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禁毒教育及宣傳  
Preventive Education  
and Publicity





禁毒常務委員會主席石丹理教授（右三）和保安局副局長黎棟國（右一）在羅湖邊境管制站離境大堂派發禁毒宣傳品。

The Chairman of the Action Committee Against Narcotics, Professor Daniel Shek (third from right), and the Under Secretary for Security, Mr Lai Tung-kwok (first from right), distribute anti-drug publicity materials at the departure hall of Lo Wu Border Control Point.

禁毒教育及宣傳是打擊青少年毒品問題的主要措施之一。為對付日益嚴重的吸食危害精神毒品問題，我們近年的工作重點，是喚起社會對這問題的關注；教育市民吸毒的禍害，尤其要糾正青少年以為危害精神毒品害處較少的錯誤觀念；鞏固年青人遠離毒品的決心；以及增進家長和教師的禁毒知識，加強他們及早辨識子女和學生吸毒的能力，從而及早提供協助。詳情載述於下文各段。

## 一般禁毒教育及宣傳

我們推行一般禁毒教育及宣傳措施，目的在於：

- 加深公眾對導致青少年吸毒風險因素的認識及警覺；
- 增強年青人抗拒毒品誘惑及朋輩影響的能力，並改變他們對吸毒視之等閒的態度；
- 鼓勵家長、教師及社會各持份者通力合作，一起對付青少年吸毒問題；以及
- 動員社會各界，協助高危青少年，並在社會上培養無毒青少年文化。

Preventive education and publicity is one of the principal measures to combat youth drug abuse problem. To tackle the rising psychotropic substance abuse problem, our foci in recent years are to arouse community awareness of the problem; educate the public about the harmful effects of drug abuse, in particular to correct the misconception among the youths that psychotropic substances are less harmful; strengthen young people's resolve to stay away from drugs; and enrich parents' and teachers' anti-drug knowledge and enhance their skills in early identification of drug abuse, thus rendering early assistance to their children and students. Details are set out in the ensuing paragraphs.

## GENERAL PREVENTIVE EDUCATION AND PUBLICITY

The objectives of our general preventive drug education and publicity measures are to:

- deepen the public's understanding and awareness of the risk factors leading to youth drug abuse;
- strengthen young people's resistance to the lure of drugs and peer influence and change their casual attitude to drug abuse;
- encourage parents, teachers and different stakeholders of the community to work together to tackle youth drug abuse through a collaborative approach; and
- mobilise the community to assist youth at risk and foster a drug-free youth culture in the community.

### 大型宣傳運動

二〇〇八年六月，一項為期兩年的全港青少年禁毒運動展開，主題為「不可一、不可再。向毒品說不、向遺憾說不」，旨在改變青少年及市民對吸食危害精神毒品的態度及誤解，建立無毒文化，並動員社會合力抗禦毒禍。連串宣傳措施隨着運動展開而推出，包括製作電視劇集、海報、單張及禁毒主題曲。二〇〇八及二〇〇九年，禁毒處一共製作了16套參考戒毒康復者真人真事製作的電視宣傳短片及電台宣傳聲帶。

為糾正危害精神毒品對健康無害及不會成癮的錯誤觀念，在禁毒教育及宣傳的文件中，「濫藥」一詞已由「吸毒」取代，並採用「危害精神毒品」作為「psychotropic substance」的中文對應詞。

### Major publicity campaign

In June 2008, a two-year territory-wide campaign against youth drug abuse with the theme “No Drugs, No Regrets. Not Now, Not Ever” was launched to change attitudes and misconceptions about psychotropic substance abuse among youths and members of the public, foster a drug-free culture and mobilise community efforts to fight against drug abuse. A series of publicity initiatives were introduced following the launch of the campaign. They included the production of a TV drama series, posters, leaflets and an anti-drug theme song. A total of 16 sets of TV and radio Announcements in the Public Interest (APIs) depicting real-life experiences of ex-drug abusers were produced in 2008 and 2009.

To correct the misconception that psychotropic substances are not harmful nor addictive, the Chinese term “吸毒” has replaced “濫藥” in the context of preventive education and publicity. The Chinese term of psychotropic substance “危害精神毒品” is also used.

二〇〇八年全港青少年禁毒運動開幕典禮主禮嘉賓合照。

Officiating guests at the Launching Ceremony of the Territory-wide Campaign Against Youth Drug Abuse in 2008.







二〇〇九年舉行的「不可一、不可再」誓師大會。  
“No Drugs No Regrets” pledge ceremony in 2009.

二〇〇九年，禁毒運動以新主題「天造之材 不進迷陣」繼續推行。「不可一、不可再」誓師大會及「同行抗毒大會」分別於二〇〇九及二〇一〇年舉行，讓致力禁毒工作各方聚首一堂，重申對打擊毒禍的承諾。禁毒處及禁毒常務委員會以是項運動為基礎，於二〇一〇年七月推出新一輪禁毒運動，題為「企硬！唔take嘢」，進一步鞏固年青人遠離毒品的決心。為配合這項運動，當局使用了年輕一代的語言，製作了三套電視宣傳短片及電台宣傳聲帶和新海報。針對年紀較小的學童吸食咳藥水和吸入劑有上升之勢，當局於二〇一〇年製作了另一套針對兒童為對象，以這些毒品的禍害為題的電視宣傳短片及電台宣傳聲帶和海報。

In 2009, the anti-drug campaign continued with a new theme, “Be Smart Be Free”. A “No Drugs No Regrets” pledge ceremony and a “Fight Drugs Together” ceremony were held in 2009 and 2010 respectively to gather together anti-drug parties to reaffirm their pledge to fight drugs. Building upon the campaign, the Narcotics Division (ND) and the Action Committee Against Narcotics (ACAN) launched in July 2010 a new round of anti-drug campaign, entitled “Stand Firm! Knock Drugs Out” to further strengthen the resolve of young people to stay away from drugs. Three sets of TV and radio APIs and new posters, using languages of the younger generation, were produced under this campaign. Addressing the rising trend of lower age students abusing cough medicine and inhalant, another set of TV and radio APIs and posters targeting children on the harmful effects of these drugs were produced in 2010.



