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來函檔號
傳真機
電話

Our Ref.: NDB/6/21 (09)
Your Ref.:
Fax: 2810 1790
Telephone: 2867 2750

30 December 2010

Dear Principal,

School Drug Education Programmes for the 2010/11 and 2011/12 School Years

I would like to provide you with the details of our free life-skill and drug education programmes for your school and the arrangement of visits to the Hong Kong Jockey Club Drug InfoCentre in 2010/11 and 2011/12 school years.

Young people face many problems at the individual, family and the school levels during their growth. Peer pressure, curiosity, and ignorance or misunderstanding about the effects of illicit drugs increase their risks of trying these drugs as a “self-help” escape pathway. Embedding anti-drug education in life-skill education programmes, as well as a caring learning environment, would be effective in reducing the risks.

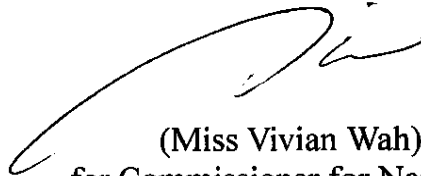
We have commissioned the KELY Support Group (KELY) to provide life-skill and drug education programmes to students of primary 3 (or equivalent) to secondary level of international schools (including English Schools Foundation schools) and designated schools serving non-Chinese speaking students in the 2010/11 and 2011/12 school years. The programmes aim to develop students’ life skills and help them understand why illicit drugs cannot solve their problems. Please refer to Annex for the different programmes offered by KELY. You can also access the details of the drug education programmes by visiting our homepage at <http://www.nd.gov.hk>.

The Hong Kong Jockey Club Drug InfoCentre (Drug InfoCentre), the first-ever permanent education centre dedicated to drug prevention, is located on the roof floor of Low Block Queensway Government Offices. It is an exhibition hall with an area of 900m² and has been open to the public since June 2004. The Centre adopts an innovative approach with the support of interactive elements in the exhibits to transmit the drug-free message. In the Centre, the public will learn more about drugs, the harmful effects caused by drug abuse and the methods of prevention. A brochure for the Drug InfoCentre is attached for your reference.

If your school has yet to enroll in this programme, we encourage you to contact KELY at telephone number 2521 6890 to make an appointment. KELY’s dedicated team of staff will be ready to arrange the programme with your school. You may also fax the form enclosed to KELY at fax number 2521 6853. For other enquiries, please feel free to contact Mr. Tenniel Tam of the Narcotics Division at 2867 2760.

In addition, the Narcotics Division has a set of 12 anti-drug roving exhibition panels. Schools are welcome to borrow the panels to disseminate anti-drug messages. For further information and arrangement, please contact Miss Florence Lui at 2810 3941 or by fax at 2524 7829.

Yours sincerely,



(Miss Vivian Wah)
for Commissioner for Narcotics

Encl.

c.c. KELY Support Group (Attn.: Mr. Chung Tang)
Secretary for Education (Attn.: Ms Wendy Chin)
REO(K), EDB
REO(HK), EDB
REO(NTE), EDB
REO(NTW), EDB
Director of Social Welfare (Attn.: Miss Jessica Cheung)
Commissioner of Police (Attn.: All Police School Liaison Officers)



KELY Support Group

The KELY Support Group is a non-government, charitable organization established in 1991 by a local youth as a self-help group for young people with drug and alcohol problems. We are a bilingual youth organization providing a wide range of support services to the young people of Hong Kong.

Our range of services include peer counseling, an email-hotline, harm reduction and school workshops, as well as peer support training programmes. Our projects focus on helping youth develop important life skills to cope with the many challenges they face in their journey to adulthood.

At KELY, we have three key objectives;

- To enhance the life and coping skills of the young people we reach,
- To develop self-help and foster attitudes of care and concern among young people,
- To provide a supportive medium through which young people can communicate positively on issues of concerns.

KELY is the main service provider of preventive education and social services to over 40,000 Non-Chinese speaking youths from over 150 International, ESF and ethnic minority schools. Our services are delivered in a culturally appropriate manner to meet the specific needs of various groups of young people. Last year we provided over 1,000 activities benefiting over 50,000 participants.

