



# New Home Association

## Anti-drug Project for Ethnic Minority Youths

BDF 140007  
'Strive for C.E.O.'  
1/8/2015-31/7/2016



## Content

- Project Introduction
- Project Schemes
- Evaluation on Objective and Effectiveness
- Project Experience
- Conclusion



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## Project Introduction

- ❖ **Period:** 1 August 2015-31 July 2016 (1 year)
- ❖ **Target:** Ethnic Minority youths and families in Hong Kong
- ❖ **Objective:** To increase their resilience against drugs and promote a healthy living style so that they can cultivate a positive outlook on life and build a drug-free community.

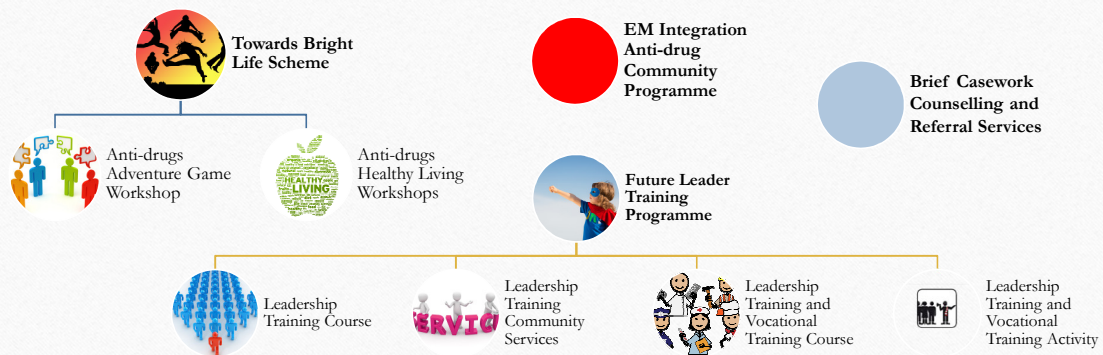
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## Project Schemes



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# 1. Towards Bright Life Scheme

- Anti-drugs Adventure Game Workshops
  - ABC training and drug knowledge
  - ABC training and problem solving (refusal skills)
- Anti-drugs Healthy Living Workshops
  - 'Healthy and Beauty' DIY Workshops (EM Parents)
  - School talk (Youths)
  - Rehabilitation centre visit (Parents and Youths)
  - Overnight camp (Youths)
  - Family Day Camp (Parents and Youths)

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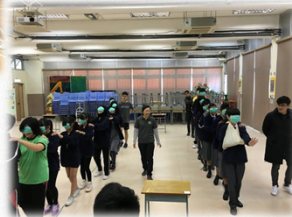


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## Anti-drugs Adventure Game Workshops

- Examples



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## Anti-drugs Adventure Game Workshops

- Examples



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## Anti-drugs Healthy Living Workshops

- 'Healthy and Beauty' DIY Workshops (EM Parents)



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# Anti-drugs Healthy Living Workshops

- School talk (Youths)



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# Anti-drugs Healthy Living Workshops

- Rehabilitation centre visit (Parents and Youths)



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# Anti-drugs Healthy Living Workshops

- Overnight camp (Youths)



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# Anti-drugs Healthy Living Workshops

- Overnight camp (Youths)







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# Anti-drugs Healthy Living Workshops

- Family Day Camp (Parents and Youths)



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# Anti-drugs Healthy Living Workshops

- Family Day Camp (Parents and Youths)







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## 2. EM Integration Anti-drug Community Programme

- Booths
- Performances
- Photography competition
- Exhibitions

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## EM Integration Anti-drug Community Programme

- Booths



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# EM Integration Anti-drug Community Programme

- Performances



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# EM Integration Anti-drug Community Programme

- Photography competition and awards



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## EM Integration Anti-drug Community Programme

- Exhibitions



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## EM Integration Anti-drug Community Programme

- Friendly Football Match



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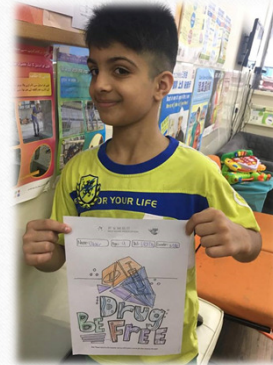


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## EM Integration Anti-drug Community Programme

- BDF Colouring



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## 3. Future Leader Training Programme

- Leadership Training Course
  - Physical, Cognitive, Speech...
  - Overnight camp
  - Day camp
- Leadership Training Community Services
  - Drama performance
  - School game booth

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# Leadership Training Course

- Physical training



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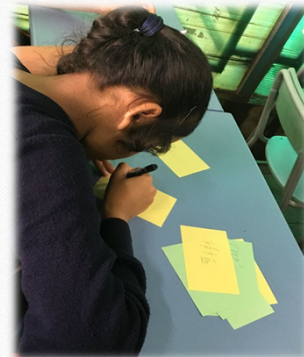


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# Leadership Training Course

- Cognitive training



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# Leadership Training Course

- Speech and communication training



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# Leadership Training Course

- Self-journey



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# Leadership Training Community Services

- Drama performance



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# Leadership Training Community Services

- School game booth



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## 4. Future Leader Training Programme

- Leadership Training Vocational Training Course
  - Career choice
  - Work type exploration
  - Experiential workshop
  - Vocational talk by guest speaker
- Leadership Training Vocational Training Activity
  - Hotel ICON
  - Comix Home Base

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## Leadership Training Vocational Training Course