保安局局長李少光(中)聯同出席「同行抗毒大會」的嘉賓，與現場觀眾進行誓師儀式，以示共同抗毒的決心。

The Secretary for Security, Mr Ambrose S K Lee (centre), together with other guests attending the “Fight Drugs Together” ceremony, lead the participants to make a pledge to demonstrate their determination in the fight against drugs.





二〇〇八年「無毒真高手 Hip Hop Band Rap 跳」音樂和舞蹈比賽的嘉賓和得獎者於閉幕大匯演合照。

Group photo of guests and winners attending the finale of "No Drugs Hip Hop Dance and Music Competition" held in 2008.

### 伙伴協作計劃

禁毒常務委員會和禁毒處廣泛利用傳媒，特別是電視、電台及互聯網，宣揚禁毒信息。此外，又與不同傳媒機構合辦多項以不同組別為對象的計劃，推廣「無毒」文化。

二〇〇七年，禁毒常務委員會、禁毒處和香港電台聯合舉辦一項以街頭舞蹈及流行音樂為主題的比賽，提倡無毒健康生活方式。

二〇〇八年，兩項大型計劃先後推出，包括與商業電台和一個專業劇團合辦的戲劇訓練和製作計劃，以及與政府青少年一站式網站和香港電台合辦的禁毒短片比賽，以加深青少年對吸毒遺害的了解。



「903大戲團」於中學巡迴演出禁毒戲劇。

Drama performance by the "903 Drama Tour" conducted in secondary schools to disseminate anti-drug messages.

### Partnership projects

ACAN and the ND made extensive use of the mass media, particularly TV, radio and the Internet, to drive home the anti-drug messages. In addition, various projects with different media organisations targeting different groups were organised to promote the "No Drugs" culture.

In 2007, a hip hop dance and music competition was jointly organised by ACAN, ND and Radio Television Hong Kong (RTHK) to promote a drug-free healthy lifestyle.

In 2008, two major projects, including a drama training and production programme co-organised by Commercial Radio Hong Kong and a professional drama group, and an anti-drug short film competition held in collaboration with the Government's Youth Portal and RTHK were launched to help youngsters acquire a better understanding of the dire consequences of drug abuse.



## 禁毒教育及宣傳 Preventive Education and Publicity



禁毒處、禁毒常務委員會、叱咤903和天比高創作伙伴於二〇〇九年暑假期間聯合舉辦開蓬巴士禁毒巡遊表演。  
Anti-drug open-top bus parade jointly organised by the ND, ACAN, Commercial Radio 2 and Skyhigh Creative Partners during the summer holiday in 2009.

二〇〇九年，禁毒常務委員會與禁毒處聯同雅虎香港和香港青年協會，合辦了一項「破毒壁行者」禁毒英雄設計比賽。為了在暑假期間加強禁毒宣傳，當局舉辦了多項活動，例如禁毒舞蹈團巴士巡遊，以及以「天造之材 不進迷陣」為主題的填詞比賽。

為善用電視劇集所發揮的深遠影響力，當局製作了一輯共20集名為《美麗高解像》的電視連續劇，並由二〇〇九年十二月起至二〇一〇年一月在無綫電視翡翠台播放，強調吸毒的禍害。

當局又與香港電台合作，於二〇一〇年推出一系列以一般及高危青少年和家長為對象的禁毒活動。有關活動包括禁毒廣播劇、禁毒講座、訓練營、禁毒流行曲創作比賽、電台廣播節目及禁毒家庭日營。



「天比高無處不在朋咗咗」禁毒舞蹈團團員表演街頭舞。  
Members of the Skyhigh anti-drug dance squad performing street dance.

禁毒電視連續劇《美麗高解像》首播儀式。  
Premiere of anti-drug TV drama series "The Beauty of the Game".



In 2009, ACAN and the ND partnered with Yahoo! Hong Kong and the Hong Kong Federation of Youth Groups to organise an anti-drug cyber heroes design competition. To heighten anti-drug publicity during the summer holidays, activities such as anti-drug dance squad bus parades and a lyric writing contest under the theme "Be Smart Be Free" were held.

Taking advantage of the far-reaching influence of TV drama series, a 20-episode series entitled "The Beauty of the Game" was produced and broadcast from December 2009 to January 2010 on TVB Jade Channel, highlighting the harmful effects of drug abuse.

In collaboration with RTHK, a series of anti-drug programmes targeting general and high-risk youths as well as parents were launched in 2010. They included an anti-drug radio drama series, anti-drug talks, a training camp, an anti-drug pop-song writing competition, anti-drug radio segments and an anti-drug family day camp.

約80個家庭參與「同行抗毒2010」大型禁毒宣傳活動壓軸項目「無毒家庭好友營」。  
About 80 families joined the anti-drug family day camp which marked the finale of the large-scale anti-drug campaign "Fight Drugs Together 2010".





