

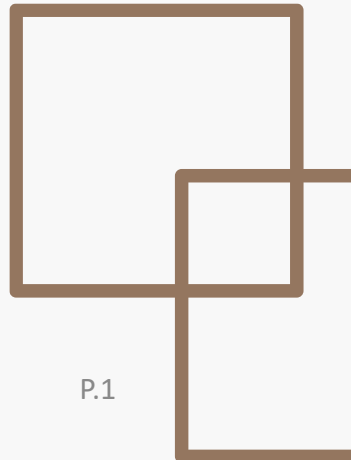
**TEAM (Teen Edutainment Against Marijuana):
Production of teen-driven mini-film package
(film plus full guide) for prevention of
marijuana and cannabidiol use in teens**

BDF 220007



Project implementation period:
1/9/2023-28/2/2026

Grantee:
The Hong Kong Polytechnic University

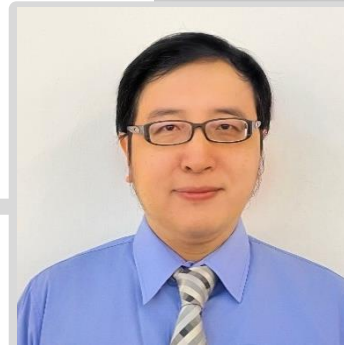


Core Members of the Team



**Prof.
Hector
TSANG**

Project -PI



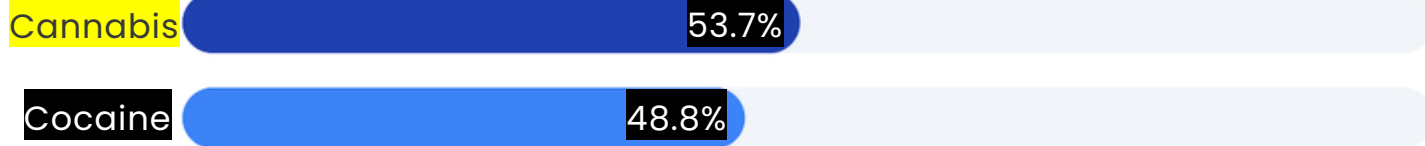
**Dr. Chi-
man TSUI**

**Project Co-PI
(Deputy PI)**

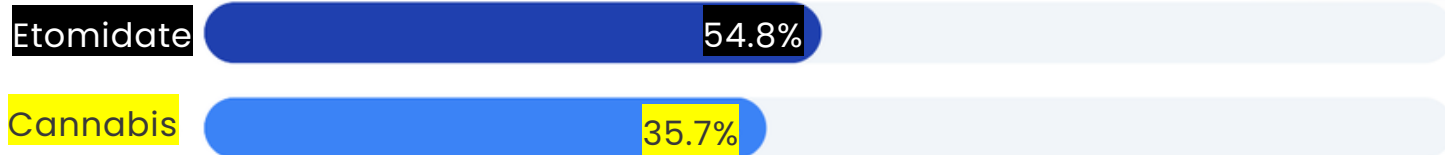
Most Common Drugs Among Youth (<21)

***Newly reported persons

2022



2025



(Narcotics Division, 2025)

Milestones of CBD Regulation

2019-2022

Feb 2023

The Hong Kong government tested the pure CBD-containing products in the market, confirmed that approximately 30% of these contain THC.

CBD has been listed as a dangerous drug under the Dangerous Drugs Ordinance (DDO)

(Hong Kong Customs and Excise Department, 2022)

(The Hong Kong Government, 2023)

CBD → THC (Natural Decomposition)

Introduction

Core Objective:

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

Key Deliverable:

- A teen-driven mini-film package (mini films plus a full guidebook)

"Edutainment":
combining education and
entertainment to deliver impactful
prevention messages.



Project Flow

1

Background Research: Focus groups with stakeholders

2

Pilot Testing: Sharing sessions to refine the draft film and guide

3

Production: Finalizing the mini-film and guidebook

4

Evaluation: Sharing sessions to validate effectiveness

5

Physical outreach: Promote the full application guide and the mini film

6

Dissemination: Massive online reach and physical outreach

4 groups of Stakeholders

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

Low risk:

From secondary schools, youth centres, universities, colleges and general public

High risk:

From drug rehabilitation centres, hospitals, integrated community centres for mental wellness and correctional service.



