



香港善導會
The Society of Rehabilitation and
Crime Prevention, Hong Kong



Project ROSA II
Reaching Out to South Asian Community on Drug Education II



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Reaching Out to South Asian Community on
Drug Education II
BDF100062

8 September 2010 – 7 September 2012

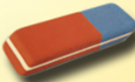


Introduction

- The Society of Rehabilitation and Crime Prevention, Hong Kong (SRACP) was established in 1957. Since 2001, the Society extended services to wider community including youths, high risk groups and ethnic minority groups.
- SRACP has been working with the South Asian Community in the fight against drug abuse through the sponsorship of Beat Drugs Fund since 2006 to service projects including:
 - 2006 – 2008: Project SAVE
 - 2008 – 2010: Project ROSA
 - 2009 – 2011: Project IDEP
 - 2010 – 2012: Project ROSA II



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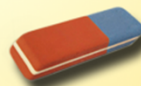


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Introduction

Objectives:

1. To provide culturally sensitive drug awareness education ;
2. To provide specialized preventive intervention for South Asian youths



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Project Content

- Drug Preventive Educational Programmes



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- Community Education Programmes



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- Mass Programmes



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- Outreaching in the community



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- Volunteer Training Programmes



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Project Content

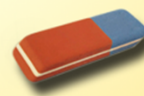
- Support Group



Output and Outcome Evaluation

- Evaluation methods

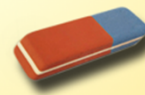
1. No. of participants received drug information education (mass program, educational talk, outreach educational activities and parents health education activities)
2. No. of convicted persons received anti-drug and health information education
3. No. of Anti-Drug Ambassador sign up to serve the community
4. No. of current and ex-drug user received support and training
5. No. of persons reached through SMS/Email/ website
6. Promotion educational material are printed in different languages (English or Hindi or Urdu or Nepali)
7. Evaluation form for drug awareness workshops



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Output Benchmark & Evaluation Results

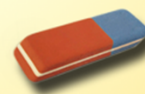
	Expected Results	Achieved Results
Output Indicator 1	Mass Program (2550 man-times)	5793 man-times
Output Indicator 2	No. of participants in Educational Talk (1750 man-times)	2988 man-times
Output Indicator 3	No. of participants in outreach educational activities (900 man-times)	3389 man-times
Output Indicator 4	No. of participants in voluntary community social service activities (720 man-times)	1557 man-times



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Output Benchmark & Evaluation Results

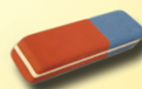
	Expected Results	Achieved Results
Output Indicator 5	No. of participants in parents health education activities (90 man-times)	134 man-times
Output Indicator 6	No. of intervention with convicted persons for anti-drugs & health promotion education (50 man-times)	72 man-times
Output Indicator 7	No. of participants in drugs user support & training (100 man-times)	638 man-times



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Output Benchmark & Evaluation Results

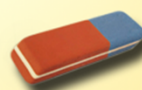
	Expected Results	Achieved Results
Output Indicator 8	No. of participants in Mass SMS or email Anti-drug & Health Message (900 SMS or emails)	1470 SMS or emails
Output Indicator 9	No. of visitors to the website (600 visits)	1735 visit
Output Indicator 10	Promotion materials in English or Hindi or Urdu or Nepali	Leaflets in 4 languages (English, Hindi, Urdu and Nepali)



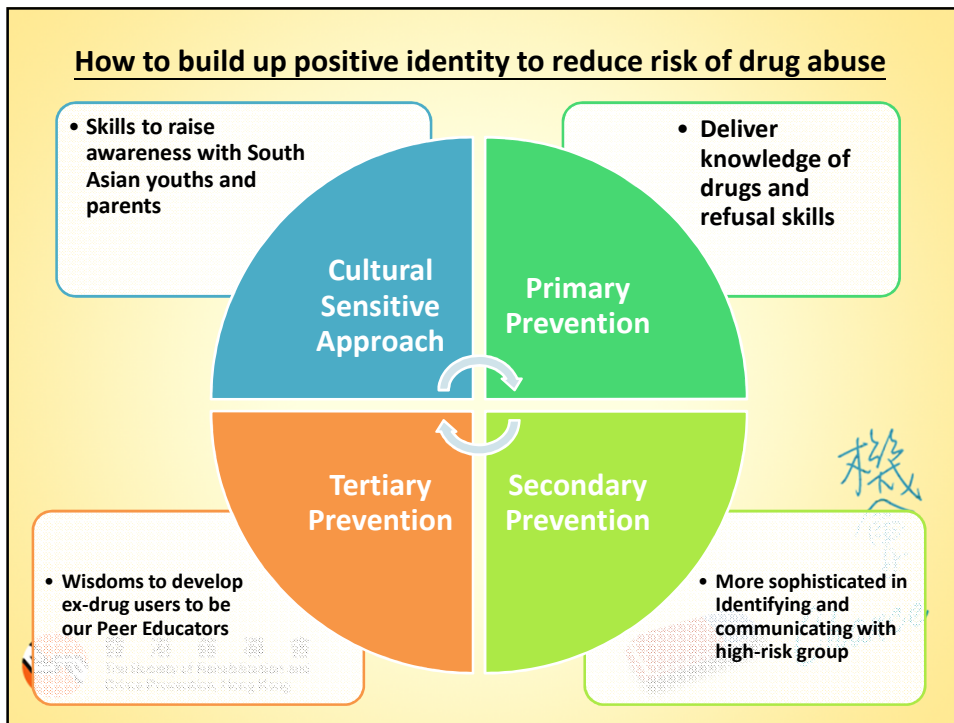
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Outcome Benchmark & Evaluation Result

	Expected Result	Achieved Result
Outcome Indicator 1	Participant's attitude towards drug abuse (70% show improvement or statistically improvement found using paired t-test)	333 sets of pre/post test data from secondary school ethnic minority students collected. Significant improvement in students' anti-drug attitude as indicated by paired t-test ($p < 0.001$)




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Other Findings

- There is a large population of ethnic minorities in the community who are still not accessible to service and support.
- More migrants come from where no drug education South Asian countries.
- Many parents of these students were not aware of the drug problems in Hong Kong



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Suggestions

More intensive and tailored education

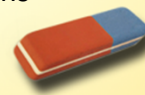
- Because The age of drug abusers is decreasing
- More manpower is needed

Cultural Sensitive approach service

- More resources should be put in training and employing EM staff

Continuous support to EM drug services

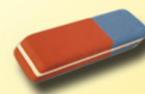
- Continuous and regular resources to improve facilities and manpower to tackle drug problems



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Conclusion

- Established collaboration with stakeholders is important
- Tailored made and cultural sensitive to the needs of the South Asian communities in the future
- Strengthen the prevention of drug abuse, treatment and rehabilitation services

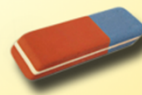


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End



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