

No More Mules campaign

BDF210011 – 5 July 2022 to 4 July 2024

VOICE *for*
PRISONERS



About Us

Voice for Prisoners – We help imprisoned drug trafficking victims

- We are a Hong Kong-registered non-profit organisation since 2018
- We help the under-represented prisoner community in Hong Kong
- VFP volunteers comprise prison chaplains, lawyers, ex-prisoners and members of other NGOs specialising in this area
- We started the international anti-drug trafficking campaign called **"No More Mules"** in 2013 to raise awareness, education, liaison and more...

Our Activities

Activities – We aim to prevent our target audience from drug trafficking

- Workshops
- Social media campaign
- Online outreaching service
- Physical outreaching service
- Letter-writing campaign

Workshops

Conduct joint workshops with different NGO partners for foreign domestic helpers (FDHs) covering the following areas:

- Education – share about the latest drug trafficking trends, discuss the risks and consequences of becoming drug couriers or participating in drug trafficking
- Legal awareness – provide an introduction to Hong Kong law relevant to FDHs



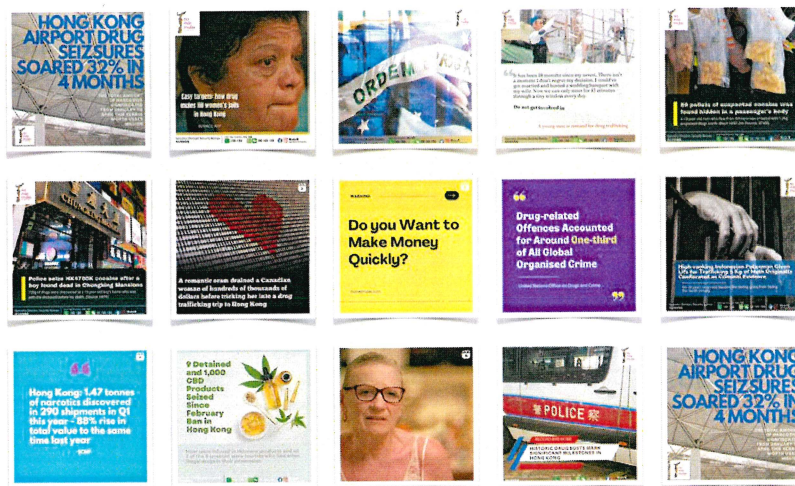
Workshops

- Well-being – offer tips and strategies for maintaining a healthy lifestyle while working; emphasise the importance of mental and physical well-being in high-pressure work environments
- Community engagement – foster a sense of community among participants to create a supportive network and to spread the anti-drug trafficking message among the community



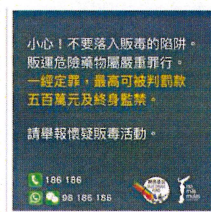
Social media (Facebook & Instagram) campaign

- Raise awareness about anti-drug trafficking messages in Hong Kong and globally, emphasizing the serious legal repercussions of drug smuggling
- Share engaging short video clips that highlight critical messages and real-life implications of drug trafficking
- Include links in bio from inmates and testimonial videos, providing personal perspectives on the consequences of drug involvement



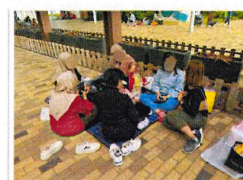
Online outreaching service

- Create engaging short video clips for our NGO partner to share with their members through Telegram and WhatsApp, facilitating wider outreach and awareness
- Provide valuable information to safeguard local young sex workers from the dangers of becoming drug couriers and engaging in drug trafficking activities



