

## Introduction of the project

**Aims:** To enhance ethnic minorities resilience of against drug abuse through provision of multi-dimensional preventive education and publicity programmes.

**Period:** 1<sup>st</sup> June 2014 - 31<sup>st</sup> May 2016

**Target:** Ethnic Minority(EM) Children, Youth and Families in Hong Kong

**Service Boundary:** All over Hong Kong  
(Mainly Kwai Tsing, Yuen Long, Yau Tsim Mong and Sham Shui Po district)



## Project Content

### 1. Sun Shine Ambassador Scheme

- To recruit and train up EM youth and parents as Sun Shine Ambassadors
- Activity includes training courses, training programmes and social service.

### 2. Training Camps and Family Day Camps

- To enhance parents and youth's drug knowledge and resilience towards drug through campsite activity

### 3. Community Education Workshop and Event

- To promote anti-drug message to community through creative means
- Activity includes panting, micro-film and song composing workshops, children panting competition, micro-film competition and song composing competition

### 4. Mobile Booth Service

- To reach out and promote healthy life and anti-drug message to the community
- Activity includes anti-drug sharing, health check up, promotional booth and game booths

### 5. Case Counselling

- To provide case counselling, assessment and referral service for EM people
- Including high risk and non high risk cases

## Project Content (Sun Shine Ambassador Scheme-Youth)

Provided 4 Slots and  
Cooperated with 3 schools

- Training Day Camp
- Workshops at school

**Training Courses  
(8 hours)**

121 participants finished

**Training Programme  
(8 hours)**

- Rehabilitation Centre Visiting
- Anti-drug talks at school
- Sharing with ex-drug abusers

- Game booths at school
- Game booths in carnivals in community

**Social Service  
(8hours)**

### Training Courses

Students obtained knowledge about drugs and their harmful effects in the training day camps and school workshops.



### Training Programme

Students visited rehabilitation center, interacted with ex-drug abusers and role played about how to resist drugs in the training programmes.



### Social Service

Students held game booths promoting anti-drug and healthy message at school.



## Project Content (Sun Shine Ambassador Scheme-Parents)

Provided 6 Slots

- Interest groups like DIY, exercise, and cooking group and share healthy and anti-drug message
- Training day camp

**Training Courses  
(8 hours)**

64 participants finished

**Training Programme  
(8 hours)**

- Visiting Drug Info. Centre
- Visiting Correctional Service Centre
- Anti-drug training through outings

- Preparing food for street sleepers and drug abusers
- Health check up day
- Questionnaire doing

**Social Service  
(8hours)**

### Training courses

Parents participated in health-related interest class and received anti-drug message in each sessions.



### Training programme

Parents visited Drug Info Centre, Correctional Service Museum and interacted with ex-drug abusers in training programme.



### Social Services

Parents prepared food for street-sleepers and assisted in health check up activities.



## Project Content (Training Camps and Family Day Camps)



### Youth Overnight Camp (7 times; No. of Participants: 102)

- Adventurous and cooperation games to enhance participants' problem solving and communication skills
- Anti-drug training to enhance participants' resilience to drugs and learn how to "Say No to Drugs"

## Project Content (Training Camps and Family Day Camps)



### Family Day Camp (5 times; No. of Participants: 126)

- Cooperation games to enhance family's' communication
- Anti-drug sharing to enhance participants' understanding towards drugs

## Project Content (Community Education Workshop and Programme)

### Painting

3 painting workshops

Painting competition for EM primary students

Child Painting Competition and Exhibition



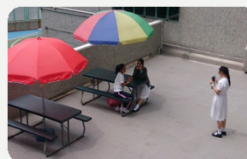
## Project Content (Community Education Workshop and Programme)

### Micro-film

2 micro-film workshops

Micro-film competition for EM youth

Micro-film Competition and the Premiere Gala





## Project Content (Community Education Workshop and Programme)

### Song Composing

5 song composing workshops

Song composing competition for all EM

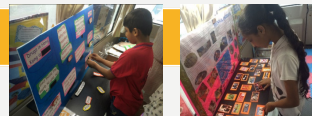
Song Composing Competition and Sun Shine Music Show



