



No More Mules campaign

BDF210011 – 2022 to 2024

VOICE *for*
PRISONERS





About Us

About us



- We started the international anti-drug trafficking campaign called **"No More Mules"** to raise awareness, provide education, liaison and more...



- We are a Hong Kong-registered non-profit organisation since 2018.

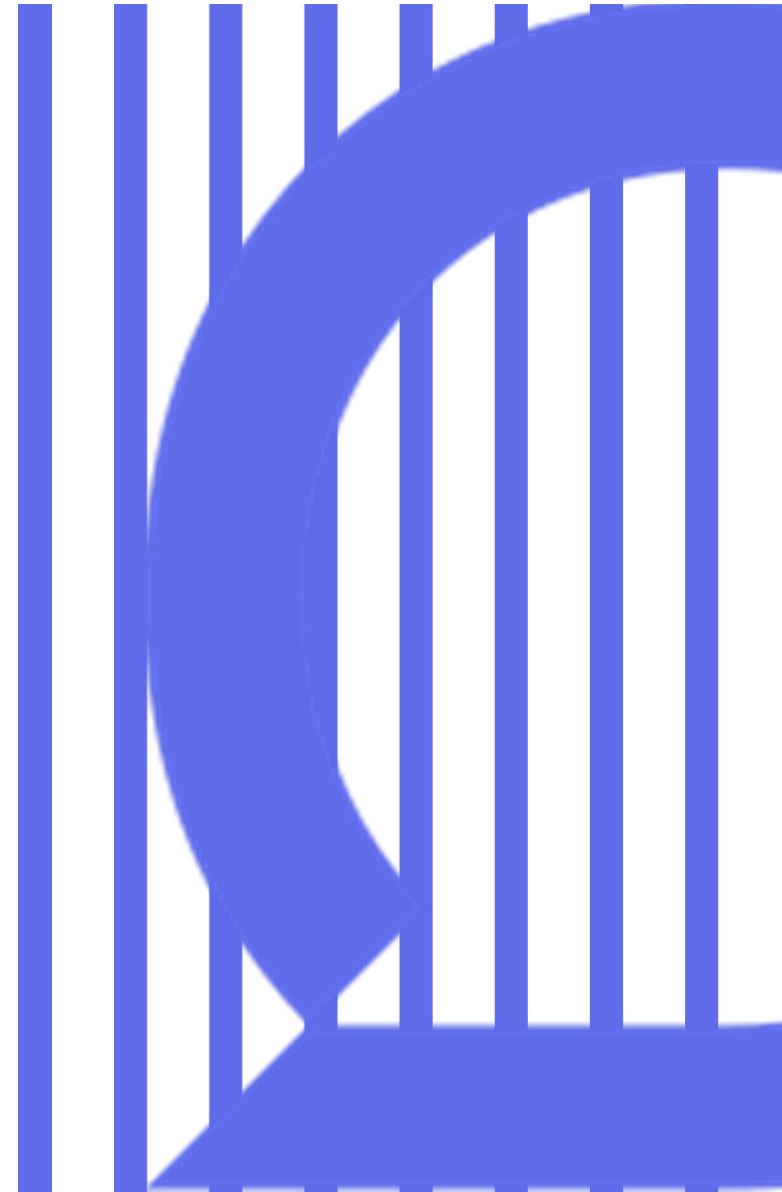


- Our mission is to stop drug mules from bringing drugs into Hong Kong.

The WHY

Majority of prisoners are arrested for **drug-related crimes**:

- 46.6% in Singapore.
- 12.9% in Hong Kong (or 63% of prisoners in custody of high-security risk).
- 47% in United States.





The drug crisis

Illegal drugs issues are expected to be top national security threat in 2024.

"While terrorists pose an enduring threat to the United States, drugs kill and harm far more people in the United States annually,"

says in the report of Department of Homeland Security (ABC News).

Transnational drug trafficking

- Hottest Drug Hubs: Afghanistan, Bolivia, Brazil, Colombia, Dominican Republic, Laos, Mexico, Ecuador, and lately, Thailand, Paris and UK.
- Drugs flow from lower disposable income countries to places with higher disposable income – big business!
- Creative means of trafficking: by post, darknet, shipments in containers, air cargos, submarines, soaked in bed linens, disguised as skincare, concealed in toothpaste, tyres, oil paintings, cushion of wheelchairs, and
- By Humans – DRUG MULES .





