

從海報

ANTI-DRUG CAMPAIGNS
IN POSTERS

看禁毒運動

1950s - 2000s

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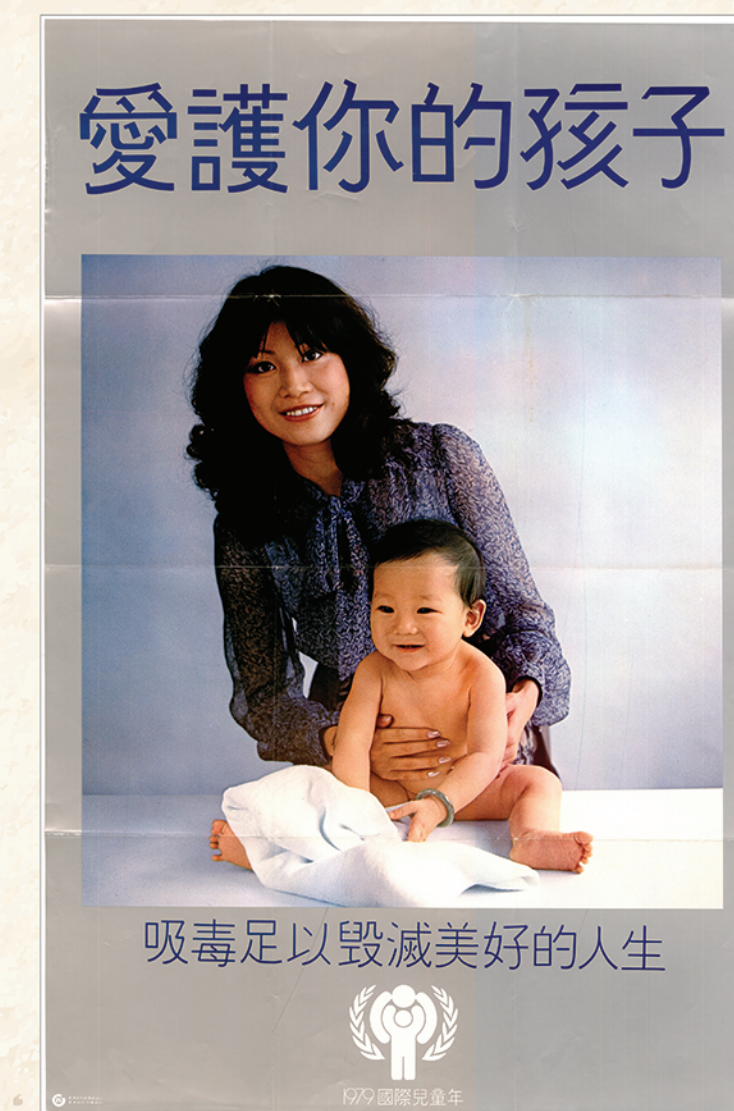
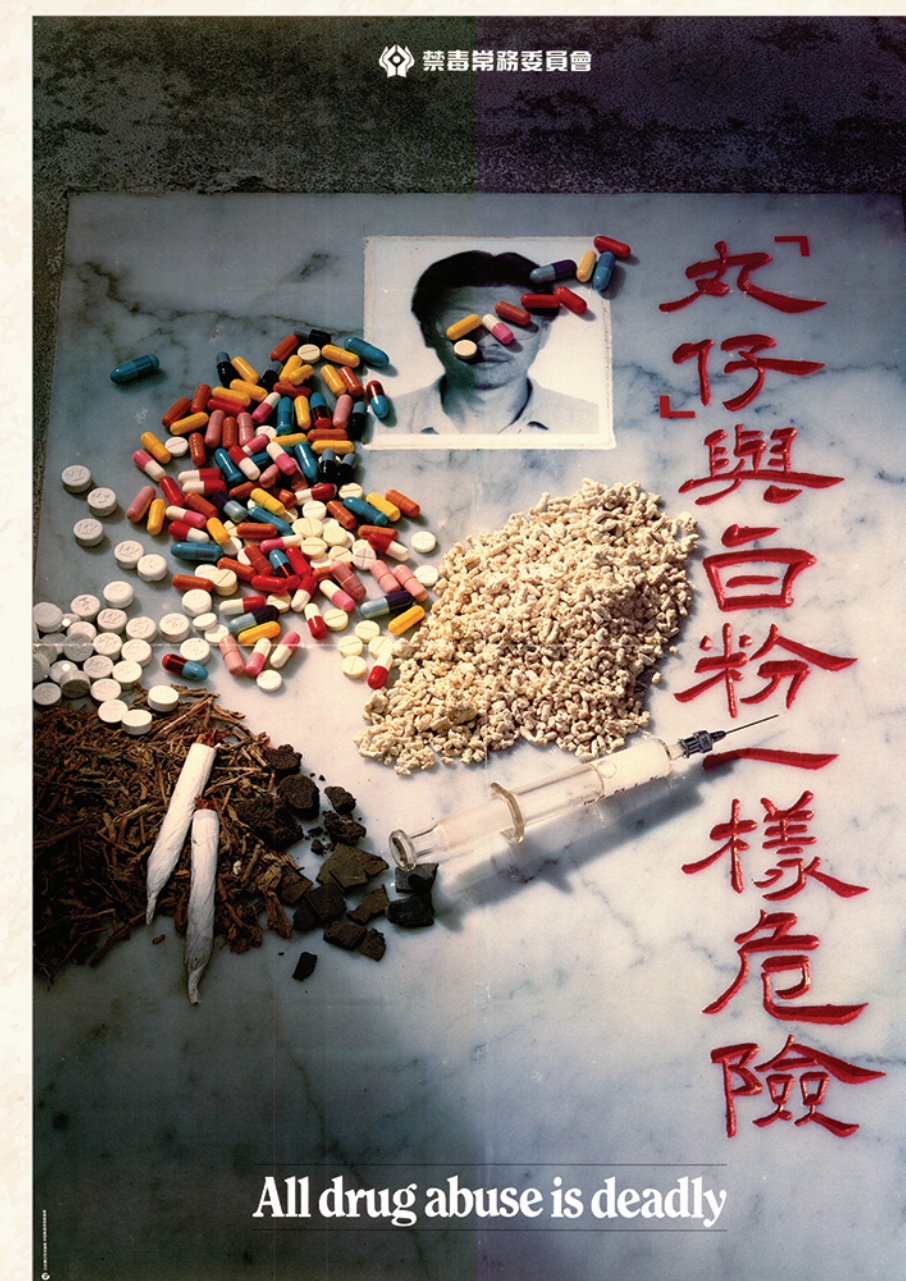