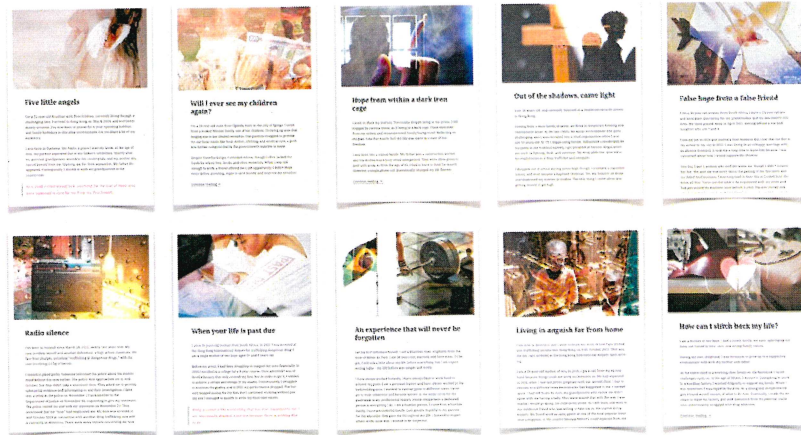
Physical outreaching service

- Provide specialized training to our NGO partner's ambassadors, equipping them to effectively distribute giveaways that convey anti-drug trafficking messages in their native languages
- Aim to educate foreign domestic helpers (FDHs) on the risks of becoming drug couriers and participating in drug trafficking activities, empowering them to make informed choices



Letter-writing campaign

- Partner with prison Champlain Father John and dedicated volunteers who visit inmates to encourage those charged of drug trafficking charges to share their stories
- Facilitate the scanning and uploading of letters from inmates to social media and website, amplifying their experiences to warn both overseas individuals and the general public against involvement in such activities



Experience Gained & Next Steps

Keep sharing within the community

- We learned that, similar to previous project years, many foreign domestic helpers (FDHs) are still unaware of the various ways they can be lured into drug-related activities
- Developing relationships with new NGO partners proved beneficial for reaching a broader audience within the FDH community, while we also maintained strong connections with our existing partners, who recruited new members in need of anti-drug trafficking messaging
- Relying solely on collaborating partners to share our drug-related social media posts presented challenges due to various uncontrollable factors. Furthermore, it was more effective to source content that was relatable to specific communities, increasing the likelihood of sharing in their preferred languages
- Sharing anti-drug trafficking information alongside legal education was well received by the FDH community, as they expressed curiosity about legal matters that could arise from unforeseen incidents
- Health-related topics were also positively received, helping to keep participants engaged until the end of the workshop when we provided updated information on drug-related issues

Output & Outcome Evaluation

Output benchmarks & evaluation results: Workshops

– targeting foreign domestic helpers (FDHs)

Expected result	Achieved result
- Description: - Provide 3 sessions of online workshops, 3 sessions in-person workshops in hybrid format, 2 co-host live stream online workshops and 3 co-host on-line training sessions with Indonesia consulate team for foreign domestic helpers (FDH) with 10,405 views	Enrich HK Workshop 1 (completed in Jun 2023) - Attendance: 44 ppl, playback @ 200,000 views Workshop 2 (completed in Jul 2023) - Attendance: 42 ppl Workshop 3 (completed in May 2024) - Attendance: 44 ppl PathFinders Workshop 1 (completed in May 2023) - Attendance: 24 ppl Workshop 2 (completed in Jun 2023) - Attendance: 15 ppl Workshop 3 (completed in Apr 2024) - Attendance: 34 ppl

Output benchmarks & evaluation results: Workshops

– targeting foreign domestic helpers (FDHs)

Expected result	Achieved result
- Description: - Provide 3 sessions of online workshops, 3 sessions in-person workshops in hybrid format, 2 co-host live stream online workshops and 3 co-host on-line training sessions with Indonesia consulate team for foreign domestic helpers (FDH) with 10,405 views	Fair Employment Foundation Workshop 1 (completed in Oct 2023) - Attendance: 15 ppl Workshop 2 (completed in Feb 2024) - Attendance: 36 ppl Indonesia Consulate Session 1 (completed in May 2023) - Attendance: 126 ppl Session 2 (completed in Feb 2024) - Attendance: 112 ppl Session 3 (completed in May 2024) - Attendance: 17 ppl Result: 200,509 views
Target: 10,405 views	

