

Regular Funding Scheme of Beat Drugs Fund

Note for Potential Applicants of Funding Exercise

Introduction

1. To sum up the experience of the 2021 Funding Exercise of the Regular Funding Scheme of the Beat Drugs Fund (BDF) and to facilitate potential applicants for the next Funding Exercise, we have distilled some useful points to note having regard to the processing of applications received in the 2021 Funding Exercise.

Marking Scheme for 2021 Exercise

2. Proposed projects received under the 2021 Funding Exercise were assessed according to four criteria, namely -
 - (a) project strength;
 - (b) impact;
 - (c) project design and feasibility; and
 - (d) experience and track record.

The above criteria and their elaborations could be found in Appendix E to the Guide to BDF Regular Funding Scheme - 2021 Funding Exercise (the Guide). (See link:

https://www.nd.gov.hk/pdf/Guide%20to%202021%20Funding%20Exercise%20BDF%20RFS_full_eng.pdf)

3. After assessment, the proposed projects may generally be -
 - (a) approved in full; or
 - (b) approved with –
 - (i) a shortened/compressed implementation timetable; and/ or
 - (ii) adjustment(s) made in budget, manpower and/or other cost items; or
 - (c) rejected.

Points to Note

4. The following paragraphs set out some points to note for reference. The brackets [e.g. (1a), (1b), (2c)] denote the corresponding criteria in the Marking Scheme elaborated in the Guide.

A. Project Strength

- (a) Project proponents are encouraged to make reference to the priority areas published in the Guide when designing the project. (1a)

- (b) For treatment and rehabilitation (T&R) projects or mixed type projects with T&R elements, project proponents should demonstrate clear therapeutic elements for the effective T&R of drug abusers, and should elaborate how the proposed new service model or non-conventional mode of service delivery will facilitate the T&R process of the proposed specific targets. *(1b)*
- (c) For preventive education and publicity (PE&P) projects or mixed type projects with PE&P elements, project proponents should demonstrate systematically how the programme(s) can convey in-depth anti-drug knowledge. For example, if a project proponent proposes to deliver anti-drug education talks to students, the project proponent should set out the structure, topics, key content(s) of each session of the talks, how speaker(s) with sufficient anti-drug knowledge would be engaged, instead of just stating the number of sessions and name them as anti-drug talks. *(1c)*
- (d) In drawing up PE&P programmes targeting specific groups, project proponents should have regard to their work pattern/habits/cultural background in designing pertinent programmes). *(1c)*
- (e) For PE&P projects or mixed type projects with PE&P elements, project proponents are encouraged to employ new service approaches (e.g. using new methods, new platforms, new educational tools, etc.) to disseminate information of drug harms or other anti-drug messages, in ways which are creative and/or appealing to target groups. *(1c and 1d)*
- (f) Project proponents should endeavor to avoid repeating previous projects with identical elements that have been granted funding multiple times. If there is a demonstrated need for the proposed project, the project proponent should clearly illustrate the service need and consider incorporating new elements in the proposed projects in response to the latest drug situation or service needs. *(1d)*

B. Impact

- (a) For Research projects or mixed type projects with Research elements, project proponents should illustrate how the research could be put into practical application and its impact to the anti-drug cause in Hong Kong. *(2a)*
- (b) Project proponents should ensure that there are adequate and concrete anti-drug elements in their proposals. A simple description of anti-drug elements in the programmes without elaboration on the key content of the programmes or the approach in delivery would be generally considered inadequate. *(2b)*
- (c) For Research projects or mixed type projects with Research elements, project proponents should illustrate and elaborate how the research methodology could be applied to human setting if the test subjects or samples are not human. *(2b)*

- (d) For T&R projects or mixed type projects with T&R elements involving training for frontline practitioners (such as courses or workshops), project proponents should provide sufficient information and concrete course contents (including course outline) to demonstrate the direct benefits of the proposed training that could bring to the delivery of drug T&R services. *(2c)*
- (e) Project proponents should demonstrate clearly how the proposed projects and activities could enhance awareness of drug harms, disseminate anti-drug messages, and change anti-drug attitude of the participants. *(2c)*
- (f) For projects involving creative productions (e.g. production of movies/short films, songs and music, dramas, games, infographics, videos production by key opinion leaders, books, etc.), project proponents should provide sufficient contents or outlines to demonstrate how the proposed projects could bring the intended effect. *(2c)*
- (g) For PE&P projects or PE&P elements of mixed-type projects involving interest classes/sports activities/healthy lifestyle activities intended for members of the general public, project proponents should provide concrete elaboration on how such activities could effectively deliver anti-drug messages to, as well as raising the knowledge of drug harms and anti-drug awareness of, the target service recipients. *(2c)*
- (h) For Research projects or mixed type projects with Research elements, project proponents should provide references of relevant academic/research reports to support the hypothesis. *(2c)*
- (i) For T&R projects or mixed type projects with T&R elements, project proponents should illustrate how the proposed activities and support would enhance the motivation of drug abusers to quit drugs and bring direct impacts on their drug T&R process. *(2c)*
- (j) For online anti-drug publicity (e.g. videos or social media content), project proponents should outline explicitly the anti-drugs elements involved and demonstrate sufficiently wide and effective dissemination of the product. *(2c)*
- (k) For PE&P projects targeting primary school students, project proponents should seek to target those who would be able to better absorb and understand anti-drug messages (e.g. primary 3 to primary 6 students). *(2c)*

C. Project Design and Feasibility

- (a) Project proponents should demonstrate that the proposed schedule and project duration are practicable and reasonable *(3a)*:
 - (i) a shorter project duration could be considered for proposed projects with cyclical activities (e.g. organising two roving exhibitions under a one-year project instead of an annual roving exhibition for two years);

