceremony for the Drug Free Design Competition was held during the Public Education Day to recognize the creative awardees and their outstanding master pieces.	<p>A total of 1,538 entries were received:</p> <table border="0"> <tr> <td>Video:</td> <td style="text-align: right;">38</td> </tr> <tr> <td>Poster:</td> <td style="text-align: right;">86</td> </tr> <tr> <td>Slogan:</td> <td style="text-align: right;">1,199</td> </tr> <tr> <td><u>Colouring:</u></td> <td style="text-align: right;"><u>215</u></td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">1,538</td> </tr> </table>	Video:	38	Poster:	86	Slogan:	1,199	<u>Colouring:</u>	<u>215</u>	Total:	1,538
Video:	38														
Poster:	86														
Slogan:	1,199														
<u>Colouring:</u>	<u>215</u>														
Total:	1,538														
3	Public Education Day in NTW	12 Feb 2011	Tuen Mun Town Plaza	15 doctors were recruited to joint hand with various sectors of the community in tackling the drug and youth problems. There were health check-up and games booths as well as onstage performances, such as health talks, intermingled by sports, dancing and singing performances. Flyers on the misconceptions about drug abuse, cough syrup and organic solvents with feedback forms were distributed to the audiences and passers-by. Displays with such information to assist them to answer the questions on the feedback forms were shown at the venue. Souvenirs were given to the participants who handed in the feedback forms and small gifts to those who had given the correct answers.	About 25,000 participants joined the event. Crowds were attracted to the front stage and at various health check-up booths and at the veranda of the 2 <sup>nd</sup> and 3 <sup>rd</sup> levels overlooking the Central Atrium. Participants were interested in learning new information on anti-drug abuse and participating in the games and questionnaires given. Many parents taught their children to fill in the questionnaires with the aid of the displays in exhibition booths and the volunteer helpers.										
4	Competition at HK Island	Mar 2011	--	Categories for Competition included video, photography, poster and slogan design for primary and secondary school students in Hong Kong Island and outlying islands. Competition Flyers were sent to all primary and secondary schools in Hong Kong Island for promotion in Mar 2011. The deadline of submission was extended from 31 May 2011 to 20 Jun 2011. Winners were awarded during the PED on 26 Jun 2011.	<p>280 entries were received for all four categories:</p> <table border="0"> <tr> <td>Video:</td> <td style="text-align: right;">14</td> </tr> <tr> <td>Photography:</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Poster:</td> <td style="text-align: right;">103</td> </tr> <tr> <td><u>Slogan:</u></td> <td style="text-align: right;"><u>162</u></td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">280</td> </tr> </table>	Video:	14	Photography:	1	Poster:	103	<u>Slogan:</u>	<u>162</u>	Total:	280
Video:	14														
Photography:	1														
Poster:	103														
<u>Slogan:</u>	<u>162</u>														
Total:	280														

5	Public Education Day in HK Island	26 Jun 2011	Youth Square, Chai Wan	<p>14 doctors were recruited to joint hand with various sectors of the community in tackling the drug and youth problems. There were health check-up and games booths as well as onstage performances, such as health talks, intermingled by sports, dancing and singing performances. Flyers on the misconceptions about drug abuse, cough syrup and organic solvents with feedback forms were distributed to the audiences and passers-by. Displays with such information to assist them to answer the questions on the feedback forms were shown at the venue. Souvenirs were given to the participants who handed in the feedback forms and small gifts to those who had given the correct answers. Prize presentation of the Competition was also carried out during the day and the winning pieces were displayed in the venue.</p>	<p>The 2<sup>nd</sup> PED was held at Chai Wan at Youth Square. The venue was located just next to the MTR station and was designed to cater for performances. The HKMA tried to attract visitors by distributing 20,000 tickets and 500 posters and other electronic promotional materials to schools and organisations targeting the youth and passers-by near the venue. We had also raised 2 banners facing main streets round the venue. It was estimated that with all these efforts, 10,000 people participated in the event.</p>										
7	Competition at Tai Po	Oct 2011	--	<p>The Competition provided a platform where participants could make use of their creativity to promote the beat-drugs message. The Competition included video, poster and slogan design competition for primary and secondary school students, and colouring competition for kindergarten students in Tai Po. Competition flyers were sent to schools and NGOs in September. The deadline of Competition was 25 Oct 2011.</p>	<p>452 entries were received for all four categories:</p> <table border="0" data-bbox="1585 922 2065 1101"> <tr> <td>Video:</td> <td style="text-align: right;">3</td> </tr> <tr> <td>Poster:</td> <td style="text-align: right;">82</td> </tr> <tr> <td>Slogan:</td> <td style="text-align: right;">278</td> </tr> <tr> <td>Colouring:</td> <td style="text-align: right;">89</td> </tr> <tr> <td><b>Total:</b></td> <td style="text-align: right;"><b>452</b></td> </tr> </table>	Video:	3	Poster:	82	Slogan:	278	Colouring:	89	<b>Total:</b>	<b>452</b>
Video:	3														
Poster:	82														
Slogan:	278														
Colouring:	89														
<b>Total:</b>	<b>452</b>														