Output benchmarks & evaluation results: Social media

– targeting the general public

Expected result	Achieved result
- Description: - Upload at least 48 posts at social media for 17,333 views - Target: at least <u>48</u> posts with <u>17,333</u> views	132 posts uploaded (between Jul 2022 – Jul 2024) Result: 132 posts & 6,479,754 views

Output benchmarks & evaluation results: Outreaches

– targeting foreign domestic helpers (FDHs) with 5 experienced PathFinders ambassadors

Expected result	Achieved result
- Description: - Organise 12 physical outreach events to not less than 1,200 foreign domestic helpers - Target: reach at least <u>1,200</u> FDHs	2023 outreaches 12 Mar 2023 – Lai Chi Kok Park, reached 325 ppl 24 Sep 2023 – North Point Ferry Pier, reached 131 ppl 1 Oct 2023 – IFC rooftop, reached 19 ppl 3 Dec 2023 – Kwun Tong Promenade, reached 68 ppl 17 Dec 2023 – Kwun Tong Promenade, reached 66 ppl 2024 outreaches 4 Jan 2024 – The Vine Church in Wanchai, reached 70 ppl 21 Jan 2024 – North Point City Garden, reached 14 ppl 18 Feb 2024 – Status Square in Central, reached 102 ppl 24 Mar 2024 – World Wide House in Central, reached 69 ppl 1 Apr 2024 – Status Square in Central, reached 127 ppl 12 May 2024 – North Point Ferry Pier, reached 91 ppl 23 Jun 2024 – Status Square in Central, reached 135 ppl Result: reached 1,217 FDHs

Output benchmarks & evaluation results: Outreaches

– adolescent female and female sex workers with Teen's Key

Expected result	Achieved result
- Description: - Online or offline dissemination of anti-drug trafficking educational materials to 1,800 adolescent female viewers who own active social media accounts and female sex workers working in clubs - Target: disseminated anti-drug trafficking educational materials to <u>1,800</u> adolescent female viewers who own active social media accounts and female sex workers working in clubs; at least 10 in-person outreaches & 5 hours online outreaches	Offline outreaches - Completed 15 sessions - Visited 15 clubs, reached 197 ppl Online outreaches - Completed 9 online outreach sessions - Spent 14.5 hours, reached 2,078 ppl Result: disseminated anti-drug trafficking educational materials to <u>2,275</u> adolescent female viewers who own active social media accounts and female sex workers working in clubs; 15 in-person outreaches & <u>14.5</u> hours online outreaches completed

Output benchmarks & evaluation results: Outreaches

– distribution of educational material with Fair Employment Foundation

Expected result	Achieved result
- Description: - Distribute multilingual anti-drug trafficking educational materials to 1,100 through employment agency - Target: disseminated <u>1,100</u> copies of educational material	Batch 1 3 Jul 2023 – online, Qty: 200 copies Batch 2 20 Oct 2023 – Sheung Wan main centre, Qty: 100 copies Batch 3 21 Oct 2023 – North Point agency, Qty: 400 copies Batch 4 3 Jan 2024 – Central agency, Qty: 200 copies Batch 5 20 Feb 2024 – BNI Admiralty, Qty: 200 copies Result: disseminated <u>1,100</u> copies of educational material

Output benchmarks & evaluation results: Outreaches

– sharing of 12 anti-drug trafficking posts with by EmpowerU and Migrasia

Expected result	Achieved result
- Description: - Sharing of 12 posts of anti-drug trafficking educational materials at social media platforms of EmpowerU and Migrasia (at least 6 Bahasa posts per NGO organization) - Target: at least <u>12</u> Bahasa posts shared	EmpowerU - Share 6 Bahasa posts Migrasia - Share 6 Bahasa posts Result: <u>12</u> Bahasa posts shared