The traps

- Job ads on social media or WhatsApp.
- Romance scams.
- Through "friends".

The “No More Mules” approach



=



Inmates

+



Public

“No More Mules” – Inmates



01

Info gathering

Gather info on their recruiters, routes and other details upon arrest.

02

Volunteers

Arrange volunteers to visit and become prisoner's Hong Kong family.

03

Case assistance

Letter-writing campaign; mitigation letters; liaison with legal aid lawyers.

04

Education / Rehab

VFP Education Fund; Bibles.

05

Release

Support upon release.

06

Reintegration

Assist with small capital to start small business in their own countries.

“No More Mules” – Public



Prevention

- Workshops.
- Outreaches.
- Social media.
- Media & publicity.
- Overseas trips.

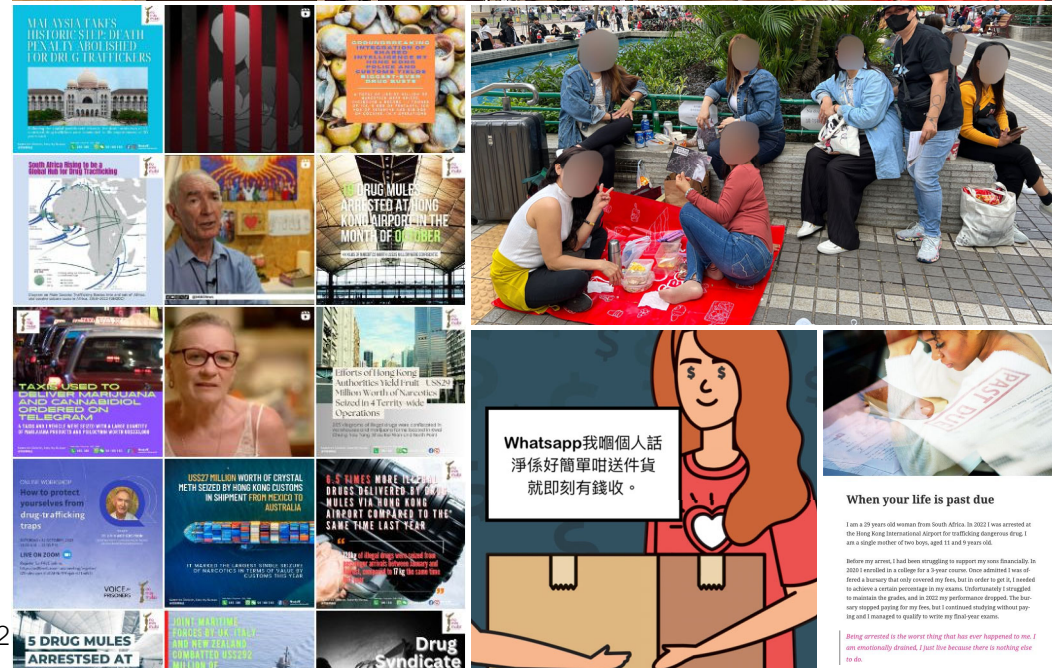


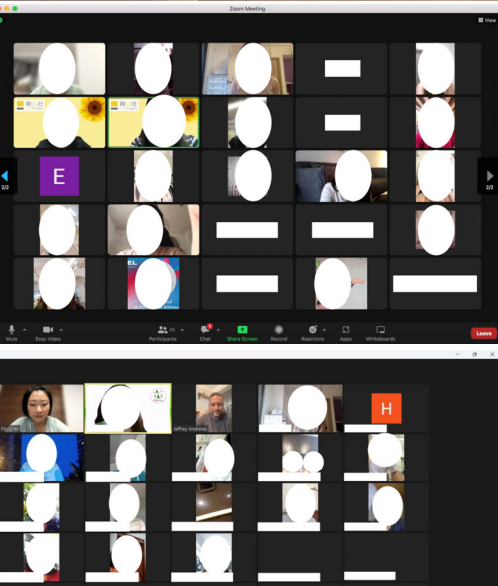
A large, thick, blue stylized letter 'Q' that serves as a background element on the left side of the slide. It has a circular upper portion and a horizontal tail that ends in a diagonal point.

Our BDF project 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.

