

# “TEENs Talk 2” Drug Use Preventive Project BDF210002

「青談 - 易」—抗毒預防計劃

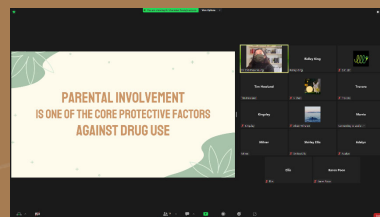
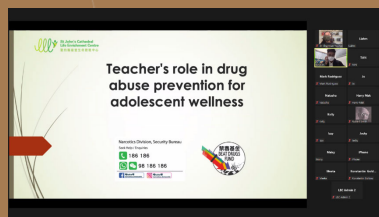
August 2022 – August 2023

St John’s Cathedral



## Project Content

Professional Teacher Training Seminars / workshops & Parent Talks & Workshops in a cultural relevant context



# Project Content

Sensory Stories' Interactive Public Campaign - Workshops



# Project Content

Sensory Stories' Interactive Public Campaign - Workshops



# Project Content

Sensory Stories Interactive Public Campaign – Pop-up Markets



# Project Content

Sensory Stories Interactive Public Campaign – Pop-up Markets



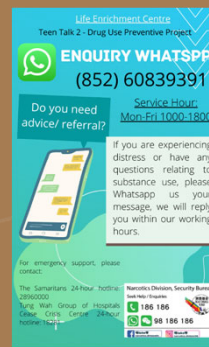
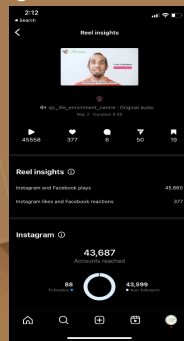
# Project Content

Sensory Stories Interactive Public Campaign – Pop-up Markets



# Project Content

Views from general public for the social media platform for the sensory stories' interactive public Campaign.



Referral of counselling services

## Output and Outcome Evaluation

- Output
  - Data is retrieved from participants' enrolment or registration record
  
- Outcome
  - Beat Drugs Fund question set no 19 (pre- and post-test)
  - Beat Drugs Fund question set no 24 (pre- and post-test)

## Output Benchmarks & Evaluation Results

	Expected Result	Achieved Result
<b>Output Indicator 1</b>	Provide 10 talks/workshops to 200 parents of students and youths from international schools and ethnic minority communities	Delivered 10 talks/workshops to 214 parents of students and youths from international schools and ethnic minority communities
<b>Output Indicator 2</b>	Deliver 10 professional training seminars/workshops to 150 teachers of students and youths from international schools and ethnic minority communities	Delivered 10 professional training seminars/workshops to 155 teachers of students and youths from international schools and ethnic minority communities
<b>Output Indicator 3</b>	<p>1,000 views form general public for the social media platform for the Sensory Stories" interactive Public Campaign</p> <p>80 man-times from students and youths from international schools and ethnic minority communities for workshops and pop-up markets (Note: Not less than 50% of the participating students should be from ethnic minority background)</p>	<p>A. 46,500 views from general public for the social media platform for the sensory stories' interactive public Campaign.</p> <p>B. 377 man-times from students and youths from international schools and ethnic minority communities for workshops and pop-up markets. 201 man-times (53%) of the participating students are from ethnic minority background.</p>

## Outcome Benchmarks & Evaluation Results

	Expected Result	Achieved Result
Outcome Indicator 1	Parents gain knowledge on the harm of cannabis abuse. (70% of participants gained knowledge on the harm of cannabis abuse or statistically significant gain in knowledge as indicated by paired t-test)	90.6% of the participants gained knowledge on the harm of cannabis abuse
Outcome Indicator 2	Teachers show improvement in their ability to identify drug abusing students at an early stage. (70% of participants show improvement in their ability to identify drug abusing students as an early stage or statistically significant improvement in participants ability to identify drug abusing students at an early stage as indicated by paired t-test)	100% of the participants showed improvement in their ability to identify drug abusing students at an early stage
Outcome Indicator 3	Teachers gain knowledge on the harm of cannabis abuse (70% of participants gained knowledge on the harm of cannabis abuse or statistical significant gain in knowledge as indicated by paired t-test)	97.5% of participants gained knowledge on the harm of cannabis abuse

## Experience Gained

- It is essential to increase anti-cannabis awareness in Hong Kong EM/ international schools, early prevention should be implemented as early as possible in primary schools. Many parents of primary school students stated the preventive needs.
- Misconception of cannabis harm still exist in the public. The public generally still overlook the influence of cannabis.
- Anti CBD-related products stands in need of promotion and education in Hong Kong, as CBD to the list of criminalized drugs in early 2023 while it is legal in some countries.
- A format of carnival allowed students to engage and learn about drug prevention through interactive sensory activities. Many positive feedbacks from participants were received.

## Conclusion

- The target group should not only be international and ethnic minority students, but local students and primary students should also be targeted as well.
- Carnival is a good way to attract students to gain drug prevention knowledge in an interesting way which they will remember for life.
- Drug prevention workshops in the future should always be done through interactive workshops so that students can have interest in learning.

End