

CANNABIS MESSES
WITH YOUR MIND



CAMPAIGN
COMMUNITY
TOOLKIT

SEPTEMBER 2014



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BACKGROUND

ABOUT THIS TOOLKIT

This toolkit has been developed as a resource for communities who have identified cannabis as an issue in their community. This toolkit supports the key messages of the “Cannabis Messes with your Mind” campaign.

WHO IS THIS TOOLKIT FOR?

This toolkit provides professionals and community groups with some ideas about addressing cannabis-related harm locally.

ABOUT THE CAMPAIGN

The “Cannabis Messes with your Mind” campaign was developed to highlight the health harms of cannabis use, particularly mental health and wellbeing. The overall aim is to prevent cannabis use amongst young Western Australians, intervene early with those who use cannabis and encourage and support cannabis users to quit or cut down.

THE CAMPAIGN TARGET GROUP

The target group is young people 12 to 29 years-of-age who are at risk of cannabis use, as well as occasional and regular users, with a focus on 15 to 19 year-old people as research has indicated this is the most crucial time to influence behaviour.

THE CAMPAIGN AIMS TO:

- Prevent and delay the onset of cannabis use.
- Reduce the amount and frequency of cannabis use by occasional and regular cannabis users.
- Increase the number of people attempting to quit cannabis use.
- Increase awareness about the risks associated with cannabis use amongst parents, the general community and people who use cannabis.
- Increase awareness about the laws about cannabis possession and use.

THE CAMPAIGN STRATEGIES

The state-wide campaign features a range of strategies and initiatives including:

- radio advertising across commercial metropolitan and non-metropolitan stations;
- press advertising in youth street press;
- internet advertising; and
- outdoor advertising.

TAKING ACTION

WHAT CAN YOU DO LOCALLY?

There are a number of activities you can undertake that will help reduce alcohol and other drug-related harm in your community.

There is a solid body of research and information ('the evidence base') around what makes for effective prevention initiatives. To be successful at preventing harm and ill-health it is important to frame our work around this evidence base.

This toolkit provides you with a number of different templates and strategies to cater for different community needs, interests and stakeholder capacity in your region or community to raise awareness about the harms of cannabis use.

As a local stakeholder you may wish to use one or all of the templates and strategies. You are in the best position to determine which activities work best for you and assistance and support is available, as requested.

HOW TO USE THIS TOOLKIT

Resources provided in the toolkit can help with increasing awareness and knowledge of cannabis-related issues affecting young people. This toolkit provides you with a number of different templates and strategies to cater for different community needs, interests and stakeholder capacity in your region or local community.



COMMUNITY-BASED
STRATEGIES ARE ALSO IMPLEMENTED
THROUGHOUT THE YEAR
DURING AND OUTSIDE OF PERIODS WHEN THE
CAMPAIGN ADVERTISEMENTS ARE BROADCAST.
THE CAMPAIGN IS SUPPORTED
WITH COMPREHENSIVE INFORMATION ON
THE *DRUG AWARE* WEBSITE.

THIS TOOLKIT INCLUDES:

- **A media release template with a focus on the harms associated with cannabis use, especially in relation to physical, and mental health and wellbeing.** You could elect a spokesperson from your organisation/agency and submit the media release to your local newspaper(s) and/or radio station(s).
- **A media release template with a focus on the harms of cannabis use and promoting services for help.** You could elect a spokesperson from your organisation/agency and submit the media release to your local media outlets.
- **Speaking points** which may be useful when addressing local media or community.
- **Tips** to help to support someone to cut down and/or quit their cannabis use. This information could be provided to treatment services for use in newsletters or articles to promote the service (e.g. one tip per week).
- **A Myths and Facts sheet** which provides useful information that could be submitted to local media, community groups or put on your organisation's website/social media pages.
- **A radio interview script** which can be used during a radio interview or talk-back radio segments with your local station(s).
- **An evaluation form** which will help DAO to improve the toolkit for future campaigns.

IF YOU WISH TO ADAPT ANY OF THE RESOURCES INCLUDED IN THIS TOOLKIT, PLEASE CONTACT THE COMMUNITY PROGRAMS TEAM AT DAO PRIOR TO DOING SO.

