



1 August 2014 ~ 31 July 2016

“Drugs, All Clear” 《解·毒》

BDF 130005

Wai Yin Association &
The Chinese University of Hong Kong



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“Drugs, All Clear” 《解·毒》

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Introduction

Illicit drug use remains a serious problem affecting youths in HK, preventive education and publicity are necessary to reinforce the anti-drug message in the teenage group. Teachers, social workers, as well as parents should be equipped with the necessary knowledge about the harms of the drug abuse, and being able to identify the early sign of dependent drug use.

A series of interactive lectures and laboratory sessions were organized under this project to provide a comprehensive information about drugs. Through the experience sharing by the past drug addicts, the participants also learnt more about the harmful effect of drug abuse.

The lectures and laboratory sessions were filmed, edited programme was broadcasted on TV and online platforms to further promote the anti-drug message. DVDs were also produced and distributed the social agencies and schools.



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Project Content

1. Interactive Lecture (10 Sessions)

1. To raise the public awareness of the drug abuse problem in HK, and educate the public on the means to help the drug addicts
2. 4 lectures on the topics of overview of drug abuse, evidence based examples of the drugs toxicity, treatment strategies and spotting the cryptic victims of drug abuse were delivered by the doctors, professor and professionals in related fields
3. Sharing by Social workers and past drug addicts

2. Laboratory Session (10 Sessions)

1. To reinforce the anti-drug message via experimental studies demonstrating the toxic effects of illicit drugs
2. To give the participants a hands-on experience to do the experiment

3. Videotaping

1. Lectures and laboratory sessions with interviews were filmed and edited into a TV program
2. The program was broadcasted on TV platforms and distributed via DVD





Project Content

► Interactive Lecture – Speakers and topics

1. 香港中文大學醫學院精神科創辦人 陳佳甯教授
《成癮行為: 點解? 點辦?》
2. 前香港大學專業進修學院校長 黃德明教授
《鴉片類藥物的使用》
3. 香港中文大學中醫學院助理教授梁偉文博士
《毒品背後的藥理機制》
4. 香港中文大學榮休講座教授 姚大衛教授
《毒品的藥理》及《毒品的相互影響》
5. 香港中文大學名譽臨床副教授 鍾維壽醫生
《幫助及治療濫藥人士 – 從醫生的角度》



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Project Content

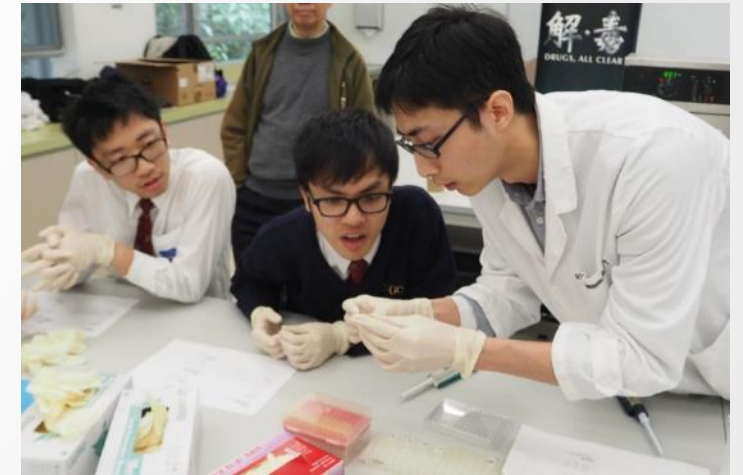
- ▶ Interactive Lecture – Sharing by social workers and past drug addicts





Project Content

- ▶ Laboratory Sessions (led by Professor Yew)
 - ▶ Session 1: Pathophysiology of ketamine-treated mice
 - ▶ Session 2: Biochemical analysis of organ function



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Project Content

▶ Videotaping

- ▶ Lectures, laboratory sessions and interviews of 6 past drug addicts & professionals were filmed
- ▶ Video footages are edited into a TV programme and broadcasted on various TV and online platforms (Cable TV, McTV, LeEco, Roadshow and YouTube)
- ▶ DVDs were produced and sent to 100 organizations