Output benchmarks & evaluation results: Letter-writing campaign

– targeting foreign inmates imprisoned for drugs-related crimes, general public

Expected result	Achieved result
- Description: - Post not less than 24 letters from foreign inmates imprisoned for drugs-related crimes at social media, which achieve a viewership count of 52,000 views - Target: post at least <u>24</u> letters with <u>52,000</u> views	46 letters uploaded to website and social media with 1,002,147 views reached Result: <u>46</u> letters with a total of <u>1,002,147</u> views

Outcome benchmarks & evaluation results

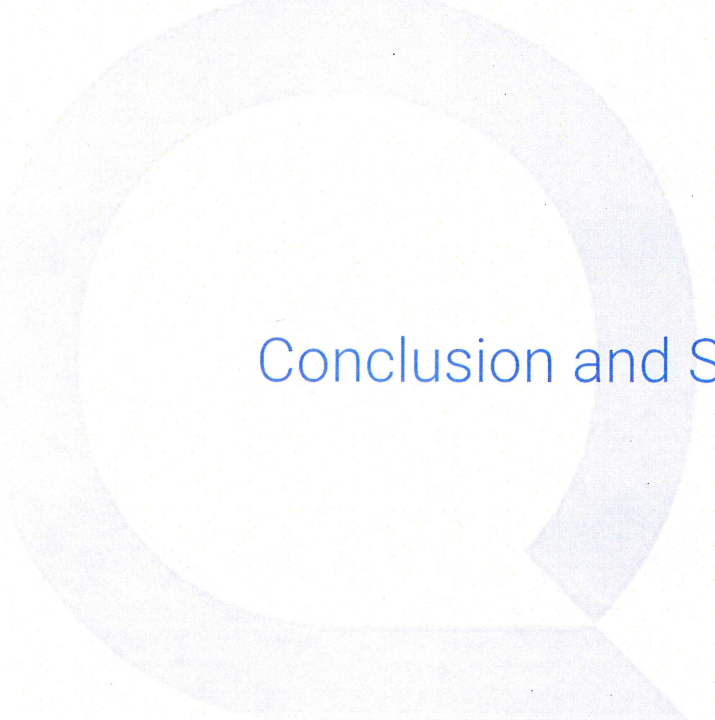
– workshops

Expected result	Achieved result
• Participants show improvement in anti-drug trafficking attitude • Target: <u>70%</u> of participants show improvement in anti-drug trafficking attitude or statistical significant improvement in anti-drug trafficking attitude as indicated by paired t-test	• Sample size based on the following workshops: • PathFinders - workshop 1 (24 ppl) - workshop 2 (15 ppl) - workshop 3 (34 ppl) • Enrich HK - workshop 1 (44 ppl) - workshop 2 (42 ppl) - workshop 3 (44 ppl) • Fair Employment Foundation - workshop 1 (15 ppl) - workshop 2 (36 ppl) • Indonesia Consulate - session 1 (126 ppl) - session 2 (112 ppl) - session 3 (8 ppl) • Results • <u>500</u> questionnaire received • <u>83%</u> of participants showed improvements in anti-drug trafficking attitude

Outcome benchmarks & evaluation results

– outreaches

Expected result	Achieved result
• Participants gain awareness about the dire consequences of drug trafficking • Target: <u>70%</u> of participants agree that the activity enable them to gain anti-drug trafficking awareness by paired t-test	• Sample size based on the following PathFinders outreaches: • Outreach 1 (325 ppl) • Outreach 2 (131 ppl) • Outreach 3 (19 ppl) • Outreach 4 (25 ppl) • Results • <u>500</u> questionnaire received • <u>79.2%</u> of participants showed improvements on gaining awareness about the dire consequences of drug trafficking



Conclusion and Suggestions

Moving forward...

- Many foreign domestic helpers (FDHs) remain unaware of the risks associated with drug-related activities, highlighting the need for **continued education and outreach**
- **Building relationships with both new and existing NGO partners** has proven effective in expanding our reach and enhancing the dissemination of anti-drug trafficking messaging within the FDH community
- Integrating legal education and health-related topics into our workshops has engaged participants effectively; **tailoring content to specific communities is essential** for maximizing impact and shareability

Thank you

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