

It Begins with One Story –

A Drug-free Initiative for EM and Non-Chinese Speaking Youths and Their Parents

Implemented by KELY SUPPORT GROUP

BDF120001



1 Jun 2013 to 28 Feb 2015



Introduction



- This mentorship project aimed at raise the anti-drug awareness amongst hidden EM and Non-Chinese speaking youths by offer them resources, information and support where necessary.
- With a focus on the Ethnic Minority (EM) and Non-Chinese speaking (NCS) youths, the project uses anti-discriminatory and culturally-sensitive approaches to build the capacity of EM and Non-Chinese youths to become leaders in their own communities

Introduction



- The project aimed to empower EM and Non-Chinese speaking young people to develop a safe and positive platform whereby parents and youths can engage in constructive dialogue on young drug abuse issues and strategies.

Project Content



- Recruitment and screening
 - Recruited 60 EM students and NCS students to join an orientation session
- Need assessments
 - Conducted 2 need assessment session to assess participants' needs in order to tailor made workshops
- Orientation and training for mentors and mentees
 - To equip mentors skills (life skills, goal setting, drug education knowledge, etc.) to work with their mentees
 - To facilitate team building between mentors and mentees

Project Content



- Set up youth committees
 - A core group of students were selected to become committees of the groups
- Training modules in students
 - Conducted modules on life skills, advertisement, marketing and campaign trainings
- Anti-drug school campaigns
 - Facebook page, videos on YouTube, posters and notepad
- Parent training forum
 - Speakers share their experience and knowledge on youth drug issues and communication skills for parents to start up conversation with their children

Project Content

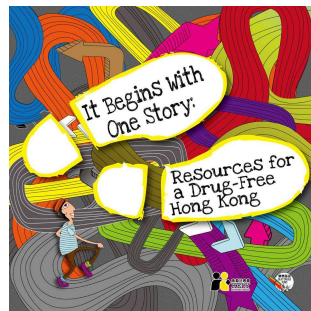


- Book preparation
 - EM and NCS students researched and wrote up different parts of the book
- Parent talks
 - TO NCS parents and Nepalese parents on the topic of youth drug issues and effective parent-child communication skills
- Book launch and press conference
 - Book launch and sharing of student's experience

Project Content



- Parent training forum
- Book launch and press conference



Output Evaluation



	Expected Result	Achieved Result
Output Indicator 1	Recruit 60 youth participants to become the student leaders, among which 70% complete all elements of the project	Recruited 60 youth participants to become the student leaders, among which 80% completed all elements of the project
Output Indicator 2	Recruit 20 adults to become volunteer mentors, among which 80% stay on to assist the mentees until project completion	Recruit 20 adults to become volunteer mentors, among which 80% stayed on to assist the mentees until project completion
Output Indicator 3	Disseminate anti-drug messages or awareness building messages to 1,000 students through Youth-led campaign project	Disseminate anti-drug messages or awareness building messages to 4,050 students through Youth-led campaign project

Output Evaluation



	Expected Result	Achieved Result
Output Indicator 4	Disseminate anti-drug messages or awareness building messages to 5,000 students (from schools other than those mentioned in output 3) through massive outreach and media blitz	Disseminated anti-drug messages or awareness building messages to 5,091 students (from schools other than those mentioned in output 3) through massive outreach and media blitz (SCMP Youth Post clipping were displayed on their school notice board)
Output Indicator 5	Disseminate anti-drug messages or awareness building messages to 5,000 viewers through YouTube campaigns	Disseminated anti-drug messages or awareness building messages to 5,097 viewers through YouTube campaigns
Output Indicator 6	Recruit 150 parents to attend Parent's Training Forum	Recruited 154 parents to attend Parent's Training Forum

Outcome Evaluation



	Expected Result	Achieved Result
Outcome Indicator 1	70% of the student participants gain drug-related knowledge (or statistical significant improvement found using paired t-test)	85% of the student participants gained drug-related knowledge (statistical significant improvement found using paired t-test)
Outcome Indicator 2	70% of adult volunteer mentors show improvement in drug-related knowledge (or statistical significant improvement found using paired t-test)	100% of adult volunteer mentors showed improvement in drug-related knowledge (or statistical significant improvement found using paired t-test)
Outcome Indicator 3	70% of parents show improvement in their capacity to identify drug abusers at an early stage (or statistical significant improvement found using paired t-test)	86% of parents show improvement in their capacity to identify drug abusers at an early stage (or statistical significant improvement found using paired t-test)



Experience Gained

- Reason behind success
- Reason behind underachievement of target
- Lesson learnt



Other Findings

- Optional
- Other relevant information or findings



Conclusion

- Conclusion
- Suggestions
- Way forward



End