Although KELY is a member of the Hong Kong Council of Social Services, we are not sub-vented by the government; therefore we rely on the generosity of individuals, corporate sponsors and other donors.

Phone: 2521 6890
Fax: 2521 6853

Email: contact@kely.org
Website: www.kely.org



Life Skills Modules

Drug Awareness

Background

Unfortunately the youth of today are more commonly exposed to drugs and the age of first abuse is increasingly younger. According to the 2008/09 Narcotics Division Survey, in 2008 and 2009, drug pervasiveness among students at the age of 12 or under was 4.6%, up from 2.4% in 2004 and 2005. Moreover, 15.6% of drug abusers, compared to 13.4% in 2004/05, reportedly began taking drugs at the tender age of 10, and in some cases below that. These statistics are exemplified by the same survey which indicated that 84 out of 94 primary schools and 111 out of 112 secondary schools surveyed have lifetime drug-taking students.

According to the Central Registry of Drug Abuse, the number of young drug abusers below age 21 has dropped by 10.3% between 2009-2010. However, this does not necessarily mean that the number of young drug abusers has decreased, as many more youth are taking drugs at home or a friend's home. In fact, 71% of youth drug abusers reported that they take drugs at home or a friend's home, according to the Action Committee Against Narcotics. This poses a challenge for the police force to identify and locate these youth, thus it is likely that youth drug abuse has not decreased but actually increased. This worrying trend makes it difficult for service providers to reach out to these youth.

Widespread reasons for taking drugs include peer influence, relief of boredom, depression or anxiety, and curiosity. Other factors include stress, feelings of insecurity with oneself, family relationships, school and peers. Therefore, it is important to focus on the risk factors of drug abuse so that youth will take a zero tolerance approach to drugs.

Our Drug Prevention Programme addresses the issues and concerns of young people through a number of root topics including drugs, low self-esteem, lack of refusal skills and knowledge, lack of coping mechanisms, curiosity, boredom, cultural influences and dependency.

Objectives:

- To provide a range of age-appropriate topics that enable young people to develop values and skills for healthy development.
- To teach young people coping skills to help resist the pressure to use drugs.
- To focus on triggers for drug abuse and to encourage healthy life choices.

The workshops are typically offered free of charge by funding from the Narcotics Division.

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Leader of the Pack

Learning Objectives:

- To equip students with important life skills in order for them to reject smoking.
- To cultivate self-awareness and healthy self-esteem among students.
- To help students understand the dangers of smoking to their health.
- To spread knowledge among students on smoking trends in Hong Kong.
- To empower students to become active leaders in anti-smoking campaigns within their schools.

Content:

According to the Committee on Youth Smoking Prevention, Hong Kong, tobacco retailers' rates of compliance to the law forbidding the sale of tobacco products to persons under 18 was only 18.9%. The Committee goes on to suggest that the low compliance rate may be attributed to the poor enforcement of the law that is meant to protect the health and well-being of our youth. Further research from the National Centre on Addiction and Substance Abuse at Columbia University reveals that students who begin smoking by age 12 are 3 times more likely to binge drink and 16 times more likely to meet the criteria for marijuana abuse and dependence.

The aim of this module is to actively engage students to show that even legal drugs are dangerous and that having a strong sense of self is essential in saying no. The module is also meant to go beyond education and help students realize their own skills and to become involved in anti-smoking activities within their schools.

Duration: 45 minutes
Target Group: Year 4 (Primary)
Methodology: Interactive / stimulating materials
 Lively discussions/debates
 Interactive role-plays
 Poster-making campaign



Being Me

Learning Objectives:

- To understand the importance of self-awareness
- To explore how self-esteem can be influenced by one's perception of themselves and that of their peers.
- To equip students with tips on improving self-esteem and well being.
- To learn ways to increase self confidence and positive identity

Content:

Based on statistics from the Hong Kong Federation of Chinese Youth, nearly 50% of local Chinese youth have poor interpersonal skills, resulting in unhealthy relationships at home, in the school and in the wider community.

