

## **DRUG AWARE AMPHETAMINE EDUCATION PROGRAM OVERVIEW**

### **Background**

Consistent with the Government's approach to public health campaigns, the Drug and Alcohol Office has established a partnership for illicit drug prevention with the WA Network for Alcohol and other Drug Agencies (WANADA). This new program marks the first initiative to be developed as a result of the new partnership between WANADA and the DAO.

### **Aim**

The overall aim of the *Drug Aware* Amphetamine Education Program (DAAEP) is to prevent and delay use, reduce the harms associated with amphetamine type substance (ATS) use and increase access to support services at an early stage. The DAAEP complements existing programs, particularly the Night Venues and Entertainment Events Project (NVEEP) and makes use of established networks.

### **Objectives**

The Program aims to:

1. Prevent and delay use and reduce the harms associated with amphetamine type substance (ATS) use amongst young people by:
  - increasing awareness and knowledge of the potential health, social and legal consequences of ATS use;
  - increasing the salience of the potential risks associated with ATS use; and
  - minimising the misconception that ATS use is normal for the majority of young people.
2. Increase awareness of the available sources of information and assistance relating to ATS and other drugs.

### **Target group**

The program will target the following groups state-wide:

- 12 to 29-year-old young people at risk of ATS use;
- 12 to 29-year-olds who are trialing or infrequently using ATS drugs; and
- regular users of ATS drugs.

### **Strategies**

Educational strategies include:

- youth street press such as X-Press Magazine, Zebra;
- community youth radio stations Nova, GrooveFM and RTR, and regional radio stations;
- convenience advertising, displaying educational posters in the washrooms of popular night venues and at events across the state;
- community-based education initiatives in conjunction with Community Drug Service Teams, Population Health Units and Local Drug Action Groups;
- initiatives with other agencies addressing more entrenched amphetamine use, eg, other service provider agencies, outreach workers, needle exchange vans and the WA Substance Users' Association;
- pharmacy education strategy;

- referral to treatment and support services; and
- development and dissemination of a community support kits to assist local grass roots action by agencies and community groups operating in both the prevention and treatment areas.