




Project Period: 1 Sep 2011 – 30 Dec 2012

CHOICE – a participative beat drugs life stories development campaign with motion comics
「決定交叉點」半動漫禁毒活動
BDF101002




Hong Kong Comics &
Animation Federation Limited
香港動漫畫聯合會有限公司



CHOICE – a participative beat drugs life stories development campaign with motion comics

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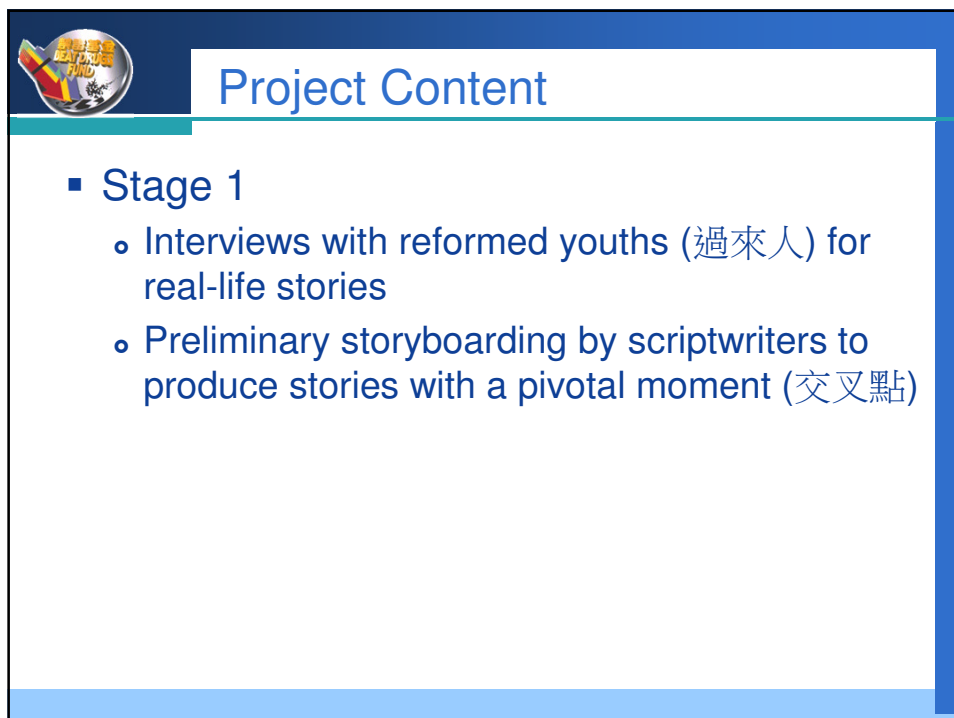
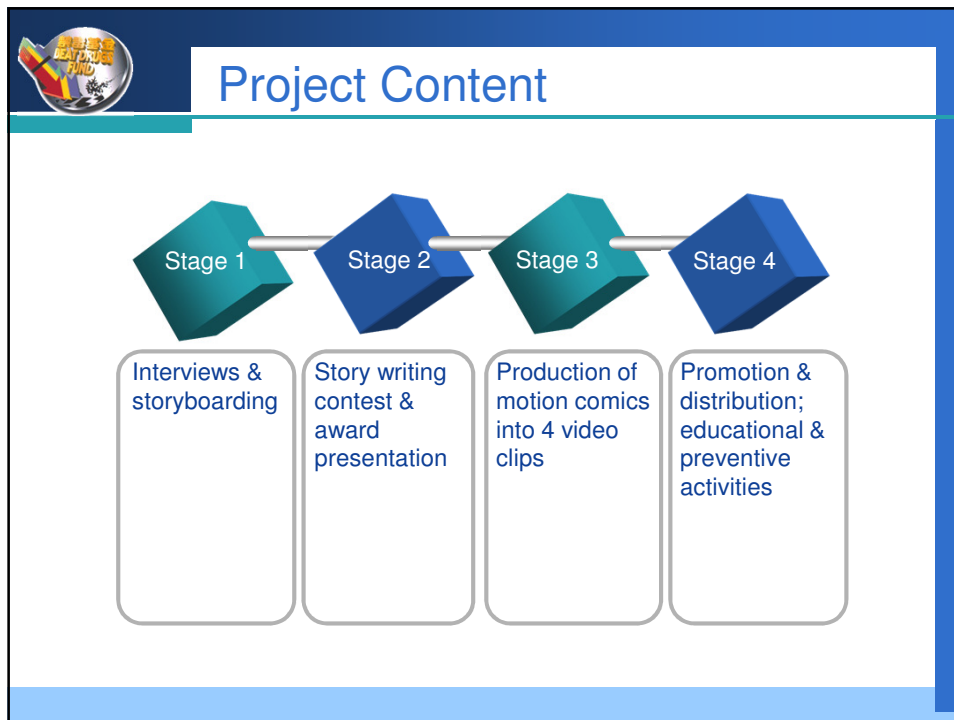
Introduction


- Target students, high risk youths, parents and teachers
- Impart the correct attitudes towards drug taking
- Learn through the thought process in making choices at pivotal moments (交叉點)
- Based on real life stories of reformed youths (過來人)
- Made into motion comics (半動畫) for further outreach and preventive activities



Introduction


Project Partners	
Hong Kong Comics and Animation Federation 香港動漫畫聯會	 Hong Kong Comics & Animation Federation Limited 香港動漫畫聯會有限公司
Youth Outreach 協青社	
Hong Kong Productivity Council 香港生產力促進局	