8	Public Education Day in Tai Po	Nov 2011	Tai Po Mega Mall	<p>The PED provided an opportunity for different organisations to join hands in spreading the anti-drugs message at a local level. There were various performances by schools and NGOs in the PED, including singing, dancing, silver band, bicycle performances, etc. Other programmes included sharing by previous drug addict, educational display, questionnaires on drugs knowledge and the event, beat drugs game booths, prize presentation ceremony of the Competition and display of the winning art works, etc. We had also invited Mr. LEUNG Chun Ying, GBM, GBS, JP to officiate the event.</p>	<p>The 3<sup>rd</sup> PED was held on Sunday, 6 November 2011 at Tai Po Mega Mall. The venue was one of the biggest shopping malls in the district. 500 posters were distributed to schools and organisations nearby and 16 banners were raised in the neighbourhood. It was estimated that 60,000 people participated in the event.</p>																										
9	Competition in Shatin	Mar 2012		<p>Categories of the Competition extended to 12 including video clip production, poster and slogan design, and colouring for different age groups. It was to raise the awareness of all residents against drugs abuse. Promotional flyers were sent to schools and social welfare organisations in Jan 2012. All participants were given souvenirs. The Competition was closed on 13 Mar 2012.</p>	<p>1,731 qualified entries were received:</p> <table border="0" data-bbox="1599 708 2054 1134"> <tr> <td>Kindergarten Colouring</td> <td>237</td> </tr> <tr> <td>P. 1-3 Poster</td> <td>18</td> </tr> <tr> <td>P. 1-3 Slogan</td> <td>59</td> </tr> <tr> <td>P. 4-6 Poster</td> <td>55</td> </tr> <tr> <td>P. 4-6 Slogan</td> <td>28</td> </tr> <tr> <td>Secondary School Poster</td> <td>18</td> </tr> <tr> <td>Secondary School Slogan</td> <td>1,139</td> </tr> <tr> <td>Special School Poster</td> <td>0</td> </tr> <tr> <td>Special School Colouring</td> <td>50</td> </tr> <tr> <td>Elderly Colouring</td> <td>75</td> </tr> <tr> <td>Open Division Video</td> <td>11</td> </tr> <tr> <td>Open Division Poster</td> <td>41</td> </tr> <tr> <td><b>Total:</b></td> <td><b>1,731</b></td> </tr> </table>	Kindergarten Colouring	237	P. 1-3 Poster	18	P. 1-3 Slogan	59	P. 4-6 Poster	55	P. 4-6 Slogan	28	Secondary School Poster	18	Secondary School Slogan	1,139	Special School Poster	0	Special School Colouring	50	Elderly Colouring	75	Open Division Video	11	Open Division Poster	41	<b>Total:</b>	<b>1,731</b>
Kindergarten Colouring	237																														
P. 1-3 Poster	18																														
P. 1-3 Slogan	59																														
P. 4-6 Poster	55																														
P. 4-6 Slogan	28																														
Secondary School Poster	18																														
Secondary School Slogan	1,139																														
Special School Poster	0																														
Special School Colouring	50																														
Elderly Colouring	75																														
Open Division Video	11																														
Open Division Poster	41																														
<b>Total:</b>	<b>1,731</b>																														

