



Period: 6 July, 2017 to 5 July, 2020

**A Drug free Pluralistic and Harmony Community –  
A community based reaching out drug prevention  
and intervention for high-risk and hidden non-  
Chinese ethnic youth  
(BDF 160030)  
Grantee**



**香港戒毒會**  
THE SOCIETY FOR THE AID AND  
REHABILITATION OF DRUG ABUSERS



A Drug free Pluralistic and Harmony Community –  
A community based reaching out drug prevention and intervention for high-risk and  
hidden non-Chinese ethnic youth (BDF 160030)

**1. Introduction**

**2. Project Content**

**3. Output and Outcome Evaluation**

**4. Experience Gained**

**5. Other Findings and Conclusion**



## Introduction

- To reach out non-Chinese ethnic high risk young people to promote and deliver preventive anti-drug messages
- To identify non-Chinese ethnic drug abusers and provide counselling services and prompt referrals
- To build up healthy lifestyle and networks, strengthen targets' interests by organizing classes & job referrals
- To train the rehabilitees for resisting drugs and help team to engage and work with the drug abusers



## Project Content

### **Outreaching services & medical referrals**

- To approach and identify high-risk targets on hot spots
- To built up the relationships with targets, promoted anti-drug messages and provided on-spot-counselling services & crisis intervention
- To motivate and refer drug users for registration medical check up and treatments





## Project Content

### Outreaching services

- To establish networks with other community stakeholders including shops, non-Chinese community groups and other NGOs in order to help the hidden targets & families in need



## Project Content

### Information kiosk

- 2 information kiosks were being set up in shops and public area
- To provide for public to access accurate drug information, community resources on drug-related services and rehabilitees' sharing





## Project Content

### **Leisure building classes:**

#### **Music & Thai-boxing**

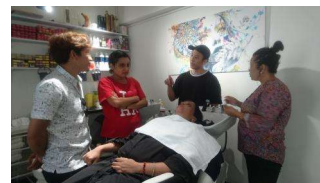
- To build up healthy lifestyles for targets and strengthen their interests
- The classes drew both high-risk & potential targets' attentions and provided a platform for workers to build up the relationships with them and intervene their drug-related issues easily.



## Project Content

### **Vocational training classes & Job referrals**

- To provide specific skill trainings (Make-up, Hair-cut & Coffee brewing), pre-job interviews and counselling, refer to any job vacancies
- Efforts have been made to cooperate with local shop owners and employers to provide part-time or full-time employment opportunities to the targets .





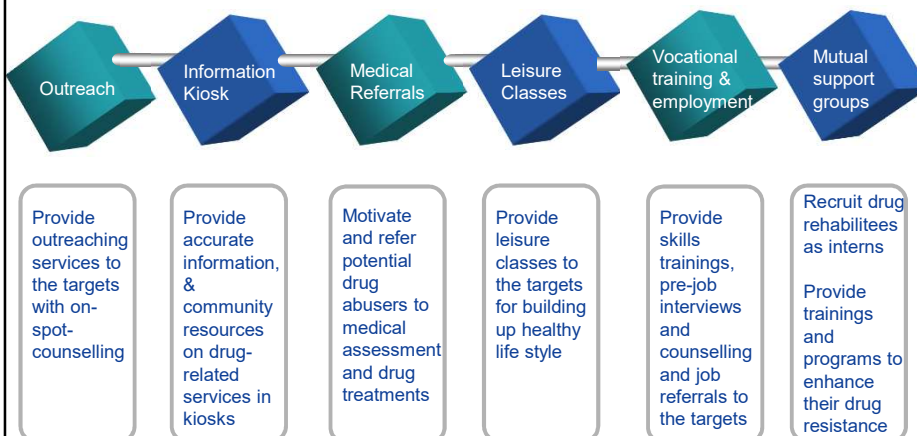
## Project Content

### Mutual support group

- Drug rehabilitees would be recruited as interns
- To enhance interns' resistances on drugs in mutual support activities
- They helped the team to delivery anti-drug messages & shared their recovery experiences to the public for raising their awareness and motivated potential drug abusers to seek help.



