

預防教育和宣傳：

市民同心 宣傳毒禍

CHAPTER

第4章



PREVENTIVE EDUCATION AND PUBLICITY

- SPREADING THE ANTI-DRUG MESSAGE
AND PARTNERING WITH THE COMMUNITY



吸
毒

推行預防教育和宣傳工作

THE TASK OF PREVENTIVE EDUCATION AND PUBLICITY AGENCIES



Hong Kong's first public education campaign on the prevention of narcotics abuse was mounted in November 1959 which coincided with the publication of the Government's first White Paper on Narcotics, in which it was stressed:

"No campaign against drugs can hope to succeed without the backing of the people as a whole. Attempts will therefore be made to publicize the disastrous effects of drug addiction from the social and economic angle, and then to enlist the support and cooperation of voluntary agencies and the public ... the aim of the campaign is to protect their homes, their lives, their children and their neighbours from a terrible and insidious menace ... it is only with their active support and cooperation that the campaign can succeed."

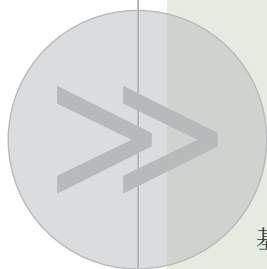
The methods used in the campaign included the display of posters and distribution of leaflets, talks given to civic and professional bodies, lectures delivered to schools, and appeals made through the mass media for support from the public in fighting the problem. Although the 1959 campaign did succeed in getting anti-narcotics publicity and preventive education off the ground, its momentum was not sustained in the ensuing years. As in many other countries, preventive policies were the most inadequately funded part of Hong Kong's anti-narcotics efforts which, at the time, tended to be dominated, both in the allocation of resources and in public attention, by law enforcement and treatment and rehabilitation.

一九五九年十一月，香港首次推行禁毒預防教育運動，當時適值政府發表第一份《毒品問題白皮書》。該白皮書強調：

“任何禁毒運動，若無整個社會的支持，勢難望其成功。因此，政府嘗試從社會及經濟的角度，揭露吸毒的悲慘結果，然後呼籲志願團體和社會人士支持與合作 這項運動的目標，在於保障個人生命、家庭、兒女和鄰居的安全，免招可怕及潛在的危機 而這項運動，亦端賴他們積極支持與合作，方能成功。”

這次宣傳運動中採用的方法，包括張貼海報、派發宣傳單張，為社團和專業組織舉辦講座，到學校向學生講解及透過大眾傳播媒介，呼籲市民支持禁毒。雖然一九五九年舉辦的預防教育和宣傳運動成功推行，但這方面的努力在繼後數年卻未能持續。正如許多其他國家一樣，預防教育在當時香港的禁毒工作中受資助最為不足；在資源分配和市民的關注程度方面，執法與戒毒治療及康復工作兩方面在當時的禁毒工作中佔較大的比重。

其後多年以來，預防教育的工作十分零碎。政府和非政府機構各自擬訂教育計劃和宣傳運動、分發資料，及各自推行活動。有一段頗長的時間，這方面的工作是採取“恐嚇”或“提供資料”的宣傳策略，或依個別機構和個人的意見和經驗推行，於是在推行禁毒措施時，完全缺乏協調和共同策略。反觀許多被毒品問題困擾的國家，均已逐漸明白統籌策略對防止藥物濫用問題的重要性。由於香港對整個毒品問題的嚴重程度和具體情況，差不多完全缺乏可靠的數據（因藥物或與藥物有關罪行而在本港監獄服刑的眾多人數除外），使政府無法制訂一套全面、整體的政策。



新策略的產生

基於上述原因，禁毒常務委員會無法對預防教育和宣傳的政策進行徹底檢討，直到一九七五年年底，情況才有改變，當局認識到預防教育和宣傳對任何有效和協調的防止毒禍計劃，極為重要。此外，中央檔案室和美沙酮計劃的三年試辦期（一九七二至七五年）也在這一年提供了不少資料。

首先，禁毒常務委員會設法找出那些是最易濫用藥物的人，以便擬訂切合他們需要的預防措施。根據中央檔案室就一九七二至七四年間登記的約3萬1千名藥物倚賴者紀錄進行的電腦分析，委員會發現最有可能成為藥物倚賴者的人，為年齡在15歲至24歲之間，只有小學程度，受僱於工廠的半熟練或非熟練工人或散工，居住環境擠迫，及與家人關係佳的青年男子。

Over succeeding years, work on preventive education became fragmented. Government and non-government agencies planned their own educational programmes and campaigns, distributed their own information materials, and tended to go their own ways. For a long time, programmes in this field were based on “scare tactics” and the “informational approach”, or on the ideas and experiences of individual organizations and personnel. There was neither coordination nor a strategic plan to deal with preventive measures, the crucial importance of which was being increasingly appreciated in a number of countries with drug abuse problems. The almost complete absence of any reliable data on the overall size and specifics of the problem (apart from the large numbers of those convicted of drug or drug-related offences in Hong Kong prisons) also frustrated attempts to form a coherent overall policy.

The Evolution of a New Strategy

It was not therefore possible for ACAN to carry out a thorough review of its policies on preventive education and publicity until late 1975, when their vital role as an integral part of any effective and coordinated drug abuse control programme was recognized, and when more data was becoming available from the three-year (1972-75) experimental Central Registry of Drug Abuse and methadone treatment programmes.