## Project Content (Mobile Booth and Case Counselling)

### Mobile Booth

- Anti-drug and healthy-related games were carried
- Health check up was provided
- Anti-drug video clips were shown
- Anti-drug message were shared



### Case Counseling(High risk)

- Cooperated with school to identify high risk cases
- Carried regular outreaches to identify high risk cases
- Referred high risk cases to drug counseling team



### Case Counseling(Non-high risk)

- Carried promotional services to identify non-high risk cases



## Output & Outcome Evaluation

- Evaluation method
  - Staff observation
  - Pre-test and Post-test questionnaire
- Indicator for the output and outcome
- Results of Evaluation

	Expected result	Actual result
Indicator 1	Recruit 200 ambassadors, in which 140 ambassadors accomplish the training courses	Recruited: 274 Accomplished: 185
	Promote services to 400 primary and secondary students	456 students
Indicator 2	Recruit 106 EM youth and 107 EM parents and children; in which 149 accomplish the training camp	Recruited 140 EM youth and 146 EM parents and children Accomplished: 228

## Output & Outcome Evaluation

- Evaluation method
  - Staff observation
  - Pre-test and Post-test questionnaire
- Indicator for the output and outcome
- Results of Evaluation

	Expected result	Actual result
Indicator 3	Recruit 90 participants, in which 63 participants accomplished the workshop	Recruited: 121, Accomplished: 79
	Serve 540 man time in micro-film, song composing and panting workshop	540 man time
	Serve 600 man time in Child Painting Competition and Exhibition, Micro-film Competition and the Premiere Gala and Song Composing Competition and Sun Shine Music Show	647 man time
Indicator 4	Service 240 EM participants in mobile booth	312 participants

## Output & Outcome Evaluation

- Evaluation method
  - Staff observation
  - Pre-test and Post-test questionnaire
- Indicator for the output and outcome
- Results of Evaluation

	Expected result	Actual result
Indicator 5	Provide HR case counselling service to 40 EM people	61 HR cases
Indicator 6	Provide NHR case counselling service to 100 EM people	100 NHR cases
	Provide 600 enquiry services	604 Enquiry

## Output & Outcome Evaluation

- Evaluation method
  - Staff observation
  - Pre-test and Post-test questionnaire
- Indicator for the output and outcome
- Results of Evaluation

	Expected result	Actual result
Indicator 1	Efficacy for resisting drug-taking (70% participants has positive impact after the programmes)	95.8% had positive impact
Indicator 2	Risk awareness associated with drug-taking (70% participants has positive impact after the programmes)	100% had positive impact

## Output & Outcome Evaluation

- Evaluation method
  - Staff observation
  - Pre-test and Post-test questionnaire
- Indicator for the output and outcome
- Results of Evaluation

	Expected result	Actual result
Indicator 3	Parent's rating on anti-drug awareness training activities (70% participants has positive impact after the programmes)	100% had positive impact
Indicator 4	Perceived risks associated with drug-abuse (Paired t-test shows obvious positive change or 70% participants has positive impact after the programmes)	44.9% had positive impact

## Experience from Project: Successful Elements

- Cooperation and networking with other parties: to carry out the trainings and spread the anti-drug message:
  - **Religious parties** like Madrasah Fazian-e-Aulia (Ping Shan), Khalsa Diwan (Sikh Temple) Hong Kong
  - **EM organizations** like Hong Kong Integrated Nepalese Society Limited, Children's Parents Club Tsuen Wan, HOME Centre(YTM &SSP)
  - **Schools** like Sir Ellis Kadoorie Secondary School (West Kowloon), St. Margaret's Girls' College, Hong Kong, Confucius Hall Secondary School, CMA Choi Cheung Kok Secondary School, Man Kiu Association Primary School
  - **NGOs** like St. Stephen Society Rehab Centre, Operation Dawn, SARDA, SRACP
- **Secure environment:** Many EM families with drug problem hesitated to seek help as they have close community. Confidentiality was ensured so as to help EM family expose their hidden needs.