- (ii) a shorter project duration (say around one year) could be considered for proposed projects if the effectiveness of the proposed operation mode has not yet been tested;
 - (iii) project proponents should be mindful whether the amount of time required for preparatory work (e.g. training for project staff) are overly extensive and substantial compared to the services to be delivered; and
 - (iv) project proponents should avoid submitting applications on projects which are similar to their ongoing ones when the latter would not be completed in the coming calendar year.
- (b) Project with programmes or activities that are well-planned, structured and targeted are more preferred than projects encompassing a variety of activities which are weakly linked or structured and unfocused. (3a)
- (c) Project proponents, when preparing the proposal, should take into account the potentially lasting adverse impact of COVID-19 on the community in the project period and devise fallback plans for project activities. Factors to be considered include (but are not limited to) whether the proposed services, programmes, activities, etc. could be readily switched to alternative modes (e.g. through online or non-physical means); whether there is room for rescheduling them during the project period. (3a)
- (d) In holding anti-drug competitions and providing skill training courses to participants, e.g. movie production, computer animation, artwork production, project proponents should bear in mind that sufficient anti-drug PE&P elements should be incorporated systematically in the relevant competitions and skill training courses. (3b)
- (e) Project proponents should demonstrate that the proposed budget *vis-a-vis* the proposed number of beneficiaries is reasonable and realistic (3c):
- (i) project proponents should request a size of staff that is commensurate with projects of similar scale and duration, and provide details and sound justifications on their staff proposals;
 - (ii) project proponents should be mindful of the cost-effectiveness aspect when setting the target size/number of audience/users/readers served compared to the cost of production of movies/mobile apps/games, etc.;
 - (iii) project proponents should aim to distribute publications or souvenirs (if fully justified) with clear anti-drug messages to specific and clear target groups instead of members of the public at large;
 - (iv) project proponents should consider producing and distributing project publications through electronic means only, and should provide strong justifications if the production of printed publications is proposed; and
 - (v) project proponents should, in estimating the budget for organising training activities for frontline practitioners, make reference to the cost items

supported and the respective level of sponsorship under the Social Work Training Fund administered by the Social Welfare Department.

- (f) Project proponents should explain the methodology, rationale and anti-drug service need behind selecting target beneficiaries. *(3c)*
- (g) Project proponents should demonstrate that the proposed numbers of beneficiaries, participants and/or users of the proposed project are realistic *(3c)*:
 - (i) project proponents may consider securing partnership with suitable parties relevant to the proposed projects (e.g. non-governmental organisations, schools or tertiary institutions, ethnic minority groups) to demonstrate that the projects could be implemented smoothly with target outputs met;
 - (ii) project proponents, especially those who are new to anti-drug services, may consider collaborating with stakeholders from the anti-drug sector to demonstrate that the projects could be delivered as proposed;
 - (iii) for Research projects or mixed type projects with Research elements, project proponents should provide clear definition on the target groups/participants to be studied as well as the methodology in selecting participants and illustrate how to recruit participants;
 - (iv) for Research projects or mixed type projects with Research elements, project proponents should give consideration to include a control group as baseline reference as far as practicable when evaluating the impact of the subject matter of the research;
 - (v) for Research projects or mixed type projects with Research elements, project proponents should demonstrate that the proposed range and number of subjects/participants involved are adequate, and be mindful of the sampling fraction (e.g. when conducting quantitative surveys, the sample size should be sufficiently sizeable for statistical meaningful results); and
 - (vi) for Research projects or mixed type projects with Research elements, project proponents should provide information or elaborations on how the drug problems were related or specific to the proposed study targets/participants.
- (h) Project proponents should ensure that they provide details of outcome and output indicators as required in the Guide and application form. *(3e)*
- (i) Project proponents should adopt suitable evaluation methodology for researches and avoid using questionnaires that are too simple, and should provide justifications for adopting the evaluation methodology. *(3e)*
- (j) For Research projects or mixed type projects with Research elements, project proponents should be mindful whether the proposed data collection method (e.g. collecting sensitive information through questionnaires) is practicable. *(3e)*

D. Experience and Track Record

- (a) Project proponents' previous records of slippage in implementation of BDF projects, as well as of delay in submitting reports/financial documents may be taken into account in the assessment of their proposed projects. *(4a and 4b)*

E. Other Budget-related Issues

- (a) Project proponents should list out budget items in a clear and detailed manner.
- (b) Project proponents should show detailed and itemised breakdown of funding requirements corresponding to each programme activity and by project year.
- (c) Project proponents should be mindful of whether there is a genuine need for food and beverage items, as well as the amount of costs on food and beverage items. They should also avoid excessive or extravagant gifts/allowance/activities/prizes prepared for only a small number of recipients in competitions.
- (d) Project proponents should avoid the provision of direct financial assistance and monetary rewards to individual participants for their participation in T&R programmes, save for vocational-related subsidies.
- (e) Project proponents should provide detailed justifications to demonstrate that any proposed procurement of computers or electronic devices is strictly essential to the implementation of the project.
- (f) Project proponents should ensure consistency and accuracy in the number of beneficiaries and activities when filling in different parts of the application form.
- (g) Project proponents should set out the specific duties of the proposed staff members.
- (h) Project proponents should ensure that the proposed qualification and experience requirements on staff members are commensurate with their duties and expertise needed, and provide detailed justifications for paying salaries higher than the relevant benchmarks.
- (i) Project proponents should specify the exact period when the project staff member(s) are to be employed (e.g. from 1st to 12th month/from 13th to 24th month), so as to facilitate assessment of relevant staff requirement.