The first step taken was to identify those who were most vulnerable to the risk of narcotic abuse, so that preventive measures could be tailored to their needs. This was achieved by a computer analysis of 31 000 drug dependent persons registered in the first Registry between 1972 and 1974, which indicated that the profile of a “potential drug dependent person” was a young male aged between 15 and 24, with no

more than primary school education, employed as a semi-skilled or unskilled factory worker or casual labourer, living in over-crowded conditions, and having a poor relationship with his family.

The Government resources being used for preventive education and publicity, which amounted to only 0.5% of total anti-narcotics expenditure (estimated in 1974 to be in the region of \$40 million annually), were then reviewed, and were considered grossly inadequate. It was eventually decided that this figure should be raised to 2.5% of the total budget — a figure equivalent to ICAC expenditure for similar purposes.

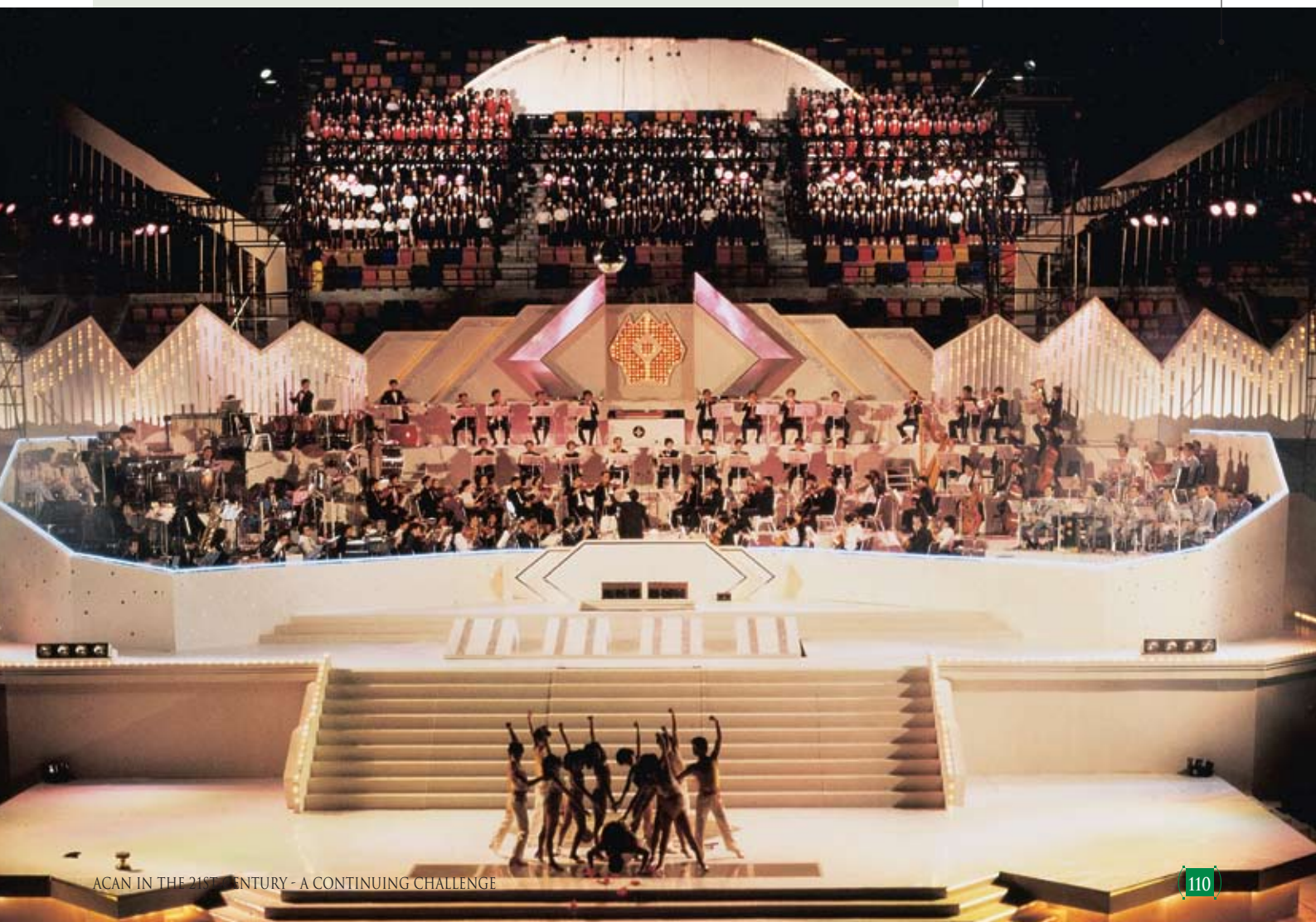


超過 1 000 名健兒參加於一九八零年舉行的「生龍活虎健步跑」。
More than 1 000 people joined an anti-drug marathon held in 1980.

