



社區藥物教育輔導會
Community Drug Advisory Council



Healthy Mommy and Daddy

健康好爸媽

BDF200018

From 1/8/2021 to 31/7/2023

Community Drug Advisory Council

Introduction

- Objectives of the project

- ▶ The project aims to raise health and anti-drug awareness of Chinese primary 5 to primary 6 school parents;
- ▶ To enhance anti-drug capabilities of non-Chinese speaking (NCS) parents of diverse races through culturally sensitive activities;
- ▶ To strengthen family protective factors of drug abuse through parenting workshops and parent-child activities; and
- ▶ To foster understanding of drug abuse issues among people of diverse races through community education activities.

Introduction

- the characteristics of the project

- ▶ The project meets the growth and cultural needs to engage local and NCS junior primary school parents in drug abuse prevention.
- ▶ The project is expected to fill in the service gap and respond to the needs of vulnerable populations.
- ▶ The project takes account of strengthening family function, developing anti-drug awareness and detection abilities, and encouraging the support of drug abusers to seek help in advance.

Project Content

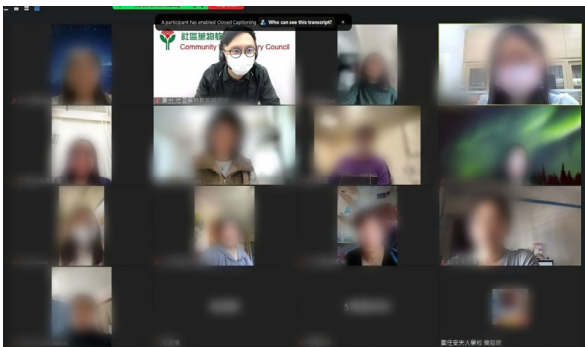
- ▶ **Activity 1: Health and Anti-Drug Parenting Workshop**
- ▶ **Aim:** To increase anti-drug awareness of Chinese and EM upper primary school parents and strengthen family protective factors of drug abuse
- ▶ **Content:** Each workshop is composed of a mini-lecture and interactive activity, which last for about 45-60 minutes. The programme covers five topics ranging from individual health to family aspects. Preventive education related to drug trafficking issues will be included.
- ▶ **Themes:**
 - Say kNOw to Drugs (藥物安全與毒品)
 - Healthy Living (健康生活知多點)
 - Happy Learning Atmosphere (愉快學習好Easy)
 - Effective Parent-child Communication (親子溝通無障礙)
 - Stress-free Relaxation Workshop (「家長鬆一鬆」減壓工作坊)



在元朗朗屏邨東莞學校的
多元族裔家長講座



在東涌天主教學校的多元
族裔家長講座



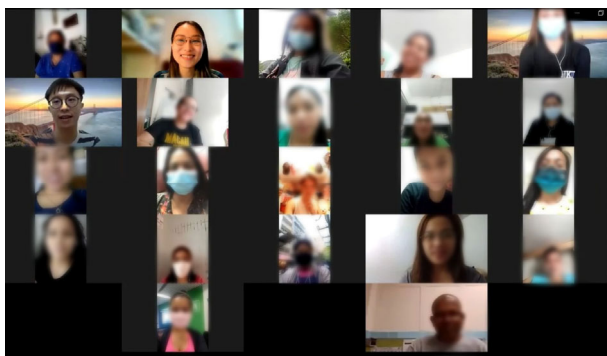
網上家長講座



與Social S合作·利用運動
元素進行的家長減壓工作坊

Project Content

- ▶ **Activity 2: Community-based Anti-drug and Health Talks for People of Diverse Races**
- ▶ **Aim:** To strengthen the people of diverse races' understanding on illicit drug and related services in Hong Kong
- ▶ **Content:** At least 20 talks and sharing sessions are organized, with each talk lasts for about 45-60 minutes.
- ▶ **Themes:**
 - Illicit Drugs and Dangerous Drugs Ordinance in Hong Kong
 - Drug Treatment and Rehabilitation Services in Hong Kong
 - Latest Development or Provision of Ethnic Minorities Friendly Services



外僱藥物健康管理工作坊



與醫護行者及香港戒毒會一同
栽培多元族裔抗毒健康大使

Project Content

- ▶ **Activity 3: Production of Parent Booklet**
- ▶ **Aim:** To foster parent-child relationships, facilitate the spread of anti-drug information among family members and encourage parents to practise healthy habits
- ▶ **Content:** A parent booklet is developed as a tool for parents to communicate with their children by completing the take-home missions. It is produced in Chinese and four EM languages (including Hindi, Urdu, Thai and Nepali) with six themes. The electronic version will also be distributed to the participants of anti-drug parent workshops, primary schools and EM or family service-related organisations in Hong Kong etc. through email or social media platforms.