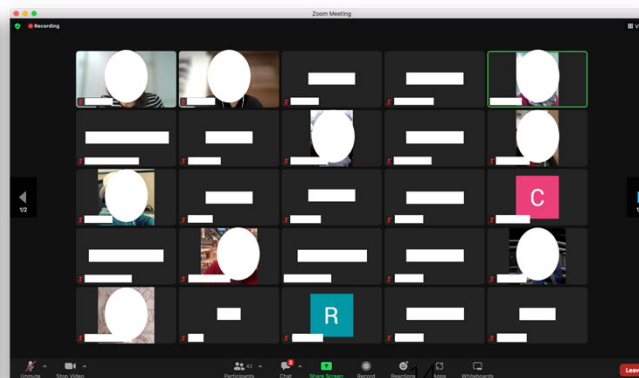
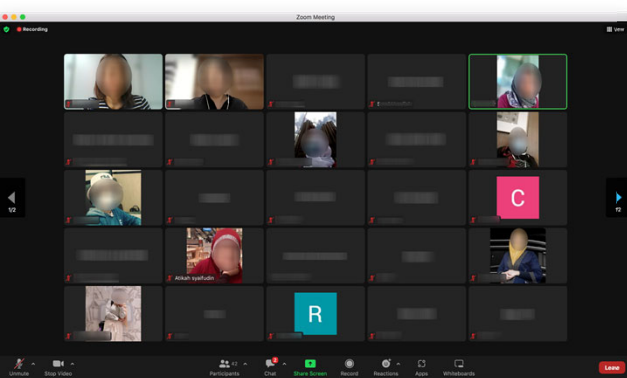


Cocaine – aka: coke, crack, rocks, snow, pebbles

How do people take it	Effects on your body
• Short in powder form • Smoked as crack or freebase • Rub onto their gums as oral use • Dissolved in water and inject into a vein	• Panic and paranoia • Violent behaviour • Irritability & restlessness • Raised body temperature & blood pressure • Dilated pupils

Other names

- Big rush
- Nose candy
- Speedball

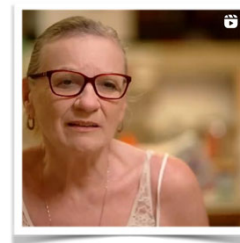
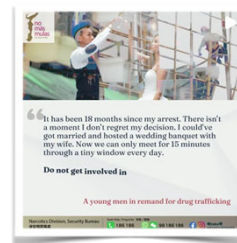


Workshops

- **Well-being** – offer tips and strategies for maintaining a healthy lifestyle while working; emphasize 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 partners 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 Chaplain 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.



Will I ever see my children again?

I'm a 29-year-old male from Uganda, born in the city of Iganga. I come from a modest Muslim family, one of five children. Growing up was challenging due to our limited resources. Our parents struggled to provide for our basic needs like food, shelter, clothing, and medical care, a problem further compounded by the government's inability to assist.

Despite these hardships, I attended school, though I often lacked the funds for school fees, books, and other materials. When I was old enough to work, a friend offered me a job opportunity. I didn't think twice before accepting, eager to earn money and improve my situation.

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Hope from within a dark iron cage

I want to share my journey. Previously, despite being in my prison, I felt trapped by various issues, as if being in a dark cage. These stemmed from my violent and reformed family background. Reflecting on my past, I see that nearly half my life was spent in a state of lost freedom.

I was born into a typical family. My father was a construction worker, and my mother was a busy retail salesperson. They were often preoccupied with work, so from the age of 11, I had to learn to fend for myself. However, a single phone call drastically changed my life forever.

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Out of the shadows, came light

I am 34 years old, and currently detained at a maximum-security prison in Hong Kong.

Coming from a poor family of seven, we lived in temporary housing and experienced abuse. In the late 1980s, the social environment was quite challenging, and I was recruited into a triad organization when I was just 19 years old. At 23, I began using heroin. Influenced considerably by my peers in my youthful naivety, I got involved in various illegal activities such as fighting, theft, and extortion. My drug addiction later led to my reputation as a drug trafficker and smuggler.

I dropped out of school during junior high though I attended a respectable school, and even became a baptized Christian. Yet, my fixation on drugs overwhelmed my parents in studies. The only thing I cared about was getting money to get high.

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False hope from a false friend

I am a 36-year-old woman from South Africa. I have a 13-year-old son and have been caring for my grandmother and my late sister's children. My sister passed away in April 2021, leaving behind a son and daughter who are 11 and 15.

I lost my job in 2020 and started a food business, but I lost that too due to the virus in my city in 2021. I was living in an unhappy marriage with an abusive husband. It took me a long time to leave him because I was concerned about how I would support the children.