毒販誘惑他人吸毒的手法或會不同，然而毒販的邪惡形象卻經年不變。
The ways to lure people taking drug might be different over the years.
However, the evil image of drug trafficker remains unchanged.

表面是天使
原來是魔鬼
販毒者邪惡真面目
販毒者
是害人的
吸血鬼



吸毒引致的禍害是歷來禁毒運動的主要訊息。這些不同年代的海報，都採用“恐嚇的手法”強調吸毒的禍害，甚至會引致死亡的訊息。
The harmful effects of taking drugs were the key message of the campaigns. Though these materials were created at different times, they all adopted a “tactic of fear” to emphasise the harmful and deadly effects of drugs.



1979年是國際兒童年。透過勸諭家長愛護子女，以“軟性”的表達手法帶出切勿吸毒的訊息。
1979 was the International Year of the Child. One of the key messages was for parents to protect their children by saying no to drugs. A soft-sell approach was used.

K仔令你人生劃上句號
Don't try Ketamine
毒品無分軟硬
同樣影響你一生

吸毒等如送死
吸毒只能帶來悲劇與禍害

「丸仔」與白粉一樣危險
All drug abuse is deadly
愛護你的孩子
吸毒足以毀滅美好人生

青年人面對現實 吸毒自毀前途



損友引你吸毒 切勿上當



這幾張海報指出吸毒的一些常見原因，例如逃避生活壓力和受損友影響。
These posters indicate common reasons for taking drugs, e.g. trying to escape from problems and being influenced by bad friends.

醫務衛生處勸諭

切勿吸毒

吸毒等於慢性自殺



吸毒潦倒的一羣

吸毒絕對：

不能治療疾病，
不能增進性能，
不能補充體力。

吸毒祇有：

體力衰弱，
易招疾病，
妻兒受害，
家散人亡。

青年人自毀前途
面對現實
吸毒自毀前途
損友引你吸毒
切勿上當
切勿吸毒
吸毒等於慢性自殺
吸毒等於慢性自殺



HONG KONG FIGHTS NARCOTICS ACTION COMMITTEE AGAINST NARCOTICS



這張海報總結了80年代初期禁毒常務委員會的成果。
This poster shows Action Committee Against Narcotics's significant achievements in the early 1980s.