10	Public Education Day in Shatin	18 Mar 2012	Sunshine City Plaza, Ma On Shan	The PED encouraged citizens, especially the youth, to establish a healthy lifestyle and stay away from drugs. Programmes of the PED included various performances by doctors, singers, and youth groups, including singing, dancing, diabolo, etc. There were also prize presentation ceremony of the Competition and display of the artworks, educational display, questionnaires on drug abuse, game booths, etc.	The 4 <sup>th</sup> PED was for the Shatin districts and was held on Sunday, 18 March 2012 at Sunshine City Plaza, Ma On Shan. The venue was near MTR station. It was the biggest mall in the district and at the heart of a vast residential area. Most of the visitors were young people. The HKMA distributed 500 posters and raised 16 banners to promote the event. It was believed that 30,000 participants joined the event.
1, 6	Production of Educational Flyer on Cough Syrup and Reprint of Education Flyer on misconception of Drug Abuse ( <i>Re-print</i> )	May 2012	--	The Educational Flyers produced and reprinted were distributed to the general public, schools and HKMA members for updating the knowledge on cough syrup and substance abuse and on misconceptions of drug abuse.	<p>Due to high demand of both flyers in previous events, 70,000 additional copies of each flyer were printed in May 2012. 9,500 copies of each flyer were distributed in the Kowloon district in May and during the PED on 24 Jun 2012.</p> <p>To sum up, a total of 270,000 copies of each flyer were printed and 265,000 were distributed during the full period of two years.</p>

11	Competition in Kowloon Districts	Apr/May 2012		The Competition was divided into 10 divisions, including colouring, slogan and poster design, and video clip production, covering different age groups of primary 1-3, 4-6, secondary school and open division. It was to raise the awareness of all residents against drugs abuse. Promotional flyers were sent to schools and social welfare organisations in Apr 2012. The deadline for application was on 31 May 2012.	4,796 qualified entries were received:  <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Kindergarten Colouring</td> <td style="text-align: right;">1,560</td> </tr> <tr> <td>P. 1-3 Colouring</td> <td style="text-align: right;">1,482</td> </tr> <tr> <td>P. 1-3 Slogan</td> <td style="text-align: right;">30</td> </tr> <tr> <td>P. 4-6 Poster</td> <td style="text-align: right;">41</td> </tr> <tr> <td>P. 4-6 Slogan</td> <td style="text-align: right;">660</td> </tr> <tr> <td>Secondary School Video</td> <td style="text-align: right;">5</td> </tr> <tr> <td>Secondary School Poster</td> <td style="text-align: right;">75</td> </tr> <tr> <td>Secondary School Slogan</td> <td style="text-align: right;">935</td> </tr> <tr> <td>Open Division Video</td> <td style="text-align: right;">6</td> </tr> <tr> <td>Open Division Poster</td> <td style="text-align: right;">2</td> </tr> <tr> <td style="border-top: 1px solid black;">Total:</td> <td style="text-align: right; border-top: 1px solid black;">4,796</td> </tr> </table>	Kindergarten Colouring	1,560	P. 1-3 Colouring	1,482	P. 1-3 Slogan	30	P. 4-6 Poster	41	P. 4-6 Slogan	660	Secondary School Video	5	Secondary School Poster	75	Secondary School Slogan	935	Open Division Video	6	Open Division Poster	2	Total:	4,796
Kindergarten Colouring	1,560																										
P. 1-3 Colouring	1,482																										
P. 1-3 Slogan	30																										
P. 4-6 Poster	41																										
P. 4-6 Slogan	660																										
Secondary School Video	5																										
Secondary School Poster	75																										
Secondary School Slogan	935																										
Open Division Video	6																										
Open Division Poster	2																										
Total:	4,796																										
12	Public Education Day and Closing Ceremony in Kowloon Districts	24 Jun 2012	Metro City Plaza II, Tseung Kwan O	The PED encouraged citizens, especially the youth, to establish a healthy lifestyle and stay away from drugs. Programmes of the PED included various performances by doctors, singers, and youth groups, including singing, dancing, street dance, etc. There were also prize presentation ceremony of the Competition and display of the artworks, educational display, questionnaires on drug abuse, game booths, health check, etc.	The 5 <sup>th</sup> PED was for Kowloon districts and was held on Sunday, 24 June 2012 at Metro City Plaza II, Tseung Kwan O. The venue was located near MTR station and was one of the biggest malls in the district. The HKMA distributed 2,400 posters to schools and NGOs and raised 12 banners in main streets in the region. It was estimated that 37,500 participants joined the event.																						
13	Project evaluation/ Report compilation	Oct 2012																									

<sup>a</sup> IP stands for Implementation Plan

(K) Overall evaluation of the project

(Please assess whether and state how the objectives of the project as stated in your Beat Drugs Fund application for

the project are achieved.)