## Project Content





## Output and Outcome Evaluation

- Evaluation methods
- Output and outcome benchmarks
- Evaluation results



## Output Evaluation

	Expected Result	Achieved Result
1. Number of person-time of at-risk non-Chinese ethnic youth/potential drug abusers being reached by outreach services and being served with on the spot counselling crisis intervention services	3,600 person-times of at-risk non-Chinese ethnic youth/potential drug abusers reached by the outreach activities, among which 1,200 person-times (including at least 115 person-times non-Chinese ethnic potential drug abusers) receive on the spot counselling crisis intervention services	Outreaching:4,322 person times  On the spot counseling: 1,170 person-times (including 561 person times potential drug abusers)
2. Number of person-time of at-risk non-Chinese ethnic youth/potential drug abusers being served with vocational training, leisure building class and workshops	864 person-times of at-risk non-Chinese ethnic youth/potential drug abusers (including at least 40 person-times non-Chinese ethnic potential drug abusers) attend vocational training, leisure building class and workshops	2,343 person-times (including 163 person-times potential drug abusers)



## Output Evaluation

	Expected Result	Achieved Result
3. Number of person-time of at-risk non-Chinese ethnic youth/potential drug abusers/street sleeper being referred for medical check-up	180 person-times of at-risk non-Chinese ethnic youth/potential drug abusers/street sleepers (including at least 60 person-times non-Chinese ethnic potential drug abusers) successfully referred for medical check-up	215 person-times (including 152 person-times potential drug abusers)
4. Number of person-time of at-risk non-Chinese ethnic youth/potential drug abusers being referred for a job	45 person-times of at-risk non-Chinese ethnic youth/potential drug abusers (including at least 15 person-times non-Chinese ethnic potential drug abusers) referred to employers to attain a part-time/full time job	52 person-times (including 15 person-times potential drug abusers)
5. Number of clicks and uses of the information kiosks	10,000 clicks and uses of the information kiosks at non-Chinese ethnic supermarkets/shops	9,375 clicks and uses



## Outcome Evaluation

	Expected Result	Achieved Result
1. Improvement in anti-drug attitude	70% of participants (or 34 participants) who attend the mutual support group show improvement in anti-drug attitude or statistical significant improvement found in participants' anti-drug attitude	51 valid questionnaires evaluated  78.4% of participants who attended the mutual support group show improvement in anti-drug attitude
2. Improvement in self-efficacy to refuse drug use	70% of participants (or 152 participants) who attend vocational training program / leisure building classes show improvement in self-efficacy to refuse drug use or statistical significant improvement found in participants' self-efficacy to refuse drug use	191 valid questionnaires evaluated  70.7% of participants who attend vocational training program / leisure building classes show improvement in self-efficacy to refuse drug use
3. Percentage of participants being referred for drug treatment	70% of participants (or 168 participants) successfully entered / received drug treatment	215 participants successfully entered / received drug treatment



## Experience Gained

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



## Experience Gained

### Reason behind success

The presences of non-Chinese staff & peer counselor (with drug rehab experience)

Co-work with NGOs, hospitals & non-Chinese community groups

Regular & intensive outreaching services with cultural sensitivity are vital

Group the rehabiltees together & explore their potentials strengths





## Experience Gained

Trust between non-Chinese targets and team can be built under the proactive approaches with cultural sensitivity. Language barrier & cultural differences can be breakthrough with the help of non-Chinese staff and interns.

Understanding targets' view on drugs helps team to provide tailor-made services. E.g. Non-Chinese targets may not think that cannabis is a drug due to their culture and religious.

Establishing the networks with community stakeholders helps the team to approach hidden targets, have stable attendances in programs and encourage drug abusers / rehabilitees to have inclusion with the community.

The rehab experiences from peer counselor and interns can motivate potential targets be aware on their drug-related issues and enter to drug treatments easily.



## Conclusion

- Be open and be patient to understand the culture and needs of non-Chinese targets.
- Build good rapport with Chinese staff & non-Chinese targets by providing tailor-made programmes and approaches.
- Believe everyone can change. Respect their ethnics and culture.