



香港善導會  
The Society of Rehabilitation and  
Crime Prevention, Hong Kong

# Project Midnight Southray

(BDF 150014)

Drug preventive service for high risk non-Chinese ethnic Night  
Youth Drifters through Midnight Outreach

Implementation period:  
1/8/2016 – 31/7/2018

Sponsored by the Beat Drugs Fund



# How the project was conceptualized and put into a BDF proposal

## Rationale

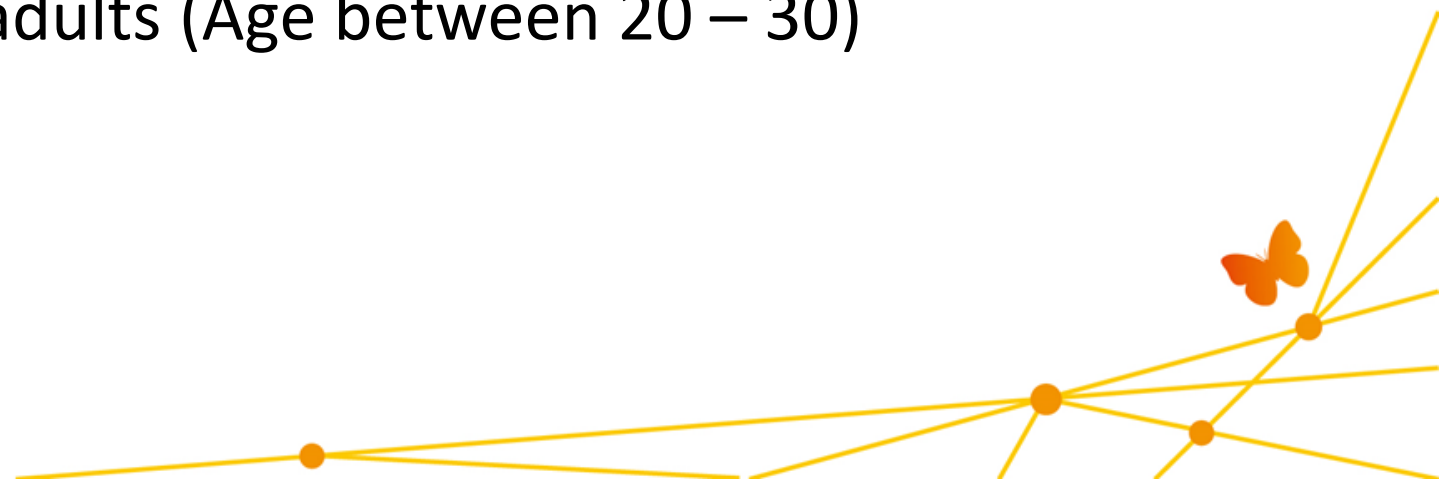
- Rising demand for specific and cultural sensitive drug prevention service
- To fill the EM service gap