二人樂隊組合農夫在二〇〇九年全港青少年禁毒運動主題曲發布會上與「天比高無處不在朋咗咗」禁毒舞蹈團團員合照。  
Popular music duo FAMA and the Skyhigh anti-drug dance squad at an event to release the theme song of the Territory-wide Campaign Against Youth Drug Abuse 2009.

### 手提電話及其他宣傳途徑

為進一步向青少年宣傳禁毒信息，禁毒處於二〇〇七年推出可供免費下載的禁毒手機遊戲。此外，又在暑假及聖誕假期，向年齡介乎18至25歲的年輕手提電話用戶發放禁毒短訊。

二〇〇八及二〇〇九年，當局分別推出了兩首由流行樂隊農夫作曲和主唱的禁毒主題曲。歌曲的音樂錄像在互聯網、本地電視台、卡拉OK場所及商場播放，而載有有關音樂錄像的數碼影像光碟更在不同的禁毒活動上派發。

當局又向中小學及非政府機構借出禁毒巡迴展覽展板，在禁毒活動中展示。在二〇〇七至二〇一〇年間，共舉辦了超過230個禁毒巡迴展覽。

二〇〇八及二〇〇九年，當局把以家長為對象的宣傳品，連同差餉物業估價署和水務署發出的帳單，一併寄給逾200萬個住戶，務使禁毒信息更深入民心。

為接觸青少年，當局於二〇〇八年製作了多項年輕人感吸引的紀念品，例如載有27名著名漫畫家、唱片騎師及藝人的創意作品的記事簿，旨在告訴年輕人吸毒的禍害。此外，還製作了一本傳達禁毒資訊的遊戲小冊子。

保安局首席助理秘書長(禁毒)李家俊(左二)及禁毒常務委員會成員蘇麗珍(左三)於聖誕節期間在一間卡拉OK派發禁毒宣傳單張，呼籲年青人在歡度佳節之餘，要過一個無毒假期。

Principal Assistant Secretary for Security (Narcotics) Mr Eric Lee (second from left) and ACAN member, Ms Ann So (third from left), distribute anti-drug leaflets to young people in a karaoke during Christmas holiday to remind them to stay away from drugs when celebrating the festive holidays.

### Mobile phone and other publicity initiatives

To further reach out to young people, the ND launched an anti-drug mobile phone game which could be downloaded free in 2007. Anti-drug SMS messages were sent to young mobile phone users aged between 18 and 25 during the summer and Christmas holidays.

Two anti-drug theme songs were composed and sung by pop group FAMA in 2008 and 2009. Their music videos were broadcast on the Internet, local TV stations, karaoke venues and shopping malls, and DVDs capturing the music videos were distributed at various anti-drug events.

Anti-drug roving exhibition panels were lent to primary and secondary schools as well as non-governmental organisations (NGOs) for display at anti-drug activities. More than 230 anti-drug roving exhibitions were staged between 2007 and 2010.

Promotional materials targeting parents were sent to over two million households together with the bills of the Ratings and Valuation Department and Water Supplies Department in 2008 and 2009 to drive home anti-drug messages.

To engage young people, souvenirs with an appeal to them such as a notebook containing the creative work of 27 well-known cartoonists, DJs and artistes telling young people about the harmful effects of drug abuse and a gamebook conveying anti-drug information were produced in 2008.







律政司司長黃仁龍資深大律師出席禁毒教育校長研討會，與五百多名中、小學校長及教育界人士一起為打擊青少年毒品問題共謀對策。

The Secretary for Justice, Mr Wong Yan Lung, SC, speaks at an anti-drug seminar for school heads to map out strategies to fight against youth drug abuse. More than 500 school principals and educators from primary and secondary schools attended the seminar.

## 校園禁毒教育

學校是預防青少年吸毒的重要平台。禁毒處支持教育局推動訂立包含禁毒元素的校本健康校園政策。當局鼓勵學校制訂校本健康校園政策，配合學生的各種成長需要，以及擬備在校內推行禁毒措施的框架。

為協助推廣校園禁毒文化，教育局與禁毒處於二〇〇九年八月合辦了四場大型研討會供全港中學教師參與。目的在於增進教師的毒品知識，幫助他們掌握辨識和處理有吸毒問題學生的技巧。連串支援措施同時推行。當局自二〇〇八/〇九學年起，為教職員提供有系統的專業禁毒培訓，包括為班主任及專科教師安排到校培訓課程，以及為學校管理層（例如訓輔教師）安排為期兩天的進階培訓。此外，又制作了學校禁毒資源套，並於二〇一〇年三月推出，提供實用的參考資料及識別工具、禁毒課程資料、個案處理示例及社區現有的資源。香港教育城與禁毒處攜手設立專門的禁毒網站，提供禁毒教學資源及教材。網站包含為教師和前線社工而設的網誌，讓他們分享禁毒資源及經驗。



## PREVENTIVE EDUCATION IN SCHOOLS

School is an important platform for preventing youth drug abuse. The ND supported the Education Bureau (EDB) to promote the institutionalisation of a school-based Healthy School Policy (HSP) with an anti-drug element. Schools are encouraged to formulate school-based HSP to address the various developmental needs of students and prepare a framework for anti-drug measures in the school setting.