The aim of this module is to engage students in understanding the importance of self awareness, how they make choices and decisions in life. As students explore deeper into the topic, they will also learn about self- esteem, and how this can be influenced by family, friends or other factors in their life.

Through the use of interactive activities, students also learn to be aware of others around them and begin to equip themselves with skills to help improve not only their own self-esteem but also that of their peers.

Duration: 60 minutes
Target Group: Year 5 - 7
Methodology: Interactive / stimulating materials
 Lively discussions/debates
 Interactive role-plays





Choose to Refuse

Learning Objectives:

- To help students identify the Who, What, Why, When and Where when it comes to bullying.
- To foster anti-bullying knowledge and skills among students in order for them to find alternative means to solving problems in difficult situations.
- To help students see the relationship between bullying and negative peer pressure.
- To cultivate peer support skills among students in order for them to provide support to others who have been bullied.



Content:

One of the most frequently asked questions we hear from teachers is "How do we deal with bullies?" As students approach the development stage of adolescence, they are often faced with personal changes that are difficult to understand and cope with. For those who have poor self-esteem, and have been subjected to negative peer influences, this results in the tendency to act out on others that can be both destructive and violent. A study by the City University of Hong Kong found that out of 7,025 primary school children, over 24% of respondents reported that they had been physically bullied by another child.

The focus of this module is for students to understand how poor self-esteem and negative peer influences can result in students bullying others. Students will also be shown a video on what to do if they are being bullied, by giving steps they can take to respond to bullying. The topic of negative peer pressure will also be highlighted as students will learn to understand the relationship between negative peer pressure and bullying.

Duration: 60 minutes
Target Group: Year 5 - 7
Methodology: Group discussions
 Interactive games
 Interactive / stimulating materials
 Role-plays

The Real True/False

Learning Objectives:

- To help students develop a sense of self in order for them to make informed choices.
- To increase students' knowledge on specific drugs, the myths associated with drugs and the trends in drug usage in Hong Kong.
- To increase students' awareness of Hong Kong laws regarding legal and illegal drugs.
- To identify why students choose to use drugs and help them find more positive alternatives.

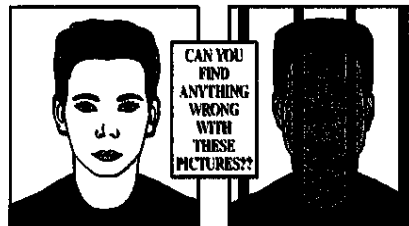
Content:

According to the Task Force on Youth Drug Abuse in Hong Kong, there is "Insufficient understanding of the youth drug abuse problem and misconception in some quarters that drug abuse is not their concern". This module introduces students to the consequences of drug use in Hong Kong. Group discussions on students' current knowledge of drugs without specification to legal or illegal drugs will test their knowledge prior to viewing a DVD quiz. The exercise will also help students to correct any misinformation they may have had, as well as provide real facts and figures to support their knowledge in this area. A debriefing session will also take place along with a poster-making exercise to encourage students to think twice before taking drugs.

This module addresses any myths students may have heard about specific drugs and the many triggers, including; peer pressure, stress and boredom, may lead to drug use. There will also be a review on drug refusal techniques.

Duration: 60 minutes
Target Group: Year 7 - 9
Methodology: Interactive / stimulating materials

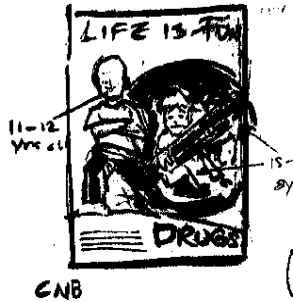
Activity sheets
 Group discussions
 Interactive role-plays
 Poster-making



Everything You Need to Know...

Learning Objectives:

- To increase students' knowledge on the different drugs and drug usage trends in Hong Kong.
- To help students identify ways to help reduce the harm of drug use.
- To help students explore positive alternatives in dealing with life stresses other than using drugs.
- To enhance students' sense of themselves in order for them to make informed decisions on drugs.
- To increase students' awareness of Hong Kong laws relating to legal and illegal drugs.



