



Dawn Life Education Programme BDF170023

01/05/2018 to
30/04/2020

Operation Dawn Ltd.

Introduction

- The purpose of the Life Education Programme is aim to enhance awareness of drug harms and provide preventive education to (1) upper primary to secondary students and (2) young adults between age 21 – 35 on drug types like "Ice", ketamine, cannabis and cocaine. The programme also helps students, youths and at-risk families to rectify their mistaken concepts towards drugs and build a correct attitudinal change towards drugs and their impacts. So that it can reduce the risk of drug abuse, assist to identify hidden abuser and encourage seeking help early.

Project Content

- Vocational & Job Program:
Tour guide Training (classroom & fieldtrip)



Project Content

- Vocational & Job Program: First Aid Class



Project Content

- Life Education Programme



Project Content

- Virtual Reality (VR) and Drug effect simulation games



Project Content

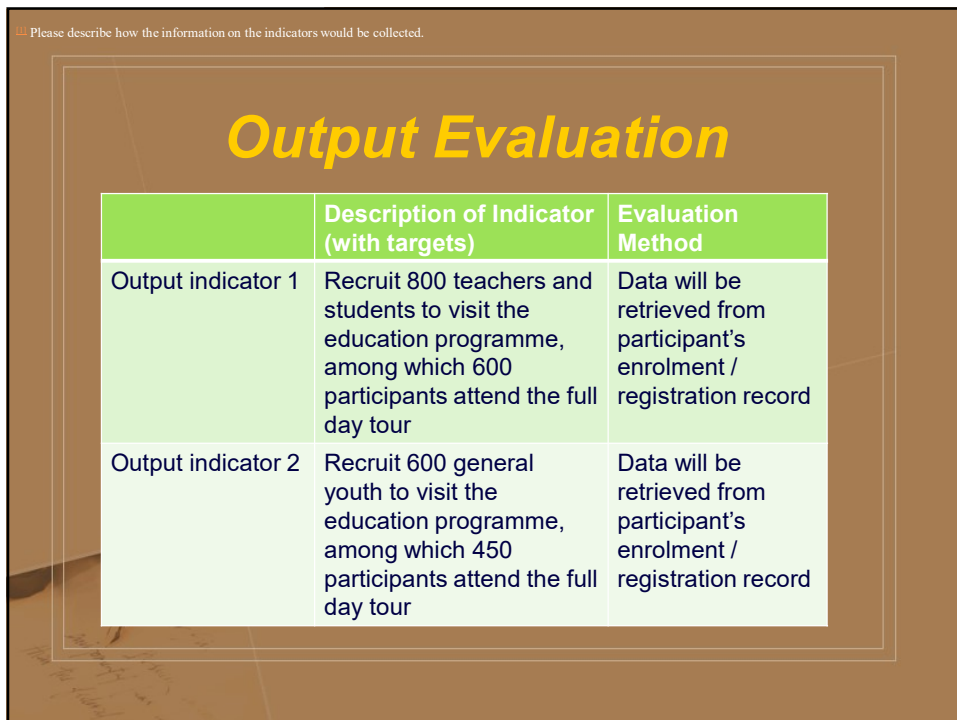
- Testimony Sharing



Please describe how the information on the indicators would be collected.

Output Evaluation

	Description of Indicator (with targets)	Evaluation Method
Output indicator 1	Recruit 800 teachers and students to visit the education programme, among which 600 participants attend the full day tour	Data will be retrieved from participant's enrolment / registration record
Output indicator 2	Recruit 600 general youth to visit the education programme, among which 450 participants attend the full day tour	Data will be retrieved from participant's enrolment / registration record



Output Evaluation

	Description of Indicator (with targets)	Evaluation Method
Output indicator 3	Recruit 400 adult to visit the education programme, among which 300 participants attend the full day tour	Data will be retrieved from participant's enrolment / registration record
Output indicator 4	Recruit 8 rehabilitees and family members of rehabilitees to attend the vocational training, among which 6 participants will complete the training* *i.e. complete at least 2 days of training workshop	Data will be retrieved from participant's training record

