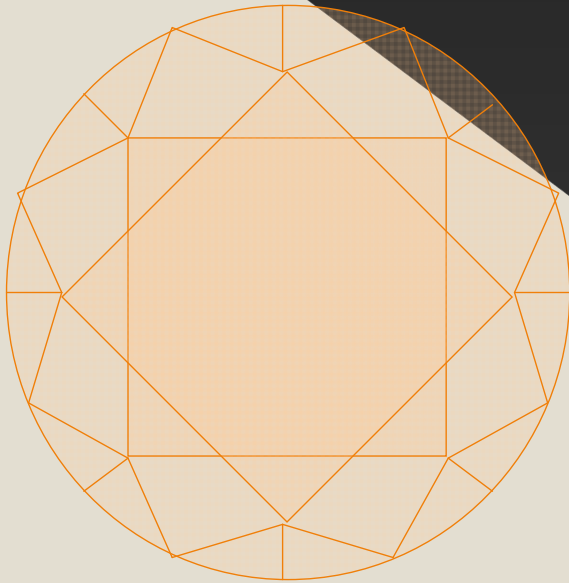


DIAMOND

– DIAlogue · MObile · No Drugs



Collaboration

Coverage

Communication

Care

Integrating the New & Old

- ◉ new media technologies
- ◉ social networking
- ◉ smartphones
- ◉ mobile platform

- ◉ outreaching
- ◉ peer mentoring
- ◉ counseling
- ◉ professional services

Objectives

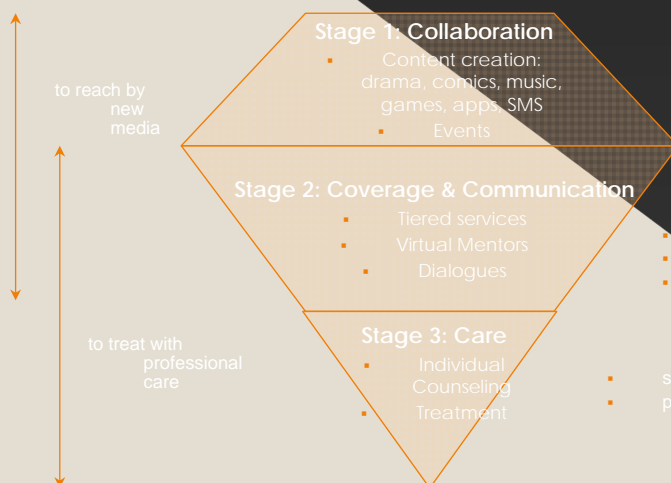
- Deploy new media and mobile apps
- Target high risk (高危) youths
- Engage youths in dialogue
- Incremental engagement: from mobile dialogues to face-to-face events, group activities and counseling

- attract the participation of youths
- build up community
- identify high risk youths

3

Key Activities

Multi-Stage Incremental Engagement Model



Participants:

- reformed youths
- volunteers
- parents
- artists
- reformed youths
- artists
- volunteers
- social workers
- professionals

Overall project management:



Issues

Subcultures of youths segregate themselves from society, school & family

disconnection

研究發現*：於網絡上接觸過「抗毒資訊」與日後會否吸食危害精神毒品 (如K仔、大麻等) 沒有強烈的反向關係

indifferent to official advice

Peer group influence obscures the consequences of drug abuse

easily lost

Hermetic (隱蔽) drug abusers

hard to reach

*小童群益會『關注青少年吸毒問題專責小組』

5

Why use Mobile?

- ◉ **Personal**: psychological attachment
- ◉ **Ubiquitous**: anytime, anywhere
- ◉ **Inconspicuous**: feeling safe and being supported
- ◉ **Anonymous**: less embarrassing, could be really frank
- ◉ **Fashionable**: Wireless Digital Lifestyle

The most

- ◉ trusted,
- ◉ effective, and
- ◉ reliable

channel to reach target youths

6

Youths and New Media

- everyone has mobile
- plays 4.5 mobile games
- usually SMS before voice call
- 100 SMS/day
(max. 1500 SMS/day)
- like virtual idol

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Project Team

- Hong Kong Wireless Technology Industry Association (expertise in **mobile applications and services**)
- Hong Kong Productivity Council (expertise in **new media**)
- Youth Outreach (expertise in **youth culture**)
- Hong Kong Lutheran Social Service (expertise in **anti-drug counseling**)
- School of Journalism and Communication, CUHK (expertise in **media production**)



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Stage 1: Collaboration

Key points

- collaborate with reformed youths (過來人) on contents
- soft-sell anti-drug messages using new media

engage youths
via Virtual
Mentor
characters
and media
events

Stage 2: Coverage & Communication

Key points

- secondary prevention
- Mobile Dialogue Platform
- expose misunderstandings
- promulgate correct information

- evaluate targets' attitude toward drugs
- estimate their potential risks of drug abuse
- identify hermetic, high-risk drug users

Stage 3: Care

Key points

- ◉ individual counselling and case followups
- ◉ seek out the high risk youths and the potential drug addicts identified in Stage 2
- ◉ motivate and guide

- ◉ confront the drug problem
- ◉ tackle drug habits
- ◉ referral
- ◉ rehabilitation