Impact of Anti-Drug Mini-film on Awareness



Theoretical basis for mini film formulation



(The Open University, 2023)



Guidebook formulation

Pre reading

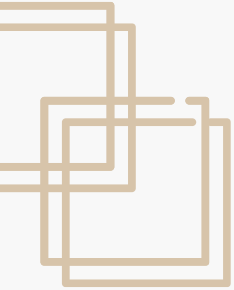
- **Basic Knowledge of Cannabis and CBD**
- **Law on Cannabis and CBD**
- **Effects on Teenagers**
- **Introduction to the Mini-Film**

Post reading

- **Discussion on Mini-Film Scenes**
- **Deepening the Anti-Drug Message**
- **Group Reflection & Takeaways**

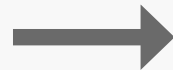
Ensure the effective prevention of marijuana and CBD misuse.

Refinement of the mini film and guidebook formulation

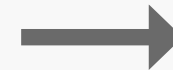


multi-perspective insights

Theoretical basis



Data collection



Data analysis



Focus group ~1-1.5 hr

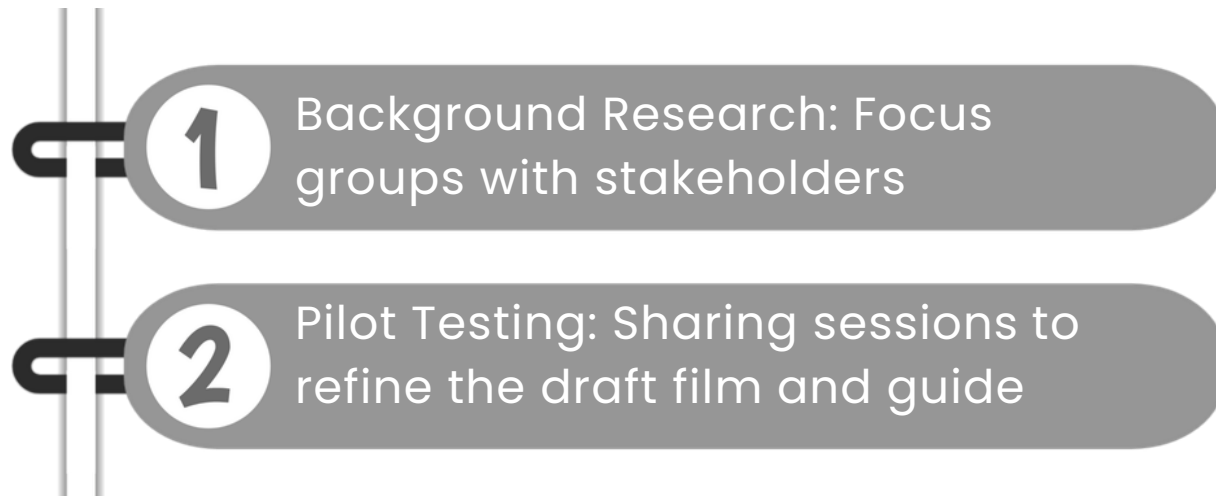
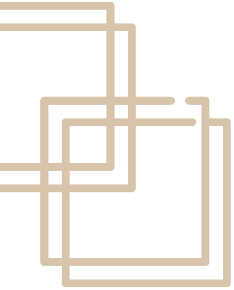
4 groups of Stakeholders

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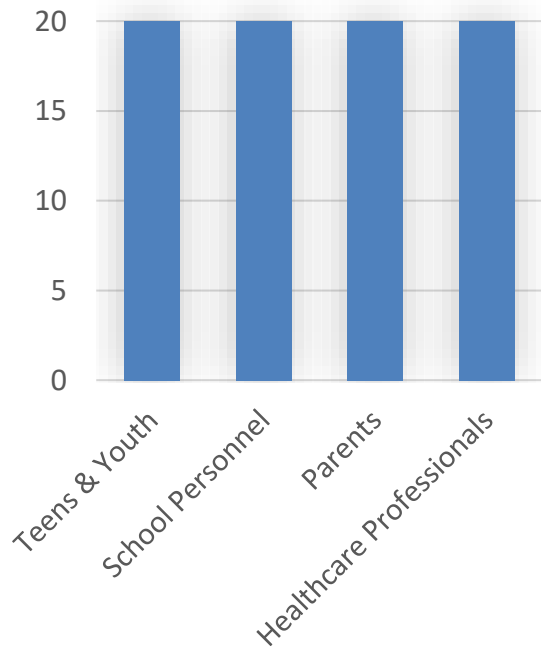
Refinement of the mini-film and guidebook