One day, I met a woman who said she knew me, though I didn't remember her. She said she was sorry about the passing of my late sister and my failed food business. I was surprised to hear this as I didn't know her. Turns out she used to be acquainted with my sister and had patronized my business once before. I cried. She was moved and offered me a job as a warehouse worker. I took it. I eventually moved to my current situation.

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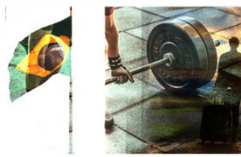
When your life is past due

I am a 29-year-old woman from South Africa. In 2021 I was arrested at the Hong Kong International Airport for trafficking dangerous drugs. I am a single mother of two boys, aged 11 and 7 years old.

Before my arrest, I had been struggling to support my son financially. In 2021 I enrolled in a college for a 3-year course. Once admitted I was offered a bursary that only covered my fees, but in order to get it, I needed to achieve a certain percentage in my exams. Unfortunately I struggled to maintain the grades, and in 2022 my performance dropped. The bursary stopped paying for my fees, but I continued studying without paying and I managed to qualify to write my final year exams.

Being arrested is the worst thing that has ever happened to me. I am emotionally drained. I just live because there is nothing else to do.

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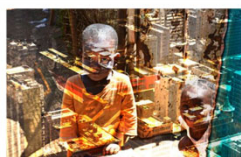


An experience that will never be forgotten

Let me first introduce myself. I am a Brazilian man, originally from the state of Bahia de Porto. I am 38 years old, married, and have a son. To be quite, I will talk a little about my life before everything that I am experiencing today – my life before was simple and lovely.

I have always worked honestly. I have always liked to work hard to achieve my goals. I am a personal trainer and have always worked in the healthbuilding area. I worked in various gyms in different states. I even got to train celebrities and became known in the social circle for the good work in my professional history. I have always been a dedicated person in everything I do. I am a humble person, I come from a humble family. I have a wonderful family. I am greatly thankful to my parents for the education they gave me throughout my life. I wanted to respect others in the same way I wished to be respected.

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Living in anguish far from home

I am now in detention and I want to share my story of how I got tricked into trafficking cocaine into Hong Kong on 12th October 2021. That was the day I got arrested at the Hong Kong International Airport upon arriving.

I am a 39-year-old mother of two. In 2018, I got a call from my ex-husband because things could not work out between us. We had separated in 2018 when I had just given progress with our second child. I had to relocate to a different town because a lot had happened to me. I needed space. I had left home by then, my grandparents who raised me didn't agree with me having a baby. They were worried that with the way I was, my mother would go down the child in the street. So I left them and went to my childhood friend who was willing to take me in. We started living happily. We found work as sales agents at one of the most popular insurance companies in my country because before I could separate from my

