



# HARM reduction

## Evaluation of the Harm Reduction media campaign 2002

W Y Wan<sup>1</sup>, D S W Wong<sup>2</sup>, S S Lee<sup>1</sup>, A L W Chu<sup>1</sup>, S K Cheng<sup>3</sup>, K Lee<sup>1</sup>, V S C Kwong<sup>1</sup>

<sup>1</sup>Red Ribbon Centre, Hong Kong, China; <sup>2</sup>City University of Hong Kong, Hong Kong, China;

<sup>3</sup>Integrated Treatment Centre, Department of Health, 8/F Kowloon Bay Health Centre, Hong Kong, China

Contact e-mail: wywan@dhspp.net or aids@dh.gov.hk

### Background:

A territory-wide harm reduction media campaign was launched from May to September 2002 in Hong Kong. The objectives were to increase public awareness and acceptance of the concept of harm reduction, and to enhance knowledge in drug users. An evaluation of the effectiveness of the campaign is important in further development of the strategy.

### Methods:

The Campaign was evaluated by (1) determining process indicators reflecting the frequency and location of the publicity; (2) commissioning two questionnaire surveys to University researchers on the awareness, knowledge and acceptance of the Campaign: a street survey on 1200 members of the public, and another survey on 210 street drug users were conducted, and (3) studying the performance of the methadone treatment programme.

### Results:

The Campaign was staged in all 18 districts in Hong Kong, with emphasis in areas of residence of the lower social class. The questionnaire surveys revealed that one third (29%) of the respondents in the general public, and two thirds (67%) of the drug users were aware of the term "harm reduction" without prompting. Most (85%) drug users interviewed knew more than half of the questions on "the practical tips on harm reduction". A majority (89%) of the drug users indicated that the Campaign was effective to prevent HIV/AIDS, compared to that of only half (47%) in the general public. The methadone clinic attendance had increased by 5% (from 9785 in May to 10233 in October 2002), during the Campaign.

### Conclusions:

Media campaign was fairly effective in promoting harm reduction in general public, and quite successful among drug users. Advocacy for the acceptance of harm reduction is a feasible strategy in community.



ICE Support to Campaign: poster, pamphlets and take-aways ( tissue packs and handkerchiefs ).

The publication on shown next to the pamphlets is the evaluation report of the Campaign.



Eye-catching giant wall banners and advertisements on public transport are effective media to draw attention of the public.



The campaign launching ceremony inside a shopping mall. The event was co-organised with a commercial media partner, with local artists and UNAIDS Hong Kong ambassador, Miriam Yeung as guests.



A game booth of Harm Reduction Hotline at a Department's Hotlines Promotions Funfair.

[www.harmreduction.gov.hk](http://www.harmreduction.gov.hk)



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