WE WOULD LIKE TO KEEP A RECORD OF THE ACTIVITIES THAT OCCUR ACROSS THE STATE. IF YOU ARE INTENDING TO USE THE TOOLS WITHIN THIS KIT WE WOULD LOVE TO HEAR FROM YOU.

HOW THE PREVENTION TEAM AT THE DRUG AND ALCOHOL OFFICE CAN HELP

The Prevention team at DAO can provide assistance when implementing a local cannabis prevention program. For example:

- Developing local activities which are realistic, achievable and follow a best-practice approach.
- Troubleshooting likely barriers to implementing your activities.
- Suggesting ways to overcome obstacles.
- Discussing strategies for ensuring the right people are consulted and engaged.
- Sharing the experience from previous campaigns and other communities who have implemented similar activities.
- Approving use of DAO logos and campaign messages.

Please contact DAO on 9370 0333 and ask for the Community Programs team to discuss this further.

MEDIA RELEASES

TIPS FOR USING THE MEDIA RELEASES IN THIS TOOLKIT

- The following media releases have been designed to be used in conjunction with state-wide campaign advertisements that you will see in your community.
- While the campaign's state-wide advertisements will appear during September/October 2014, the media releases can be adapted to promote your community messages about preventing and reducing cannabis-related harms in young people at any time of the year.
- To adapt the media releases in this section of the toolkit to suit any time of the year, remove the below text from each of the documents and replace it with the announcement about your local activity.

'The state-wide radio, press, outdoor and online advertisements launched in September 2014 will mark the fourth phase of the successful Drug Aware Cannabis campaign that began in August 2011.'

- Identify the journalists who generally cover health or social issues. You may be able to send your release to them directly.
- Send the release early in the morning by email.
- After you've sent the release ensure that those quoted in the release are willing and available to be contacted. Provide contact details and a window of time they will be available to be contacted if necessary.
- For more information about working with the media visit the Public Health Advocacy Institute of WA website (www.phaiwa.org.au)



[Date]

'Cannabis messes with your mind' is the message behind a State Government campaign aimed at increasing awareness about the risks associated with cannabis use.

Young people are the target of the health campaign aimed at preventing and delaying cannabis use amongst Western Australians.

[Name of community spokesperson] said it was important to intervene early for people who use cannabis, and to encourage cannabis users to quit or cut down.

"We need to be clear about this, cannabis is not a harmless drug" **[Name of community spokesperson]** said.

"Research shows cannabis use could increase the risk of mental health problems, especially in young people, with one in seven cannabis users experiencing mental health problems such as depression and anxiety."

The state-wide radio, press, outdoor and online advertisements launched in September 2014 will mark the fourth phase of the successful *Drug Aware Cannabis* campaign that began in August 2011.

"Targeting young people aged 15 to 19 years is fundamental as this is a key transition time when they are highly influenced by their environments and social networks. It is important that young people are aware of the risks, and that they know that these risks increase the earlier they start and the more they use."

People seeking more information can visit drugaware.com.au or call the Alcohol and Drug Information Service on (08) 9442 5000 (or country callers toll-free on 1800 198 024).

ENDS

SUPPORTING FACTS

- The majority of young people aged 12 to 17 years have never used cannabis – 82.4% of young people have never used cannabis.
- Using cannabis, even if it's a small amount, can seriously affect your physical and mental health, and wellbeing. This can have a significant impact on your social life and your ability to perform tasks.
- Cannabis can affect your ability to concentrate and remember things and impairs your motor skills and reaction times. This can impact on your ability to study, work, and drive a car or operate machinery and power tools.
- There is also a growing body of research that indicates cannabis causes significant harm to the community, particularly in relation to physical and mental health, and wellbeing.
 - Cannabis use can cause fear, anxiety and panic, which can result in an aggressive outburst. Psychotic symptoms are made worse in those who already have a mental health problem.
 - 1 in 7 cannabis users report experiencing mental health problems.
 - 13 to 17 year-olds that use cannabis are 3 times more likely to experience depression compared to those that don't.
 - 1 in 10 individuals who have used cannabis are at risk of dependence.
- The risk of harms increase the earlier you start and the more you use.

There are support and treatment services available for people wanting to make changes to their cannabis



[Date]

'Cannabis messes with your mind' is the message behind a State Government campaign aimed at increasing awareness about the risks associated with cannabis use.

