

Territory-wide anti-drug campaign for a drug-free society launched today (with photos)

The Acting Chief Executive, Mr Matthew Cheung Kin-chung, today (June 23) officiated at the opening ceremony of the large-scale anti-drug event Fight Drugs Together 2018, launching this year's territory-wide campaign against drugs.

The event was jointly organised by the Narcotics Division of the Security Bureau, the Action Committee Against Narcotics (ACAN) and Radio Television Hong Kong (RTHK) to tie in with the United Nations International Day Against Drug Abuse and Illicit Trafficking on June 26, appeal to the public to clearly understand the harms of drug abuse, and rally community support for a drug-free society.

More than 1 300 young people and guests including students, members of Junior Police Call and uniformed groups and representatives of non-governmental organisations, district bodies and social services groups from the anti-drug sector and the education sector attended the event at MacPherson Stadium today. Supporting the theme of the event, the participants committed themselves to standing firm against drugs.

Mr Cheung said, "The Government is committed to combat drug abuse problem. Our anti-drug policy is embodied in the 'five-pronged' strategy, namely preventive education and publicity, treatment and rehabilitation, legislation and law enforcement, external co-operation and research. At the same time, we have also strengthened preventive measures and further encouraged people with drug problems to seek help with a view to reducing drug-related offences. Over the past few years, Hong Kong has made substantial progress in its anti-drug efforts."

To encourage young people to pursue healthy hobbies and enhance their ability to cope with adversity, teams of youngsters including uniformed marching bands, a freestyle football team and a juggling team, were invited to perform at the event. Artistes Steven Ma, Pakho Chau, AGA, Cherry Ngan, pop band ToNick, fencer Kaylin Hsieh and football freestyler Lyson Sze also joined the occasion and encouraged young people to develop a healthy lifestyle, stay away from drugs and pass on anti-drug messages to their friends.

Concluding the event, Mr Cheung was joined by the Secretary for Security, Mr John Lee and other guests, and led the participants to chant the anti-drug slogan, showing united anti-drug determination.

A new TV Announcement in the Public Interest (API) was premiered at the ceremony, which highlights the fact that the drugs "Ice" and cocaine are addictive and can cause irreversible health damage including mania,

depression and delirium. The API seeks to impress upon members of the public, especially the younger generation, that taking drugs may cost a person's life and injure family relationships, health, careers and education. It also encourages those with drug problems to seek help early. The new TV API and the corresponding radio API will be broadcast from tonight. Related advertisements will also be placed on public transportation networks, in entertainment venues and on popular websites, mobile applications and social media platforms.

The event today marked the official launch of the territory-wide anti-drug campaign. A series of anti-drug programmes organised in partnership with RTHK and other media and anti-drug bodies will be rolled out from the summer holidays onwards.

Other officiating guests at today's event included the Secretary for Security, Mr John Lee; the Under Secretary for Security, Mr Sonny Au; the Acting Permanent Secretary for Security, Ms Mimi Lee; the Chairman of the ACAN Sub-committee on Preventive Education and Publicity, Dr Tik Chi-yuen; the Chairman of the ACAN Sub-committee on Treatment and Rehabilitation, Dr Susan Fan; the Director of Broadcasting, Mr Leung Ka-wing; and the Commissioner for Narcotics, Ms Manda Chan.