家長健康與藥物教育小冊子



少數族裔語言版本

Output evaluation

Output	Description of indicator	Target Population
Indicator 1	Provide 20 sessions of anti-drug parenting workshops* to 1,000 parents, among which at least 350 are ethnic minority (EM) parents	Chinese and EM parents of upper primary school (primary level 5 and 6) students
Indicator 2	Provide 20 sessions of community-based anti-drug and health talks to 800 EM participants	EM participants
Indicator 3	Distribute 2,400 copies of parent booklets* to parents, among which at least 840 copies are distributed to EM parents	Chinese and EM parents of upper primary school (primary level 5 and 6) students

Output evaluation

Output	Evaluation method	Results	Status of Completion
Indicator 1	Data will be retrieved from participant's enrolment / registration record	82 workshops (410%) were conducted and 1750 parents (175%) attended. Among the parents, 360 (102.9% of targeted number) are ethnic minorities.	Overachieved
Indicator 2	Data will be retrieved from participant's enrolment / registration record	41 talks (205%) were conducted and 838 ethnic minorities (104.8%) attended.	Overachieved
Indicator 3	Data will be retrieved from grantee's distribution record	2400 copies of booklets were distributed to parents (100%), among which 840 copies are distributed to EM parents (100%).	Achieved

Outcome evaluation

Outcome	Description of indicator and benchmark
Indicator 1	Participant's rating on the effectiveness of anti-drug parenting workshops (70% of participants agree that the workshops enable them to raise their anti-drug awareness)
Indicator 2	Participant's ability to identify drug abusing children (70% of participants show improvement in their ability to identify drug abusing children or statistical significant improvement in ability to identify drug abusing children as indicated by paired t-test)
Indicator 3	Participant's rating on the effectiveness of community-based anti-drug and health talks (70% of participants agree that talk enable them to gain knowledge about drug harm)
Indicator 4	Participant's awareness about the harm of cannabis abuse (70% of participants gain awareness about the harm of cannabis abuse or statistical significant gain in awareness as indicated by paired t-test)

Outcome evaluation

Outcome	Evaluation method	Data collected and results	Status of Achievement
Indicator 1	Tailor made questionnaire (post-test)	89.6% of participants agree that the workshops enable them to raise their anti-drug awareness (n= 615)	Achieved
Indicator 2	Tailor made questionnaire (pre- and post-test)	80.7% of participants show improvement in their ability to identify drug abusing children (n= 615) <i>Statistical significant improvement in participant's ability to identify drug abusing children found</i>	Achieved
Indicator 3	Tailor made questionnaire (post-test)	91.2% of participants agree that talk enable them to gain knowledge about drug harm (n= 274)	Achieved
Indicator 4	Beat Drugs Fund question set no. 24 (pre- and post-test)	58.6% of participants gain knowledge about harm of cannabis abuse (n=227) <i>Statistical significant gain in knowledge about harm of cannabis abuse found</i>	Achieved

Experience gained

► Reason behind success

- **School and community networks:** CDAC has close relationships with schools and community partners which helped us engage the targeted population through different channels and deliver the programmes in different platforms in an effective way.

- **The design of the programmes:** The materials of talks and workshops are developed based on the concept of health suggested by the World Health Organization. As part of holistic health, anti-drug awareness is embedded in each talk and workshop so that the purpose of drug education is achieved. In this regard, the design of programme, rather than directly educating target participants about the drug harms, connects them with holistic health topics and is of their interest. The outcomes show that the design of the programme is effective in enhancing the anti-drug awareness and capacity of the targeted population.

Experience gained

► Reason behind success

- **Employment of ethnically diverse staff:** to better engage the ethnically diverse community and deliver the health education message, CDAC employed ethnically diverse education officer (one Nepalese and one Pakistani during the project period). The media of instruction of the programmes is not confined in English and Chinese, but also other languages such as Nepalese, Urdu and Hindi so that the EM participants can be easier to understand the health message. The similar life experience between the staff and the participants facilitate the participants to echo their life experience and thus they can have a more in-depth understanding on holistic health.

- **Multilingual versions and ethnically friendly design of the booklet:** apart from Chinese and English versions, CDAC also translated the booklets into Thai, Hindi, Urdu and Nepalese. Also, the design of the characters on the booklets is based on the characteristics of different ethnicities. In this regard, the design of the booklet is “for” them.

Experience gained

▶ Lesson learned

- **Engagement ethnically diverse communities through different channels:** apart from NGOs, schools and civil groups, other channels such as shops and consulates are also effective ways to engage the ethnically diverse communities.

- **Media for engagement:** since people of ethnically diverse communities are not always literate for Chinese or English, translation to different languages can facilitate them to better equip health knowledge and anti-drug awareness.

Conclusion

▶ Conclusion

- The output and outcome indicators of the project have been achieved within the project period and the objectives of the project have been met.

▶ Suggestion

- The project has been proven to be effective in enhancing the anti-drug awareness and capacity of drug identification. Also, the output number of the project is overachieved within the project period, which reflects the existence of social needs. It is thus suggested that the project activities worth continuing.

▶ Way forward

1. In order to also take care of those who are illiterate but also in need of healthcare knowledge and anti-drug awareness, videos and audios dubbed in multiple languages should be considered in the future.
2. The topics covered in the talks and workshops can be also delivered to parents of all primary students and junior forms, as health knowledge and anti-drug awareness are of their needs.