### ***Project Objectives***

Stated in our application, “Concerted Efforts to Safeguard our Community from Drugs” was an important attempt of the Hong Kong Medical Association (HKMA) to bring together community doctors, to utilize and strengthen existing doctors networks, and to develop and widen our networks with other actors at the district level. The objectives were to increase awareness of youth drug abuse problems at the community level, and to enhance the general public’s knowledge on drug abuse.

### ***Educational Flyers***

Two flyers, i.e. “Anti-Youth Drug Abuse”, and “Youth’s Abuse of Cough Syrup and Organic Solvent”, were made. The flyer, “Anti-Youth Drug Abuse”, told the physical and legal impact of taking or possessing drugs. The other flyer, Youth’s Abuse of Cough Syrup and Organic Solvent” elaborated the immediate and long-term impact of these substances on health. Both leaflets aimed at educating teenagers the harm of drugs in simple and clear terms. **265,000 copies of each flyers** (cf. the original target of 200,000 copies), **were published and distributed to students in Hong Kong via schools and NGOs and during the public education day.**

Feedback from schools that some teachers used these flyers as supplementary teaching materials. Where flyers were sent before the “Drug Free Community” Design Competitions, these could serve as reference materials for the participants and provided knowledge basis for them to build on. Public education day participants also received these leaflets and were tested on their understanding by two questionnaires.

### ***Five Beat Drugs Design Competitions***

Five “Drugs Free Community” Design Competitions were held in New Territories West, Hong Kong Island and outlying islands, Tai Po, Shatin and Kowloon districts. The Competitions created a platform for citizens, especially the teenagers, to utilize their creativity and spread the beat drugs message. While working on their entries, teenagers were encouraged to look into the drugs abuse problems, rethink and reflect on the adversities in life and develop a positive attitude towards life, and presented their views to the public. For younger children, the Competitions successfully cultivate a correct attitude against drug abuse at an early stage by engaging schools and parents.

The five Competitions drew a lot of attention with the help of school heads associations and federations of parents and

teachers associations. Many of the applications were of high standard. **A total of 8,797 entries were received, tripled the project target of 2,500.**

### ***Five Public Education Days***

Five public education days were organised in Tuen Mun Town Plaza, Youth Square, Tai Po Mega Mall, Sunshine City Plaza and Metro City Plaza II from 2010 to 2012. There were various performances by doctors, youth groups and singers, sharing by previous drugs abusers, educational display, anti-drugs game booths, display of “Drug Free Community” Design Competitions winning artworks, health check counters, etc. Citizens were encouraged to take part in the activities and raised any questions to medical staffs on spots. Through these programmes, we hoped to increase their awareness and knowledge of drug abuse and its harms.

The public education days also brought together different community actors, including community doctors, public and private hospitals nurses and nursing students, school heads associations, federations of parents and teachers associations, NGOs, etc. The HKMA successfully strengthened its relations with these actors and hoped for further collaboration in future beat drugs projects.

The public education days were effective channel for direct mass public education against drugs abuse. **It was estimated that a total of 162,500 persons participated in the five public education days.**

(L) Project slippage

(Please state if there has been any project slippage and give the reasons for the slippage.)

N/A

(M) Photographs

(Please provide, with brief description, the photographs, pamphlets, videos, publications, etc. concerning the project to the Association for reference. As this report and other materials produced may be made accessible to the members of the public through the library of the Hong Kong Jockey Club Drug InfoCentre and the website of Narcotics Division, etc., prescribed consent should be obtained from the data subjects (especially the beneficiaries) concerned if the photographs can enable the identification of them. Otherwise, the related faces should be blurred or a note should be made here by the grantee that such photographs shall not be made available to the members of the public.)

