

## **Preventive or Publicity Events Evaluation Questionnaire**

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The Hong Kong Federation of Youth Groups  
21/F, The Hong Kong Federation of Youth Groups Building  
21 Pak Fuk Road, North Point, Hong Kong  
E-mail: [hq@hkfyg.org.hk](mailto:hq@hkfyg.org.hk)  
Website: <http://www.hkfyg.org.hk>

**(Project Name / Activity Name)**  
**Post-activity Evaluation Questionnaire**

Please read each item carefully and decide on the most appropriate option. **This questionnaire is used for project evaluation only. All information will be kept confidential.**

- Q1. Overall, was the activity worth participating?  
1.  Certainly yes    2.  Yes    3.  No    4.  Certainly no
- Q2. Would you recommend your friends to participate in the same activity next time?  
1.  Certainly yes    2.  Probably yes    3.  Probably no    4.  Certainly no
- Q3. Overall, what do you think about the effectiveness of this anti-drug preventive/ publicity event?  
1.  Very effective    (Go to Q4)  
2.  Quite effective    (Go to Q4)  
3.  Not sure    (Go to Q4 及 Q5)  
4.  Not too effective    (Go to Q5)  
5.  Ineffective    (Go to Q5)
- Q4. (Very effective / Quite effective) Why do you think it was effective? (select all that apply) **Grantee may add or delete options as appropriate**  
1.  Had a deterrent effect  
2.  Could enhance participants' awareness of drug problem  
3.  Could enhance participants' understanding of drug harms  
4.  Ex-drug user's experience served as negative example for the participants  
5.  Had a wide reach of viewers / audiences  
6.  Diversified approach was used  
7.  A clear message was delivered for easy understanding  
8.  The activity was appealing, an interactive approach was used  
9.  The activity had great impact on participants  
10.  Others (please specify): \_\_\_\_\_  
\_\_\_\_\_
- Q5. (Not too effective / Ineffective) Why do you think it was ineffective? (select all that apply) **Grantee may add or delete options as appropriate**  
1.  Could not effectively enhance participants' awareness of drug problem  
2.  Could not effectively enhance participants' understanding of drug harms  
3.  Superficial information was presented with little impact on participants  
4.  Propaganda tactics was boring  
5.  Exaggerative content which was not convincing  
6.  Limited range of publicity  
7.  Failed to reach the high-risk population or drug abusers  
8.  The approach did not appeal to young people  
9.  Young people found drug abuse issue irrelevant to them  
10.  Others (please specify): \_\_\_\_\_  
\_\_\_\_\_

Q6. Was the publicity event effective with respect to the following areas? **Grantee may adopt individual items as appropriate**

<b>Grantee may add or delete items as appropriate</b>	(1) very effective	(2) quite effective	(3) half and half	(4) not too effective	(5) ineffective
1. Using a positive approach to encourage an active and healthy life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Using scare tactics to promote the horrible consequences of drug abuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Explain the physical harm of drugs from a medical point of view	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Discuss drug harms through ex-drug user's sharing of personal experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7. To what extent were the following outcomes achieved? **Grantee may adopt individual items as appropriate**

	(1) strongly agree	(2) agree	(3) really can't say	(4) disagree	(5) strongly disagree
1. You gained new knowledge and skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The information met your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. You learned how to apply the new skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. You felt confident that you could use the knowledge and skills to share information with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Your children/family members will benefit from this activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Gender: 1  Male      2  Female

Age: \_\_\_\_\_ years old

Have you joined any of the following activities: (select all that apply)

- 1  *Please list other activities in the programme*      2  *Please list other activities in the programme*  
 3  *Please list other activities in the programme*      4  *Please list other activities in the programme*  
 5  *Please list other activities in the programme*      6  *Please list other activities in the programme*

~ Thank you ~