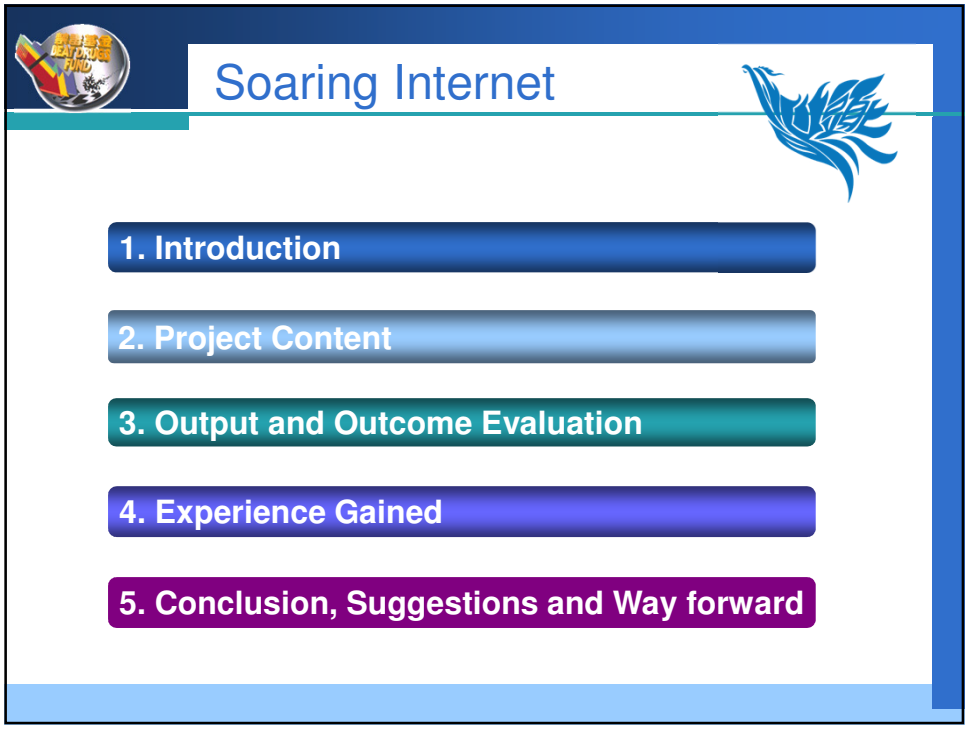
Period : From July 2011 to February 2014
Soaring Internet
(Au Tau Youth Centre)
BDF101016
The Society for the Aid and Rehabilitation of Drug Abusers (SARDA)
香港戒毒會
THE SOCIETY FOR THE AID AND REHABILITATION OF DRUG ABUSERS


Soaring Internet
1. Introduction
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Introduction

The 2-year Soaring Internet project aimed to provide different multi-media training classes and program for rehabilitated trainees in order to enhance their competence in computer applications such as graphic design and movie editing etc. After the training, trainees created some multi-media games / mobile applications for spreading of anti-drug messages. Selected trainees also provided anti-drug talks to secondary schools students and teachers. The project were beneficial to trainees, students and general public.

Project Content

Brief description of project activities (I)

1. Creative Multimedia Training Courses

A series of multimedia training courses, for instance, video clips editing, video production, sound track effects, photography, computer graphic design, web-based/mobile applications, were organized to our Centre drug rehabilitated trainees. They had to complete after-classes assignments and group projects.

2. Anti-drug Education - School Talks

Trainees in this project were selected to provide anti-drug talks to secondary schools students and teachers. The trainees shared their stories of positive changes. Various anti-drug themed multimedia productions created by the trainees were demonstrated to school students and teachers.

Project Content

Brief description of project activities (II)

3. Family Education Programme

Trainees delivered anti-drug education workshops / seminars to parents with their multimedia productions. Interactive sharing sessions between the parents and our trainees were conducted.

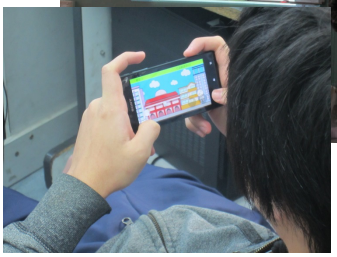
4. Anti-drug Multimedia Production

Various types of anti-drug themed multimedia productions were collected from the trainees. Some of the outstanding products were produced in VCDs and delivered to schools and other organizations. In addition, a webpage was set up to display the trainees' outputs and productions in the project.

