



1 Sep 2023- 31 Aug 2025

**Fly to the Blue Sky – Integrated Anti-  
drugs Service Scheme for Sex  
Workers  
BDF220042**

**Action for REACH OUT**



**Fly to the Blue Sky – Integrated Anti-drugs  
Service Scheme for Sex Workers**

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## Introduction

- Action for REACH OUT (AFRO) was officially established in 1993, is the first organisation in Hong Kong dedicated to providing services and support to female Sex Workers in Hong Kong
- We walk alongside sex workers, offer an environment of non-judgemental, openness and support, where sex workers can turn in times of need
- Our services include a drop-in centre, outreach visits and online outreach, hotline, health education and promotion (including sexual, physical and mental), anti-drug education, sexual health and pap smear tests, counselling, peer education, referrals for legal consultation and social services, health and legal rights promotion etc.



## Introduction

- We adopted an integrated service model, from the perspective of personal capacity building and confidence establishment, comprehensively focusing on the welfare and needs of sex workers in various aspects. It covers multiple areas including occupational safety, physical and mental health, drug use, gambling, financial management, legal rights, and basic human rights.
- Over the past two decades, we have successfully built a wide-reaching and deeply rooted network among women working in the sex industry in Hong Kong
- AFRO is a member of the Hong Kong Women's Coalition on Equal Opportunities and the Hong Kong Coalition of AIDS Service Organizations.

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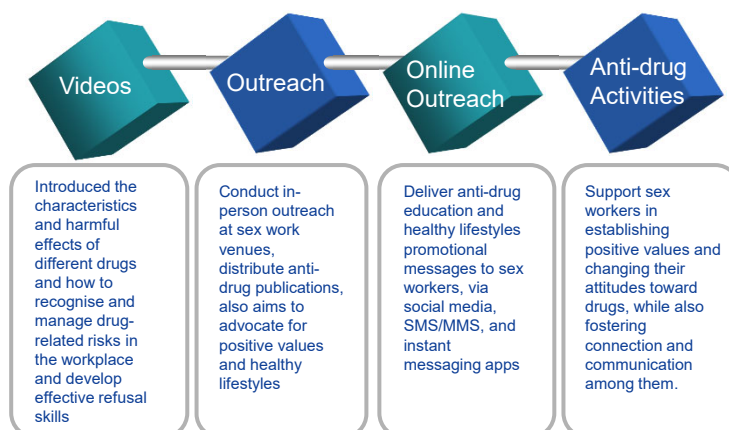


## Project Content

This territory-wide 2-year project aims to increase sex workers' awareness of drugs and the serious consequences of drug trafficking, encourage and support sex workers to change their attitudes towards drugs, and help sex workers who are troubled by drug temptations to improve their self-efficacy in rejecting drug use



## Project Content





## Project Content



## Output Evaluation

|                           | Expected Result                                                   | Achieved Result                                               |
|---------------------------|-------------------------------------------------------------------|---------------------------------------------------------------|
| <b>Output Indicator 1</b> | 舉辦3場分享會，與90-120名職前或在職社會服務、醫護、教育、心理輔導等有機會接觸性工作者之專業人員分享性工作者綜合禁毒服務計劃 | 舉辦4場 分享會，與160名職前或在職社會服務、醫護、教育、心理輔導等有機會接觸性工作者之專業人員分享性工作者綜合禁毒服務 |
| <b>Output Indicator 2</b> | 舉辦 200 次實體外展，接觸 2,000-2,400人次之性工作者                                | 舉辦202次實體外展，接觸 2,143人次之性工作者                                    |
| <b>Output Indicator 3</b> | 舉辦300次網上外展，透過社交媒體、電話短訊、手機即時通訊軟件等活動，接觸6,000-9,000人次之性工作者           | 舉辦300次網上外展，透過社交媒體、電話短訊、手機即時通訊軟件等活動，接觸48,091人次之性工作者            |