禁毒常務委員會接著檢討政府用於預防教育和宣傳的資源，發覺這方面的開支只佔所有禁毒工作總開支的0.5%（估計一九七四年的全年總開支約為4,000萬元）。委員會認為，資源嚴重不足。政府最後決定將預防教育和宣傳的開支提高至每年總預算的2.5%，相於廉政公署用於推行反貪污教育及宣傳的經費。

由禁毒常務委員會、市政局及香港電台合辦、在香港體育館舉行的禁毒教育綜合節目，是一九八三年的一項大型活動，吸引了逾 7 000 人參加。

A major event in 1983, the Anti-drug Educational Variety Show at the Hong Kong Coliseum, jointly organized by ACAN, Urban Council and Radio Television Hong Kong, attracted more than 7 000 people.





由八十年代至二零零一年製作的禁毒巴士廣告。

Bus advertisements to promote anti-drug messages throughout 1980s to 2001.



最後，禁毒常務委員會檢討了過往預防教育和宣傳的工作後，建議一個新策略，涵蓋整體理論基礎、目標及宣傳對象，及推行新策略所需方法和資源的調配。新建議獲得政府贊同，並在一九七六年實施。

新策略

禁毒常務委員會所採取策略的基本原則，是整個社會都應該積極參與。所有預防教育和宣傳措施都以此為依據，並有以下四大目標：

- (a) 使社會人士經常留意及正視毒品問題，並提醒他們濫用藥物的禍害；
- (b) 防止高危青少年濫用藥物；
- (c) 向藥物倚賴者宣傳現有的各種自願戒毒及康復設施，並鼓勵他們前往接受治療；以及
- (d) 向世界各國宣傳本港的禁毒工作、成績及目標。

新策略的建議最後指出，預防教育和宣傳的擴展，應與香港其他三項禁毒計劃，即執法、戒毒治療及康復和國際合作互相配合，俾能互相協調，對付

Finally, the past performance of preventive education and publicity in Hong Kong was examined, and a new strategy was proposed, incorporating the overall rationale, objectives, target groups, and the methods and mobilization of resources needed to implement it. The new proposals were acceptable to the Government and were put into practice in 1976.

The New Strategy

The active participation of the whole community was a fundamental principle of the strategy adopted by ACAN. All preventive education and publicity measures were framed in the light of this, and had four major objectives:

- (a) to keep the drug abuse issue constantly before the public and to warn them about the dangers of drug abuse;
- (b) to prevent drug abuse among young people who are considered most at risk;
- (c) to inform drug dependent persons of the voluntary treatment and rehabilitation facilities available and to encourage them to come forward for treatment; and
- (d) to keep the international community aware of Hong Kong's anti-drug actions, achievements and intentions.

The new strategy proposals concluded that the continued expansion and development of preventive education and publicity should be undertaken in conjunction with Hong Kong's three other anti-narcotics programmes, i.e. law

enforcement, treatment and rehabilitation, and international cooperation, with a view to combating the problems of drug addiction in a coordinated manner. There was general agreement that in Hong Kong, as in other parts of the world, supply and demand reduction efforts, although enormously important, were not by themselves enough, and that the problem could only be contained, and ultimately eradicated, through effective prevention and educational measures, combined with readily available treatment and rehabilitation facilities.

Preventive education and publicity programmes have been organized both on a territory-wide basis and at the local level to heighten public awareness of the drug problem and to encourage people to adopt a drug-free lifestyle. Research studies have been conducted on various aspects of the drug abuse problem and the findings facilitate the planning of suitable anti-drug strategies and programmes. Cooperation at the international level, through exchanges of information and experience as well as joint action against illicit trafficking, has enhanced the effectiveness of efforts in all these areas.

毒品問題。委員會同意，香港正如世界各地一樣，減少毒品供求的措施雖然非常重要，但單靠這方面的行動仍不足夠；只有通過有效的預防措施和教育工作，再加上現有的治療及康復設施，才能將毒品問題控制，甚至根除。

預防教育和宣傳活動包括全港性和地區性，目的是提高市民大眾對毒品問題的關注，並鼓勵他們遠離毒品。當局曾就藥物濫用的各方面問題進行研究，研究結果有助制訂合適的禁毒策略和活動。在與各國合作方面，透過資訊和經驗的交流及國際間聯手打擊販毒活動，香港在禁毒各項工作的成效也大大提高。



於一九八一年舉辦的禁毒之聲民歌晚會上，禁毒專員利尚志把紀念品送贈予香港電台節目總監張敏儀，以表揚該台對禁毒工作的貢獻。

The Commissioner for Narcotics, Mr. E.I. Lee, presenting a souvenir to Controller of RTHK, Miss Cheung Man-ye, in appreciation of the station's contribution to the anti-drug cause in an ACAN Folk Night Concert held in 1981.



港督衛奕信爵士（中）在禁毒常務委員會主席蔡永業醫生（左）及禁毒專員麥樂賢（右）陪同下，參觀禁毒常務委員會於一九八七年在「第九屆非政府機構防止藥物及物質濫用國際會議」設立的展覽攤位。

The Governor, Sir David Wilson (centre), being briefed about the anti-drug efforts by the Chairman of ACAN, Dr. Gerald Choa (left), and the Commissioner for Narcotics, Mr. Gareth Mulloy (right), at the 9th International Conference of the Non-government Organizations for the Prevention of Drug and Substance Abuse in 1987.

