



社區藥物教育輔導會

Community Drug Advisory Council



Healthy Mommy and Daddy

健康好爸媽

BDF200018

From 1/8/2021 to 31/7/2023

Objectives of the project

- ▶ The project aims to raise health and anti-drug awareness of Chinese P5-6 school parents;
- ▶ To enhance anti-drug capabilities of non-Chinese speaking (NCS) parents of diverse races through culturally sensitive activities;
- ▶ To strengthen family protective factors of drug abuse through parenting workshops and parent-child activities; and
- ▶ To foster understanding of drug abuse issues among people of diverse races through community education activities.

Characteristics of the project

- ▶ The project meets the cultural needs to engage local and NCS junior primary school parents in drug abuse prevention.
- ▶ The project is expected to fill in the service gap and respond to the needs of vulnerable populations.
- ▶ The project takes account of strengthening family function, developing anti-drug awareness, build-up of detection abilities to identify drug abusers, encouraging and support drug abusers to seek help in advance.

Project Content

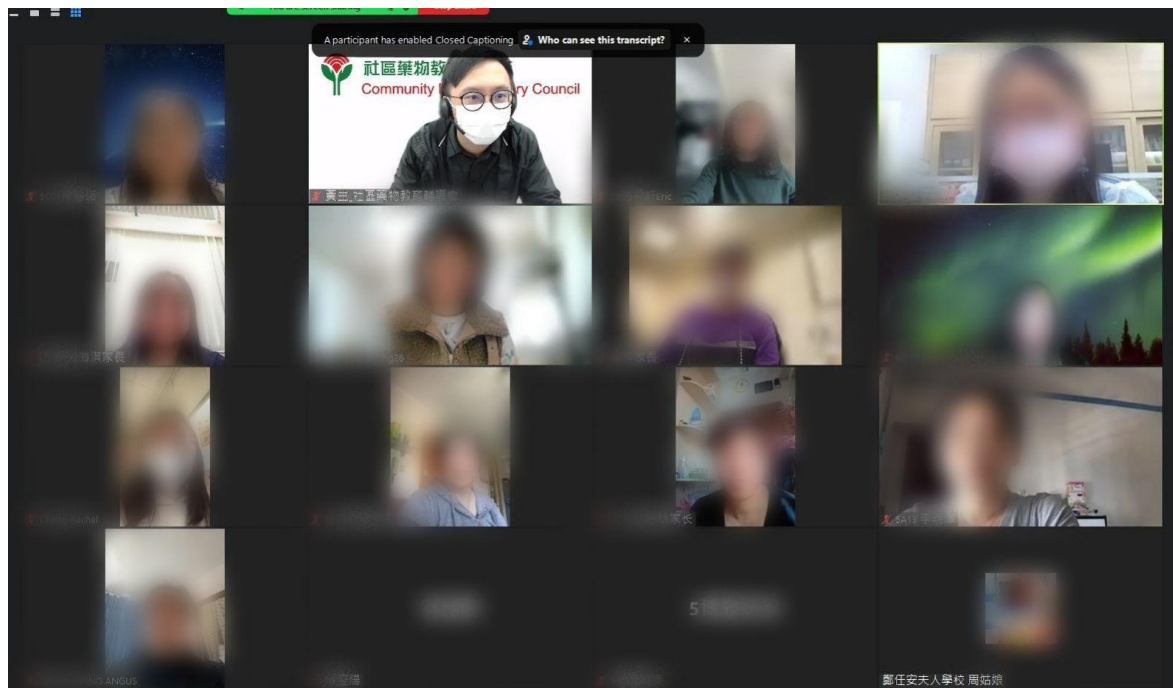
- ▶ **Activity 1: Health and Anti-Drug Parenting Workshop**
- ▶ **Aim:** To increase anti-drug awareness of Chinese and EM upper primary school parents and strengthen family protective factors against drug abuse
- ▶ **Content:** Each workshops were composed of a mini-lectures and interactive activities, which lasted for about 45-60 minutes. The programme covered five topics ranging from individual health to family aspects. Preventive education related to drug trafficking issues was included.
- ▶ **Themes:**
 - Say kNOw to Drugs (藥物安全與毒品)
 - Healthy Living (健康生活知多點)
 - Happy Learning Atmosphere (愉快學習好Easy)
 - Effective Parent-child Communication (親子溝通無障礙)
 - Stress-free Relaxation Workshop (「家長鬆一鬆」減壓工作坊)