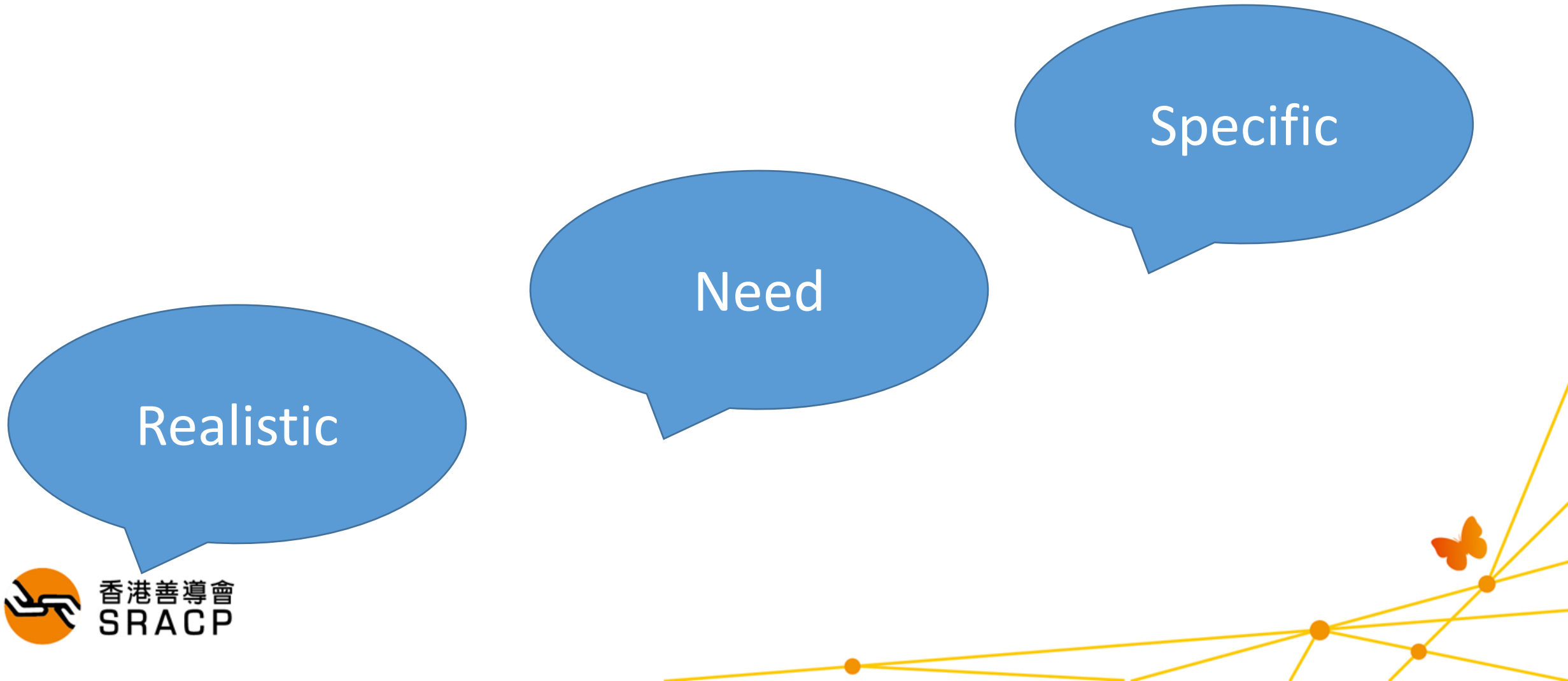
# Setting of Service Targets

Target on 2 groups of service users, including at-risk non-Chinese ethnic youth as well as young adults who are aged below 30.

1. At-risk EM youth (without job or not attending school) (Age between 13 – 20)
2. At-risk EM young working adults (Age between 20 – 30)