Ensure the effective prevention of marijuana and CBD misuse.

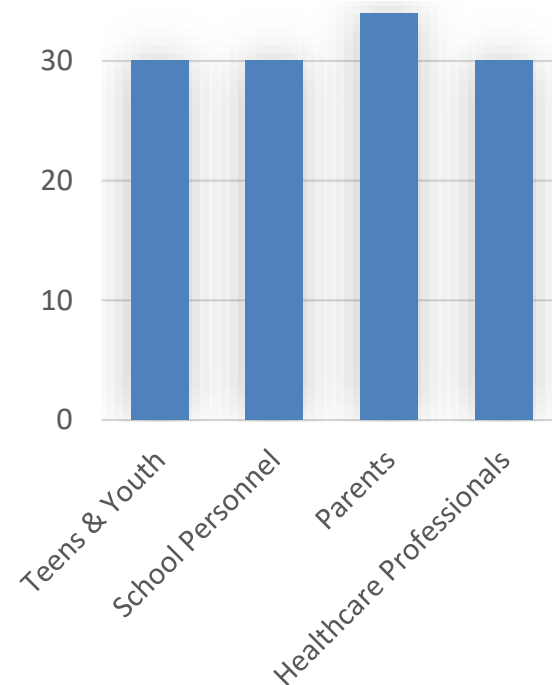
Refinement of the mini film and guidebook formulation



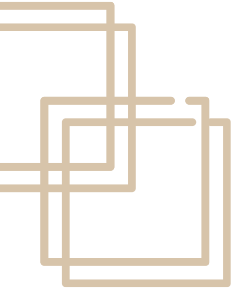
Background research focus group (n=80/80)



Sharing session for pilot tests(n=124)



Inspiring findings from stakeholders in the drafting process of the storyboard



Appeal	What They Want	What to Avoid	Quotations
Fear	Be Honest About Risk: Stick to consequences that can actually happen.	Avoid Extreme Cases: If show exaggerated or unrealistic negative consequences, it can trigger a "rebellious rejection" among youths.	<p>“同埋始終年青人...即係多少都有反叛嘅，你越嚇佢就越挑戰...” (P10)</p> <p>“極端例子影响有限...例如你話咪將呢樣嘢放到最大咧？我就唔係好認同。” (T18)</p>
Humor	Modern: Incorporate modern humor and catchy slogans to make the message memorable.	Avoid Formal/Old-school: Avoid outdated humor, it will create a sense of disconnection with teens.	<p>“例如加插年輕人圈子流行嘅元素...” (H5)</p> <p>“可能係一兩句容易嘅口號...去洗腦呀。” (P7)</p>

Y = Youth group participants (e.g., Y1, Y2, Y3...)

H = Healthcare professionals (e.g., H1, H2, H3...)

P = Parents (e.g., P1, P2...)

T = Teachers/School personnel (e.g., T1, T2...)

Inspiring findings from stakeholders in the drafting process of the storyboard

Appeal	What They Want	What to Avoid	Quotations
Logical/Factual	<p>Relatable Role Models: Use YouTubers or approachable professionals who act as mentors or peers rather than authority figures.</p>	<p>Avoid Overly Formal Presentations: Do not rely on formal lecturers or experts to deliver all the information.</p>	<p>“我覺得係要一個有親民形象嘅權威，權威人士又好，KOL又好，要有個connection喺…要融入個劇情度嘅。” (T16)</p> <p>“未必會好聽權威人士講嘢啦…你越權威越唔會聽…” (Y4)</p>
Emotional	<p>Real-Life Impact: Focus on how drug use destroys relationships with friends and family.</p>	<p>Avoid Dramatization: Otherwise, it will fail to resonate with the audience.</p>	<p>“可以講下吸毒造成嘅社會性死亡…因為青少年好重視朋友或者外人點睇佢。” (P10)</p> <p>“唔好為做而做…假到唔想睇。” (Y12)</p>