在元朗朗屏邨東莞學校的
多元族裔家長講座



在東涌天主教學校的多元
族裔家長講座



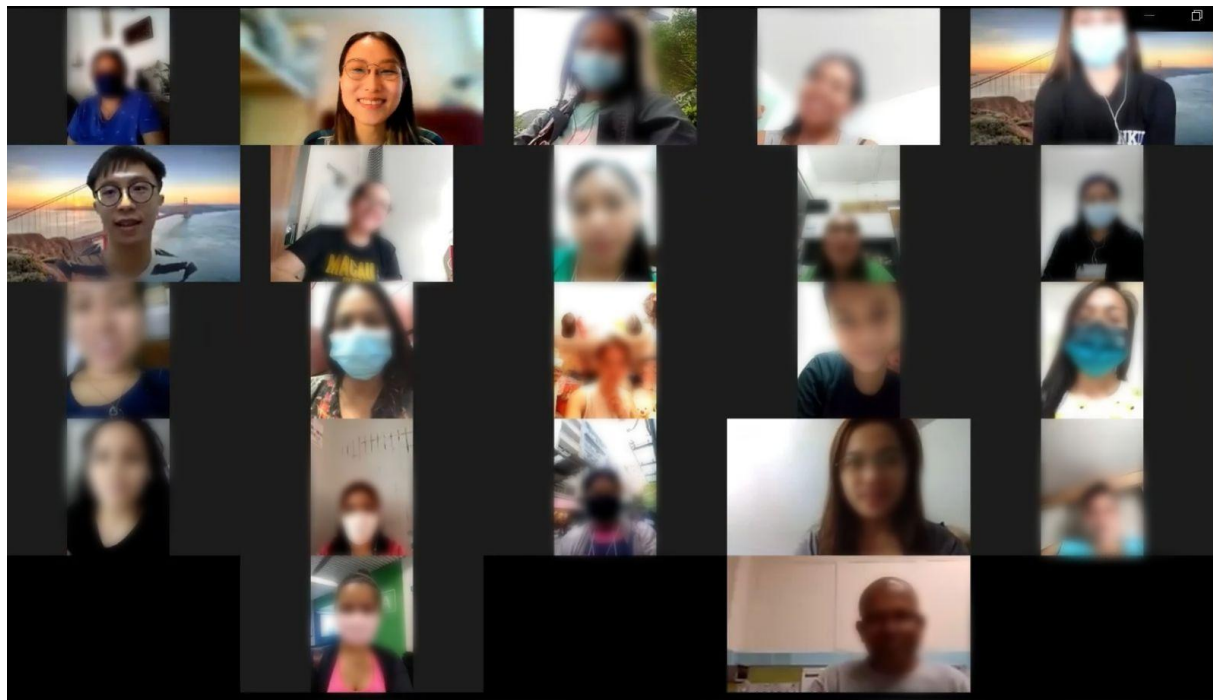
網上家長講座



與Social S合作，利用運動元素進行的家長減壓工作坊

Project Content

- ▶ **Activity 2: Community-based Anti-drug and Health Talks for People of Diverse Races**
- ▶ **Aim:** To strengthen the people of diverse races' understanding on illicit drug and related services in Hong Kong
- ▶ **Content:** At least 20 talks and sharing sessions were organized, with each talk lasted for about 45-60 minutes.
- ▶ **Themes:**
 - Illicit Drugs and Dangerous Drugs Ordinance in Hong Kong
 - Drug Treatment and Rehabilitation Services in Hong Kong
 - Latest Development or Provision of Ethnic Minorities (EM) Friendly Services



外傭藥物健康管理工作坊



與醫護行者及香港戒毒會一同
栽培多元族裔抗毒健康大使

Project Content

Activity 3: Production of Parent Booklet

Aim: To foster parent-child relationships, facilitate the spread of anti-drug information among family members and encourage parents to practise healthy habits

Content: Multilingual parent booklets were developed as a tool for parents to communicate with their children by completing the take-home missions. The booklets were produced in Chinese and four EM languages (including Hindi, Urdu, Thai and Nepali) with six themes. The electronic versions were also distributed to the participants of anti-drug parent workshops, primary schools, EM parents, or family service-related organisations in Hong Kong, etc. through e-mail or social media platforms.



家長健康與藥物教育小冊子



少數族裔語言版本

Experience gained

► Reason behind success

- **School and community networks:** CDAC has close relationships with schools and community partners which helped us engage the targeted population through different channels and deliver the programmes in different platforms in an effective way.
- **The design of the programmes:** The materials of talks and workshops are developed based World Health Organization's health-centered approach. In this regard, the design of programme, rather than directly educating target participants about the drug harms, connects them with holistic health topics and is of their interest. The outcomes show that the design of the programme is effective in engaging targeted population, and enhancing their anti-drug awareness and capacity.

Experience gained

► Reason behind success

- **Employment of ethnically diverse staff:** to better engage the ethnically diverse community and deliver the health education message, CDAC employed ethnically diverse education officer (one Nepalese and one Pakistani during the project period). The media of instruction of the programmes was not confined in English and Chinese, but also other languages such as Nepalese, Urdu and Hindi so that the EM participants could easily understand the health and anti-drug messages. The similar life experience between the staff and the participants facilitated the participants to echo their life experiences and thus they can have a more in-depth understanding on holistic health.
- **Multilingual versions and ethnically friendly design of the booklets:** apart from Chinese and English versions, CDAC also translated the booklets into Thai, Hindi, Urdu and Nepalese. Also, the design of the characters on the booklets were based on the characteristics of different ethnicities. In this regard, the design of the booklet was “for” various ethnically diverse groups.