To help promote an anti-drug culture in schools, the EDB and the ND jointly organised four large scale seminars for all secondary school teachers in Hong Kong in August 2009. The seminars aimed at enhancing drug knowledge of teachers and helping them master the identification and handling skills of students with drug abuse problem. A series of support measures were also implemented. Structured professional anti-drug training for school personnel including on-site training programmes for class and subject teachers and two-day advanced training for school management such as guidance and discipline teachers have been provided since the 2008/09 school year. An anti-drug resource kit for schools was developed and launched in March 2010. The kit provides practical reference and identification tools, information on anti-drug curriculum as well as examples on handling drug abuse cases and resources in the community. A dedicated anti-drug website was set up by the Hong Kong Education City in collaboration with the ND for providing anti-drug teaching resources and materials. The website contains a blog for teachers, frontline social workers to share anti-drug resources and experiences.

「健康校園新一代」學校禁毒資源套提供實用的參考資料，包括識別工具、禁毒課程資源及教材、個案處理示例及現有社區的支援網絡。

Anti-drug resources kit for schools provides practical references, including identification tools, information on anti-drug curriculum, examples on handling drug abuse cases and resources in the community.





保安局首席助理秘書長(禁毒)黃福來(中)和禁毒常務委員會戒毒治療及康復小組委員會主席張建良醫生(左四)出席禁毒教育教師研討會，與其他嘉賓講者就推廣學校禁毒教育交換意見。

The Principal Assistant Secretary for Security (Narcotics), Mr David Wong (centre), and the Chairman of the ACAN Sub-committee on Treatment and Rehabilitation, Dr Ben Cheung (fourth from left), attend an anti-drug seminar for teachers to exchange views with other guests on promoting anti-drug education in schools.

當局繼續加強學生禁毒教育活動。在學校禁毒課程方面，提倡以跨課程方法，鼓勵學生參與生活體驗活動，培養正面的價值觀，並提高學生對毒品的認識和拒絕毒品的技巧。禁毒處已委託非政府機構，為本地學校小四至小六學生、國際學校(包括英基學校協會屬下學校)學生及收錄非華語學生的本地學校小四至中學學生，舉辦禁毒教育活動。鑑於吸毒者平均年齡日見下降，由二〇一〇/一一學年開始，上述活動的涵蓋範圍，已擴展至小學三年級學生。此外，當局亦透過社會福利署(社署)資助的濫用精神藥物者輔導中心，為中學生舉辦禁毒講座。

預防吸毒已成為衛生署舉辦的健康小先鋒工作坊(以小三學生為對象)及青少年健康服務計劃(以中學生為對象)不可或缺的一環。當局並已加強警察學校聯絡計劃為學生舉辦介紹有關吸毒的害處，以及毒品相關罪行的法律後果的活動。

Preventive education programmes for students continued to be stepped up. On anti-drug school curriculum, a cross-curricular approach was promoted to encourage students to participate in life learning activities that cultivate positive values and enhance students' knowledge on drugs and refusal skills. The ND commissioned NGOs to provide drug education programmes to students of local schools from Primary Four to Six, as well as students of international schools [including English School Foundation (ESF) schools] and local schools serving non-Chinese speaking students of Primary Four to secondary level. In view of the lowering of average age of drug abusers, the coverage has been extended to Primary Three students starting from the 2010/11 school year. Anti-drug talks were provided to secondary school students through Counselling Centres for Psychotropic Substance Abusers subvented by the Social Welfare Department (SWD).

Drug prevention has also formed an integral part of the Junior Health Pioneer Workshop (for Primary Three students) and the Adolescent Health Programme (for secondary school students) provided by the Department of Health. The Police School Liaison Programme, which offers programmes to students on the harmful effects of drug abuse and the legal consequences of drug-related offences, was also strengthened.



行政長官曾蔭權(中)出席「做個潮爸媽」禁毒家長教育講座，與一名曾經吸毒的青年及其母親真情對話。

The Chief Executive, Mr Donald Tsang (centre), attends an anti-drug workshop for parents and chats with an ex-drug abuser and his mother during a sharing session.

## 家長禁毒教育

在打擊青少年品毒問題上，家長的支持，十分重要。當局推行了多項措施，加強為家長提供禁毒教育。

二〇〇九年八月八日，禁毒常務委員會與禁毒處舉辦了一場大型家長研討會，促進家長對有關問題的認識，逾300名家長出席。行政長官曾蔭權亦有參與研討會，與家長分享交流，指出他們在增強保護因素，防止子女吸毒一事上扮演的角色，可謂舉足輕重。

當局於二〇〇九年六月推出家長資源套，協助學校、家長教師會及非政府機構策劃和推行家長禁毒活動。資源套提供有關為人父母之道、對子女的態度和預防子女吸毒實用技巧等有用資料。資源套同時附有一份單張，為家長提供方便合用的禁毒資訊。為推廣使用資源套，當局在全港18區為家長和家長教師會舉辦一系列研討會。此外，又為社工、教師和朋輩輔導員舉辦導師培訓工作坊，並鼓勵家長教師會、學校及非政府機構善用資源套，為家長安排更多禁毒培訓及活動。

二〇一〇年，禁毒處委託一非政府機構為家長提供持續支援服務，包括提供由社工接聽的電話支援服務，出版禁毒教材，以及舉辦地區為本的禁毒研討會。



禁毒處製作「無毒家教育有妙法」家長禁毒教育資源套為學校、家長教師會和非政府機構提供參考資料，推行為家長而設的禁毒活動。

Anti-drug resources kit for parents produced by the ND provides useful references for schools, parent teacher associations and NGOs to implement anti-drug programmes for parents.