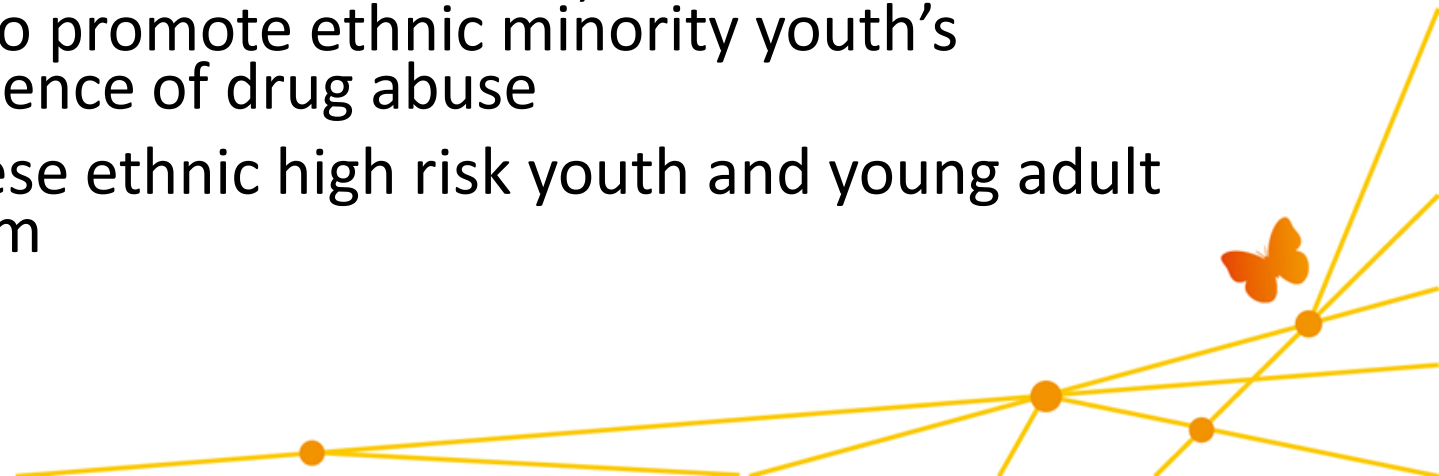


# Setting of Project Objectives



# Objectives

- To reach out non-Chinese ethnic high risk youth and young adult to promote early help seeking and to facilitate early identification of drug abusers
- To provide social inducing workshop and leisure activities and on-the-spot crisis intervention and counselling service to non-Chinese ethnic high risk youth and young adult respectively to cultivate an anti-drug attitude among them
- To conduct training workshops which relate to drug offences knowledge for non-Chinese frontline staffs of Bars and Restaurants, and include video shooting and editing program to promote ethnic minority youth's understanding of legal consequence of drug abuse
- To make referrals for non-Chinese ethnic high risk youth and young adult who have drugs-related problem