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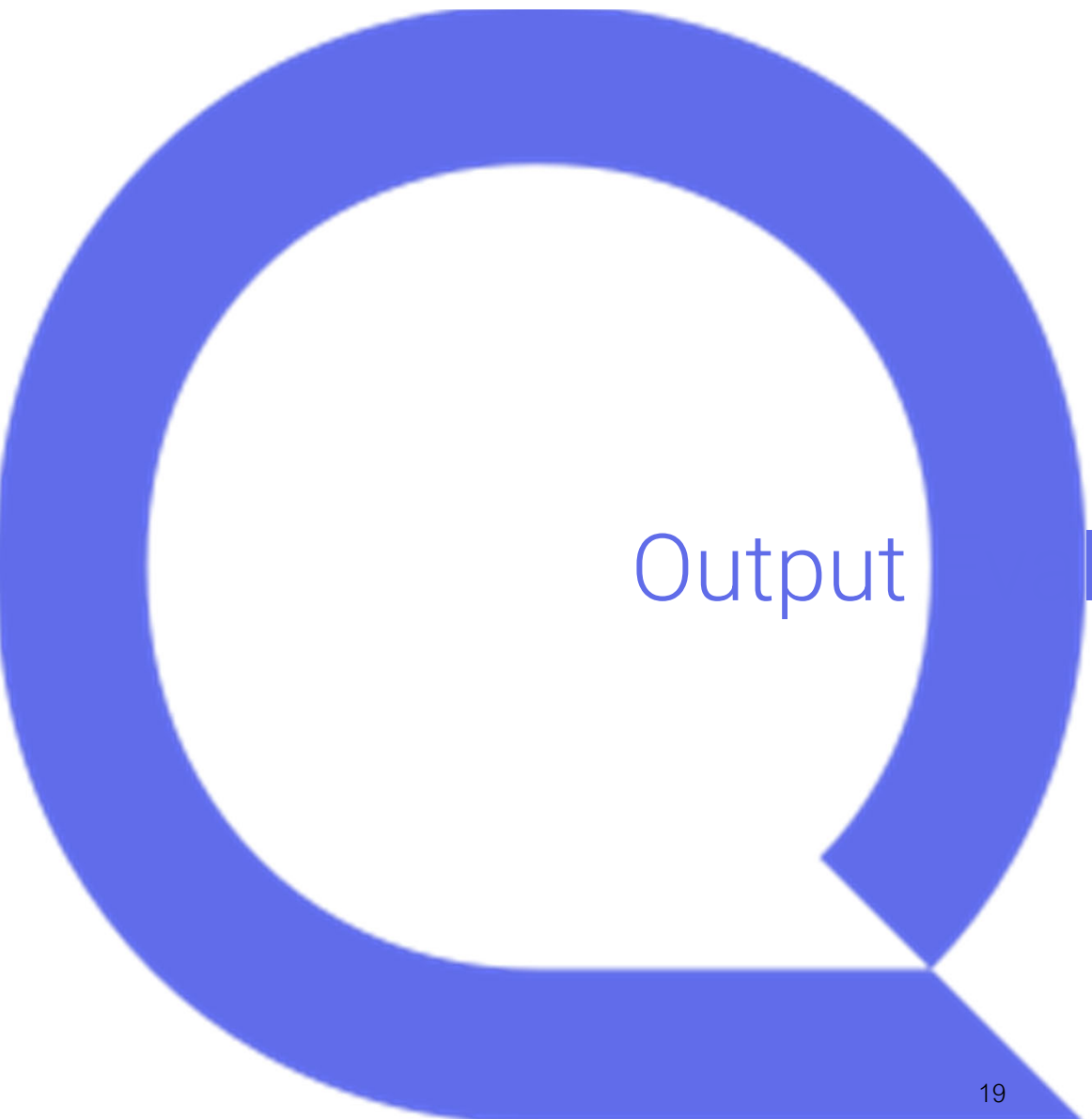
How can I stitch back my life?

I am a mother of two boys. I had a lovely family my son's upbringing has been one rooted in love, care, and strong family values.

During my own childhood, I was fortunate to grow up in a supportive environment with both my mother and father.

As the eldest child in a working-class family on the Mainland, I faced challenges early on. At the age of 18, I started working to support my family. When I was 19, I was raped by a man. As a young and inexperienced girl, I found myself unsure of what to do next. Eventually, I made the decision to leave the factory and seek assistance from my paternal uncle, who unfortunately struggled with drug addiction.

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Output Evaluation

Workshops

– targeting foreign domestic helpers (FDHs)

Expected result.

11 workshops

- In the formats of online, in-person or live stream.
- Partnering NGOs:
 - Enrich HK.
 - PathFinders.
 - Fair Employment Foundation.
 - Indonesian Consulate.

Target

- 10,405 views.

Achieved result



Completed
11 workshops.



200,509 views

- 200,000 views.
- 509 live participants.

Social media

– targeting the general public

Expected result

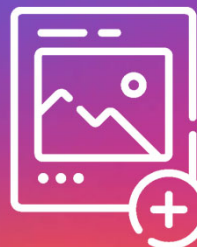
48 posts

- Upload posts at social media (Facebook & Instagram).
- Contents may include:
 - News and articles sharing.
 - International drug trafficking related video sharing.
 - Suitable contents to be translated into native languages.

Target

- 17,333 views.

Achieved result



Published
132 posts.



6,479,754
views.

Outreaches

– targeting foreign domestic helpers (FDHs)

Expected result

12 physical outreaches

- Jointly with 5 experienced PathFinders ambassadors.

Target

- Reach at least 1,200 FDHs.

Achieved result



Completed
12 physical
Outreaches.



Reached
1,217 FDHs.

Outreaches

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

Completed
15 sessions.



Targeted
10 sessions.

Physical outreach
(Night clubs)

Completed
14.5 hours.



Targeted
5 hours.

Online outreach
(Whatsapp & Telegram)

Total reach
2,275 people.



Targeted
1,800 people.

No. of reach
(Physical + online)

Outreaches

– distribution of educational material with Fair Employment Foundation

Distributed **1,100 copies**

- 550 copies of English.
- 550 copies of Bahasa.