Project Content

Videotaping



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Project Content

Programme Broadcast

Cable TV



McTV



YouTube



Tudou



Youku



Roadshow Bus-TV



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Project Achievement

	Description of Indicator (with targets)	Output Achieved
Output indicator 1	The number of participants in interactive lectures (300 participants)	529 participants participated in interactive lectures
Output indicator 2	The number of participants in laboratory sessions (200 participants)	247 participants participated in laboratory sessions
Output indicator 3	Broadcast programmes on at least 1 TV station containing excerpts of interactive lectures and laboratory sessions	4 TV stations and 3 online channels broadcasted the programme
Output indicator 4	The number of organizations receiving DVDs for dissemination of anti-drug messages (100 organizations)	100 organizations received the DVDs



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Project Evaluation Results

	Description of Indicator (with targets)	Evaluation Method	Output Achieved
Outcome indicator 1	Improvement in participant's knowledge about drug harms (70% of participants gain knowledge about drug harms after the lectures)	<p>Lecture 2: Modified Beat Drugs Fund Question Set No. 2 (Pre & Post-test survey) (Students only)</p> <p>Lecture 1 - 4: Modified Beat Drugs Fund Question Set No. 8 (Post-test survey) (All participants)</p> <p>Lecture 3 Modified Beat Drugs Fund Question Set No. 19 (1-3) (Pre & Post-test survey) (all participants except students)</p>	<p><u>Question Set No. 2:</u> 247 valid cases statistically significant improvement in participant's knowledge about drug harm</p> <p><u>Question Set No. 8:</u> 912 valid cases 70.9% considered the activity effective in promoting anti-drug</p> <p><u>Question Set No. 19 (1-3):</u> 100 valid cases 35% cases have shown improvement, reach statistically significant improvement in drugs knowledge.</p>





Project Evaluation Results

	Description of Indicator (with targets)	Evaluation Method	Output Achieved
Outcome indicator 2	<p>Improvement in participant's ability to identify drug abusers at an early stage</p> <p>(Significant improvement as indicated by paired t-test or 70% of participants gain knowledge about drug harms after the lectures)</p>	<p>Lecture 4: Modified Beat Drugs Fund Question Set No. 10b (Post-test survey) (parents only)</p> <p>Lecture 4 Modified Beat Drugs Fund Question Set No. 19 (4-5) (Pre & Post-test survey) (all participants except students)</p>	<p>Question Set No. 10b: 31 valid cases 93.5% considered the activity as useful</p> <p>Question Set No. 19 (4-5) 99 valid cases 51.5% cases have shown improvement, reach statistically significant improvement in drugs knowledge.</p>
Outcome indicator 3	<p>Improvement in participant's knowledge about drug harms</p> <p>(70% of participants gain knowledge about drug harms after the laboratory training sessions)</p>	<p>Completion of 2 Lab sessions: Tailor-made questionnaire prepared by Prof Yew and approved by BDFA (Pre & Post-test survey)</p>	<p>Tailor-made Questionnaire: 235 valid cases 95.7% improvement in drugs knowledge or statistically significantly improvement in knowledge about drug harms</p>





Experience Gained

- ▶ Detail information given by the lecture speaker provides comprehensive knowledge to the participants.
- ▶ Experience sharing by the past drug addicts and professionals during the lecture raise the participants' awareness of drug abuse.
- ▶ Laboratory sessions allow the participants to have hands-on experience, the interesting process deepen their impression, and they have shown interest in learning.
- ▶ TV programme reach the general public, with the heartfelt sharing of the interviewees, to promote anti-drug message effectively.



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Conclusion


- ▶ Most of the participants considered the activity as useful and effective in promoting anti-drug message. Lectures provide comprehensive information to strengthen the audiences' knowledge.
- ▶ Evaluation of the laboratory sessions shown a significant improvement in participant's knowledge about drug harms. Experimental studies demonstrating the toxic effects of drug abuse are interesting and effective in promoting drug message.
- ▶ Besides the academic studies, 6 past drugs addict were interviewed in the TV programme, they shared their experience, the physical, psychological and emotional problems of taking drugs. These interviews provide more realistic and convincing evidences in promoting anti-drug message.
- ▶ TV programme reach the general public by broadcasting on 7 TV and online platforms, including Cable TV, McTV, LeEco, Roadshow, YouTube, Tudou and Youku.
- ▶ DVDs also produced and distributed to 100 organizations.



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