過去25年來，政府在推廣禁毒活動方面增撥了不少經費。在二零零零/零一年度，

在預防教育及宣傳活動的撥款，包括禁毒基金的撥款，達4 240萬元。

此外，對於向較易染上毒癮人士宣傳毒禍的方法，也日漸多樣化和創新，而且禁毒常務委員會的工作也得到志願機構和公民團體更多支持。委員會的禁毒宣傳工作主要集中於以下範疇：



Over the past 25 years, there have been considerable increases in the amount of public funds devoted to anti-drug promotional activities. In 2000/2001, the allocation on preventive education and publicity activities, including funding from the Beat Drugs Fund, has reached \$42.4 million. There was also more variety and inventiveness in the methods used to reach vulnerable groups, and much greater support from voluntary agencies and civic bodies for ACAN's efforts in this field, which have concentrated on:

- 社區參與計劃和推廣工作，包括大型表演活動和地區活動如天才表演、電影、遊戲和比賽等。其他成功的活動還有：青年禁毒義工團（在一九八一年成立，並於二零零零年重組，吸納了逾78間機構及200人登記為義工。）、歌唱和作曲比賽，以及禁毒常務委員會“香港齊心同滅毒”計劃。這計劃以提供小額資助的形式，鼓勵地區撲滅罪行委員會、社團、學校或外展社工隊推行禁毒計劃。

- Community involvement projects and promotions, including mass spectator events, and district campaigns featuring talent and film shows, games and competitions. Other successful initiatives were the Youth Volunteer Group (established in 1981 and revamped in 2000 with an expanded membership of over 78 corporate members and over 200 individual members), singing and song-writing competitions, and ACAN's Community Against Drugs Scheme (CADS) which encourages and provides small-scale financing for District Fight Crime Committees (DFCC), community groups, schools, or

深水埗舉行為期一個月的禁毒運動，以焚毀“毒魔”揭開序幕。

The burning of a "drug devil" effigy to mark the opening of the month-long anti-drug campaign in Sham Shui Po.

青少年在“無毒一樣Cool”音樂會中齊跳Para Para。該音樂會由禁毒處及香港電台合辦，旨在為青少年建立新文化，讓他們在不沾染毒品的情况下盡享音樂及舞蹈帶來的樂趣，並提倡健康生活。

Youngsters participating in the para para dancing at the "Cool Without Drugs" Concert jointly organized by the Narcotics Division and RTHK on June 25, 2001. The concert aims to create a new culture for young people to enjoy music and dancing without taking drugs, and advocate a healthy lifestyle.



outreaching social work teams to help them implement anti-drug projects.

- Preventive education and publicity through the mass media and in schools

Television, Radio, Newspapers, TV Announcements in the Public Interest (APIs), and the Anti-Drug Abuse Hotline, have remained the mainstay of the ACAN's drive to disseminate anti-narcotics information and publicity to the general public, supported by large numbers of posters and information leaflets.

Drug education in both primary and secondary schools, carried out by members of the Narcotics Division School Talk Scheme has proved of lasting value. Talks are also given to parents, in cooperation with schools and parent-teacher associations, to workers in their workplaces, to boys' and girls' homes and correctional institutions. The Department of Health and the Social Welfare Department also organize training programmes and activities, with anti-drug themes, for students and teachers.

- 透過傳媒和在學校推行禁毒教育及宣傳：禁毒常務委員會主要透過電視、電台、報章、電視宣傳短片和禁毒諮詢熱線，配合各類海報和宣傳單張，向社會人士宣傳禁毒信息。

禁毒處派出的學校禁毒教育小組到中、小學推行藥物教育，收效亦甚大。小組又與學校和家長教師會合作，為家長舉辦講座，並前往在職人士的工作地點、男童院、女童院和懲教機構舉辦講座。此外，衛生署和社會福利署也為學校的師生舉辦以禁毒為主題的訓練課程和活動。



為中（上圖）、小學生（下圖）舉辦的禁毒講座。

Drug education talks conducted for secondary (top) and primary school (bottom) students.



禁毒處於一九八一年（上圖）及一九九九年（下圖）與香港電台合作，分別製作禁毒節目“毒海回頭”及“毒海浮生”。

Anti-drug programmes produced in collaboration with Radio Television Hong Kong in 1981 (top) and 1999 (bottom).

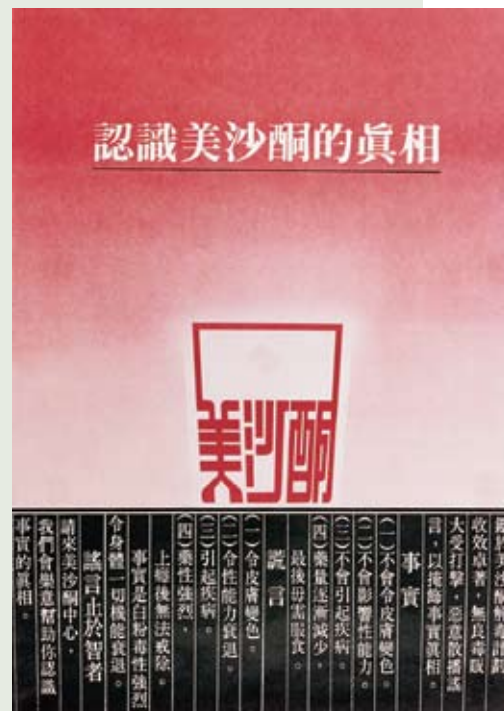
禁毒處與有線電視合辦的“無毒新世紀”校際問答比賽總決賽過程激烈，參加比賽的同學全神貫注，爭奪冠軍寶座。

Students vying for the championship in the final of the inter-school quiz jointly organized by the Narcotics Division and Cable TV.



