

**For Immediate Release**

## **ExCEL!'s "All About..." Showcase**

**(Hong Kong, 28 June 2017)** - Do drug and alcohol prevention resources have to be all boring and cliché?

**KELY Support Group (KELY)** organises the ExCEL!'s "All About..." Showcase - a youth-led campaign where close to a hundred secondary school students show you some of the most innovative and youth-friendly education materials they developed themselves!

In the form of a fun fair, ethnic minority students from four ExCEL! Schools come together to share their learning outcomes throughout the programme. Students' creativity has turned normal drug and alcohol prevention and education more interesting and fun with resources not limited to the following:

- *a [song named "Enough"](#) and a music video to share messages of positive peer influence*
- *[stress balls](#) to help release tension*
- *[stickers](#) of healthier ways to cope with stress*
- *an exhibition and [booklet titled "All About Alcohol"](#), displaying the harms and risks associated with alcohol*

Funded by Operation Santa Claus, ExCEL! is a programme for young people from ethnic minority backgrounds in secondary schools across Hong Kong. Students have identified stress and loneliness as some of the key reasons why a young person may try unhealthy ways to cope, such as using drugs or alcohol. They develop relevant resources for their peers in this campaign, aiming to share credible information about drug and alcohol use, healthier ways of coping and ultimately encourage peers to reach out for support when necessary.

In the first quarter of 2017, statistics from the Central Registry of Drug Abuse showed that 65.4% of newly reported persons aged under 21 use drugs to relief boredom, depression and stress, increased by 22% compared to the first quarter of 2016, and at the same time overtaking peer influence as the biggest reason for drug use. There is a pressing need for us to look at not only how youth are coping with their emotions but also whether mainstream prevention education materials work best for our young generation.

Whilst providing accurate facts and figures is a key part of prevention education, what is crucial is seeing youth have the ability to cope positively with the challenging situations growing up. Therefore, we ought to help young people build confidence, self-esteem, other protective factors and life skills against drug and alcohol use, learn technical and creative skills, and develop culturally appropriate drug and alcohol awareness resources to share among their peer networks. By that, we would truly be empowering young people to support each other and make their own informed decisions about substance use.

The **International Day of Drug Abuse and Illicit Trafficking** falls on **26 June** each year. Let us reflect on our approach of youth drug and alcohol prevention and pay more care to our youth's well-being.

*"I am very grateful that I joined ExCEL because we got to learn about each other's personalities and I am proud because we could deliver a positive message to our schoolmates as a team."* - **Anonymous, programme participant**

*"I felt very happy. This has helped prevent me from taking the wrong direction, and help me to find other, better, ways." - Jacky, programme participant*

Participating schools:

Caritas Tuen Mun Marden Foundation Secondary School  
Delia Memorial School (Glee Path)  
Delia Memorial School (Hip Wo)  
St. Margaret's Girls' College, Hong Kong

**ExCEL!'s "All About..." Showcase**

**Date:** 28 June 2017 (Wednesday)

**Time:** 4:30 pm - 5:30 pm

**Venue:** Sports Hall, G/F, Delia Memorial School (Glee Path), 1-3 Glee Path, Mei Foo

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**About KELY Support Group**

KELY Support Group (KELY) is a non-government funded bilingual organisation which provides support to youth between the ages of 14 and 24 in Hong Kong from Chinese-speaking, Ethnic Minority and English-speaking backgrounds.

Our mission is to empower young people to reach their full potential.

Our programmes and services focus on knowledge, resistance and harm reduction around drug and alcohol misuse. Using a positive youth development approach, with a priority to understand young people's perspective, we equip them with key life skills and resilience as they face various challenges growing up in Hong Kong.

KELY's 3 Core Services:

- Prevention Education & Harm Reduction
- Positive Youth Development
- Advocacy

[kely.org](http://kely.org)