

***Reach out the drug abusers- establishing  
a community-based network through  
training Anti-Drug Ambassadors  
BDF190003***




Implementation period:  
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Grantee:  
The Hong Kong Polytechnic University





# Introduction

- Hidden drug abuse is a serious concern in Hong Kong.
  - The median time of abusing drugs by newly reported abusers continued to rise
    - **4.6 years in 2017 to 4.7 years in 2018@**
  - Developing a community-based network by inviting the community members and peers to identify and refer drug abusers to existing anti-drug services
  - By training peers as Anti-Drug Ambassadors (ADAs), we will conduct a 3-Phase project in Kwai Tsing, Northern, Tai Po and Sha Tin.
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# *Project Content*

## **Phase 1**

A video competition for anti-drug abuse

- Increase the public awareness of hazardous effects of drug abuses and existing resources available for drug abusers through a video competition.

## **Phase 2**

Establishing a community-based network through training ADAs

- Establish a community-based network through training ADAs.

## **Phase 3**

A mass promotional campaign to deliver the message of anti-drug abuse in the community

- Engage the public to join the community-based network through anti-drug activities organized by ADAs.
- Mobilize ADAs to deliver the brief advice based on the AWARD model when encountering drug abusers.
- Award presentation ceremony.

# 2-minute anti-drug video competition



參賽者：(團體組) 無毒Cheer Up  
Pop Dance 跳舞短片 code：9002



參賽者：(個人組) code：9008



參賽者：(個人組) code: 9018



參賽者：(個人組) code: 9032

# *Award presentation ceremony*



# *Output and Outcome Evaluation*

## ❖ **Phase 1 Output Evaluation**

- The hit rates of the YouTube videos
- Data will be retrieved from the participant's enrolment/registration /online record.

## ❖ **Phase 1 Outcome Evaluation**

- Beat Drugs Fund Questionnaire 16 (Pre-test and post-test survey)

# ***Output and Outcome Evaluation***

## ❖ **Phase 2 Output Evaluation**

- Data will be retrieved from the participant's registration record

## ❖ **Phase 2 Outcome Evaluation**

- BDF Question Set No. 2, which assesses their knowledge of anti-drug abuse



# *Output and Outcome Evaluation*

## ❖ **Phase 3 Output Evaluation**

- Data will be retrieved from participant's enrolment / registration record





# Output Benchmarks & Evaluation Results

|                           | <b>Expected Result</b>  | <b>Achieved Result</b>  |
|---------------------------|---|---|
| <b>Output Indicator 1</b> | <ul style="list-style-type: none"> <li>● Organise a 2-minute anti-drug video competition for 100 secondary students</li> <li>● Each video hits not less than 500 YouTube views</li> </ul>       | <ul style="list-style-type: none"> <li>● Organised a 2-minute anti-drug video competition for 91 secondary students</li> <li>● Each video hits not less than 500 YouTube views</li> </ul>   |
| <b>Output Indicator 2</b> | <ul style="list-style-type: none"> <li>● Provide 15 sessions of anti-drug training workshops for 150 selected secondary students to become 'Anti-Drug Ambassadors (ADAs)</li> </ul>             | <ul style="list-style-type: none"> <li>● Provided 15 sessions of anti-drug training workshops for 202 selected secondary students to become 'Anti-Drug Ambassadors (ADAs)</li> </ul>  |
| <b>Output Indicator 3</b> | <ul style="list-style-type: none"> <li>● Organize mass promotional campaign by 100 ADAs with 2000 persons from the general public</li> <li>● Organize an award presentation ceremony</li> </ul> | <ul style="list-style-type: none"> <li>● Organized mass promotional campaign by 97 ADAs with 1845 persons from the general public</li> <li>● An award presentation was held at the Catholic Ming Yuen Secondary School</li> </ul> |

# Outcome Benchmarks & Evaluation Results

|                            | <b>Expected Result</b>   | <b>Achieved Result</b>  |
|----------------------------|--|---|
| <b>Outcome Indicator 1</b> | <p>Participants of anti-drug training workshop show improvement in anti-drug attitude</p> <p>(80% of participants show improvement or statistical significant improvement in anti-drug attitude as indicated by paired t-test)</p> | <ul style="list-style-type: none"> <li>● 81.5% of participants of anti-drug training workshop improved in the anti-drug attitude</li> <li>● 205 valid cases evaluated               <ul style="list-style-type: none"> <li>○ 167 cases improved</li> <li>○ 36 cases showed no change</li> <li>○ 2 cases deteriorated</li> </ul> </li> </ul> |
| <b>Outcome Indicator 2</b> | <p>Participants of anti-drug training workshop gain anti-drug knowledge</p> <p>(80% of participants gain or statistical significant gain in anti-drug knowledge as indicated by paired t-test)</p>                                 | <ul style="list-style-type: none"> <li>● 80.8% of participants of anti-drug training workshop gain anti-drug knowledge</li> <li>● 198 valid cases evaluated               <ul style="list-style-type: none"> <li>○ 160 cases improved</li> <li>○ 32 cases showed no change</li> <li>○ 6 cases deteriorated</li> </ul> </li> </ul>           |

# *Experience Gained*

From our study, we found out that....

1. Providing training for peers to serve as anti-drug ambassadors (ADA) is a feasible approach to improve the community-based network.
2. Through training, ADAs can disseminate anti-drug knowledge, especially the hazardous effects of less psychotropic drugs among their peers.
3. ADAs can better understand the referral process, thus enhancing their confidence and competence in making referrals when they encounter drug abusers

# Conclusion

## Achievement

1. Increase the public awareness of hazardous effects of drug abuses and existing resources available for drug abusers (Phase 1-3)
2. Establish a community-based network through training ADAs. (Phase 2-3)
3. Engage the public to join the community-based network through anti drug activities organized by ADAs. (Phase 3)

# Conclusion

- Conclusion
  - With the activities we held, there are more than 80% of participants have demonstrated significant improvement in knowledge, attitudes and practices relating to anti-drug abuse.
- Suggestion
  - Phases 1 and 2 might begin concurrently to guarantee successful recruiting and greater preparation for phase 3.



**End**



# Reference

Narcotics Division, Security Bureau (2019b). Introduction to priority areas, assessment criteria, application procedures and practical tips on submission of applications. Retrieved from [https://www.nd.gov.hk/pdf/BDF\\_RFS\\_Briefing\\_20190821.pdf](https://www.nd.gov.hk/pdf/BDF_RFS_Briefing_20190821.pdf)

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