宣傳海報
1960s - 2000
Promotional Posters

預防教育和宣傳：市民同心 宣傳毒禍



切勿吸毒毀前程

**健康第一無價寶
奮力爭取好前途**



**貪慕虛榮最愚昧
吸毒自毀更可悲**



毋須吸毒顯雄風

男人大丈夫



禁毒常識委員會

魚為餌死 人為毒亡



禁毒常識委員會

濫用藥物 後果嚴重

丸仔與白粉一樣危險



禁毒常識委員會





向全港中學派發的毒品問題教材。
Drug education training kit distributed to secondary schools throughout the territory.



- 製作防止吸毒的教材和宣傳物品：禁毒處在新聞處的協助下，協調中央宣傳和推廣計劃，並協助其他政府部門推行宣傳運動和製作宣傳品，例如藥物教育教材套及專供專業人士、家長和其他有興趣人士參考的濫用藥物問題指南，使他們更深入認識與濫用藥物和其他物質有關的問題，及誤用後引起的症狀。

- Production of strategic education and publicity materials

With the assistance of the Information Services Department, the Narcotics Division plans and coordinates central publicity and promotion programmes, and assists other Government departments in running campaigns and produces materials, such as Drug Education Teaching Kits and a "Guidebook on Drug Abuse" for professionals, parents and others who need to know more about the problems associated with the abuse of drugs and other substances, and the symptoms resulting from misuse.

禁毒處為學校行政人員舉辦研討會，以加強禁毒教育講座的成效。
A series of seminars for school administrators organized to enhance the effectiveness of the drug education talks in schools.



In the light of constantly changing demographic, social and economic conditions in Hong Kong, ACAN undertakes periodic re-assessments of its policy recommendations to the Government in all areas of anti-narcotics work. In October 1995, for example, an independent researcher was commissioned by the Sub-committee on Research to evaluate students' awareness of anti-drug messages before and after attending the talks conducted by the Narcotics Division in secondary schools, technical institutes, and to Primary six students. In 2000, such talks also began to be delivered to Primary five students. Some of the major findings of the research were that equal emphasis should be placed on reasons for abusing drugs and on refusal skills to drug offers, pre-visit information leaflets should be distributed to enhance the value of the talks, a more 'situation and person' focused approach should be used, the contents of the talks should be continuously evaluated and updated, and preventive education should be viewed in the context of students' lifestyle, not as only related to substance abuse.

The Education Department has integrated drug education into the school curriculum, and recommends a cross-curricular approach for its implementation. At the secondary level, elements of drug education have been integrated into six subjects – Social Studies, Economic and Public Affairs, Religious Studies, Human Biology, Chemistry and Liberal Studies. In the Primary six syllabus, elements of drug education have been substantially integrated into the General Studies subject, which includes "Understanding of Drugs".

Regular drug education and drug training courses for serving secondary and primary school teachers are organized by the Education Department in collaboration with the Narcotics Division and non-government organizations.

有鑑於香港的人口、社會和經濟狀況不斷改變，禁毒常務委員會定期重新評估該會向政府提交的禁毒政策建議。例如在一九九五年十月，研究小組委員會委聘一名獨立研究人員評估禁毒處在中學、工業學院和為小六學生（於二零零零年，類似的講座已擴展至小五學生）舉辦講座前後，學生對禁毒信息的認知程度。這項研究發現，講座的內容應同時包括青少年濫用藥物的原因和拒絕毒品的技巧；在舉辦講座前應先派發資料單張，以收相輔相成之效；另外，研究亦指出講座應更多講述一些處境和個人處理的方法；應不斷評估和更新講座內容；預防教育應從關注學生的生活方式出發，而不僅只是針對物質濫用。

教育署已把藥物教育課題融入正規課程中，同時建議學校教授這課題時採取跨課程手法。在中學階段，藥物教育已融入了社會教育、經濟及公共事務、宗教、人類生物學、化學和通識教育等六個學科之中。在小六課程中，藥物教育也併入了常識科，課題包括“認識毒品”。

教育署聯同禁毒處和非政府機構，定期為在職中、小學教師舉辦藥物教育和訓練課程。



此外，衛生署在其青少年教育計劃中，已把藥物濫用的課題併入“健康生活”的主題中，並向其他政府部門和舉辦健康教育活動的社區團體提供專業意見和視聽資料。

一直以來，非政府機構在向社會各階層宣傳禁毒信息方面扮演著一個重要的角色。

In addition, the Department of Health has incorporated drug abuse into the overall theme of “a healthy lifestyle” in its education programmes for youths, and also provides professional advice and audio-visual materials to other Government departments and community organizations involved in health education activities.

Non-government agencies have continued to play an important role in spreading the anti-drug message to a wide section of the community.



社區藥物教育輔導會為教師舉辦藥物教育工作坊。
CDAC organizes workshop on Drug Education for Trainers.