## PREVENTIVE EDUCATION FOR PARENTS

Parents' support is significant in the fight against youth drug abuse problem. Various measures were implemented to enhance the preventive education for parents.

A large scale parent seminar promoting parents' awareness of the issue was organised by ACAN and the ND on August 8, 2009. Over 300 parents attended the seminar. The Chief Executive, Mr Donald Tsang, attended the seminar and shared with parents the important role that they could play in enhancing the protective factors to prevent their children from abusing drugs.

A resource kit for parents was released in June 2009 to help schools, parent teacher associations and NGOs plan and implement anti-drug programmes for parents. The kit provided useful information on parenting, attitudes and skills useful in preventing children from abusing drugs. A leaflet was also published to provide handy anti-drug information to parents. To promote the use of the kit, a series of seminars for parents and parent teacher associations were organised throughout the 18 districts. Train-the-trainers workshops for social workers, teachers and peer counsellors were also held. Parent teacher associations, schools and NGOs were encouraged to make use of the kit to organise more anti-drug training and activities for parents.

In 2010, the ND commissioned an NGO to provide continued support services to parents, including provision of telephone support services manned by social workers, publication of anti-drug educational materials and organisation of district-based anti-drug seminars.



## 香港賽馬會藥物資訊天地

香港賽馬會藥物資訊天地（資訊天地）繼續作為向青少年、家長、在職人士及市民大眾提供禁毒教育的有效平台。在二〇〇七至二〇一〇年間，共有129,569名訪客曾使用資訊天地的設施。

除了為參觀團體提供的禁毒教育外，當局自二〇〇九年起，每年都舉辦「無毒有Fun」活動日。二〇一〇年，更安排放映一系列「無毒影畫戲」，具體說明吸毒的嚴重後果。此外，又為不同服務對象，例如家長及教師等，舉辦切合其需要的教育活動，藉以傳遞禁毒信息。

當局還舉辦了多個禁毒專題展覽，與市民大眾分享有關的禁毒信息和戒毒康復者的經歷。

## HONG KONG JOCKEY CLUB DRUG INFOCENTRE

The Hong Kong Jockey Club Drug InfoCentre (DIC) has continued to serve as an effective platform for providing anti-drug education to youths, parents, working adults and the public. From 2007 to 2010, a total of 129,569 visitors made use of the facilities of DIC.

Apart from anti-drug education provided for visiting groups, a "DIC Fun Day" has been held annually since 2009. An "Anti-drug Film Series" was organised in 2010 to highlight the dire consequences of drug abuse. Tailor-made educational programmes were also provided to disseminate anti-drug messages to different target groups such as parents and teachers.

A number of anti-drug thematic exhibitions were held to share with public anti-drug messages and stories of rehabilitated drug abusers.



基督教香港信義會北區青少年外展社會工作隊的青少年在香港賽馬會藥物資訊天地「無毒有Fun 2010」活動表演街頭舞蹈。

Hip-hop dance performance by youths from the North District Youth Outreaching Team of Evangelical Lutheran Church Hong Kong at the DIC Fun Day 2010.

## 提供禁毒教育服務的非政府機構

多個非政府機構在提供禁毒預防教育服務方面，擔當重要角色。

### 社區藥物教育輔導會

社區藥物教育輔導會是一個專門從事預防吸毒工作的慈善團體。該會自二〇〇七年以來，舉辦了超過3,000項禁毒教育活動，參加者逾25萬人。

在香港公益金、健康護理及促進基金和禁毒基金資助下，該會推行了多項計劃，包括：

- 學校及社區禁毒教育服務（獲香港公益金資助）
- 「我至型」健康生活推廣計劃 — 為低年級小學生而設的健康教育計劃（獲健康護理及促進基金資助）
- 「無毒出新Teen」 — 預防高危青少年吸食危害精神毒品教育計劃（獲禁毒基金資助）
- 「抗毒頻道」 — 青少年禁毒教育計劃（獲禁毒基金資助）
- 父母子女齊參與，共創健康無毒社區計劃（獲禁毒基金資助）

社區藥物教育輔導會為中、小學老師提供禁毒教育培訓。  
The CDAC provides anti-drug trainings to secondary and primary school teachers.



## NGOS PROVIDING PREVENTIVE EDUCATION SERVICES

Various NGOs have played an important role in the provision of anti-drug preventive education services.

### Community Drug Advisory Council

The Community Drug Advisory Council (CDAC) is a charitable organisation specialising in drug prevention. Since 2007, CDAC has organised over 3,000 drug education activities which served more than 250,000 participants.

Under the support of the Community Chest of Hong Kong, the Health Care and Promotion Fund, and the Beat Drugs Fund (BDF), CDAC carried out a number of projects including:

- School and Community Drug Education Services (supported by the Community Chest of Hong Kong)
- Healthy Living Starts from Me — Health Education Programme for lower primary school students (supported by the Health Care and Promotion Fund)
- D.R.O.P. — Drug Resistance, One-stop Programme (supported by the BDF)
- Anti-drug Channel: Drugs and Health (supported by the BDF)
- Parents and Children: United Stand Against Drugs Abuse (supported by the BDF)



由二〇〇九年，該會獲教育局及禁毒處委託，在九龍區的小學推行禁毒教育活動。此外，又為在九龍及新界西的小學及中學任教老師舉辦到校培訓課程。在二〇〇八/〇九學年，該會舉辦了一個為期兩天的核心學校人員禁毒進階培訓研討會，向核心教職員灌輸深入的禁毒知識，和及早辨識和處理高危學生的技巧；加深對包含禁毒元素的健康校園政策的了解；並鼓勵教師在校內推行禁毒教育。