|  <b>Output Evaluation</b> |                                             |                                             |
|------------------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|
|                                                                                                            | <b>Expected Result</b>                      | <b>Achieved Result</b>                      |
| <b>Output Indicator 4</b>                                                                                  | 為120名性工作者舉辦20節禁毒教育小組活動                      | 為120名性工作者舉辦20節禁毒教育小組活動                      |
| <b>Output Indicator 5</b>                                                                                  | 為12位性工作者禁毒義工提供義工訓練 (15小時理論課及20小時實習)，合共420人時 | 為12位性工作者禁毒義工提供義工訓練 (15小時理論課及20小時實習)，合共420人時 |
| <b>Output Indicator 6</b>                                                                                  | 製作4段約長2-3分鐘之禁毒教育動畫短片，接觸共27,200人次            | 製作4段約長2-3分鐘之禁毒教育動畫短片，接觸共41,637人次            |

|  <b>Outcome Evaluation</b> |                             |                                 |
|---------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------------|
|                                                                                                               | <b>Expected Result</b>      | <b>Achieved Result</b>          |
| <b>Outcome Indicator 1</b>                                                                                    | 禁毒教育小組活動參加者對販毒所持的思維態度有所改善   | 收回112份問卷，97.3%參加者對販毒所持的思維態度有所改善 |
| <b>Outcome Indicator 2</b>                                                                                    | 性工作者禁毒義工訓練參加者及早辨識吸毒者的能力有所提升 | 收回12份問卷，100%參加者表示及早辨識吸毒者的能力有所提升 |
| <b>Outcome Indicator 3</b>                                                                                    | 禁毒教育小組活動參加者避免吸毒的自我效能感有所提升   | 收回112份問卷，95.5%參加者自我效能感有所提升      |



## Outcome Evaluation

|                     | Expected Result            | Achieved Result                        |
|---------------------|----------------------------|----------------------------------------|
| Outcome Indicator 4 | 禁毒教育小組活動<br>參加者的吸毒風險意識有所改善 | 收回112份問卷，97.3%參加者<br>吸毒風險意識有所改善        |
| Outcome Indicator 5 | 分享會參加者及早辨識吸毒者<br>的能力有所提升   | 收回160份問卷，100%參加者<br>及早辨識吸毒者的能力有所提<br>升 |



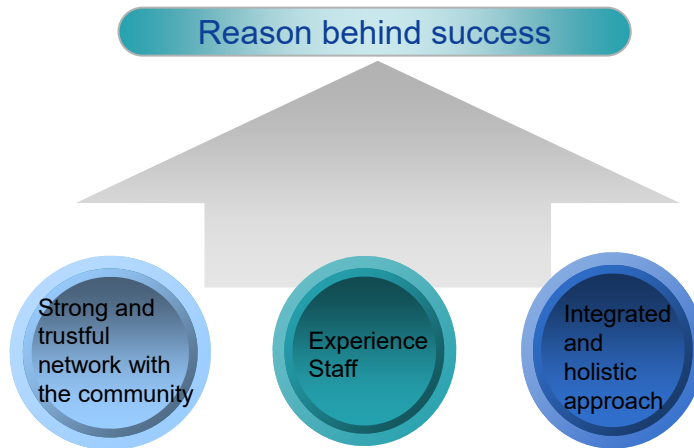
## Experience Gained

### Reason behind success

- Over the years, we have developed a strong and trustful network with the female sex workers and relevant parties in the industry, which facilitate the delivery of the programme
- With highly experienced staff, we were able to stay highly sensitive to the specific culture of the profession, flexible, and fast to response to the changes
- Adoption of an integrated and holistic approach, we believe it will enhance the effect of the programme, and strengthen the delivery of the messages



## Experience Gained



## Conclusion

- The economic downturn caused by COVID-19 pandemic and its aftermath, plus the advancement in technology, more female sex workers turned from full-time, venue-based to part-time (or flexible working hours which suit their needs) and private contact-based (or more mobile to work in between venues)
- We will continue to strengthen our physical outreach visits, leverage the widespread accessibility of technology with online outreach, and carry out the objectives of the programme with holistic approach, hope to maximise the effect of the programme