LEAP conducting drug education talk for primary school students inside its mobile classroom.



The ACAN Mass Rally, the first and biggest anti-drug event in 1979, heightened interest in the anti-drug cause among participants, the public and the mass media.

約一萬名青少年攜手創出繪製香港歷來最大的帆布拼貼油畫紀錄。這幅油畫由 6 000 幅繪有禁毒信息的帆布拼合而成，總面積達 7 600 平方米，足以覆蓋三個足球場，於一九九五年三月在維多利亞公園完成。

About 10 000 young people painting anti-drug messages on 6 000 pieces of canvases assembled at Victoria Park in March 1995 to form the territory's largest ever canvas painting, measuring 7 600 square metres and covering three soccer pitches.



一九九六年五月召開的關注毒品問題第二次高峰會議，政府倡議成立“禁毒教育策略工作小組”，成員包括志願機構、教師、社會工作者和青少年，負責檢討禁毒常務委員會四大目標的工作成效及提出所需的改善建議。工作小組作出了以下的評估及建議：

At the Second Summit on Drugs held in May 1996, the Government took the initiative of forming a Task Group on Preventive Education Strategy, involving voluntary agencies, teachers, social workers and young persons, charged with reviewing Hong Kong's past performance and suggesting any necessary improvements, within the context of ACAN's four objectives. The Task Group made the following assessments and recommendations:

部門首長及保安局局長（中）在音樂會上主禮，為一九九九年的禁毒季揭開序幕。

Department heads and the Secretary for Security (centre) officiating at a concert that marked the opening of the Anti-drug Season in 1999.



• The General Public

The Task Group considered that the general public accepts that a drug-free life will benefit both individuals and society. The strategy for this group should continue to stress the harmful effects of drug abuse and the benefits of a drug-free life. The Task Group therefore recommended that:

- (a) existing preventive education and publicity activities should be continued so as to spread anti-drug messages over a wide front;
- (b) anti-drug messages in TV APIs should be direct, concise and easy to understand. The TV APIs should not simply employ fear-tactics to dissuade people from taking drugs, as this might not be helpful in dealing with some of their deep-rooted reasons for so doing e.g. the frustrations of life. Instead, the APIs should persuade people that there are better alternatives than drugs, and encourage them to adopt a drug-free lifestyle;

• 一般市民

工作小組認為，一般市民都同意遠離毒品的生活使個人和社會得益。對於這組人士的宣傳策略，應繼續強調濫用藥物的害處和無毒生活的好處。工作小組因此建議：

- (a) 繼續推行現有的預防教育和宣傳活動，以便廣泛宣傳反吸毒的信息；
- (b) 電視宣傳短片的禁毒信息應直接、簡潔和容易理解。電視短片不應只是採用嚇人的策略來勸人不要濫用藥物，因為這樣不能幫助藥物倚賴者面對其根深蒂固的濫用藥物原因，例如是對生活感到沮喪。短片應勸諭人們人生有很多比毒品更好的選擇，並鼓勵他們採納遠離毒品的生活方式；



多位政府部門及志願機構的代表出席一九九九年禁毒季閉幕禮，顯示群策群力，打擊毒禍的決心。

Concerted efforts in fighting drugs are demonstrated by the attendance of representatives from relevant departments and non-government agencies in the Grand Finale of Anti-drug Season in 1999.

- (c) 應該加強禁毒諮詢熱線的宣傳；以及
- (d) 定期更新宣傳單張，以提供最新的藥物濫用趨勢和濫用精神藥物的害處。針對濫用藥物的海報應張貼於商場、公共屋邨電梯大堂和互助委員會事處。

• 青少年/兒童

工作小組認為青少年的主要問題在於他們理智上雖然知道濫用藥物的害處，但有些人卻難以抗拒藥物的引誘或改變濫用藥物的行為。因此，工作小組建議：

- (a) 預防教育和宣傳策略應均衡地傳遞濫用藥物害處的信息和拒絕毒品技巧的實際建議、向青少年提供支援計劃的資料、以及消除青少年以為濫用藥物可以消憂解悶的誤解。
- (b) 中學生講座的内容應該因應上述建議作出修訂，並應加強校內的預防教育。
- (c) 為小六學生舉辦的禁毒教育講座應繼續按

現行模式進行。在各種年齡的兒童中，他們這組別最容易在暑假期間因等候升讀中學所引起的煩悶不安而濫用藥物。

禁毒處製作紀念品派發予市民大眾，宣傳毒禍。
Souvenirs with anti-drug messages produced by the Narcotics Division for distribution to the public.



- (c) publicity for the Anti-drug Abuse Hotline should be strengthened; and
- (d) information leaflets should be updated regularly to provide information on current drug abuse trends and the harmful effects of psychotropic substances. Posters against drug abuse should be displayed in shopping malls, the lift lobbies of public housing estates and in Mutual Aid Committees' offices.

