



Implementation period: 1/9/2023-28/2/2026

TEAM (Teen Edutainment Against Marijuana): Production of teen-driven mini-film package (film plus full guide) for prevention of marijuana and cannabidiol use in teens

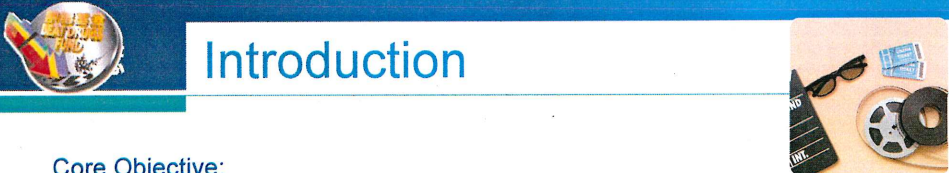
BDF220007



Grantee: The Hong Kong Polytechnic University



1. Introduction
2. Project Content
3. Output and Outcome Evaluation
4. Experience Gained
5. Conclusion



Introduction

Core Objective:

- Prevent marijuana and cannabidiol (CBD) use among teens.

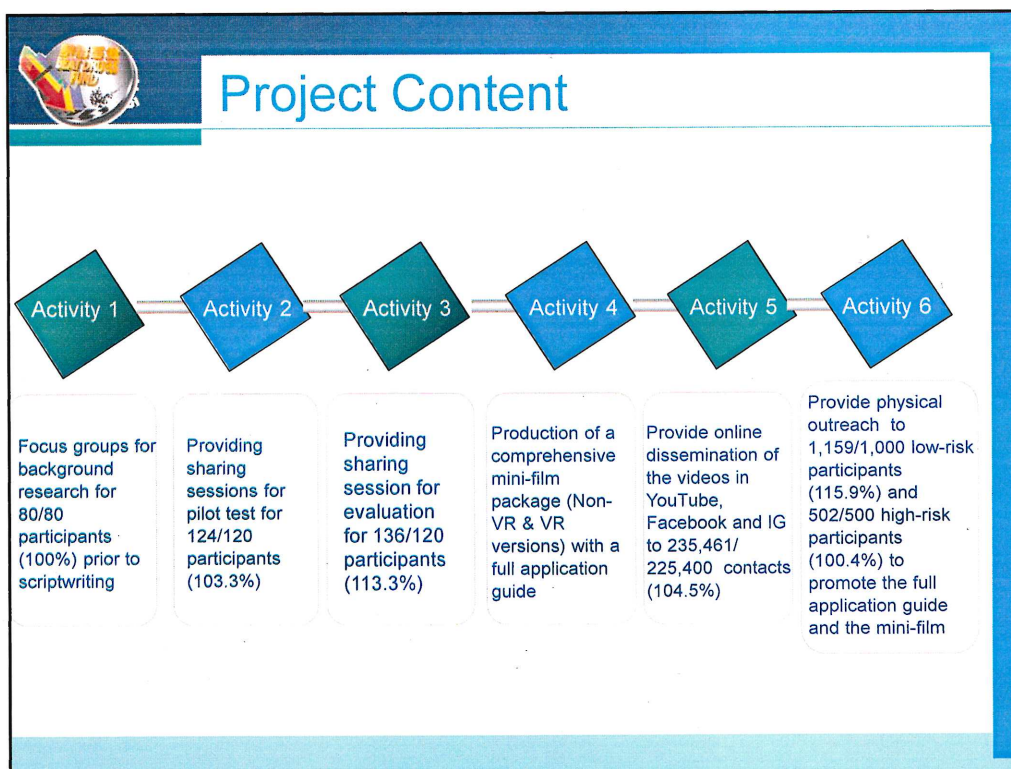
Key Deliverable:
A teen-driven mini-film package (film plus a full guidebook)

Non-VR & VR Version
~30min

Separated into
3 sessions

Guidebook

To guide teens and youth in understanding and "grasping" the key messages within the mini-film.





Activity 1

Activity 1 : Focus groups for background

Status: 80/80 participants (100%) completed prior to scriptwriting

Stakeholders Involved:

- Teens & Youth
- School Personnel
- Parents
- Healthcare Professionals

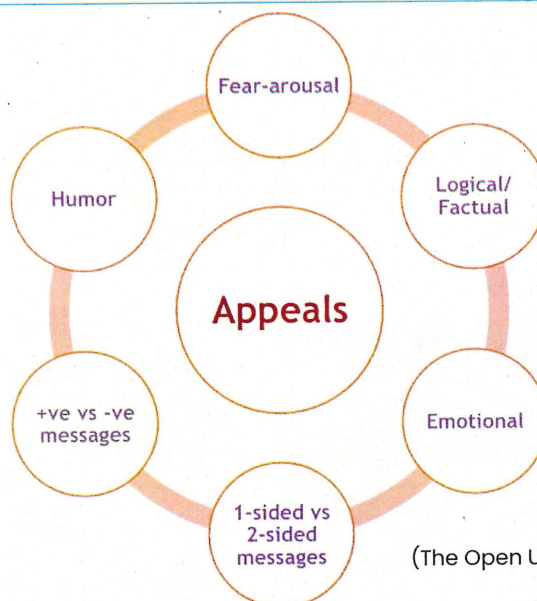


Purposes:

1. Ensuring mini-film content **aligns with youth culture**
2. Establishing an **evidence-based foundation** for mini-film formulation



Theoretical basis for mini-film formulation



(The Open University, 2023)

<https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=165§ion=83.4.2>



Activity 2

Activity 2 : Pilot test sharing session

Status: 124/120 participants (103.3%)

Stakeholders Involved:

- Teens & Youth
- School Personnel
- Parents
- Healthcare Professionals



Purpose:

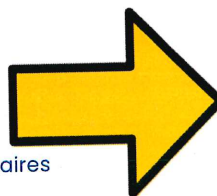
1. **Gathering feedback** on the initial draft of the mini-film and full guidebook
2. Enhancing the quality of the mini-film and guidebook to effectively prevent marijuana and CBD misuse.



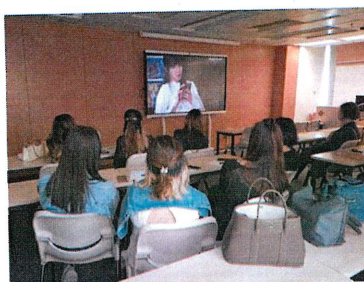
Activity 2

Pilot Testing Process (90 Minutes Total)

1. Mini-film screening
2. Focus group interviews to gather qualitative insights
3. Guidebook review
4. Use of focus groups and questionnaires to collect feedback



Final refinements to the mini-film and guidebook





Activity 3

Activity 3 : Evaluation sharing session

Status: 136/120 participants (113.3%)

Stakeholders Involved:

- Teens & Youth
- School Personnel
- Parents
- Healthcare Professionals



Purpose: **Validating the effectiveness** of the mini-film and guidebook as prevention tools by:

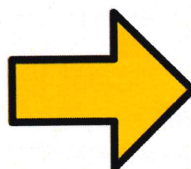
- Measuring participants' increase in understanding of cannabis and CBD-related harms
- Evaluating the reduction in permissive attitudes toward smoking or misusing cannabis



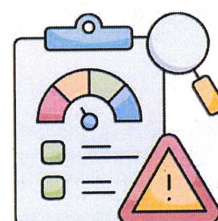
Activity 3

Sharing session for evaluation
Process (~60 Minutes Total)

1. Completion of the pre-test
2. Mini-film screening
3. Reading the guidebook
4. Completion of pre-test



Analysis and evaluation



Activity 4

Activity 4: Production of a comprehensive mini-film package (Non-VR & VR versions) with a full application guide

- **VR Version:** Specifically designed for **high-risk individuals**
- **Non-VR Version:** For the general population
- The VR Advantage:
 - **Engagement Tool:** Leverages VR as a "trendy" and innovative medium to capture the interest of high-risk individuals
 - **Resonance:** Uses high-tech immersion to make the prevention message more impactful and memorable.



《披麻撲火》
全攻略



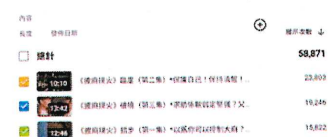
Activity 5

Activity 5 : Online dissemination of videos on YouTube, Facebook, and Instagram (Non-VR version)

Total Reach: 235,461/225,400 contacts (104.5%)

Breakdown:
 Other schools' resource platforms: 280 contacts
 YouTube promotion to the public: 58,871 contacts
 Promotion to PolyU students, alumni, and staff: 176,310 contacts

Uncountable reach – Additional exposure through Instagram and Facebook, where views and shares extend beyond measurable contacts



The YouTube promotion record highlighting the frequency with which the mini-film was promoted to the public



The Instagram post using to promote the mini-film



The Facebook post promoting the mini-film



Activity 6

Activity 6 : **Physical outreach** to promote the full **application guide** and the **three video clips**

Status: Reached 1,159/1,000 low-risk participants (115.9%) and 502/500 high-risk participants (100.4%)

Target Audiences:

- **General Population:** Secondary schools, youth centres, universities, colleges, and the general public
- **High-Risk Groups:** Drug rehabilitation centres, hospitals, mental wellness centres (ICCMW), and correctional services

Innovative Engagement:

- **VR Technology:** Utilizing VR glasses and the specialized VR version to engage high-risk participants
- **Interactive Hook:** Using VR as a "trendy" tool to arouse interest and increase participation in outreach sessions
- **Impactful Messaging:** Enhancing the prevention message to make it more memorable through immersive VR experiences



Activity 6

Physical Outreach Process (~60 Minutes Total)

1. Engagement
2. Mini-film screening (Non-VR / VR) - partial or full versions
3. Integrating the use of guidebook:
 - Introduction to Cannabis and CBD
 - Discussion on the mini-film scenarios
4. Promoting the use of the mini-film and guidebook to social workers and professionals





Output and Outcome Evaluation



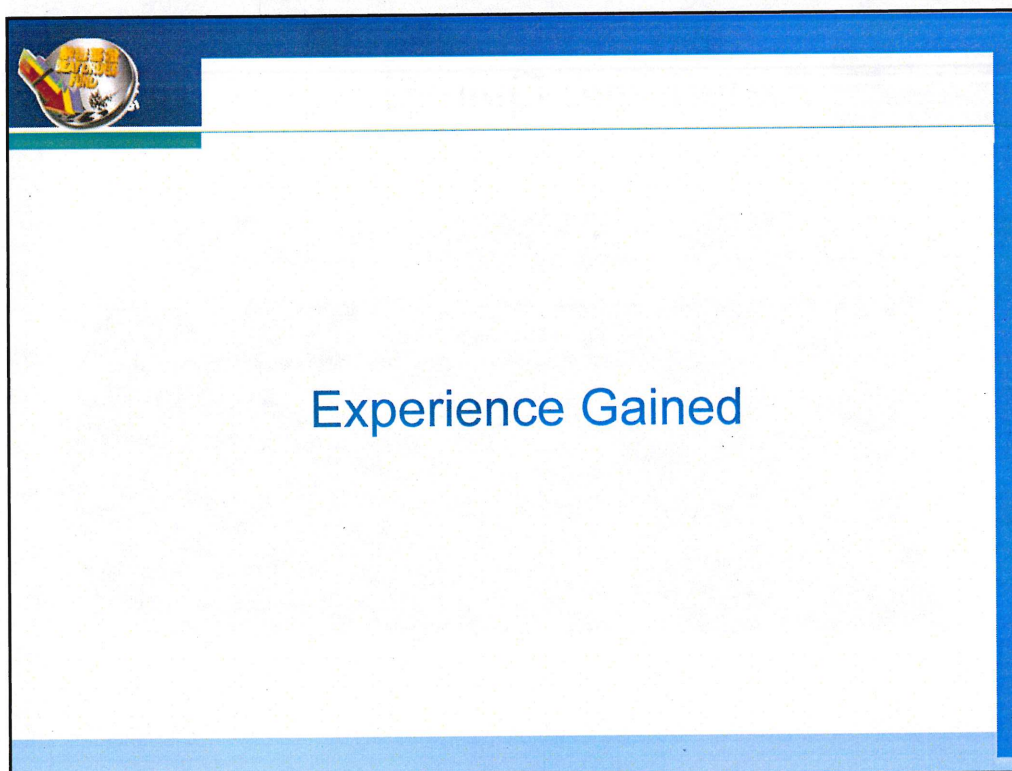
Output Evaluation

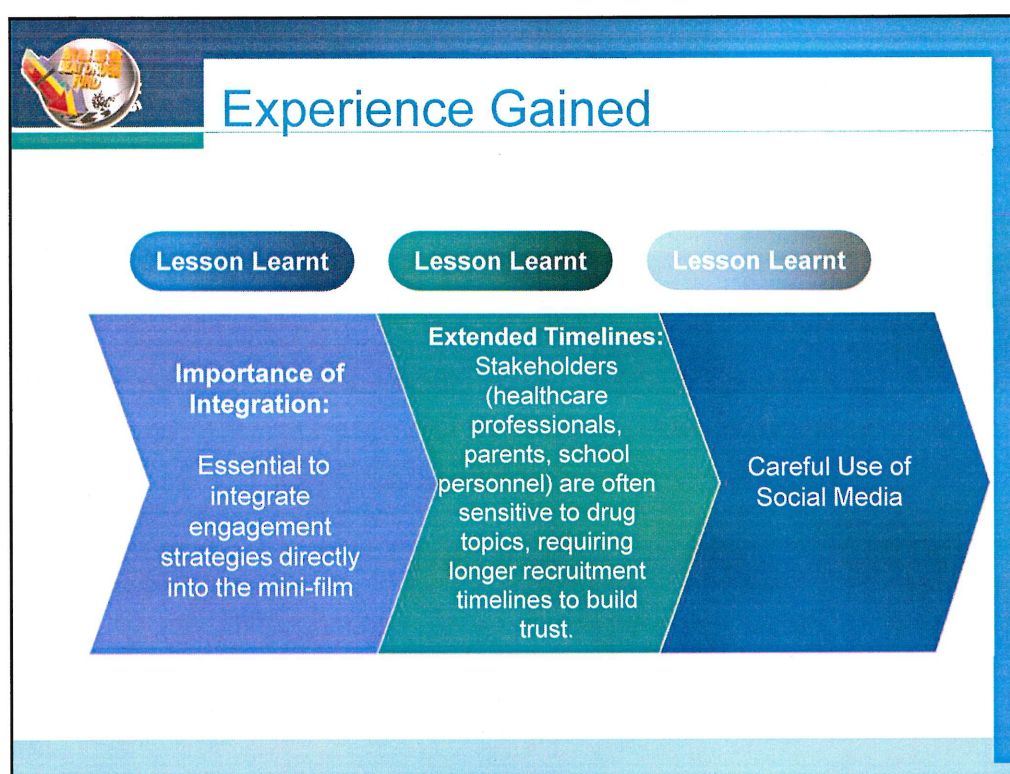
	Description	Expected Result	Achieved Result	Remark
Output Indicator 1	Conduct 8 sessions of focus groups for background research	80 participants engaged	Conducted 13 (162.5%) sessions of focus groups: 80 (100%) participants completed the interview	
Output Indicator 2	Conduct 12 sharing sessions for the pilot test	120 participants engaged	Conducted 22 (183.3%) sharing sessions for the pilot test: 124 (103.3%) participants engaged	Target exceeded
Output Indicator 3	Conduct 12 sharing sessions for evaluation	120 participants engaged	Conduct 28 (233.3%) sharing sessions for evaluation: 136 (113.3%) participants engaged	Target exceeded
Output Indicator 4	Produce three video clips (min. 10 mins each) with full application guide	/	Completed	Completed
Output Indicator 5	Online dissemination of video content	Reach 225,400 contacts	Reached 235,461 contacts (104.5%)	Target exceeded
Output Indicator 6	Physical outreach to promote the full application guides /videos	1,000 low-risk and 500 high-risk individuals	Outreached 1,159 low-risk (115.9%) & 502 high-risk (100.4%) individuals	Target exceeded



Outcome Evaluation

	Expected Result	Achieved Result
Outcome Indicator 1	At least 70% of participants gain knowledge about cannabis-related harm or show reduction in permissive attitudes toward smoking cannabis.	Surveys Conducted: 136 Pre/Post-tests 75.7% of participants gained knowledge about cannabis-related harm; 70.6% of participants showed reduction in permissive attitudes toward smoking cannabis. Statistically significant improvement found ($p < 0.05$).