Inspiring comments from stakeholders after watching the drafted version of the film and guidebook

Area(s)	Content	Quotation
The Presentation of Stress & Motivation	<p>The presentation of Hayden's stress and internal struggles allows the audience to truly feel the pressure that drives him to make choice to abuse drugs.</p>	<p>“睇到 Hayden 嗰種內心掙扎…嗰種壓力呀，好真實。” (Y9)</p>
Legal & Social Impact	<p>It is essential to address both the legal consequences of drug abuse and the social consequences that often follows, such as the loss of friendships and social isolation.</p>	<p>“我覺得可以加強毒品係法律上同埋社會上嘅影響，例如工作難搵呀，被同學孤立呀。” (P17)</p>
Drug Rehabilitation Process	<p>The content should emphasize the significant challenges of managing the addiction and the cravings.</p> <p>Needs to portray the rehabilitation process as a "long-term war" rather than a smooth journey.</p>	<p>“戒毒過程真係唔可以表現得太輕鬆，咁樣先可以令大家明白點解一啖都唔好試。” (H13)</p>



www.youtube.com/@披麻撲火

閱讀《披麻撲火》全攻略
polyu.hk/xRkuA

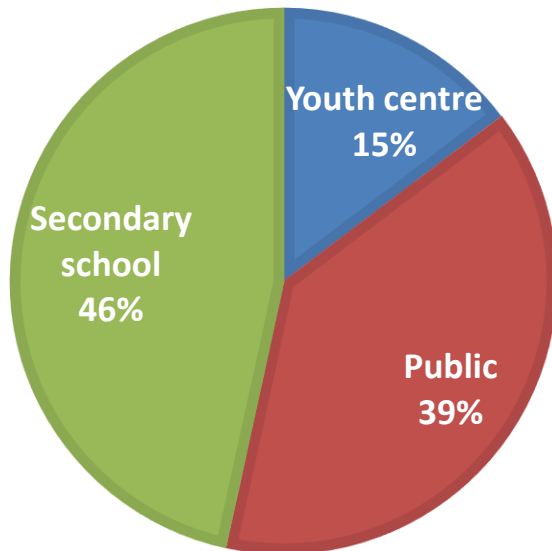


人生總會有些遺憾
There're bound to be a lot of regrets in life.

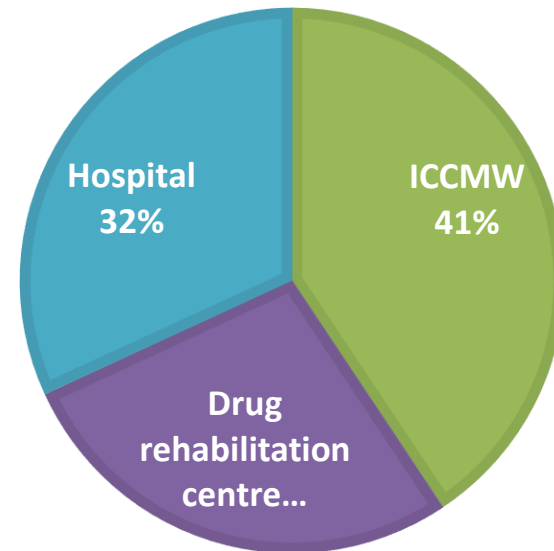
Physical outreach to promote the full application guide and the three video clips

5 Physical outreach: Promote the full application guide and the mini film

Low-risk group: Outreach promotion (n=1159/1000)



High-risk group: Outreach promotion (n=502/500)