Project Content

- Stage 2
 - Story writing contest for the story continuations
 - Award presentation ceremony for contest winners

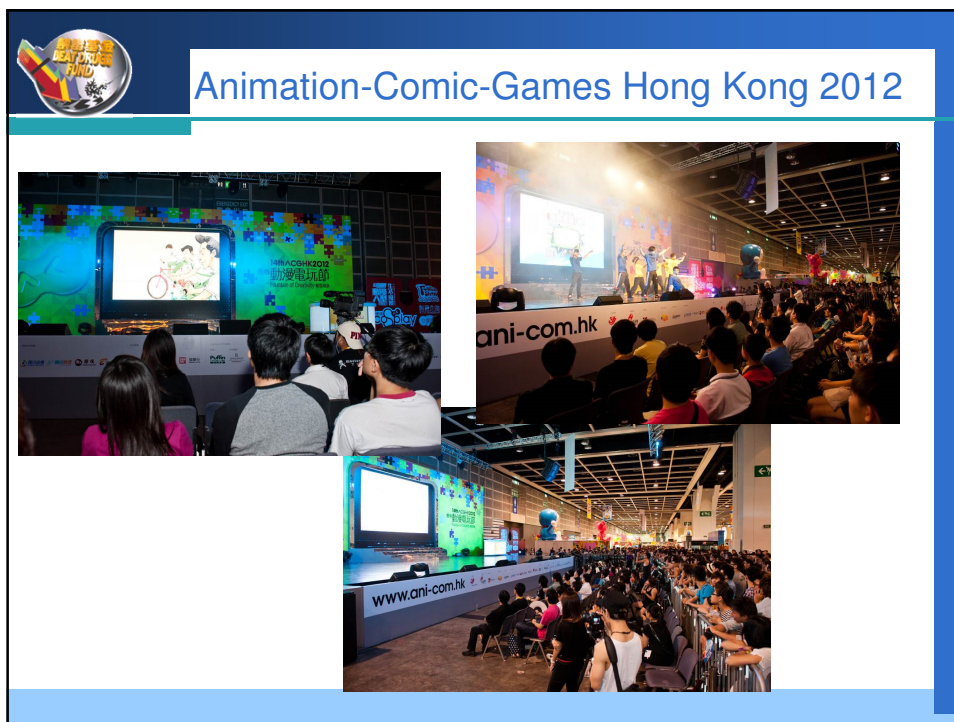



Project Content

- Stage 3:
 - Production of motion comics (半動畫)
 - Based on winning entries from the story writing contest

Motion Comic Title		URL
消失的人生拼圖		http://www.youtube.com/watch?v=Y2286PDLVmE
那年, 我們一起接力在平行時空裡		http://www.youtube.com/watch?v=7VQeYP8K53w
逃出打機城		http://www.youtube.com/watch?v=3ioe27A9fTc
新伊索寓言 好奇害港雀		http://www.youtube.com/watch?v=Q_bmzJ2c_wc


Project Content
<ul style="list-style-type: none"> ▪ Stage 4 <ul style="list-style-type: none"> ◦ Promotion and distribution: exhibition booth and performances at Animation-Comic-Games Hong Kong 2012; Facebook & Youtube ◦ Educational and preventive activities through live events & digital media: discussion forums & outreach work, with mobile app for showing the motion comics on iPads






Output and Outcome Evaluation

- Evaluation methods
- Evaluation results




Output Evaluation

	Method / Expected Result	Achieved Result
Output Indicator 1	10,000 hits generated by the programme through digital media	Over 66,000 hits
Output Indicator 2	4,000 students reached through distribution of motion comics and live contact	Over 4,000 students
Output Indicator 3	50 entries to the real-life story writing contest	551 entries received




Output Evaluation

	Method / Expected Result	Achieved Result
Output Indicator 4	50 high-risk youths who participated in mobile outreach programmes	629 youths
Output Indicator 5	50 high-risk youths who participated in youth centre outreach programmes	69 youths
Output Indicator 6	50 parents / teachers who receive motion comics and guideline to spread anti-drug messages	Over 57 parents / teachers




Output Evaluation

	Method / Expected Result	Achieved Result
Output Indicator 7	30 social service organizations that receive grantee's announcement (e.g., by email) of motion comics and guideline	40 social service providers have received notice



Outcome Evaluation


	Method / Expected Result	Achieved Result
Outcome Indicator 1	Participant's permissive attitude towards drug abuse (Significant improvement in attitude found using paired t-test)	Significant improvement in attitude found using paired t-test
Outcome Indicator 2	Participants perceived risk associated with drugs (Significant improvement in attitude found using paired t-test)	Significant improvement in attitude found using paired t-test



Experience Gained


- Reason behind success
- Lesson learnt






Conclusion

- Conclusion
- Suggestions
- Way forward




Conclusion

- The issue and how to tackle it
 - 成長問題，無得到適當的培養
 - 家庭，接觸的群體
 - 導入正軌 (i.e. 外展工作、活動)
- Address the youth's needs



Conclusion

- Suggestions
 - 打開話題 – 接口
 - 給外展社工或老師打開話題的機會
 - 讓學生思考及討論問題



Conclusion

- Way forward: motion comics as ice-breaker to start conversation and help
 - 故事一: 消失掉的人生拼圖
 - 夢, 週圍的人關心
 - 故事二: 那年, 我們一起接力在平行時空裡
 - 客觀自救
 - 故事三: 逃出打機城
 - 人生追尋目標和價值
 - 故事四: 新伊索寓言 好奇害港雀
 - 從親人的角度著想