Project Content - photos

Trainees were receiving multimedia training in the classes

Class snapshots

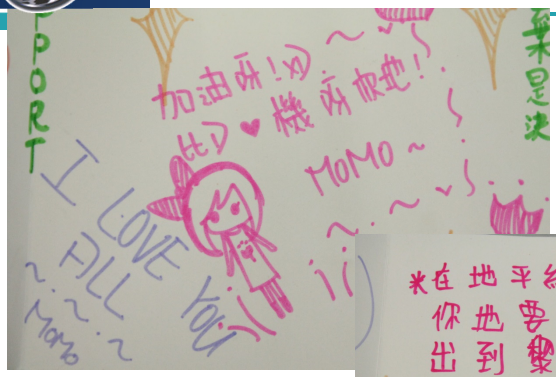


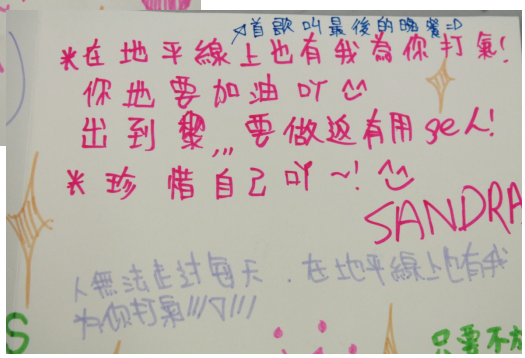
Class snapshots

School Talks

School Talks

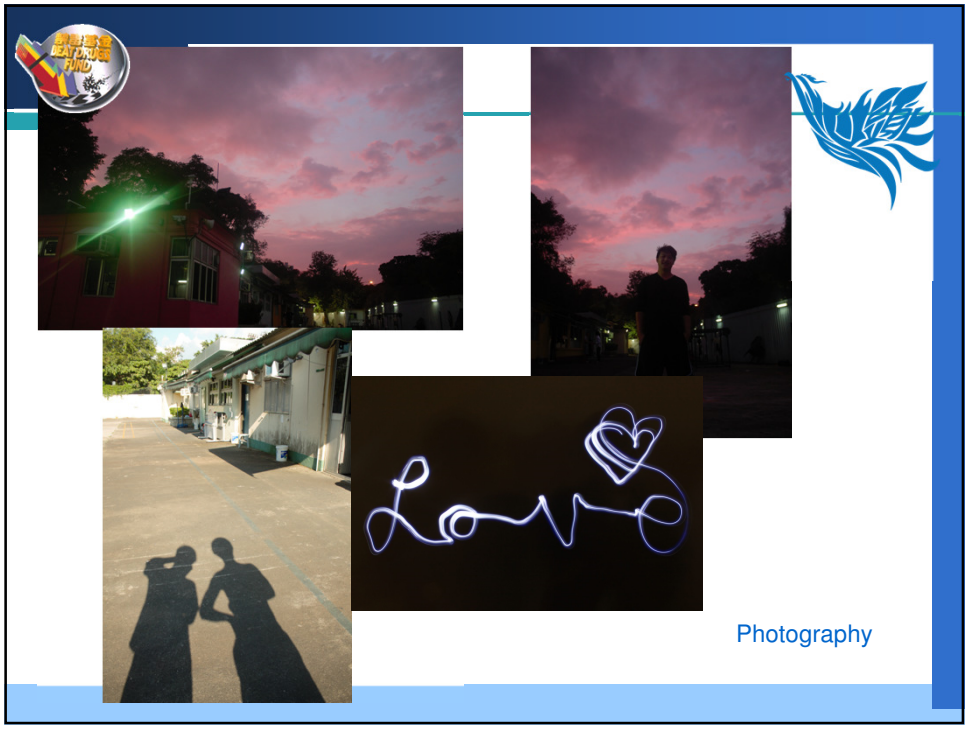
Feedbacks from participants





Multimedia production

請隨意踐踏
懂得寫這個字 你還會傷害自己嗎
吸毒令你墮進
走不出的迷宮
但咁樣仲整入個身
毒品的真面目
你確認要試嗎?
Multimedia production
BELIEF


