



國際認可認證有限公司
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ACI carried out a public opinion survey for the Narcotics Division



In 2009, ACI was honored to be appointed by the Narcotics Division (ND) to carry out a public opinion survey on anti-drug publicity of the Narcotics Division. The objectives of the survey are to gauge updated opinions in respect of the anti-drug publicity especially the TV commercial film by the Narcotics Division.

Narcotics Division was established in 1972, it is one of the most important departments of the Security Bureau. The Narcotics Division is tasked with co-ordinating policies and measures including school and television publicity to combat the problem of drug abuse. In recent years, ND organizes anti-drug publicity programmes through different channels especially television. To ensure the achievement of the programmes, it is an honor for Accredited Certification International Limited (ACI) to be commissioned by the ND to carry out opinion surveys this year.

This study enhances a better understanding of anti-drug messages, to know what they think of the TV commercial film by the Narcotics Division. Furthermore, ND can base on these results to adjust the policies of anti-drug publicity in order to meet the public expectations.

There is no doubt that taking drugs is harmful to our health. The success of the anti-drug programmes must rely on the cooperation of ND, school education and family education. ACI has an idea that contributes to the social development. We all knew that teenagers are our future masters, so it is our responsibility to educate them. ACI believes that we must cooperate to combat the drug abuse problem.

保安局禁毒處
Narcotics Division, Security Bureau

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国际认可认证有限公司为保安局禁毒处进行民意调查



2009年，国际认可认证有限公司很荣幸受保安局禁毒处委托，对公众进行了一项有关禁毒宣传工作的意见调查。是次调查的目标为了解公众对保安局禁毒处所制作的禁毒宣传、禁毒讯息的形象、观感及作用。

成立于1972年的禁毒处，是保安局辖下的重要政府部门，多年来为打击香港吸食毒品问题而制定不同的政策及措施，包括学校宣传、电视宣传等带出不同的禁毒讯息。禁毒处近年积极利用电视广告作为媒体宣扬禁毒讯息，为确保宣传达到目标，今年，国际认可认证有限公司很荣幸地受委托进行意见调查。

透过调查，可以了解普罗大众对禁毒讯息的认知，并且了解市民对禁毒宣传短片的印象及意见。调查结果令禁毒处可以更有效地调整禁毒宣传的政策，以符合大众要求及达到所厘订的目标成效。

毋庸置疑，吸食毒品会对身体机能造成永久的伤害，甚至有性命危险。而近年吸食毒品的年龄层更有下降趋势，禁毒处的工作固然重要，但学校、家庭及社会各界的合作亦不可或缺。而国际认可认证有限公司亦一直都有一个信念，希望促进社会发展并作出贡献，而年轻人是社会的未来栋梁，更要加以教育、保护。ACI有信心，只要各界齐心，自然能力抗毒害。

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