從海報看禁毒運動 (1950s-2000s)

政府海報大都一目了然，使人留下深刻印象，以收宣傳政策和推動活動之效。政府檔案處歷史檔案館收藏了由1950年代迄今，為數約1,200張的政府海報。這些內容廣泛的海報涵蓋了政府各大宣傳運動，包括禁毒、交通安全、撲滅罪行、清潔香港以及反吸煙等。它們不單是回顧政府種種宣傳運動的重要材料，而且也反映了歷年以來，政府海報在設計和溝通策略方面的轉變。

自1950年代開始，禁毒運動一直是其中一個政府持續推動的宣傳運動。有不少深入民心的宣傳口號，便是為了向市民傳達反吸毒這個主要訊息而創作出來的。這個展覽將會展示由1950至2000年間製作的禁毒運動海報及相關藏品。

ANTI-DRUG CAMPAIGNS IN POSTER (1950s-2000s)

Government posters have been a direct and appealing way of promoting awareness of a campaign and give publicity to policies and activities. The poster collection of the Public Records Office of the Government Records Service keeps about 1,200 posters dating from the early 1950s up to the present. The collection covers a wide range of campaigns including anti-drug, road safety, fighting crime, keeping Hong Kong clean, anti-smoking, etc. They not only provide an excellent review of various government publicity campaigns but also reflect the changes in design and communication strategies of government posters over the years.

The anti-drug campaign is one of the ongoing government publicity campaigns since the 1950s. To convey the key anti-drug messages to the public, certain popular slogans have been developed over the years and have become embedded in our minds. This exhibition showcases some of the anti-drug posters and holdings from the 1950s to 2000s.



警民合作 消滅毒禍

Police need your help to fight against illegal drug activities

販賣或供應任何危險藥物，例如“海洛英”、“忘我”、“K仔(氯胺酮)”、“大麻”、“冰毒”及“迷姦水”等，不論數量多少，均屬嚴重罪行。

The selling or giving away of any amount of dangerous drugs such as “Heroin”, “Ecstasy”, “Ketamine”, “Cannabis”, “Ice” and “GHB” is a serious crime.

請致電毒品調查科熱線作出舉報，所有資料絕對保密。

Call the Narcotics Bureau Hotline to report information in the strictest confidence.

電話 Tel.: **2527 1234**

警察網頁 Police website : www.info.gov.hk/police



香港警察
Hong Kong Police

服務為本 精益求精
We Serve with Pride and Care



如果沒有市民全力支持，政府是不可能獨力對抗毒禍。
這張海報正表達警民合作，一起撲滅販毒活動。
No campaign against drugs by the Government can hope to succeed without the backing of the people. This poster appeals for assistance from the public to support the Police in their combat against drugs.

HONG KONG
FIGHTS NARCOTICS
ACTION COMMITTEE
AGAINST NARCOTICS

Police need your help
to fight against
drug activities
警民合作
消滅毒禍

新生活 新希望



接受美沙酮治療

治療方法簡單,絕不影響工作,
祇須每日到美沙酮中心
服食一次即可。

九龍

何文田美沙酮中心:何文田公主道
柏立基美沙酮中心:新蒲崗彩虹道
石硤尾美沙酮中心:深水埗巴城街
胡若愚美沙酮中心:慈雲山寶興街
觀塘美沙酮中心:九龍觀塘道
深水埗美沙酮中心:深水埗登龍街
李寶椿美沙酮中心:旺角彌敦道
李基美沙酮中心:九龍橫街坊道
橫濱美沙酮中心:橫濱聯合道
長沙灣美沙酮中心:長沙灣廣利道
油蔴地美沙酮中心:油蔴地廣坊街

紅磡美沙酮中心:紅磡差館里
牛頭角美沙酮中心:牛頭角定安街

新界及離島

藍絲絲夫人美沙酮中心:荃灣沙咀道
屯門美沙酮中心:屯門新青路
石湖墟美沙酮中心:上水馬會道
北葵涌美沙酮中心:北葵涌大白田街
長洲美沙酮中心:長洲聖約翰醫院
沙田美沙酮中心:大圍文禮路
元朗美沙酮中心:元朗媽廟路

港島

東邊街美沙酮中心:西營盤東邊街
貝夫人美沙酮中心:灣仔皇后大道東
賽馬會診所:南區香港仔水塘道
柴灣美沙酮中心:柴灣康民道



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美沙酮試驗計劃在1972年推出，原定為期三年。因成效顯著，政府遂擴充這項計劃。到了1977年本港已有21間美沙酮診所。

A methadone pilot scheme was introduced in 1972 for three years. Because of the impressive results, it was extended and there were 21 methadone clinics by 1977.

接受
美沙酮治療
新生活新希望



海報的標語往往是簡單直接。就如七十年代的「生龍活虎莫追龍」和近年的「不可一、不可再」都是深入民心的標語。

The slogans of posters were usually simple and direct. For example, "Don't chase the dragon" in the 1970s and "Not Now, Not Ever" in recent years were popular slogans and have deeply embedded in our minds.

Beauty is fragile
Don't spoil your looks by taking drugs

你玩藥?
來玩你!

DRUGS SCREW UP YOUR LIFE

生龍活虎
莫追龍

No drugs
No nightmares
Not Now Not Ever

向毒品說不
向噩夢說不