此外，社區藥物教育輔導會出版了多份小冊子，如《禁毒教育家長手冊》、《禁毒教育教師手冊》及青少年小冊子《YOUTH Express》，以傳播禁毒信息。

### 基督教巴拿巴愛心服務團

基督教巴拿巴愛心服務團於二〇〇八/〇九學年獲禁毒處委託，為新界區的本地小學四至六年級學生舉辦禁毒教育計劃。該機構設計了禁毒天使——「停停」及「想想」作為吉祥物，以宣揚「停一停，想一想，毒品亂試」的信息，並藉着計劃，鼓勵學生思考，作出明智決定。在二〇〇九/一〇學年，該機構獲委託為新界東、新界西及九龍西的學生提供服務。吉祥物「停停」及「想想」進一步化身為動畫人物，利用動畫加強傳遞禁毒信息。在接着的兩個學年，該機構更新了禁毒動畫的內容，並在講座中加入更多專題。有關計劃有助提升學生的禁毒知識，改善態度和技巧。此外，又借助種種活動，包括魔術表演、童話劇、歷奇活動及性格測驗等，傳揚禁毒信息。基督教巴拿巴愛心服務團還為教師、社工及家長提供支援服務（例如禁毒培訓）。

From 2009, CDAC was commissioned by the EDB and the ND to conduct drug education programmes for primary schools in Kowloon. In addition, it conducted on-site teacher training for primary and secondary schools teachers in Kowloon and New Territories West. A two-day advanced anti-drug training seminar for key school personnel was held in the 2008/09 school year to equip key school personnel with in-depth anti-drug knowledge and early identification and handling skills of at risk students; enhance the understanding of the HSP with anti-drug element and encourage teachers to conduct drug education at school.

Besides, CDAC published various booklets such as “Drug Education—Parent’s Booklet”, “Drug Education—Teacher’s Booklet” and a youth booklet “YOUTH Express” to disseminate anti-drug messages.

### The Barnabas Charitable Service Association

The Barnabas Charitable Service Association (Barnabas) was commissioned by the ND in the 2008/09 school year to provide school drug education programmes to students of Primary Four to Six levels of local schools in the New Territories. Mascots of anti-drug angels — “STOP” and “THINK” were designed to advocate the message of “Stop and Think. No attempt of drugs”. Through the scheme, students were encouraged to think and make wise decision. In the 2009/10 school year, Barnabas was commissioned to provide services to students in the New Territories East, New Territories West and Kowloon West. Mascots of “STOP” and “THINK” were further developed as an animation. The animation reinforced the dissemination of anti-drug messages. The contents of the anti-drug animation were updated, and more topics were added in the talks in the ensuing two school years. The programmes have helped enhance students’ anti-drug knowledge, attitudes and skills. Various activities including magic show, pantomime, adventure-based activities and personality test are also used to disseminate anti-drug messages. Barnabas also provides supportive service (e.g. anti-drug training) to teachers, social workers and parents.

### 香港大學專業進修學院

香港大學專業進修學院開辦禁毒培訓課程，由來已久。該學院自90年代初已開辦有關課程。二〇〇七年至今，所辦課程主要有以下三個：

- 自二〇〇八/〇九學年起，香港大學專業進修學院獲禁毒處委託，與香港戒毒會合作，為港島及離島各中小學的班主任/專科教師，開辦「構建校園禁毒文化 — 半天到校教師培訓課程」。截至二〇一〇年十二月，有77所學校參與，受訓教師共達3,345人。此外，亦舉行了三場分別題為「校園禁毒教育活動新攻略」、「校園吸毒：我思我見」和「培育90後學生健康成長 — 遠離毒品」的研討會及論壇。上述社區活動有超過460人出席。
- 在二〇〇九年九月至二〇一〇年四月間，為教師、社工、輔導員及護士開辦「輔導濫用藥物人士基礎證書課程」。
- 在二〇〇七年三月至四月間，為來自40所中學的教師舉辦多個學生有關禁毒的輔導及訓育工作坊。

### School of Professional and Continuing Education, University of Hong Kong

The School of Professional and Continuing Education, University of Hong Kong (HKU SPACE) has a long history in providing anti-drug training programmes. Since early 1990s, HKU SPACE has been organising these programmes. From 2007 to now, there are three main programmes:

- Since the 2008/09 school year, HKU SPACE has been commissioned by the ND, in co-operation with the Society for the Aid and Rehabilitation of Drug Abusers, to organise “Half-day On-site School-based Training Programmes for Class / Subject Teachers” for primary and secondary schools in Hong Kong Island and outlying islands. Up to December 2010, 77 schools had participated in the programmes and a total of 3,345 teachers were trained. Besides, three seminars and fora entitled “New Strategies for Preventing Substance Abuse in Schools”, “Combating Substance Abuse in Schools” and “Cultivate the Post 90s a Healthy Growth and Development — No Drugs, No Harm” were held. More than 460 participants took part in these community events.
- A training programme “Foundation Certificate in Counselling Drug Abusers” for teachers, social workers, counsellors and nurses was held between September 2009 and April 2010.
- Workshops for teachers from 40 secondary schools on student guidance and discipline on drug abuse were held between March and April 2007.