## Experience from Project: Successful Elements

- EM Parents work
  - **Aware of cultural sensitivity and use of package:** Drug issue is sensitive among EM community. The trainings were packaged into healthy interest group like aerobic, cooking and handicraft group to deliver step by step message to parents, from healthy issue to drug issue.
  - **Enhance connection:** News and real stories are shared to enhance the connection about drug-issue with the parents in order to arouse their awareness towards drugs.
  - **Use of participants' strengths:** Each parent group can also contribute to spread the anti-drug message to their own community. Educated young parents did the anti-drug questionnaires and health check up; while the elder or less educated parents prepared food for street sleepers.
  - **Wide range of participants:** For Nepali family, both parents usually need to work and the main care-taker is the grandparent. Therefore, anti-drug programmes were provided not only for young parents, but also to elderly with grandchildren.

## Experience from Project: Successful Elements

- EM Youth work
  - **Enhance the variety of activity:** Youth usually lack of interest for anti-drug training. Diverse activities from visiting to rehabilitation centre, training camp, game booths, micro-film and song composing workshop e.t.c. were provided to arouse their interest in the anti-drug message.
  - **Enhance sense of accomplishment:** In the activity, youth were encouraged to participate and could get sense of accomplishment, for instance, to hold their own anti-drug carnival at schools, to compose songs, to create micro-films and to accomplish the adventurous or problem solving games in the camps. They found their strengths and raised their resilience to drugs.
- Community work from EM workers: EM workers are influential in their own community that make the recruitments and operation of the programmes successful and helped in building rapport and following up with participants.

## Experience from Project: Area for Improvements

- **Maintain stability of manpower:** Identifying, following up and rapport building for the case work requires a long period of time. Regular outreaches and promotions could be made earlier if there was stable manpower. Therefore, stable manpower should be provided to ensure the operation of service.
- **Provide centre base service:** As there was not centre base service for the project at the beginning, recruitment difficulty, especially for the parent, was faced. It was also difficult to provide continuous training. Therefore, a centre base is preferred to carry out services.
- **Maintain suitable time-frame of programme:** EM participants have relatively low attendance stability and they tend to join more one-off programme. Thus, it is difficult to provide continuous programme with long period of time. Training should be provided one slot by one slot, in which each slot should not exceed 2 months.
- **Earlier preparation for event :** There were three large events within the project. Each event involved a competition and a ceremony. In order to enhance the recruitment of participants of the competition and the event, preparation should be carried earlier.

## CONCLUSION OF PROJECT ---SUMMARY

- The 2 year project enhanced EM youth and parents' understanding about the harmful effects of drugs abusing.
- The project enhanced communication of the family members through family day camp and enhanced youth's self-understanding through overnight camp.
- Through ambassadors scheme and the education workshops, the anti-drug message was spread in the community.
- High risks cases in the community were explored in the 2 year project.

## CONCLUSION OF PROJECT ---SUGGESTION

- **Continuous anti-drug education:** Anti-drug message was passed to the community. However, the EM community still has a great need on anti-drug education and a long time is needed to change the culture and atmosphere in the community. In order to strengthen the message in the community, continuous anti-drug education should be provided.
- **Use of creative means:** Youth drug problem is also a hidden but common issue. From the project experience, they are interested in creative means like song composing and micro-film making. Creative and long term means should be provided to the youths.
- **Use of universal language:** EM and the locals have different language and culture. Art and music are the channels that can effectively promote anti-drug message in the community as it can break the culture difference and language barrier. Therefore, art and music components can be used more in preventive drug services.

## CONCLUSION OF PROJECT ---SUGGESTION

- **Promote and make use of EM family work:** There are high number of high risk family. Their drug problem is usually much hidden. Trust is needed with the EM family. EM support centre has the strength in approaching EM family. Therefore, long term programmes to EM family should be provided by EM support centre.
- **Continuous cooperation with EM organizations:** Religious and EM organizations have board coverage and influence in the EM community. More large events and programmes should continue to be carried out to connect different EM organizations together to fight against drugs in the community. Also, there are overlapping of services among EM organizations. Different EM organizations have different roles and strengths. Cooperation and communication should be enhanced between them to better service the community.