To **5 agencies**.

Listen to their stories...

Be alert. Report any suspected drug trafficking activities. The maximum penalty is punishable for up to life imprisonment and a HK\$5 million fine.

Beware of this trap.

Did you know...

Illegal drugs seized at the Hong Kong International Airport have increased drastically since the Covid-19 travel restrictions were lifted.

331 in 2020, 604 in 2021

In first half of 2022, 2,300 kg of drugs valued nearly HK\$470 million

Nearly 2 in 10 of Hong Kong prisoners are parolees from other countries

7,200 prisoners in 2022

17% 1,000 Hong Kong, 16% 1,100 Drug Offence, 26% 1,800 Parolees

Most common pitfalls...

Relationship
Your friends may ask you to pick up parcels or deliver packages for them.

Finances
Thinking or desperate to earn money to support your family or to repay debts.

Friendship
Your friends may use your personal information, or may ask you to host 'risky gifts' back to their families.

The tactics used by drug smugglers have grown more sophisticated, with drugs being stashed in food and daily necessities, concealed within the cardboard of the boxes, and even soaked into pillow in liquid form.

Dengarkan cerita mereka...

Waspada. Laporkan setiap kegiatan perdagangan narkoba yang dicurigai. Hukuman maksimum adalah penjara seumur hidup dan denda HK\$5 juta.

Waspadalah terhadap jebakan ini.

Did you know...

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7,200 prisoners in 2022

17% 1,000 Hong Kong, 16% 1,100 Drug Offence, 26% 1,800 Parolees

Most common pitfalls...

Relationship
Orang yang Anda kenal mungkin meminta Anda untuk mengambil paket atau mengantarkan paket untuk mereka.

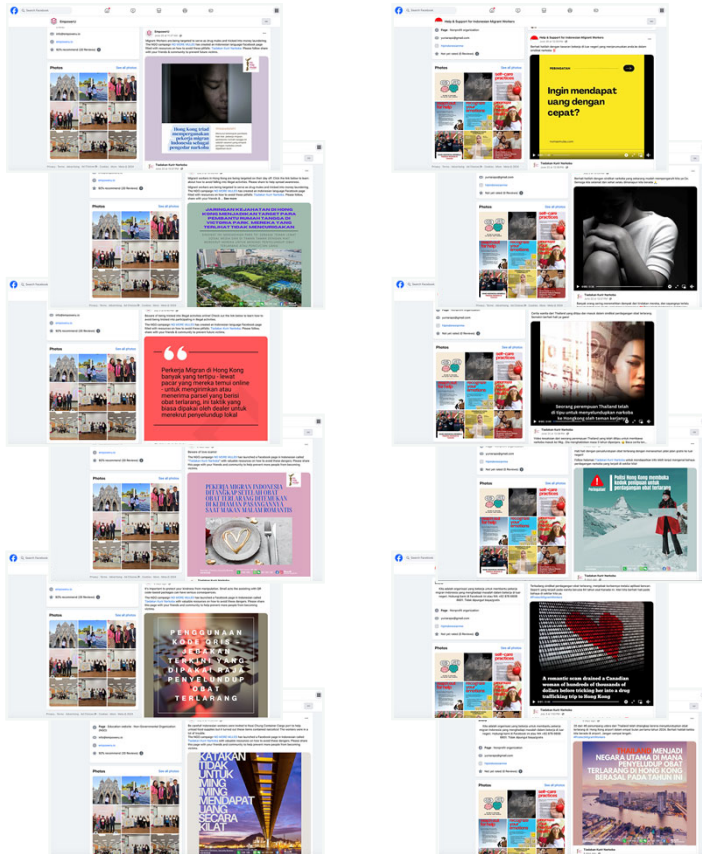
Keuangan
Anda mungkin putus asa untuk mendapatkan uang untuk mendukung keluarga Anda atau untuk membayar utang.

Persahabatan
Teman Anda mungkin menggunakan informasi pribadi Anda atau mungkin meminta Anda untuk menyimpan barang berbahaya di rumah Anda.

Taktik yang digunakan oleh penyelundup narkoba semakin canggih, dengan obat-obatan disimpan dalam makanan dan kebutuhan sehari-hari, disembunyikan di dalam kardus, dan bahkan direndam ke dalam bantal dalam bentuk cair yang menyerupai cairan.

Outreaches

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



Re-shared **12 posts**

- 6 posts by EmpowerU.
- 6 posts by Migrasia.

