



BDF 150017

SAY YES TO FUTURE, SAY NO TO DRUGS 禁出新未來

Bar Pacific I International Limited 太平洋酒吧(第一分店)國際有限公司

Implementation period: 1/6/2016-31/5/2018

BAR PACIFIC®



PROJECT CONTENT



1. Anti-drug training workshop
2. Microfilm Production
3. Music Addiction
4. Volunteer Programme
5. Vocational Training Courses



1. ANTI-DRUG TRAINING WORKSHOP



10 single sessions of anti-drug training workshop (3 hours each) were conducted.

Details includes:

- (i) Workshop on drug trend and related harm and
- (ii) Ex-drug abuser' s sharing (clue to discover hidden drug abuser and appropriate ways in counselling drug abusers)



2. MICROFILM PRODUCTION



A microfilm production competition promoting anti-drug messages. 2 single sessions of anti-drug talk were held.

Content of the talk included drug trend, use of media related with drug, drug taking behavior and related harm and ex-drug abusers' sharing. Hong Kong Youtubers were invited to promote the campaign.

A prize presentation ceremony was held to announce the result.



3. MUSIC ADDICTION

2 single sessions of anti-drug talk were held.

Content of the talk included drug trend, use of media related with drug, drug taking behavior and related harm and ex-drug abusers' sharing.

A final competition cum prize presentation ceremony was held to allow the participants promoting anti-drug / healthy life messages and performing their songs.



4. VOLUNTEER PROGRAMME



Part A: Tree Planting

1 session of tree planting was held at Kadoorie Farm & Botanic Garden.

The activity lasted for 6 hours. Volunteers planted saplings at designated tree planting slope area and fixed them with tools.



4. VOLUNTEER PROGRAMME



Part B: Rice Delivery

6 concurrent sessions of rice delivery were arranged. Each session lasted for about 3 hours, including greeting and briefing, certificate presentation and rice delivery.



4. VOLUNTEER PROGRAMME



Part C: Visiting Elderly

2 sessions of volunteer programme was held in Lok Sin Kui (Caring Foundation) Elderly Care Limited.

Volunteers played games and sang songs with elderly.



4. VOLUNTEER PROGRAMME



Part D: Outing with Elderly

A session of elderly outing was held with Caritas District Elderly Centre -Yuen Long.

New Year' s Dinner and performance were arranged for the elderly during the activity.



5. VOCATIONAL TRAINING COURSES



Part A: Bartender

A vocational training course on bar tendering was arranged. The training was implemented on a mixed mode, including orientation, on-the-job training and test and certificate presentation session.

Content of the training included knowledge of spirit, bartender utensils and bartender skills



5. VOCATIONAL TRAINING COURSES



Part B: Word Processing

A vocational training course on word processing was arranged. The training was implemented on a mixed mode, including orientation, on-the-job training and test and certificate presentation session.

Content of the training included application of word functions and data input.



OUTPUT EVALUATION

	Description of Indicator (with targets)	Target Population	Output Achieved	Target Achieved
Output indicator 1	招收300-350名21-35歲年輕成年人參加培訓工作坊，當中平均出席率達80% (或240-280人)	21-35歲年輕成年人	招收: 318人 出席: 270人 出席率: 85%	YES
Output indicator 2	招收200名青少年參加抗毒意識宣傳活動 (包括微电影拍攝、音樂成癮)，當中平均出席率達80% (或160人)	非高危青少年	招收: 180人 出席: 180人 出席率: 100%	YES
Output indicator 3	招收100名高危青少年(包括部分康復中人士)參加義工活動，當中平均出席率達80% (或80人)	高危青少年(包括部分康復中人士)	招收: 125人 出席: 125人 出席率: 100%	YES
Output indicator 4	招收50-60名康復中人士參加職業培訓班，當中平均出席率達80%	康復中人士	招收60名康復中人士參加職業培訓班,當中平均出席率達 93%	YES

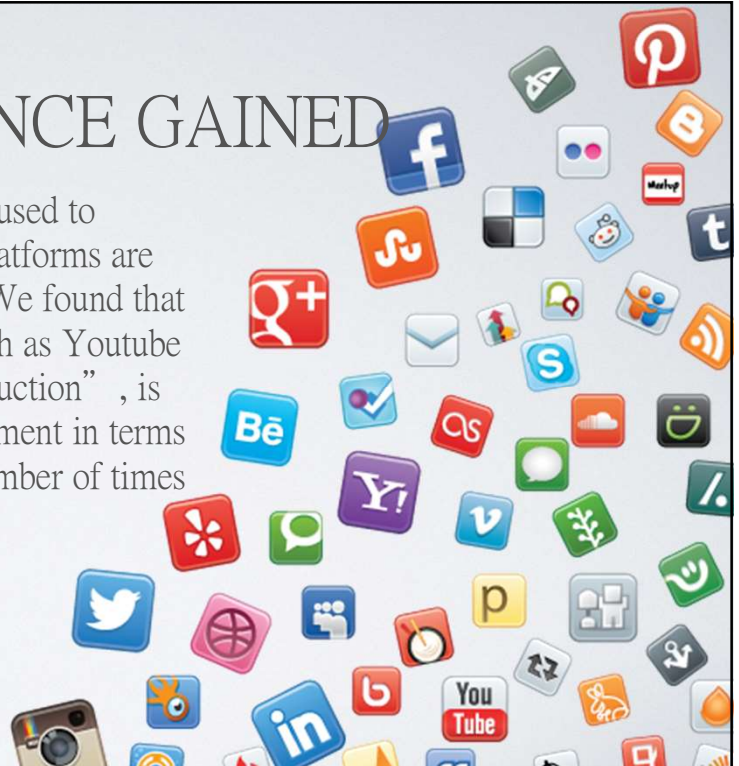


OUTCOME EVALUATION

	Description of Indicator (with targets)	Evaluation Method	Output Achieved	Target Achieved
Outcome indicator 1	培訓工作坊參加者的抗毒意識有提升 (80%參加者認同培訓工作坊有助他們提升抗毒意識，或配對樣本t檢定(paired t-test)顯示有顯著提升)	禁毒基金18號問卷(前測及後測調查)	有效問卷： 242份 72.7%參加者認同培訓工作坊有助他們提升抗毒意識配對樣本t 檢定 (paired t-test) 顯示參加者的抗毒意識有顯著提升 (P=0.000)	YES
Outcome indicator 2	參加者對抗毒意識宣傳活動的評價 (80%參加者認同宣傳活動坊 有助他們提升抗毒意識)	禁毒基金8號問卷 (後測調查)	有效問卷： 154份 81.2%參加者認同宣傳活動坊有助他們提升抗毒意識	YES
Outcome indicator 3	康復中人士在職業培訓後的測驗成績 (70%參加者在測驗中合格)	培訓後調查	60名參與職業培訓的康復中人士中，92%參加者(即55人)在測驗中合格	

EXPERIENCE GAINED

Online social media platform should be used to promote anti-drugs messages as these platforms are more accessible by hidden drug users. We found that taking advantage of media platform, such as Youtube in on of our activities “Microfilm production” , is more effective in promotion and engagement in terms of number of people reached and the number of times appeared to people.



CONCLUSION

The project successfully provides preventive education to general public and high-risk youth, as well as vocational training to ex-drug abusers. It includes anti-drug training workshops; micro-film production and singing competition with anti-drug talks; volunteering activities for high-risk youth; and provision of vocational training for rehabilitees.

