

"Cannabis Trouble": Say No to Cannabis, Say No to Trouble

BDF220015

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Hong Kong Policy
Research Institute



Introduction

- **Project Context:** Addressing the rising misconception among youth regarding cannabis "legalization" in overseas jurisdictions. **Core Objective:** To shift the preventive education paradigm from a purely "health-based" warning to a "law-based" deterrent.



Project Content

- **Rule-of-Law Picture Book:** Produced and distributed 24,000 copies of an original illustrated book for upper primary students, translating complex drug laws into relatable stories.
- **Educational Animations:** Developed 3 high-quality animated videos debunking legal myths (e.g., "Joint Enterprise" and "Presumption of Possession"). **Lawyer-led**
- **School Seminars:** Conducted 27 interactive sessions delivered by legal professionals to provide authoritative answers to students' legal queries.

Output Evaluation

Indicator	Description	Output Achieved
Output Indicator 1	Provide 20 sessions of anti-drug talks for 1,000 upper primary, 10,000 secondary and 800 tertiary students	Provided 28 (140%) sessions of anti-drug talks for 3,050 (305%) upper primary, 9,134 (91.3%) secondary and 750 (93.8%) tertiary students
Output Indicator 2	Sharing of animated video to 72,000 viewers, including 1,000 upper primary students, 10,000 secondary students, 1,000 tertiary students and 60,000 general public	Sharing of animated video to 98,307 (136.5%) viewers, including 6,000 (600%) upper primary students, 10,020 (100.2%) secondary students, 950 (95%) tertiary students and 78,113 (130.2%) general public
Output Indicator 3	Physical distribution of anti-drug picture books to 10,000 students in 50 primary schools and online dissemination of online picture book in social media	Physical distribution of anti-drug picture books to 10,020 (100.2%) students in 48 (96%) primary schools and online dissemination of online picture book in social media

Outcome Evaluation

Indicator	Description	Evaluation Methods	Outcome Achieved
Outcome Indicator 1	70% of participants show reduction in permissive attitude towards smoking cannabis	BDF Question Set 25 (Pre-test and post-test survey)	71.6% of participants showed reduction in permissive attitude towards smoking cannabis
Outcome Indicator 2	70% of participants show improvement in their attitude against drug trafficking	BDF Question Set 26 (Pre-test and post-test survey)	72.8% of participants showed improvement in their attitude against drug trafficking

Experience Gained

Reason behind Success:

- **Unique Perspective:** Using "Future Prospects" and "Legal Risks" as hooks resonated more deeply with students than traditional health warnings.
- **Professional Credibility:** The presence of lawyers added a layer of seriousness and "real-world" impact that students respected.

Reason behind Underachievement (if any):

- *Example:* Initial outdoor booth attendance was affected by inclement weather; however, this was mitigated by increasing social media ad spend to boost digital views.

Lesson Learnt:

- Legal jargon must be simplified into "Scenario-based Questions" (e.g., "What if a friend asks you to carry a bag across the border?"). This format significantly increased student engagement.

Other Findings

- **Emerging Trends:** Noticed a persistent "grey area" in students' understanding of CBD vs. THC; suggests that legal education must be updated in real-time as regulations evolve.
- **Teacher Feedback:** Educators expressed a strong need for "Legal Fact Sheets" to help them answer difficult questions during regular classroom hours.

Conclusion

- **Conclusion:** The project successfully proved that a "Rule-of-Law" approach is a powerful deterrent that effectively deconstructs the "low-risk" myth of cannabis.
- **Suggestions:** Recommend the Beat Drugs Fund to encourage more cross-sector projects involving legal and research professionals.
- **Way Forward:**
 - **Parental Outreach:** Expand the legal-perspective framework to parent-teacher associations to prevent drug myths from taking root at home.