Outcome Indicator 2	At least 60% of participants demonstrate increase in knowledge of cannabis-related harm.	Surveys Conducted: 136 Pre/Post-tests 75.7% of participants demonstrated increase in knowledge of cannabis-related harm Statistically significant increase found ($p < 0.05$).
Outcome Indicator 3	At least 60% of participants show reduction in permissive attitude toward smoking cannabis.	Surveys Conducted: 136 Pre/Post-tests 70.6% of participants showed reduction in permissive attitude toward smoking cannabis. Statistically significant reduction found ($p < 0.05$).







Conclusion

Proven Effectiveness

- Over 70% of participants demonstrated improved awareness of cannabis-related harms and a reduction in permissive attitudes toward smoking cannabis.

Validated "Edutainment" Approach

- The use of teen-driven mini-films proven to be a highly effective method for drug prevention.
- Success was rooted in multi-perspective insights from different stakeholders and solid theoretical basis.

The VR Advantage

- Technology served as a critical "interactive hook" for teens and youths.
- VR is specifically valuable for engaging high-risk youth who are difficult to reach through traditional methods.



Suggestions

Extended Recruitment Timelines:

- Future projects addressing sensitive topics like drugs should allocate buffer time for recruiting stakeholders.

Platform-Specific Content:

- Continue using Non-VR versions for general social media campaigns while reserving VR for intensive, high-immersion sessions with high-risk groups.



Way Forward

- Institutional Integration of the Mini-Film Package**
 - **Wider Reach:** Institutionalise the use of the mini-film and full guidebook package within the prevention programs in secondary schools, universities, and youth centres.
- Continuous Content Evolution**
 - **Cultural Relevance:** Maintain a youth-driven approach by periodically updating "trendy" elements to stay aligned with evolving youth culture.
- Technological Adaptation:**
 - Continue leveraging VR technology as an "interactive hook" to maintain high participation rates in future outreach.



The End