### 啟勵扶青會

啟勵扶青會於一九九一年成立，屬一個有吸毒及酗酒問題青少年的自助小組，旨在為年輕人注入力量，讓他們活得充實愉快，盡展潛能。該會的活動及服務包括籌辦藝術及多媒體計劃，提供朋輩支援、馬戲技巧及緩減毒害訓練，以及舉辦青少年論壇及其他特別活動。

二〇〇七至二〇一〇年，啟勵扶青會在禁毒處資助下，舉辦了共451項禁毒教育活動，計有參觀資訊天地、禁毒講座、一般禁毒教育工作坊、朋輩支援訓練計劃及校園禁毒運動。共有22,691名來自英基學校基金會屬下學校、非英基學校基金會屬下國際學校，以及其他非華語學校的中小學生參與活動。

二〇〇八至二〇一〇年，共有1,332名學生參觀資訊天地。從這些學生收集所得的評估資料顯示，逾90%學生同意他們吸毒的可能性會比較低，並且能夠更坦然自在運用剛學到的拒絕技巧，抗拒朋輩提供的毒品。參與啟勵扶青會各個禁毒工作坊的2,558名學生中，逾91%表示他們得以更了解毒品如何影響身體，因此更容易拒絕毒品。

啟勵扶青會舉辦的各項朋輩支援訓練計劃，有效增進學生對毒品禍害的認識，以及預防學生吸毒。



啟勵扶青會安排非華語的小學生參觀資訊天地。  
KELY arranges for non-Chinese speaking primary students a visit to the DIC.

### KELY Support Group

The KELY Support Group (KELY) was established in 1991 as a self-help group for young people with drug and alcohol addictive problems. It aims at empowering young people to live a happy and fulfilling life, as well as to realise their full potential. KELY's programmes and services include organising arts and multi-media projects, providing peer support, circus skills and harm reduction training, as well as organising youth fora and other special initiatives.

Through the sponsorship of the ND, from 2007 to 2010, KELY provided a total of 451 drug education programmes comprising visits to DIC, anti-drug talks, general drug education workshops, peer support training programmes and anti-drug campaigns for school. These activities reached out to a total of 22,691 students from ESF schools, non-ESF international schools as well as other non-Chinese speaking schools at both primary and secondary levels.

Evaluation data from 1,332 students who visited DIC from 2008 to 2010 revealed that over 90% of the students agreed that they were less likely to use drugs and felt more comfortable in applying their newly acquired refusal skills to reject drugs from their peers. Out of the 2,558 students who participated in KELY's various anti-drug workshops, over 91% felt that they had a better understanding of how drugs affected their bodies and therefore, were more likely to refuse drugs.

KELY's various Peer Support Training Programmes was considered effective to increase students' awareness on the harmful effects of drugs as well as prevent them from trying drugs.



生活教育活動計劃利用流動課室為小學生提供禁毒教育課程。行政長官曾蔭權(後排右六)在參觀流動課室後與一群小學生合照。

Life Education Activity Programme utilises a mobile classroom to provide anti-drug preventive education programme to primary school students. The Chief Executive, Mr Donald Tsang (sixth from right, back row), pictured with a group of primary student during his visit to the mobile classroom.

### 生活教育活動計劃

生活教育活動計劃(LEAP)於一九九四年成立，是一個註冊慈善團體，旨在通過提供健康教育及預防吸毒課程，防禦吸毒問題。在二〇〇九/一〇學年，全港約有88,800名學生參加LEAP所舉辦的課程。

LEAP為就讀本地學校、國際學校及英基學校基金會屬下學校的小學生和初中生，以及有特殊學習需要的學生，舉辦中文及英語禁毒課程。小學生課程是在經過特別設計的流動課室舉行，而中學生課程則在就讀學校的課室舉行。這些課程的內容均會定期檢討並加以改良，從而提供關於毒品的最新資料，以及建立學生應用拒絕技巧的能力，使他們能夠更堅決地向毒品說「不」。

LEAP所辦的一項家長教育課程「新一代健康成長錦囊」獲禁毒基金資助，5,000多名家長在二〇〇九/一〇學年參加了這項課程。課程共有六節，於二〇〇六年推出，二〇一〇年加入兩個新單元，以增強家長的知識及技巧，建立健康的無毒家庭。

除學校課程外，LEAP亦定期在社區舉辦和參與禁毒預防教育活動，協助推廣健康生活的重要性，並宣傳有關吸毒禍害的信息。

### Life Education Activity Programme

Established in 1994, Life Education Activity Programme (LEAP) is a registered charity aims to prevent substance abuse by the provision of health awareness and drug prevention programmes. In the 2009/10 school year, LEAP's programmes were delivered to some 88,800 students throughout Hong Kong.

LEAP provides Chinese and English anti-drug programmes for primary and junior secondary students studying in local, international and ESF schools, and those with special learning needs. The primary programme takes place in specially designed mobile classrooms, while the secondary programme is delivered in the schools' own classrooms. Both programmes are constantly reviewed and upgraded to provide up-to-date information on drugs, and to develop students' ability to practise refusal skills and strengthen their resolve to say "no" to drugs.

A LEAP programme for parents, entitled "Safe and Successful", sponsored by the BDF, was delivered to more than 5,000 parents in the 2009/10 school year. The six-session programme was launched in 2006. Two new units were introduced in 2010 to empower parents with the knowledge and skills to establish a healthy and drug-free family.

In addition to its school programmes, LEAP regularly organises and participates in drug prevention activities in the community to help promote the importance of healthy living and the harmful effects of drug abuse.