- Career choice & Work type exploration



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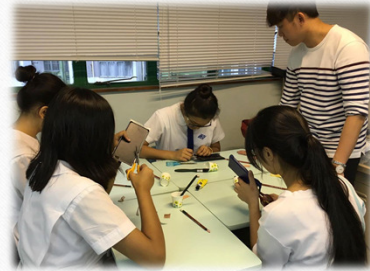


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# Leadership Training Vocational Training Course

- Experiential workshop



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# Leadership Training Vocational Training Course

- Vocational talk by guest speaker



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## Leadership Training Vocational Training Activity

- Hotel ICON



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## Leadership Training Vocational Training Activity

- Comix Home Base



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## Evaluation on Objective and Effectiveness

- Evaluation methods:
  - Workers' observation
  - Tailor-made questionnaires
- Evaluation output and outcome indicators
- Project results

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## Evaluation on Objective and Effectiveness

	Expected target	Actual Output Achieved
Output indicator 1	Organize 6 sessions; Engage 120 participants in the workshops with at least 84 participants completing the workshops	17 sessions 368 participants were recruited with 106 participants completing the workshops.
Output indicator 2	Organize 1 session 300 participants	3 sessions 270 Participants
Output indicator 3	Organize 13 sessions 265 attendees with 70% completion rate for each of the activity	36 sessions 255 participants achieved 70% completion rate
Output indicator 4	Provide casework counselling and referral services to 30 EM high risk youths or drug abusers	29 EM high risk youths or drug abusers

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## Evaluation on Objective and Effectiveness

	Expected target	Actual Outcome Achieved
Outcome indicator 1	59-84 youth and parent participants (84 - 120 x 70%) show improvement in anti-drug attitude or anti-drug awareness  (or statistical significant improvement found in anti-drug attitude of respondents using paired t-test)	Youths: partially achieved with 50.5%. <b>Statistical significant improvement in young people's anti-drug attitude was found.</b>  Parents: 100%. The programs were effective in improving their anti-drug attitude or anti-drug awareness.

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## Evaluation on Objective and Effectiveness

	Expected target	Actual Outcome Achieved
Outcome indicator 2	210 (300 x 70%) participants rate the preventive education activity as effective or useful	<b>74% of participants agreed that the preventive education activity was effective for anti-drug purpose.</b>

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## Evaluation on Objective and Effectiveness

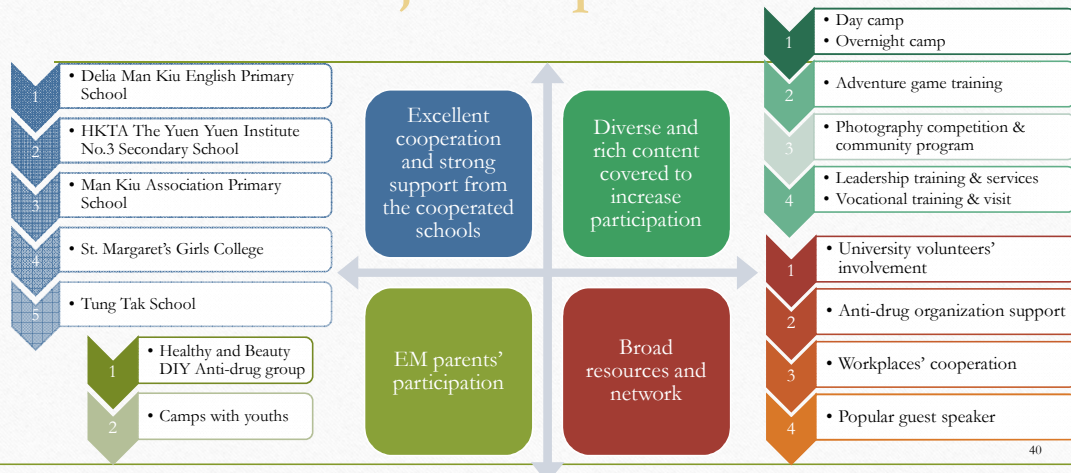
	Expected target	Actual Outcome Achieved
Outcome indicator 3	130-186 (186-265 x 70%) EM youths agree that their mutual support network is strengthened for dissemination of anti-drug message in the community  (or statistical significant improvement found in mutual support network of respondents using paired t-test)	48.8% agreed that their mutual support network is strengthened for dissemination of anti-drug message in the community.  Marginal significant improvement in participant's mutual support network was found.



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## Project Experience







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## What's more.....?

- To strengthen the current cooperation and strong connection with schools
  - What kind of services could be continuously provided to the youths in a sustainable and long-term way after the project ends?
- To identify the EM youths and parents' needs in a deeper level
  - How to educate the anti-drug message in a subtle way? Instead, using positive ways to enhance the participants' resilience, confidence and problem solving ability.
- To broaden the resource and cooperation network
  - It is suggested to have early discussion with schools (before the semester) to confirm all the programs.
  - It is suggested to make good use of different training/anti-drug organizations and companies to provide more professional services to the users.

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## Conclusion

- The project is effective in improving the participants' anti-drug attitude or anti-drug awareness to some extent.
- As an educational and preventive project, it is good that many participants could be covered in different district in Hong Kong. More focus can be put on more remote and vulnerable areas (i.e. Yuen Long, Tuen Mun, etc.)
- Leadership and vocational elements are innovative ways in terms of enhancing EM youths' mutual support and their self-strengths.
- Casework and referral services could be better utilized if more time is given.

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