There is a growing body of research that indicates cannabis causes significant harm particularly in relation to physical and mental health, and wellbeing.

[Name service spokesperson] said research showed cannabis use could increase the risk of mental health problems, especially in young people, with one in seven cannabis users experiencing mental health problems such as depression and anxiety.

"Cannabis is not a harmless drug and for susceptible people, its use can have lasting, permanent effects on physical health, and mental health and wellbeing." **[Name service spokesperson]** said.

"One in 10 people who have used cannabis are also at risk of dependence.

"Teenagers aged 13 to 17 who use cannabis are three times more likely to experience depression compared to those who don't, and the risk of mental health problems increases the earlier they start and the more they use.

"Anyone using cannabis is putting their health at risk, and the younger that people start, the greater the risk."

[Name spokesperson] urged those who are wanting to quit their cannabis use to contact **[Service name]** on **[contact details]**. "There is support and treatment services available for people wanting to make changes to their cannabis use."

People seeking more information can also visit drugaware.com.au or call the Alcohol and Drug Information Service on (08) 9442 5000 (country callers toll-free on 1800 198 024).

ENDS

SUPPORTING FACTS

- The majority of young people aged 12 to 17 years have never used cannabis – 82.4% of young people have never used cannabis.
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- The risk of harms increase the earlier you start and the more you use.
- There are support and treatment services available for people wanting to make changes to their cannabis use.

SPEAKING POINTS

CANNABIS USE

- There is a growing body of research that indicates cannabis causes significant harm to the community, particularly in relation to physical and mental health, and wellbeing.
- The risk of harms increase the earlier you start and the more you use.
- The majority of young people aged 12 to 17 years have never used cannabis – 82.4% of young people have never used cannabis.
- Young people are concerned about cannabis use, with 80.8% of young people reporting that they would be concerned if friends used cannabis.

CANNABIS AND MENTAL HEALTH

- Using cannabis, even if it's a small amount, can seriously affect your physical and mental health, and wellbeing.
- This can have a significant impact on your social life and your ability to perform tasks.
- 1 in 7 cannabis users report experiencing mental health problems.
- 13 to 17 year-olds that use cannabis are 3 times more likely to experience depression compared to those that don't.
- 1 in 10 individuals who have used cannabis are at risk of dependence.
- Cannabis can affect your ability to concentrate and remember things and impairs your motor skills and reaction times. This can impact on your ability to study, work, and drive a car or operate machinery and power tools.
- Cannabis use can cause fear, anxiety and panic, which can result in an aggressive outburst. Psychotic symptoms are made worse in those who already have a mental health problem.
- The risk of harms increases the earlier and the more you use.

QUITTING CANNABIS USE

- There are a variety of reasons why people choose to cut down or quit using cannabis. Whatever the reason, sometimes cutting down or quitting can be difficult.
- Some people may experience some withdrawal symptoms when trying to quit their cannabis use. This is normal.
- Understanding and knowing what to expect, and how to deal with the symptoms can make it easier.

- To improve your chances of being successful at quitting, it is important to plan your attempt to quit before you start.
- Sometimes taking steps to cut down your cannabis use before quitting completely can help.
- Don't be afraid to ask for support or help. Ask for support from family members or friends.
- If you are not successful in your quit attempt don't give up, plan to try again. With each quit attempt you learn something which helps you.
- The more often you try to quit the more likely you are to be successful. Be mindful that most people relapse by putting themselves in situations where cannabis or other drug use can occur.
- There are lots of other resources and support to assist you in quitting.
- The Alcohol and Drug Information Service (ADIS) is available 24 hours a day, 7 days a week on (08) 9442 5000 (or country callers toll-free on 1800 198 024). ADIS is a 24hr confidential service, and can help you with information, counselling, referral and advice about alcohol and other drugs.
- See Section 'Tips for Quitting Cannabis'

TIPS FOR QUITTING CANNABIS

There are a variety of reasons why people choose to cut down or quit using cannabis:

- It's harming their physical, and mental health and wellbeing,
- It's affecting their ability to remember things,
- Someone else doesn't like it, a spouse or parent,
- They are starting new employment and may be drug tested,

whatever the reason, sometimes cutting down or quitting can be difficult.

The following tips may help to support you to cut down and quit your cannabis use.