• Young Persons/Children

The Task Group considered that the main problem with young persons is that although they may understand intellectually the harmful effects of drug abuse, some of them find it hard to resist the temptation to take drugs or to change their drug abuse behaviour. With this background, the Task Group recommended that:

- (a) preventive education and publicity strategy should strike a balance between the harmful effects of drug abuse and practical advice on refusal skills to drug offers, information on support programmes available to young persons, and messages to dispel their misconceptions that drug taking can relieve boredom/frustrations;
- (b) the contents of the secondary school talk programme should be revised to take the above into account, and preventive education at schools should be enhanced; and
- (c) anti-drug talks for primary six students should continue in the present format. They are the group of young children most vulnerable as they might be tempted to take drugs to relieve boredom and uncertainty when waiting for enrollment into secondary schools during the summer holidays.

• Parents

The Task Group considered that the problem for parents is that the anti-drug messages do not seem compelling. Parents do not perceive the direct benefits of steering their children away from drugs until they find they are abusing them. Experience shows that while parents regard drug education as very important, most of them rarely know how to guide their children away from drugs.

In view of the above, the Task Group recommended that:

- (a) the preventive education and publicity strategy for parents should put emphasis on their important role to protect their children from drugs and on ways by which they can achieve this;
- (b) the existing preventive education and publicity programmes for parents should continue and should be made as easily available as possible;
- (c) a TV/radio API should be produced, featuring reasons why youngsters take drugs, and ways that would help parents to avoid drug abuse problems in their families;
- (d) the existing leaflet “Every Parent’s Guide to Drug Abuse” should be updated to include information on how to foster a stronger parent-child relationship, and on the support programmes that are available. Such leaflets should be made widely available; and
- (e) District School Liaison Committees should organize anti-drug programmes with parents and students’ participation to convey the message that a drug-free life will bring happiness and benefits to the whole family.

• 家長

工作小組認為，在家長方面，問題在於反吸毒的信息對他們似乎並不迫切，因此他們不能察覺到指導子女遠離毒品有何直接好處，他們往往在發覺子女濫用藥物時才會醒覺。經驗顯示，雖然家長認同藥物教育非常重要，但是大多數都不知道如何指導子女遠離毒品。

基於以上各點，工作小組建議：

- (a) 向家長推行預防教育和宣傳的策略應強調他們在保護子女免受毒禍方面擔當重要角色，以及他們能夠達目標的方法；
- (b) 現有為家長提供的預防教育和宣傳計劃應繼續推行及盡量方便他們參加；
- (c) 製作電視/電台宣傳短片/聲帶，說明青少年濫用藥物的因，及協助家長教導子女遠離毒品的方法；
- (d) 現有的宣傳單張“教導子女遠離毒品”應予更新，包括如何加強親子關係和現有支援計劃的資料。這類單張應廣為派發；以及
- (e) 地區學校聯絡委員會應舉辦各種禁毒活動，鼓勵家長和學生一同參與，以傳遞“遠離毒品，建立幸福美滿家庭”的信息。





保安局局長葉劉淑儀（右二）為藥物資訊天地第一期主持揭幕儀式。

Secretary for Security, Mrs. Regina Ip (second from right), officiating at the opening ceremony of Drug InfoCentre Phase I.

一九八八年在紐約市舉行的聯合國打擊濫用藥物及非法販毒國際會議發表宣言，對於透過教育預防濫藥所起的作用明確指出：

“全面而有效的教育計劃是對付世界性藥物濫用問題所必需的其中一部分措施。有關當局應考慮訂立宣傳和教育計劃，提醒青少年和一般社會人士，特別是住在市區的居民，濫用容易上癮的藥物帶來種種害處，包括家庭和社交生活受破壞、危害健康、損害智力、顛倒道德價值觀，以及反社會和犯罪行為……公民團體、社區團體、關注團體和執法機關必需有效協調預防教育計劃，以確保這些計劃和活動與整體防止藥物濫用的計劃配合一致，並定期評估其效用。”

這些原則多年來引領本港預防教育和宣傳政策的發展。經驗證明，預防教育計劃倘能包括家庭、學校（包括國際學校及職業訓練學校）、傳媒和整個社會，大家一同合力打擊藥物濫用，其影響力當能大大地增強。

The “Declaration of the UN International Conference on Drug Abuse and Illicit Trafficking” held in New York in 1988, made a forthright statement on the value of prevention through education :

“Comprehensive and effective educational programmes are a necessary part of measures for counteracting drug abuse worldwide. The appropriate authorities should consider establishing publicity and educational programmes to alert young people and society in general, particularly in urban areas, to the dangers of habit-forming substances : disruption of family and social life, health risks, impairment of intellectual capacity, perversion of moral values, and anti-social and criminal behaviour ... Effective coordination of prevention programmes by civic, community and special interest groups, and law enforcement agencies, is necessary to ensure that common projects and activities are in tune with overall plans for drug abuse prevention, and periodically evaluated for efficiency.”

Such principles have guided the development of Hong Kong's preventive education and publicity policies over many years. Experience has shown that the impact of preventive programmes can be very considerably strengthened when they include families, schools (including international schools and vocational training schools), media and the community in a collective effort to discourage drug usage.

傑出禁毒工作者表揚計劃贊助人董趙洪娉女士頒發終身成就獎予錢明年博士。

The Patron of the Outstanding Anti-drug Workers Award Scheme, Mrs. Betty Tung, presenting Life Achievement Award to Dr. James Ch'ien.