Binge Drinking...The Facts

Learning Objectives:

- To increase students' awareness on the harmful effects of binge drinking.
- To understand the difference between responsible drinking and binge drinking.
- To emphasize the importance of making healthy life decisions.
- To prepare students for university life and the choices they will have to face.

Content:

A study by the Chinese University of Hong Kong (CUHK), found that among its university students, over 61% reported alcohol use in their lifetime, and 14% of those who drank admitted to binge drinking - defined as having consumed more than 5 alcoholic drinks in at least one occasion over a month.

This module is for students who have already participated in our drug awareness programme and focuses mainly on Binge Drinking and its effects. Other than Drug Awareness, binge drinking education has been one of the most subscribed programmes for secondary students. With university looming ahead, understanding the dangers and effects of binge drinking may help to save a life.

This module addresses the risks involved when people binge drink and how it will not only affect their health but also those around them. Students will learn how to deal with the long-term negative effects of continued drinking and where to seek help.

Content:

Over the past decade (1998-2007), the number of reported abusers taking narcotic drugs has decreased from 13 636 to 7 409, a drop of 46%. However, there has been a steady rise in the number of reported abusers taking psychotropic substances over the same period, from 3412 to 7810, an increase of over 129%.

This module provides students with a more in-depth knowledge on drugs as well as how to be supportive to those who are experiencing drug and alcohol issues. While accurate drug information is provided, harm reduction is also mentioned so that students understand its concepts and the most appropriate way to give support to their peers.

This module involves interactivity between the facilitator and students through lively discussions and debates, as well as giving students a chance to consolidate their learning and skills through role-plays.

Duration: 60 minutes
Target Group: Year 9 and up
Methodology: Interactive / stimulating materials
 Activity sheets
 Group discussions
 Interactive role-plays
 Poster-making

Duration: 60 minutes
Target Group: Year 9 and up
Methodology: Interactive / stimulating materials
 Activity sheets
 Group discussions
 Interactive role-plays



It Happened to Me...

Learning Objectives:

- To encourage students to discuss the realities surrounding drugs and to encourage them to be proactive.
- To help students develop strong self-awareness and to promote assertive decision-making.
- To help students understand the benefits of saying no and not giving into peer pressure.
- To provide students with insight in the process of drug and/or alcohol abuse.
- To learn about the harmful effects of addiction not only to an individual but to those around them.

Content:

Students will hear a guest speaker's personal story on how they became exposed to drugs in Hong Kong and what started their spiralling journey to drug and alcohol abuse. The guest speaker will also provide an account of how they picked themselves up, and how they took charge of their lives in their path to recovery.

The focus for this module is to allow students to learn first hand information about the consequences that come with addictions - not just on themselves, but also to their family and friends. Students are provided with the opportunity to pose questions to the speaker during the sharing sessions.

Duration: 60 minutes
Target Group: Year 9 and up
Methodology: Personal sharing
 Group discussions

Trainer:

Guest speakers are invited from either the Narcotics Anonymous or Alcoholics Anonymous of Hong Kong to share their personal stories. Special efforts will be made to ensure that the class environment is safe for everyone to have honest and open discussions.



Drug Info Centre Site Visit

Learning Objectives:

- To increase students' knowledge on the different drugs in Hong Kong.
- To raise awareness on the most common triggers for drug abuse.
- To equip students with refusal skills through the provision of peer support training.

Content:

Students are guided through the interactive exhibition at the Drug Info Centre where they can gain insight into different case studies of individual drug use, learn about specific drugs and its effects, as well as how different social situations can easily impact on an individual's choice in using drugs. Through the use of an interactive video, students are able to observe real life situations and make decisions on whether or not an individual should choose to use drugs.

The module allows students to learn actively outside the classroom environment and gain more knowledge through the interactive exhibition. A debriefing is also provided to students prior to leaving the centre to consolidate the information they have learned during the visit.