Photography

Anti-drug multimedia production

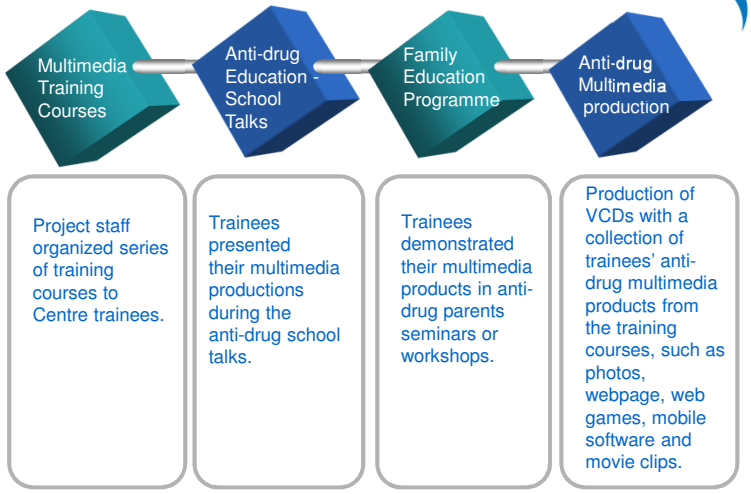
抗毒宣傳影片

Publication

Webpage & Facebook fans page
網頁製作
facebook
Au Tau Youth Centre

Mobile games / apps
遊戲玩法
SAY NO TO DRUGS
開始遊戲
排行榜
手機APPS創作
香港戒毒會
THE SOCIETY FOR THE AID AND REHABILITATION OF DRUG ABUSERS

Project Content



Output and Outcome Evaluation

- Evaluation methods

1) Number of trainees who completed relevant trainings
2) Deliverables
   (a) webpage & its number of visit
   (b) multi-media productions & its download rate
   (c) Production of VCDs & distribution record
3) Number of participants attended the school talks / anti-drug workshops
4) Evaluation questionnaires (pre or/and post test)

Output Benchmark & Evaluation Result

	Expected Result	Achieved Result	Remark
Output Indicator 1	At least 90 rehabilitated trainees attend and learn the creative multimedia training courses	98 trainees	Target met
Output Indicator 2	At least 70% of the participants learn at least 3 ways to create basic webpage software	70 % (69 trainees)	Target met
Output Indicator 3	At least 70% of the participants learn at least 2 ways to create basic mobile software or games	81 % (79 trainees)	Target met
Output Indicator 4	At least 80% of the participants learn computer installation, web safety measures	81% (79 trainees)	Target met

Output Benchmark & Evaluation Result

	Expected Result	Achieved Result	Remark
Output Indicator 5	At least 60% of the participants learn to create at least 3 anti-drug theme of mobile applications or games	60% (59 trainees)	Target met
Output Indicator 6	Produce 1200 VCDs with creative multimedia in anti-drug themes and deliver to Secondary, Primary Schools and other community agencies	1200 VCDs sent to 131 schools /community agencies	Target met
Output Indicator 7	At least 3000 public visit the anti-drug educational webpage designed by the rehabilitated youth trainees and parents in this project	3340 visits recorded	Target met

Output Benchmark & Evaluation Result

	Expected Result	Achieved Result	Remark
Output Indicator 8	At least 60% of the web surfers download the multimedia products created by the project participants	62% (1,872 download recorded)	Target met
Output Indicator 9	3500 participants join the anti-drug education assembly/workshops in school	3860 participants	Target met
Output Indicator 10	Promote the youth anti-drug messages to 250 parents	320 parents received the anti-drug messages	Target met

Outcome Benchmark & Evaluation Result

	Expected Result	Achieved Result	Remark
Outcome Indicator 1	80% of participants in the training programme show improvement in anti-drug attitude	94.9% of participants showed improvement in anti-drug attitude	Result satisfactory
Outcome Indicator 2	80% of participants in the training programme show improvement in drug avoidance self-efficacy	95.9% of participants showed improvement in drug avoidance self-efficacy	Result satisfactory
Outcome Indicator 3	80% of parents satisfy with effectiveness of seminars/ workshops	95% of parents indicated that it is worthwhile to participate in the activity & 66.3% of participants considered the activity as effective	Result satisfactory