Outreach Session: Participant Feedback & Reflections

Category	Participant Comments & Observations
Content	<p>Engaging Story: Most people found the first two episodes interesting and "eye-catching." Even though the third episode had a lot of information, the story from the first two parts kept the audience focusing on the educational content.</p> <p>Theme Song Bonus: Most people viewed the theme song as a significant "bonus" that enhanced the overall experience.</p>
Relatability	<p>Strong Connection to the Character by students: Many young people felt a lot of sympathy for Hayden's stress. The scenes about pressure from parents and school included some very realistic description of life of young people.</p>
Persons in Recovery	<p>Deep Truth: Participants appreciated the honest sharing from people in recovery about the harm that the drugs caused them. Also, it helped bridge the gap between the story and real-world reality.</p>
Guidebook	<p>Most participants agreed that the guidebook discussion topics were very well-designed and could facilitate meaningful conversation.</p>

Impact of Anti-Drug Mini-films on Awareness

Theoretical Basis

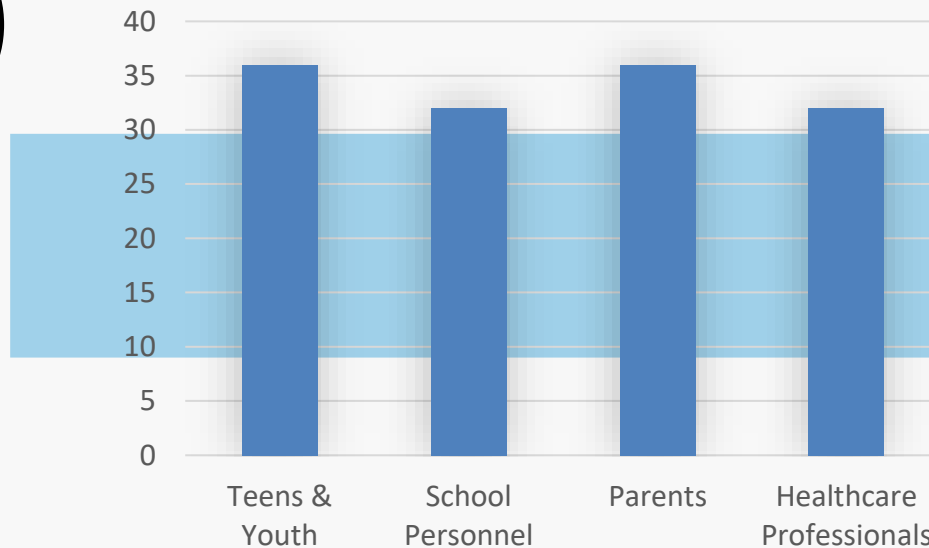
Edutainment

Youth-Driven Content

Stakeholders

VR Advantage

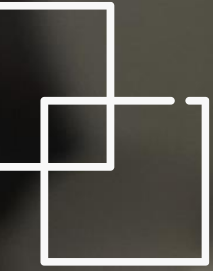
Sharing sessions for evaluation (n=136/120)



Over 70% improvement

a) knowledge regarding cannabis/CBD harms

b) attitudes toward drug misuse



Implication for the *Anti-* Drug Sector



Demonstration of Edutainment

- This project illustrates how creative media, theoretical frameworks, and stakeholder input can be combined into impactful prevention tools.

Youth-Centered Messaging

- The mini-film provides authentic, relatable content tailored to young audiences, strengthening the effectiveness of prevention campaigns.

Enhanced Engagement Through Multimedia

- By using mini-film and interactive formats, the programme captures attention and improves message retention compared to text-only approaches.

Evidence-Based Credibility

- Grounding the project in established theories and incorporating multi-perspective insights allows interventions to be more effective.

References

- Hong Kong Customs and Excise Department. (2022, Jan). *Hong Kong customs seizes cannabidiol products suspected of containing tetrahydro-cannabinol worth about \$14.6 million* [Press Release]. https://www.customs.gov.hk/en/customs-announcement/press-release/index_id_71.html
- Narcotics Division. (2025). *Newly/previously reported drug abusers by age group and common type of drugs abused*. https://www.nd.gov.hk/statistics_list/doc/en/t3.pdf
- The Hong Kong Government. (2023, January). *Control of cannabidiol (CBD) will come into effect tomorrow and violation is a criminal offence* [Press release]. <https://www.info.gov.hk/gia/general/202301/31/P2023013100299.htm>
- The Open University. (2023). *Types of appeals in health communication*. <https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=165§ion=83.4.2>



Thank You