藥物資訊天地

THE DRUG INFOCENTRE



A proposal to establish a Drug Information Resource Centre was approved at a meeting of ACAN on 30 March 1999. Its purpose was to provide:

- (a) a focal point on past and present information, both local and overseas, on drug and substance abuse, for workers in the anti-drug field including teachers, school principals, social and youth workers, professionals in drug treatment and rehabilitation, as well as members of the public, especially students and parents;

禁毒常務委員會在一九九九年三月三十日的會議上，通過設立藥物資訊資源中心（現已命名為香港賽馬會藥物資訊天地）的建議；設立這個中心的目的如下：

- (a) 匯集本地和海外有關藥物及物質濫用的新舊資料，供從事禁毒工作的人員，包括教師、校長、社工和青少年工作者、戒毒治療及康復服務的專業人士，以及市民大眾，特別是學生和家長使用；



政務司司長曾蔭權（左四）為藥物資訊天地展覽館主持動土儀式。

The Chief Secretary for Administration, Mr. Donald Tsang (fourth from left), officiating at the Ground Breaking Ceremony of the exhibition hall of the Drug InfoCentre.

- (b) 為禁毒工作者提供支援，以推行和協調他們工作範圍內的計劃和服務；以及
- (c) 提供場地設立以藥物為主題的永久性展覽、政府部門和志願機構舉辦供市民參與的禁毒活動及/或禁毒基金資助的計劃。

根據建議，這個資訊天地應成為禁毒處的一部分，以便由該處的職員和義工提供支援，藉此減低經常性開支。資訊天地應包括兩部分：

- (a) 一間多用途室，可用作舉辦研討會和禁毒講座、一個圖書館供借閱圖書，並有電腦設施提供網上藥物資訊及一個義工室；以及
- (b) 一個展覽館。

位於金鐘道政府合署30樓禁毒處新辦事處內的“藥物資訊天地”，在二零零零年六月二十六日由保安局局長葉劉淑儀主持開幕儀式。資訊天地是由香港賽馬會慷慨贊助經費，因此資訊天地亦以此命名。賽馬會亦贊助第二期的興建費用。第二期設施位於金鐘道政府合署低座平台花園，是一個面積約900平方米的展覽館，預計會在二零零三年左右建成。

- (b) support for anti-drug workers in implementing and coordinating programmes and services within their respective work areas; and
- (c) a venue for permanent and thematic displays on drugs and the involvement of the community in anti-drug activities organized by Government departments, voluntary agencies and/or projects funded by the Beat Drugs Fund.

It was proposed that the centre should be part of the Narcotics Division, so that it can be supported by the staff of the Division and volunteers, thereby minimizing recurrent expenditure. It was also suggested that the centre should consist of two phases;

- (a) a multi-purpose room which can be used for seminars and drug talks, a library providing a lending section, with computing facility providing drug information on-line as well as a meeting room for volunteers; and
- (b) an exhibition hall.

The first phase of the plan was realized on 26 June 2000, when the Drug InfoCentre was opened on the 30th floor of the Queensway Government Offices, as part of the Narcotics Division's new and expanded accommodation, by the Secretary for Security, Mrs. Regina Ip. Funding was generously provided by the Hong Kong Jockey Club, in whose honour the Centre is named, which will also finance the building of the second phase, an Exhibition Hall of 900m² on the roof of the Low Block of the Queensway Government Offices, scheduled for completion in around 2003.



The new Drug InfoCentre contains:

- a library, with a collection of 8 000 items, including films, video tapes, Government and United Nations publications, publicity materials, books, journals, CD ROMs and teaching kits. It also has a computerized on-line library system which will facilitate searches for materials, and a book-lending service. A reading area and an audio-visual corner are also provided.
- a 90m²(extendable to 200m²) multi-purpose room, equipped with state-of-the-art audio-visual facilities, which will provide seating for 150 persons; it is an ideal venue for community involvement programmes, such as anti-drug sessions for students, seminars for professionals in the drug field, conferences and other functions.
- a Volunteer Meeting Room of 25m² for those who assist in community involvement programmes and support the Centre's objectives.

All the facilities are only a few minutes walk from the MTR Admiralty Station and bus terminus, and are accessible on foot from the adjacent Hong Kong Park. The opening hours are 9 a.m. to 6 p.m. from Monday to Friday, and from 9 a.m. to 1:30 p.m. on Saturdays.



新設的藥物資訊天地包括以下設施：

- 圖書館 — 有藏品 8 000 項，包括電影、錄影帶、政府及聯合國刊物、宣傳刊物、書籍、報刊、唯讀光碟、教材套等。館內裝設電腦化圖書館系統，方便檢索資料和借閱書籍。館內亦設有地方可供市民閱覽資料和使用視聽器材。
- 佔地90平方米（可擴大至200平方米）的多用途室 — 設有先進的視聽器材和150個座位，是一處舉辦社區參與活動（例如學生禁毒活動或禁毒專業人員研討會、會議和其他活動等）的理想地點。
- 義工室 — 佔地25平方米，專為義工而設，協助他們籌辦社區參與活動和支援藥物資訊天地舉辦禁毒活動。

由金鐘地鐵站及巴士總站步行往資訊天地，只需數分鐘。訪客亦可經鄰近的香港公園步行前往。開放時間為星期一至五上午九時至下午六時，及星期六上午九時至下午一時三十分。