



## ***Stand Up, No Drug BDF100057***

Project implementation period  
1.10.2010 - 30.9.2012

Hong Kong Christian Service



### ***Introduction***

- The project is to center on 60 young drug service users' attachment to the community in Western Kowloon service and the mobilization of support from hundreds of volunteers, employers, social service professionals, students, residents, and other stakeholders in the community over a two-year period.



## Project Content

1. "Life Mapping" Community Attachment programme (included job skill training; social & life skill training; prevocational training and job placement)
2. "Anti-Drug" Ambassadors Training
3. "Life Coaching" Community Affiliation Programme (included Drug Education for mentor; basic counseling skills training; mentors matching)
4. Community mobilization programme (included organizing volunteer work and social activities for drug service users)
5. "Caring Community" anti-drug campaign (School-based) and "Caring Community" anti-drug campaign (Community-based)

## Output Evaluation

Description of Output Indicator	Output Achieved	Remark
Successful recruitment of 60 young drug service users as participants	60 drug service users were recruited	Target Met
80% of all participants will complete 4 sessions of "Life Mapping" Community Attachment Programmes	88% (53 out of 60) has completed 4 sessions of "Life Mapping" Community Attachment Programmes	Target Met
80% of all participants will participate in at least 4 sessions of Community Mobilization Programmes	85% (51 out of 60) has participated in at least 4 sessions of Community Mobilization Programmes	Target Met

## **Output Evaluation**

<b>Description of Output Indicator</b>	<b>Output Achieved</b>	<b>Remark</b>
Successful recruitment of 200 community members to join Community Mobilization Programmes	221 community members have joined Community Mobilization Programmes	Target Met
Successful recruitment of 30 mentors	30 mentors were recruited	Target Met
80% of all mentors will complete 4 sessions of "Life Coaching" Community Affiliation Programmes	83% (25 out of 30) has completed 4 sessions of "Life Coaching" Community Affiliation Programmes	Target Met
At least 3000 students and residents involved in "Caring Community" Anti-drug Campaigns.	3718 students and residents were involved	Target Met

## **Outcome Evaluation**

<b>Description of Outcome Indicator</b>	<b>Evaluation Method</b>	<b>Data Collected and Results</b>
Participant's self-efficacy on drug avoidance (Statistically significant improvement found using paired t-test)	Pre- and post-test surveys using Drug Avoidance Self-Efficacy Scale (DASES)	There was statistically significant improvement in participants' self-efficacy on drug avoidance.
Participant's drug use frequency (in the past month) (Statistically significant improvement found using paired t-test)	Pre- and post-test surveys using Drug Usage Scale (US)	<ul style="list-style-type: none"> <li>• 75% reduced their drug use frequency</li> <li>• Statistically significant reduction in drug use frequency found.</li> </ul>

## ***Outcome Evaluation***

<b>Description of Outcome Indicator</b>	<b>Evaluation Method</b>	<b>Data Collected and Results</b>
Participant's sense of community attachment (Statistically significant improvement found using paired t-test)	Pre- and post-test surveys using Sense of Community Attachment Scale	There was statistically significant improvement in participants' sense of community attachment

## ***Conclusion and Experience Gained***

- Reason behind success
  - Recruiting the committed mentors to provide support and concern for drug service users via activities.
  - Mentors gained understanding about drug abusers and showed a higher level of acceptance to drug users.
  - The mentors were willing to provide continuous support to drug users even the project ended.
- Difficulties encountered
  - The drug rehabilitation process was difficult and unstable. Some of the clients relapsed and lost contact after joining the Program
- Conclusion
  - Services facilitating drug abuser's community attachment would reduce their drug abuse

