

For Immediate Release

BE IN THE KNOW **SOSKELY running harm reduction campaign at Hong Kong Sevens** **2019**

(Hong Kong, 5 April 2019) – Cathay Pacific/HSBC Hong Kong Sevens 2019 kicks off today. This is the eighth year that **KELY Support Group (KELY)** has been in partnership with **Hong Kong Rugby Union (HKRU)** to raise awareness of alcohol-related harm issues amongst local youth in a non-judgmental manner through this popular sport event. It is hoped that all young people can stay safe and still have fun at the games.

SOSKELY, is a harm reduction campaign that aims to reduce underage and binge drinking, minimise the immediate harm caused by binge drinking and intervene in cases of potential alcohol poisoning. We offer a safe, alcohol-free space, non-judgemental harm reduction information and emotional support for young people on site. The SOSKELY's main tent and chill-out area will be located at block 333 and 334 at the Upper West Concourse of the Hong Kong Stadium.

Throughout 5 to 7 April, the SOSKELY team, which consists of KELY staff and around 30 volunteers, will be present inside the Hong Kong Stadium and Central Harbourfront. We will reach out to young people and encourage them to stay hydrated by providing them with water, and direct youth in need to our Chill-out Lounge to rest. Our youth-friendly wristbands, stickers and temporary tattoos with harm reduction messages will be distributed in order to promote the 3 key harm reduction messages: "[Water is your H2bro](#)", "[Look out for your squad](#)", "[Know when to chill](#)".

SOSKELY continues to reinforce the step-by-step Recovery Position and hopes that young people spread the knowledge of this important harm reduction strategy among their peers. Putting someone in the recovery position will help keep their airway open and ensure that they won't choke on vomit or liquid.

Ms. Sky Siu, KELY's Executive Director expressed "Young people are our first priority and we want to see them thrive and succeed. Their well being is key and we are led by what the youth community tell us - that our SOSKELY initiative not only offers them the right balance of support in critical times of need, but introduces them useful tips and reminders that have stayed with them beyond the events."

In 2018, our SOSKELY harm reduction outreach was present at several large scale events in addition to the Hong Kong Sevens. These include Road to Ultra and Creamfields Hong Kong.

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About KELY Support Group

KELY Support Group (KELY) is a Hong Kong-based nonprofit organisation whose mission since 1991 is to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other. We envision a world where young people are empowered to reach their full potential.

Our Programmes

We collaborate with schools and other partners to offer programmes to Chinese- and English-speaking youth between the ages of 14 and 24 around our three core focus areas: Drug and Alcohol Awareness, Mental Well Being, and Positive Youth Development.

Drug and Alcohol Awareness

At KELY, we work to prevent and reduce the harm associated with drugs and alcohol abuse. Our Drug and Alcohol Awareness programmes equip young people with the skills and knowledge needed to avoid using drugs and alcohol, protect themselves and make healthy choices, and support their peers.

Mental Well Being

We take a preventative approach to our Mental Well Being programmes and focus on helping young people to understand their own emotions, cope with stress, and know how to help themselves as well as their peers. In situations where we identify additional mental health needs, we work with a strong network of referral organisations that can provide in-depth one-on-one counseling.

Positive Youth Development

Our Positive Youth Development programmes create opportunities for young people to explore and develop life skills and creative expressions, increasing their aspirations for the future. We focus specifically on disadvantaged youth, who typically don't have access to skills-building programmes of this nature.