Experience gained

► Lesson learned

- **Engagement ethnically diverse communities through different channels:** apart from NGOs, schools and civil groups, other channels such as shops and consulates are also effective ways to engage the ethnically diverse communities.
- **Media for engagement:** since people of ethnically diverse communities are not always literate for Chinese or English, translation to different languages can facilitate them to better equip health knowledge and anti-drug awareness.

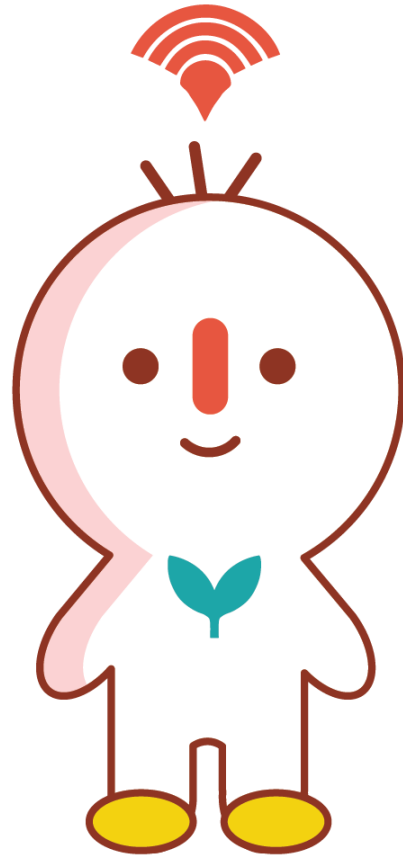
Conclusion

► Conclusion

- The output indicators of the project were overachieved, reflecting the social needs for such services.
- The outcomes shows that the project is effective in enhancing the anti-drug awareness and capacity of participants to identify drug abusers.

► Way forward

- In order to also take care of those who are illiterate but also in need of healthcare knowledge and anti-drug awareness, videos and audios dubbed in multiple languages should be considered in the future.
- The topics covered in the talks and workshops can also be delivered to parents of all primary students and junior forms, as they also need to improve health knowledge and anti-drug awareness.



End

Output evaluation

| Output | Description of indicator | Results |
|--------------------|---|---|
| output indicator 1 | Provide 20 sessions of anti-drug parenting workshops to 1,000 parents, among which at least 350 are EM parents of P5-6 students | 82 workshops (410%) were conducted and 1750 parents (175%) attended. Among the parents, 360 (102.9% of targeted number) are EM. |
| output indicator 2 | Provide 20 sessions of community-based anti-drug and health talks to 800 EM participants | 41 talks (205%) were conducted and 838 EM (104.8%) attended. |
| output indicator 3 | Distribute 2,400 copies of parent booklets to parents, among which at least 840 copies are distributed to EM parents of P5-6 students | 2400 copies of booklets were distributed to parents (100%), among which 840 copies are distributed to EM parents (100%). |

Outcome evaluation

| Outcome | Description of indicator and benchmark |
|-------------|--|
| Indicator 1 | Participant's rating on the effectiveness of anti-drug parenting workshops (70% of participants agree that the workshops enable them to raise their anti-drug awareness) |
| Indicator 2 | Participant's ability to identify drug abusing children (70% of participants show improvement in their ability to identify drug abusing children or statistical significant improvement in ability to identify drug abusing children as indicated by paired t-test) |
| Indicator 3 | Participant's rating on the effectiveness of community-based anti-drug and health talks (70% of participants agree that talk enable them to gain knowledge about drug harm) |
| Indicator 4 | Participant's awareness about the harm of cannabis abuse (70% of participants gain awareness about the harm of cannabis abuse or statistical significant gain in awareness as indicated by paired t-test) |

Outcome evaluation

| Outcome | Evaluation method | Data collected and results |
|-------------|--|--|
| Indicator 1 | Tailor made questionnaire (post-test) | 89.6% of participants agree that the workshops enable them to raise their anti-drug awareness (n= 615) |
| Indicator 2 | Tailor made questionnaire (pre- and post-test) | 80.7% of participants show improvement in their ability to identify drug abusing children (n= 615) |
| Indicator 3 | Tailor made questionnaire (post-test) | 91.2% of participants agree that talk enable them to gain knowledge about drug harm (n= 274) |
| Indicator 4 | Beat Drugs Fund question set no. 24 (pre- and post-test) | 76.9% of participants agree that the talk help them gain knowledge of cannabis (n=173) |