*The 1<sup>st</sup> Competition in NTW and 1<sup>st</sup> PED at Tuen Mun New Town Plaza*

*Officiating Guests attended the kick off ceremony of "Drug Free Community" on 12 February 2011 at Tuen Mun New Town Plaza.*



*Doctors and other medical professionals made a noise by demonstrating mixed martial arts.*



*Caritas HUGS Centre's dancing team, Unlimited and Kisskid,*



*Caritas District Youth Outreaching Social Work Team - Tuen*



*heated up the atmosphere.*



*Permanent Assistant Secretary, Narcotics Division, Security Bureau, Mr. LEE Ka Chun, Eric, and Dr. Alvin CHAN, The HKMA Vice-President presented the awards to the winning students.*

*Mun's Artistic Cycling (Free Trail) demonstration was outstanding.*



*Photo of the Organising Committee and performing organisations.*



*Health check booths attracted lots of citizens.*



*The display of drug abuse information and "Drug Free Community" Competition's list of winners in the venue.*

*The 2<sup>nd</sup> Competition in Hong Kong Island and outlying islands and 2<sup>nd</sup> PED at Youth Square*



*Adjudication of the Competition*



*Prize Presentation Ceremony during the 2<sup>nd</sup> PED*



*Display of winning pieces of the 2<sup>nd</sup> Competition on 6 November 2011*



*Participants of the 2<sup>nd</sup> PED on 6 Nov at Youth Square*



*Lion Dance Performance*



*Kick-off Ceremony*



*Thai Boxing Performance*



*Hip Hop Dance*



*Singing Performance by Dr. Alvin CHAN*



*Singing Performance by Mr. Danny CHOI*



*Chit-Chat Session by Ex-drugs Abuser, Social Worker and Doctor*



*Sharing by Ex-drugs Abuser*



*Medical and Health Check Up Booth*



*Medical and Health Check Up Booth*



*Volunteers of the 2<sup>nd</sup> PED*

*The 3<sup>rd</sup> Competition in Tai Po and PED at Tai Po Mega Mall*



*Adjudicators of the Tai Po Competition*



*Kick Off Ceremony of Tai Po PED*



*Opening Speech by Mr. LEUNG Chun Ying, GBM, GBS, JP*



*Lion Dance Performance*



*Singing Performance by Miss Becky LEE (李璧琦)*



*Singing Performance by Mr. Sunny YU (于天龍)*



*Chit-chat session by Dr. CHIU Sik Ho, social worker and previous drugs addict*



*Silver Band Performance*



*Skipping Performance*



*Bicycle Performance*



*Anti-drugs Game Booth*



*The Audience*



*The 4<sup>th</sup> Competition in Shatin and PED at Sunshine City Plaza*



*Adjudication Meeting on 13 March 2012*



*Kick Off Ceremony*



*Speech by Dr. Alvin CHAN*



*Prize presentation ceremony of "Drug Free Community Design Competition (Shatin Districts)"*



*Sharing by Previous Drugs Addict*



*G.E.M. and Mr. Giovanni PANG (阿祖) of Commercial Radio 2*



*Singing performance by Kay HO (何基佑)*



*Singing performance by Dr. Alvin CHAN*



*Diabolo performance*



*Dancing performance by youth group*



*Dancing performance by youth group*



*Dancing performance by youth group*



*Singing performance by youth group*



*Anti-drugs Game Booth*

***The 5<sup>th</sup> Competition in Kowloon Districts and PED in Metro City Plaza II***



*Adjudication of the Competition*



*Kick off ceremony*



*Health check counter*



*Prize presentation ceremony*



*Performance by Chinese Orchestra*



*Martial arts performance*



*Performance by silver band*



*Lion dance*



*Skipping performance*



*Singer Jonathan WONG (王梓軒) and MC Giovanni PANG (阿祖) of Commercial Radio 2*



*Singing performance by Dr. Alvin CHAN*



*Singing performance by Dr. Bruce WONG*



*Sharing by previous drug addict and Dr. Gary AU*



*Street dance by youth group*



*Street dance by youth group*



*Street dance by youth group*



*Choir performance*



*Juggling*





Group photo of guests, performers, volunteers and staff

Signature : 

---

Name : HO Tsz Ching Nadia

Job Title of the Project-in-charge : Executive Officer (Beat Drugs)

Telephone no. : 2527 8285

Date : 8 December 2012

Official chop of the :  
organisation

Signature : 

---

Name : Mrs. Yvonne LEUNG

Job Title of Senior Officer of grantee : Chief Executive

Telephone no. : 2527 8285

Date : 13 December 2012




---