Outcome Benchmark & Evaluation Result

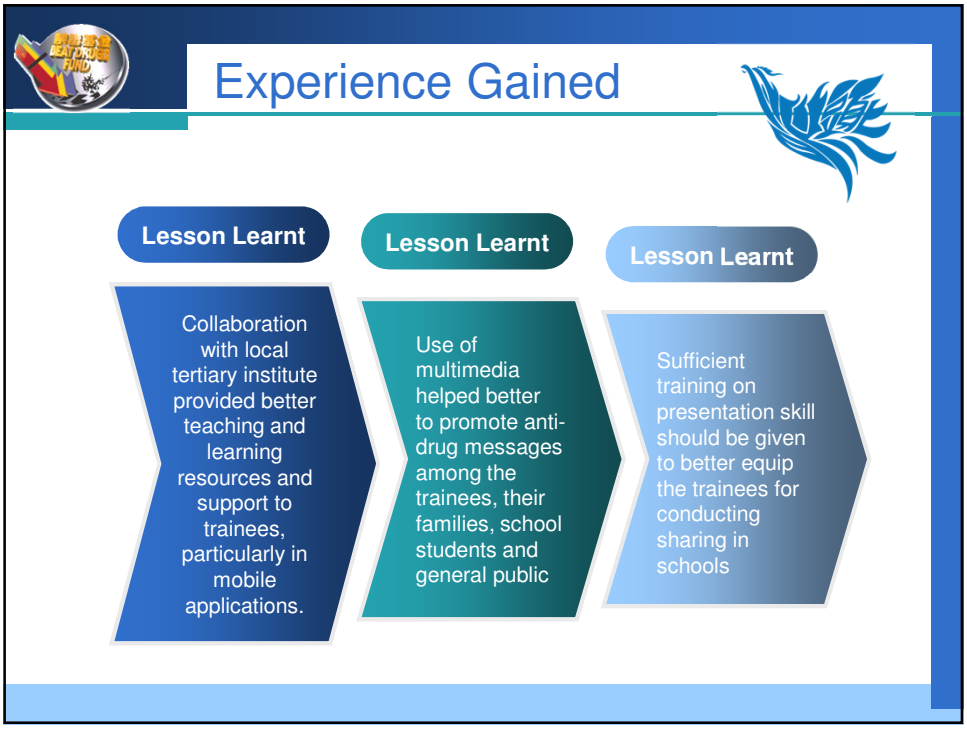
	Expected Result	Achieved Result	Remark
Outcome Indicator 4	70% of participants in the anti-drug publicity seminars/workshops in school agree that the seminar is effective in conveying anti-drug messages	94.6% of parents indicated that it is worthwhile to participate in the activity & 71.4% of participants considered the activity as effective	Result satisfactory
Outcome Indicator 5	70% of parents willing to join the support team for youth drug problem after participating in seminars/ workshops	93.9% of parents were willing to join the support team for youth drug problem	Result satisfactory

Experience Gained

Reason behind success

- Stable trainees' attendance
- Attractive to young people as Multimedia is fashionable and popular
- Appreciations by school students give trainees recognition
- Full support from the Computing Department of local tertiary institute

Experience Gained



Conclusion

With the active participations of trainees, families, school students and teachers, as well as the Computing Department of local tertiary institution, the 2-year project completed with satisfactory results. It was found that the versatile and diversified means of delivery of anti-drug messages to school students, teachers and parents were very popular. Very encouraging feedback were obtained and all outcome and output indicators were achieved.

Suggestions and Way forward

1. Trainees should be encouraged to participate in public competitions in order to enhance their learning experience. More positive self-images could be built if trainees' multimedia production are sent for open IT competitions.
2. To gain more technical and knowledge supports, better partnership with local institutes should be established.
3. Since the use of various multimedia means are effective in communicating with public and spreading anti-drug messages, similar projects could be considered in the future.
4. From the positive feedback of parents and schools students in this project, we gained fruitful experience and learned to polish the presentation and sharing skills. Trainees felt more confident and have the courage to share his/their own past history in front of the public.