Duration: 120 minutes
Target Group: Year 7 and up
Methodology: Interactive / stimulating materials
 Activity sheets
 Group discussions
 Interactive role-plays

Note when booking:

Session times are either 10am – 12pm or 2pm – 4pm
 On Monday – Saturday. Closed on Sunday and public holidays.



香港賽馬會藥物資訊天地
 Hong Kong Jockey Club Drug InfoCentre



BOOKING GUIDELINES

- It is highly recommended that a teacher / teaching assistant is present during certain training to provide any necessary follow-up support to students if necessary. **KELY is not responsible for students' support needs after the training.** This will be discussed with the teacher in charge prior to the training.
- Once we receive your booking, we will send you a booking confirmation with our terms and conditions. If all the information is correct, please kindly sign, chop and fax it back to our office within one week to confirm your booking in our database.
- Small staff numbers may mean that we can not always guarantee more than 1 KELY facilitator at the same time. This can be discussed with teacher in charge.
- We require that all KELY training / assembly bookings to be at least 60 minutes in duration, unless stated otherwise, to ensure a full effective lesson with time for Q&A and debriefing.
- All activities are automatically cancelled when the NO. 8 typhoon, red or black rainstorms warning is hoisted, or if schools are closed for whatever reasons deemed by the Education and Manpower Bureau of Hong Kong.
- Activities may be rescheduled to a later date within the following 2 months of original date if agreed upon by both KELY Support Group and the school.
- Please fax the activity booking form to our office at 2521 6853.

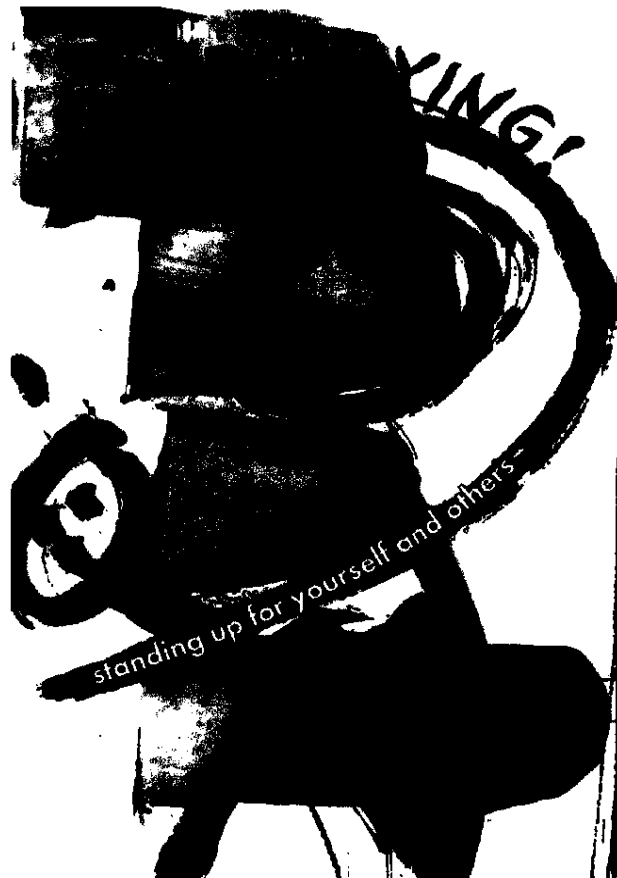
Your co-operation and understanding is very much appreciated.



STOP BULLYING!

Standing up for yourself and others

Bullying is pervasive in our schools. Over 150,000 students stay home from school each day to avoid harassment from their peers. An estimated 1.6 million young people in grades six through ten are bullied at least once a week. Many young people feel helpless in these situations. They need to know what to do if they are bullied or if they are a witness to bullying. Through expert advice and students' real-life experiences, *Stop Bullying!* gives students concrete steps they can take to respond to bullying. *Stop Bullying!* features nationally acclaimed and Emmy-nominated youth speaker, Mark Brown, who has dedicated his career to helping young people all over the USA. Jamaican-born Brown uses his own personal experience with having been bullied as he speaks to thousands of kids each year about the importance of tolerance and respect.



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