1. BE AWARE OF THE WITHDRAWAL SYMPTOMS YOU MAY EXPERIENCE AND REMEMBER, THESE ARE NORMAL.

Some people may experience some withdrawal symptoms when trying to quit their cannabis use. This is normal. Understanding and knowing what to expect, and how to deal with the symptoms can make it easier.

Common withdrawal symptoms are:

- Cravings to use – These can be quite strong and if you are also feeling anxious then this can intensify the feeling of your cravings. Sometimes hunger will also be confused with having a craving. Make sure you eat regularly and ensure you are properly hydrated.
- Irritability – This often goes along with resisting cravings.
- Sleep disturbance – This can occur if you are used to falling asleep whilst being stoned, which can explain why you may find it hard to fall asleep when you stop using cannabis. It is about getting used to “sleeping without cannabis”. You may also find that when you stop using you often dream more or at least remember more of your dreams. Sometimes this can be quite challenging. Learning meditation and relaxation techniques can be very helpful.
- Feeling nauseous or losing your appetite – This may be related to the fact that cannabis can affect your appetite i.e. “the munchies”. It would make sense that you may feel a bit unwell because you are used to the way cannabis affects your appetite.
- Feelings and reactions of anger, depression and/or grief – These emotions can occur as they are due to the interrelated physical and psychological dependence effects of the drug.

2. PLAN YOUR QUIT ATTEMPT.

To improve your chances of being successful it is important to plan your attempt to quit before you start.

Set a date a couple of weeks in the future when you will quit or start cutting down. Pick a time when you know that you will not be under stress. In the weeks leading up to this:

- Make a list of the advantages that quitting cannabis will have on you – whether it's saving money, having better health or more energy and motivation or having fewer arguments with your family – keeping these advantages as reminders can help keep you on track.
- Keep a record of when and why you use cannabis. In your record include:
 - Where and when you used (including time of day and day of the week)
 - How much you used in each session
 - Who you were using with
 - What you were feeling (happy, bored, angry etc.) that brought on the urge to use.This helps you to identify your pattern of use and situations that will be potentially difficult when you quit, so you can plan to manage these patterns and situations.
- Plan how you can change your routine to avoid risky situations and distance yourself from cannabis and the triggers associated with using cannabis:
 - Stop buying cannabis
 - Decrease or minimise contact with your friends who are still using
 - Clean out your smoking paraphernalia e.g. pipes, bongs, and papers.
 - Do something else so you are not concentrating on using cannabis – go for a walk, or go to the gym.
 - Take up a new activity that will help you to meet new people and remove you from your triggers to use.

3. TAKE STEPS TO CUT DOWN THE AMOUNT AND HOW OFTEN YOU USE CANNABIS, EVENTUALLY QUITTING COMPLETELY.

Sometimes taking steps to cut down your cannabis use before quitting completely can help. Some things you can do to help cut down your use are:

- Eat regularly. This is really important as often the feeling of hunger will be confused with having a craving. It is also important to keep hydrated.
- Delay having your first smoke of the day for a few hours and gradually increase this delay, even increase this delay to days of no smoking.
- Delaying use by doing something else when you are craving cannabis to allow time for the urge to use to pass – go for a walk, or go to the gym.

- Set limits to what times, days and amount you can use. Then decrease this until you quit completely.

4. DON'T BE AFRAID TO ASK FOR SUPPORT OR HELP.

Ask for support from family members or friends. Consider seeing your GP or psychologist – some people may benefit from this, especially if the withdrawal symptoms are making it difficult to cut down and/or quit their cannabis use.

There are lots of other resources and support to assist you in quitting:

- The Alcohol and Drug Information Service (ADIS) is available 24 hours a day, 7 days a week. ADIS is a 24hr confidential service, and can you help with information, counselling, referral and advice about alcohol and other drugs. ADIS can be contacted on (08) 9442 5000 (or 1800 198 024 toll-free if you live outside the metropolitan area within Western Australia) or adis@health.wa.gov.au.
- The Cannabis Information and Helpline is available on 1800 304 050 which operates 11am – 7pm AEST (9am to 5pm Western Australian time).
- You can also chat live and confidentially to a qualified Alcohol and other Drug Counsellor through the Live Chat on the *Drug Aware* (www.drugaware.com.au) or Drug and Alcohol Office website (www.dao.health.wa.gov.au)
- You can also email *Drug Aware* at drugaware@live.com.au

5. REMEMBER – A SLIP UP IS NOT A COLLAPSE! DON'T GIVE UP IF YOU SLIP UP.

If you are not successful in your quit attempt don't give up, plan to try again. With each quit attempt you learn something which helps you – Write out a list of things that worked and what didn't work to help you plan your next quit attempt.