Targeting their FDHs members.

Letter-writing campaign

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

Published
46 letters.



Targeted
24 letters.

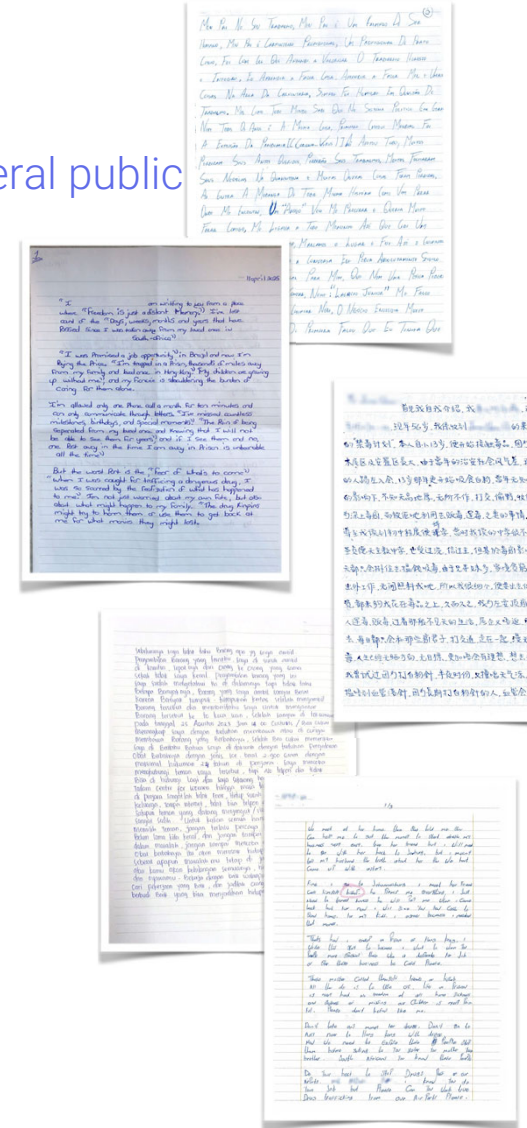
No. of letters published
(On NMM website)

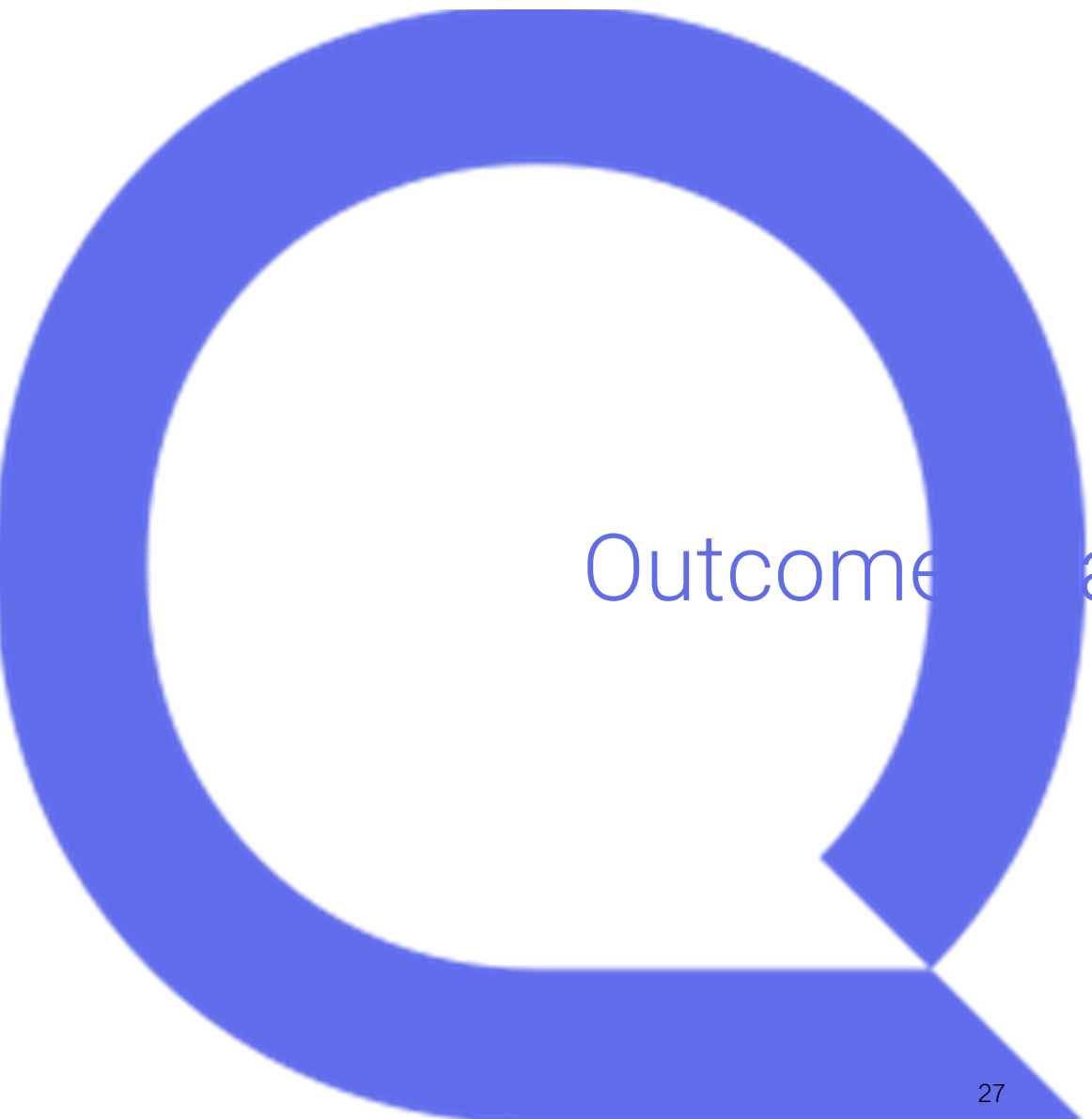
Total reach
1,002,147 views.