### 香港路德會社會服務處路德會青欣中心

路德會青欣中心於一九九八年成立，是新界東的濫用精神藥物者輔導中心，為受助人提供戒毒治療及康復計劃，包括個別輔導、治療小組及教育工作坊。中心自二〇〇七年起，一直服務大埔及北區。

中心在教育局支持及禁毒處資助下，於二〇〇八/〇九年度為班主任/專科教師舉辦到校禁毒教師培訓課程。有關計劃共有1,979名來自新界東41所學校（包括30所中學和11所小學）的教師參加。二〇〇九年八月，中心又獲邀舉辦三個教師禁毒培訓暨研討會。

路德會青欣中心在二〇〇九/一〇學年為前線教師開辦進階課程，讓他們掌握禁毒知識、預防吸毒策略及處理毒品相關事宜的能力。

### Hong Kong Lutheran Social Service — Cheer Lutheran Centre

The Cheer Lutheran Centre, established in 1998, is a Counselling Centre for Psychotropic Substance Abusers in New Territories East. The Centre provides treatment and rehabilitation programmes for their clients including individual counselling, therapeutic groups and educational workshops. The Centre has been serving Tai Po and the North District since 2007.

Through the support of the EDB and with sponsorship of the ND, the project “2008/09 Provision of On-site Anti-drug Training Programmes for Class/Subject Teacher” was launched. The project served 1,979 teachers in 41 schools (including 30 secondary schools and 11 primary schools) in New Territories East. In August 2009, the Centre was also invited to provide three anti-drug training cum seminars for teachers.

The Cheer Lutheran Centre organised an advanced project for frontline teachers in the 2009/10 school year to equip them with anti-drug knowledge, preventive strategies and capacity to handle the drug-related issues.

路德會青欣中心舉辦到校禁毒教師培訓課程。  
Cheer Lutheran Centre organises on-site anti-drug training programmes for teachers.





香港善導會「青衛谷預防犯罪教育中心」透過模擬監倉向學生介紹毒品罪行的刑罰。  
The Society of Rehabilitation and Crime Prevention, Hong Kong's "Teenguard Valley Crime Prevention Centre" introduces to students the penalty of drug-related offence through a simulated cell.

## 香港善導會

### 社區教育服務

香港善導會在二〇〇七至二〇一〇年間，將禁毒列為社區教育服務的優先服務目標。該會推行的禁毒教育手法新穎，別具特色。透過由戒毒康復者現身說法、多媒體及創意藝術活動、生命教育、角色扮演劇場表演、「3D教室」互動學習平台，以及以體驗教學（包括由青衛谷預防犯罪教育中心設計的迷宮及「模擬監倉」）形式進行的有系統的主題式日營，有效發揮教育上的協同效果。上述活動由社署、禁毒基金及優質教育基金等資助。鑑於有需要及早作出介入，有關服務已由初中及高小（小四至小六）學生，擴展至初小（小一至小三）學生，以至家長、教師、警務人員和專業人士。在二〇〇七至二〇一〇年這段期間，受惠者人數已累積至126,368人。

## The Society of Rehabilitation and Crime Prevention, Hong Kong (SRACP)

### Community Education Service

SRACP has put anti-drug as the priority service goal for its Community Education Service for the period 2007 to 2010. The innovative initiatives in drug prevention education characterised with the effective use and synergy in education through sharing by rehabilitated drug abusers, multi-media and creative arts activities, life education, Cosplay Drama, interactive learning platform "3D Classroom", structured thematic day camp with experiential learning including Maze and "Simulated Cell" designed by its TeenGuard Valley Crime Education Centre. The programmes were funded by SWD, BDF and the Quality Education Fund, etc. In response to the need for earlier intervention, the service was extended from junior secondary and senior primary (Primary Four to Primary Six) to junior primary (Primary One to Primary Three) students, parents, teachers, police officers and professionals. The number of beneficiaries had been accumulated to 126,368 during the period 2007 to 2010.



**香港南亞社群禁毒教育服務**

自二〇〇六年七月起，香港善導會在禁毒基金的資助，以及該機構位於油麻地自負盈虧的社區健康服務發展中心的支持下，主動向本港的南亞社群提供照顧到其文化差異的禁毒教育。該會為學生、家長、教師、宗教及社區領袖舉辦各式各樣的活動，包括研討會、工作坊、嘉年華會及義工訓練等，提升他們的抗毒能力。香港善導會以朋輩教育及社區外展手法，深入接觸南亞裔吸毒者，鼓勵他們尋求戒毒治療，並提供輔導及轉介服務，使他們早日康復。在二〇〇七年一月至二〇一〇年十二月間，上述計劃有超過22,000名南亞裔人士參加。

***Drug Preventive Education for South Asian Community in Hong Kong***

Since July 2006, SRACP has taken initiatives to render cultural sensitive drug preventive education for South Asian community in Hong Kong, with the support of the BDF as well as the agency's self-supporting community-based Health Services Development Centre in Yau Ma Tei. A variety of activities including seminars, workshops, carnivals and volunteer training had been provided to students, parents, teachers, religious and community leaders to enhance their capacity against drug abuse. With a Peer Education and community outreaching approach, SRACP had engaged South Asian drug abusers intensively to develop their motivation in seeking drug treatment, and provided counselling and referral services to facilitate the rehabilitation. From January 2007 to December 2010, the above programme had served over 22,000 community members.

香港善導會為南亞裔學生舉辦日營，推廣健康生活模式。  
SRACP organises day camps for South Asian students to promote healthy lifestyle.