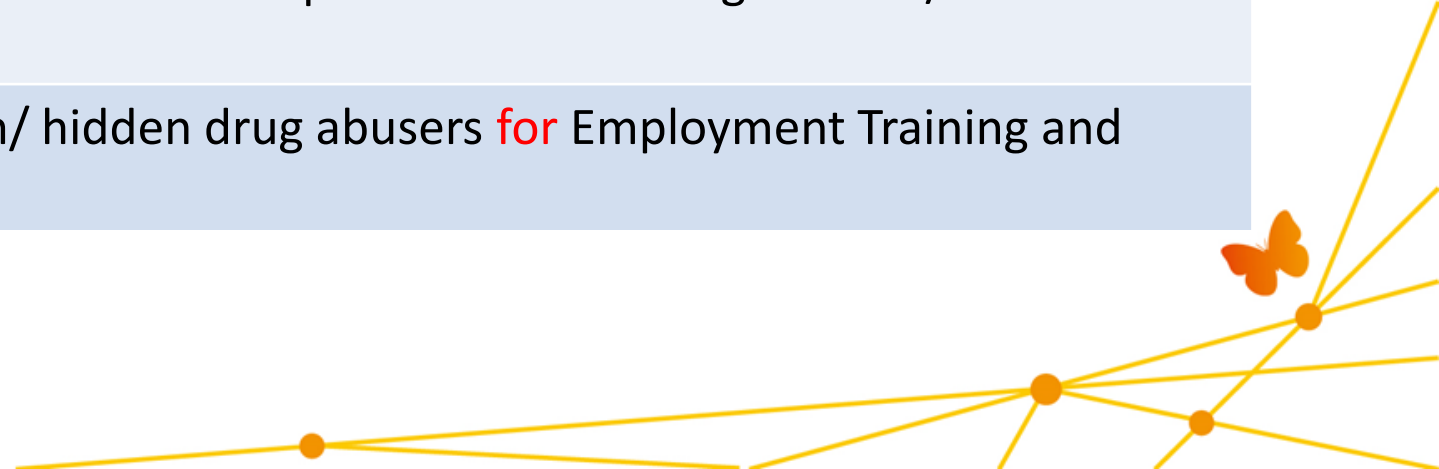
# Implementation

- Intervention approach
- Resources involved
- Partnership



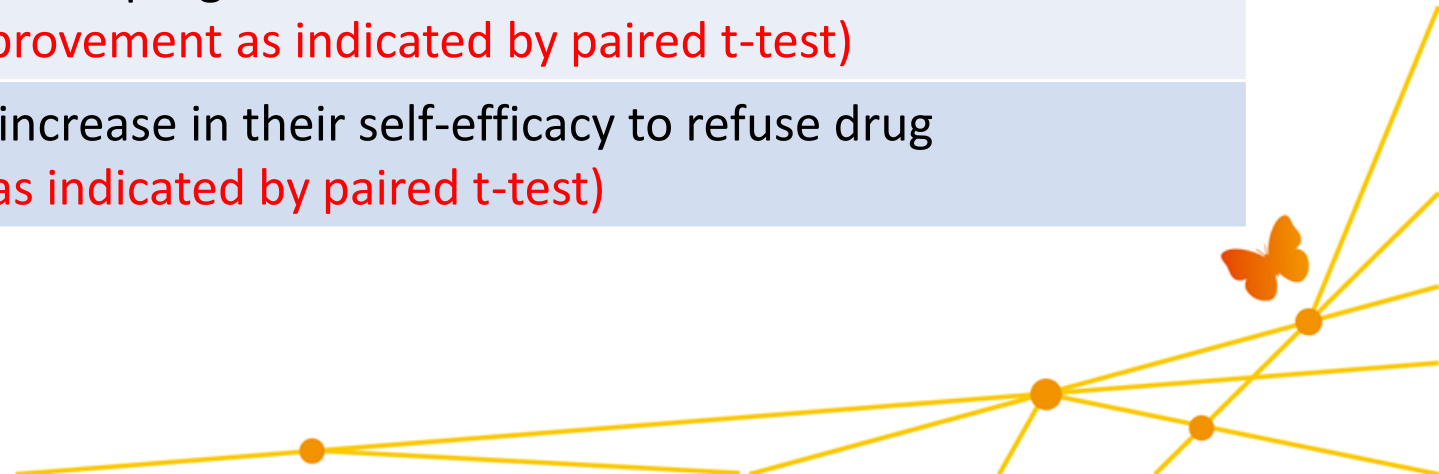
# Our Output Targets

| Indicator | Description of Indicator (with targets)  |
|-----------|--|
| 1.        | 480 man-time of at-risk EM youth/ hidden drug abusers reached by social inducing workshop and leisure activities       |
| 2.        | 60 man-time of at-risk EM youth/ hidden drug abusers for visit/ guided tour/ sharing                                   |
| 3.        | 1,153 man-time of at-risk EM youth and hidden drug abusers for on-the-spot crisis intervention and counselling service |
| 4.        | 1,536 man-time on-the-spot health check up to hidden EM drug abusers/ at-risk EM youth                                 |
| 5.        | 72 man-time at-risk EM youth/ hidden drug abusers <b>for</b> Employment Training and Support Program                   |