Targeted
52,000 views.

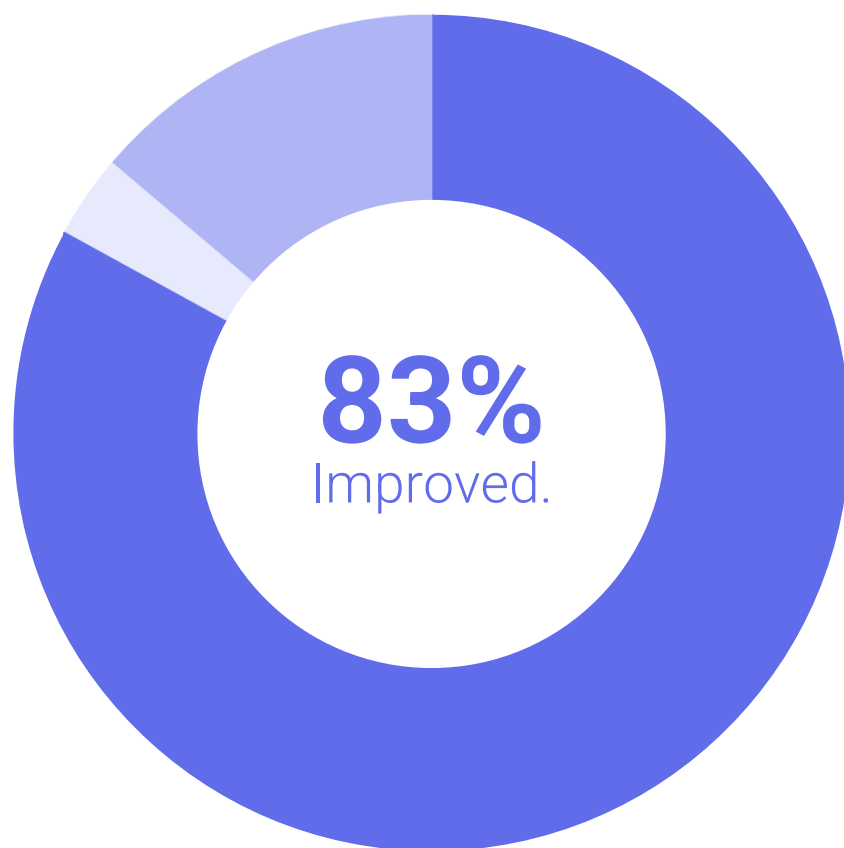
No. of views
(Facebook & Instagram)





Outcome Evaluation

Workshops – evaluation results



Attitude shift:

83% positive change

in perspectives on anti-drug trafficking after workshops.

*Based on **500** questionnaire responses collected over 11 workshops.*

Outreaches – evaluation results





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.

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.

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Thank you.

VOICE *for*
PRISONERS