Outcome Evaluation

	Description of Indicator (with targets)	Evaluation Method
Outcome indicator 1	Participant's rating for the drug preventive educational value of full day tour (70% of the participants agree that the full day tour is effective in disseminating anti-drug messages)	Beat Drugs Fund Question Set No. 8 (Post-test survey)
Outcome indicator 2	Student participant show improvement in anti-drug attitude after attending full day tour (70% of the student participants show improvement in anti-drug attitude or statistical significant improvement in anti-drug attitude as indicated by paired t-test)	Beat Drugs Fund Question Set No. 15 (for primary school students) or 16 (for secondary school students) (Pre-test and Post-test survey)

Outcome Evaluation

	Description of Indicator (with targets)	Evaluation Method
Outcome indicator 3	Participant's satisfactory rating for vocational training (70% of participants rated the vocational training as satisfactory)	Beat Drugs Fund Question Set No. 21 (revised version) (Post-test survey)

Output Benchmarks

	Expected Result	Achieved Result
Output Indicator 1	Recruit 800 teachers and students to visit the education programme, among which 600 participants attend the full day tour	Recruited 845 teachers and students to visit the education programme, among which 792 participants attend the full day tour - 132% of target
Output Indicator 2	Recruit 600 general youth to visit the education programme, among which 450 participants attend the full day tour	Recruited 707 general youth to visit the education programme, among which 667 participants attend the full day tour - 148% of target

Output Benchmarks

	Expected Result	Achieved Result
Output Indicator 3	Recruit 400 adult to visit the education programme, among which 300 participants attend the full day tour	Recruited 1030 adults to visit the education programme, among which 959 participants attend the full day tour. - 319% of target
Output Indicator 4	Recruit 8 rehabilitees and family members of rehabilitees to attend the vocational training, among which 6 participants will complete the training* *i.e. complete at least 2 days of training workshop	Recruited 8 rehabilitees and family members of rehabilitees to attend the vocational training, among which 8 participants complete the training - 100% of target

Evaluation Results

	Expected Result	Achieved Result
Outcome Indicator 1	Participant's rating for the drug preventive educational value of full day tour (70% of the participants agree that the full day tour is effective in disseminating anti-drug messages)	- 1048 survey data collected. - Over 90.2% of participants rated the tour is effective or very effective in disseminating anti-drug messages

Evaluation Results

	Expected Result	Achieved Result
Outcome Indicator 2	Student participant show improvement in anti-drug attitude after attending full day tour (70% of the student participants show improvement in anti-drug attitude or statistical significant improvement in anti-drug attitude as indicated by paired t-test)	- 473 survey data collected. - For primary school, only 40% show improvement - For high school, over 68.5% show improvement - Based on the paired t-test, the result of 0.0408 shown a statistical significant improvement found. (Statistical significant improvement found in both groups)
Outcome Indicator 3	Participant's satisfactory rating for vocational training (70% of participants rated the vocational training as satisfactory)	- 8 survey data collected. - Overall 75% rated training as satisfactory

Experience Gained

- Reason behind success
 - Successfully achieve the output target
 - Make use of the network of the agency to invite participants from schools, NGO, church, etc.
 - Make use of the promotion leaflet to reach out to available parties in HK
 - Successfully achieve the outcome target
 - Keep fine tuning the activities based on the comment of the participants.
 - Involved rehabilitates in the design of the programme (First hand experience)

Experience Gained

- Lesson learnt
 - Outcome for Student participant show improvement in anti-drug attitude after attending full day tour for primary school student have rooms for improvement. Discipline management is essential for successfully delivering the message to younger target group.

Conclusion

- Conclusion
 - The project is executed successfully for meeting output and outcome indicators. Participants anti-drug attitude and is enhanced.

Conclusion

● Suggestions

- The need of the students and general public is huge. Make use of the environment of an drug rehab agency can enhanced the effectiveness of the project.
- VR is an effective tools for delivering anti-drug message. It can be used more widely in drug education program.

Conclusion

● Way forward

- New project that the success of interactive consoles and rehabilitates testimony and enhances participants experience will be coming in near future.