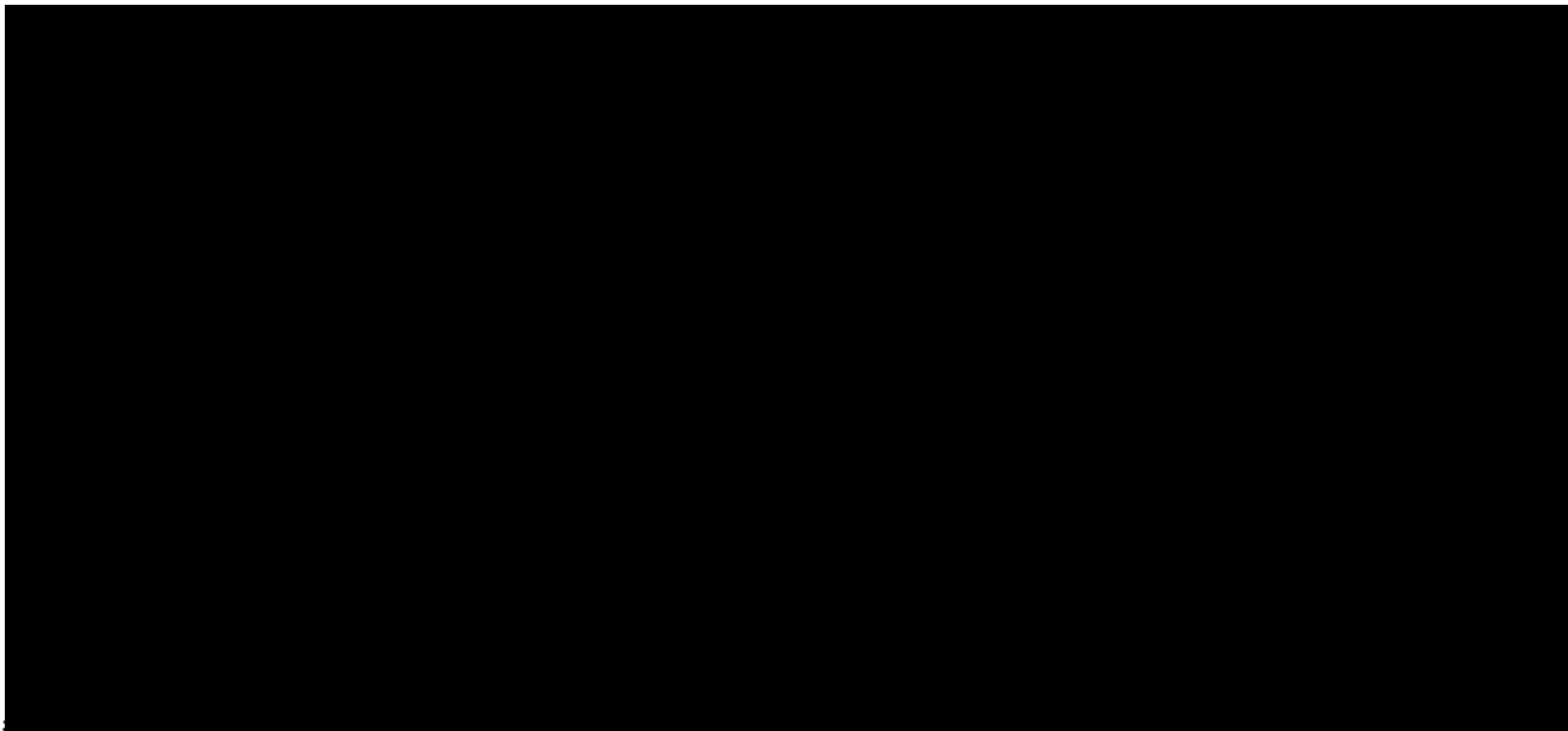


# Our Outcome Targets

| Indicator | Description of Indicator   |
|-----------|--|
| 1.        | 70% of participants show improvement in their perception of risk associated with drug abuse (or significant improvement as indicated by paired t-test) |
| 2.        | 70% of participants show improvement in their perceived self-efficacy on drug avoidance (or significant improvement as indicated by paired t-test)     |
| 3.        | 70% of participants show a reduction in their permissive attitude towards drug abuse (or significant improvement as indicated by paired t-test)        |
| 4.        | 70% of participants agree that the programme enable them to raise the treatment motivation (or significant improvement as indicated by paired t-test)  |
| 5.        | 70% of participants show an increase in their self-efficacy to refuse drug (or significant improvement as indicated by paired t-test)                  |







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# Outreaching Service

- Date: Every Monday, Wednesday and Friday night
- Venue: Yau Tsim Mong, Sham Shui Po, Tin Shui Wai, Yuen Long
- Use service car to provide mid-night outreach
- Provide on-the-spot crisis intervention and counselling service



# Non-Chinese Peer Educators

- High cultural sensitivity
- Training sessions / placement
- To deliver anti-drug messages and conduct activities



# Social Inducing Workshop and Leisure Activities

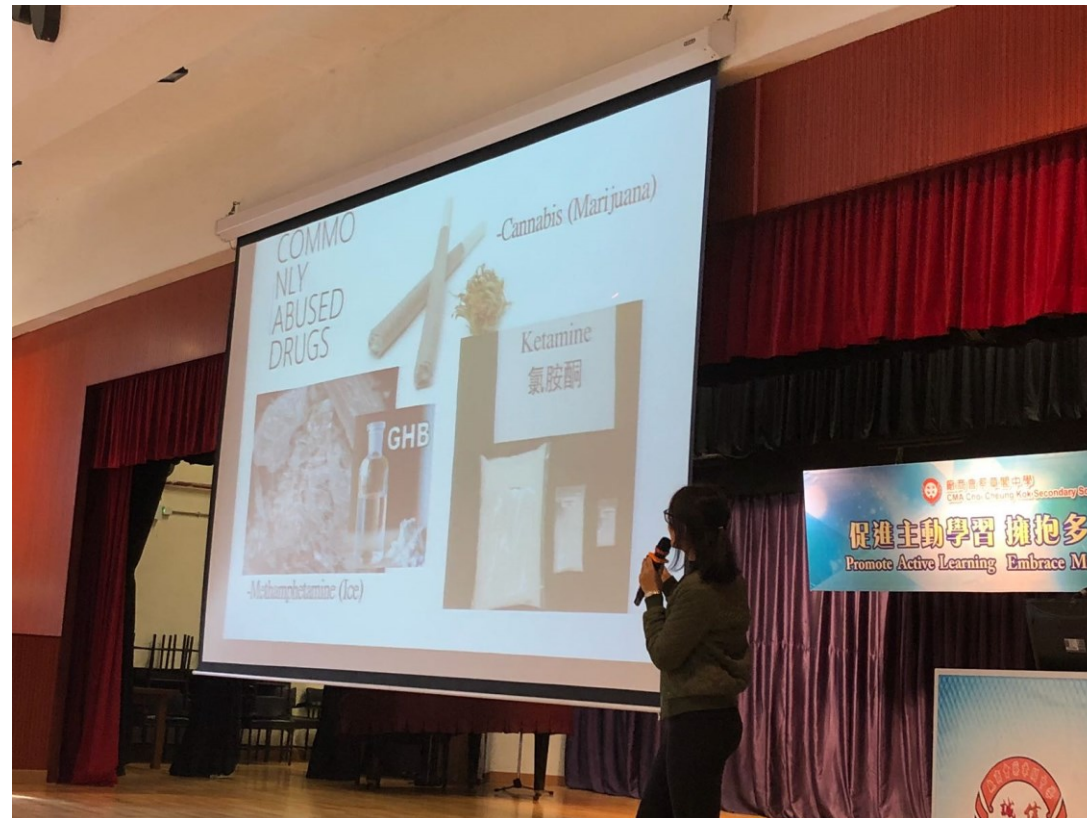
- Workshop on healthy life style building, drug awareness enhancement and drug offences knowledge





