

Police launch videos and micro-movies to promote anti-drug messages (with photos/video)

In view of the surge of drug-related cases involving youngsters, which has aroused concerns among various sectors of the community, the Narcotics Bureau of the Hong Kong Police Force will launch a series of short videos and micro-movies starting from today (January 26) to remind youngsters to stay vigilant against the lure of taking drugs and taking part in illegal acts related to drugs, and to promote anti-drug and law-abiding awareness among juveniles.

The whole series comprises six educational videos, covering six types of common drugs including cannabis, cocaine, ketamine, ice, heroin and ecstasy, will illustrate the harmful effects of drug abuse through animations. These six short videos will be published on the Police's social media platforms every Wednesday from today, while the first episode launched today has highlighted the harmful effects of abusing ketamine. By incorporating the real cases in the micro-movies and promotional videos, the Police, in collaboration with the Correctional Services Department and the Hong Kong Federation of Youth Groups, will interview a youngster who was sentenced for drug trafficking and her family, so as to make the public understand the heavy price to pay for committing drug trafficking.

In addition, this series of short videos and micro-movies will be distributed to local and international schools, parent-teacher associations, non-governmental organisations and community stakeholders, with a view to letting the young people and the general public have a better understanding of the serious consequences of drug abuse and drug trafficking.

The Police will continue to strengthen cooperation with different stakeholders in the society, devote more resources to various anti-drug education and publicity campaigns, and convey anti-drug messages to the general public, especially the youth, with an aim to let the youngsters recognise the harmful effect of drug abuse and make wise decisions to fight against drugs.