# Visit/ Guided tour/ Sharing

- Sharing session by EM drug rehabilitant to strengthen the resilience of drugs and motivation of treatment



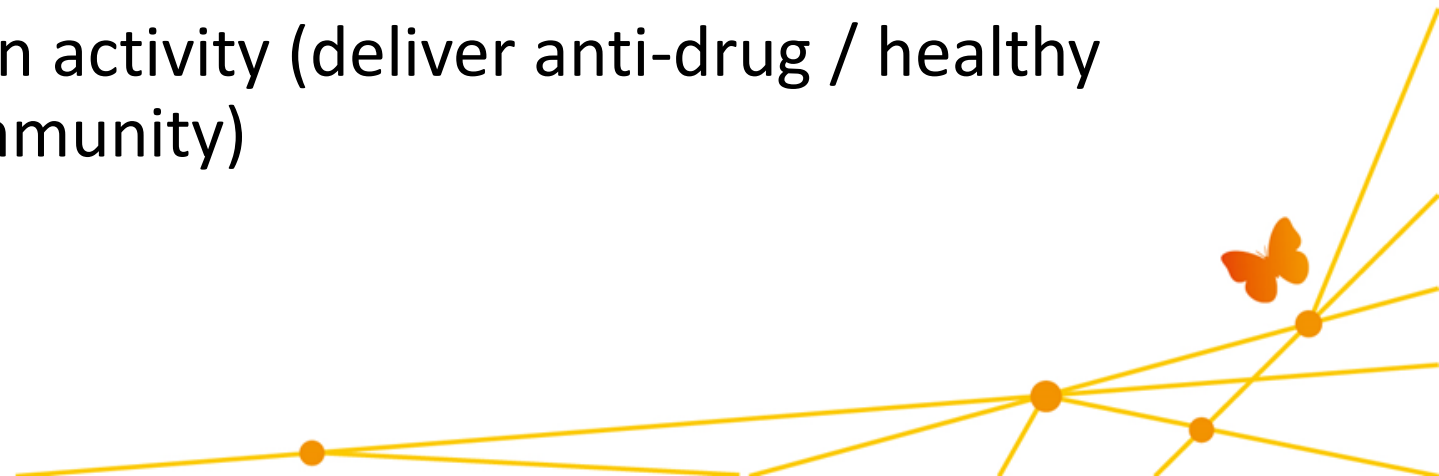
# Volunteer Program

- Trained volunteer to provide service to people in need



# Other Services

- Employment training and support program
- Video shooting and editing program
- Training workshops for Non-Chinese frontline staff of Bars & Restaurant
- On-the-spot health check-up
- Treatment service referral
- Publicity and public education activity (deliver anti-drug / healthy lifestyle messages to EM community)



# Key points for preparation of project proposal

- New idea
- Evidence base
- Reasonable time frame
- Feasibility





# Lessons Learnt

- Think carefully when planning the timetable
- Think about any challenge and contingency plan
- Ensure all the output and outcome targets are realistic and could be achieved before project completion





THANK YOU VERY MUCH.