REMEMBER, THE MORE OFTEN YOU TRY TO QUIT THE MORE LIKELY YOU ARE TO BE SUCCESSFUL.
BE MINDFUL THAT MOST PEOPLE RELAPSE BY PUTTING THEMSELVES IN SITUATIONS WHERE
CANNABIS OR OTHER DRUG USE CAN OCCUR.

MYTHS AND FACTS

MYTH ONE

CANNABIS IS A SOFT DRUG THAT DOES NOT LEAD TO SERIOUS EFFECTS

There is a growing body of research that indicates cannabis causes significant harm to the community. Using even a small amount of cannabis can cause serious side effects that can affect your physical and mental health, and wellbeing.

Cannabis use can impair short-term memory, attention, motor skills and reaction time, increasing the risk of injury. Cannabis use also increases the risk of cardiovascular disease, impaired respiratory function, lung cancer and premature births. Regular cannabis users are 5.7 times more likely to be diagnosed with lung cancer than non-smokers.

MYTH TWO

CANNABIS IS NOT ADDICTIVE

Cannabis use can lead to dependence – this means that cannabis becomes central to a person's life, and a person may find it difficult to function without it. Reports have shown that 1 in 10 people who have used cannabis are at risk of dependence. Young people are at a higher risk of developing cannabis dependence. The risk of dependence increases the earlier a person starts and the more they use.

People who are dependent on cannabis are also at an increased risk of short-term memory impairments, mental health problems and respiratory diseases (if smoked).



MYTH
THREE

CANNABIS DOES NOT AFFECT YOUR MENTAL HEALTH

There is a growing body of research that indicates cannabis use can increase the risk of mental health problems, especially in young people. Research shows that 13 to 17 year-olds that use cannabis are 3 times more likely to experience depression compared to those who don't.

Reports have also shown that one in seven (14%) cannabis users reported experiencing mental health problems such as 'strange, unpleasant experiences such as hearing voices' or 'becoming convinced that someone is trying to harm you' after using cannabis.

The risks of harms increase the earlier you start and the more you use.



MYTH
FOUR

SMOKING CANNABIS IS BETTER FOR YOU THAN SMOKING TOBACCO

Research shows that cannabis smoke contains many of the same carcinogens as tobacco smoke, which can cause respiratory cancer. Some of these carcinogens also occur in cannabis at higher levels than within tobacco smoke.

Reports also show that there is concern around smoking cannabis compared to smoking tobacco which is due to cannabis being generally smoked with a prolonged and deeper inhalation than tobacco retaining more tar and particulate matter, which can cause harm.



CANNABIS IS SAFER TO USE THAN OTHER DRUGS

Cannabis is not the 'safe', harmless drug people may think it is. There are significant risks for people who use cannabis especially young people. It is safer not to use cannabis at all.

There is a growing body of research that indicates cannabis use can increase the risk of mental health problems.

RADIO INTERVIEW QUESTIONS AND ANSWERS

What harm can cannabis cause to young people in our community?

- There is a growing body of research that indicates cannabis causes significant harm to the community.
- Using cannabis, even if it's a small amount, can seriously affect a young person's physical and mental health, and wellbeing.
- This can have a significant impact on their social life and ability to perform tasks.
- It can affect their ability to concentrate and remember things and impairs their motor skills and reaction times, impacting on their ability to study, work, and drive a car or operate machinery and power tools.
- The risks of harms increase the earlier you start and the more you use.

What about mental health?

- There is emerging evidence that indicates cannabis can cause significant harm in relation to mental health and wellbeing.
- Cannabis use can cause fear, anxiety and panic, which can result in aggressive outbursts. Psychotic symptoms can also be made worse in those who already have a mental health problem.

Reports show:

- 1 in 7 cannabis users report experiencing mental health problems.
- 13 to 17 year-olds that use cannabis are 3 times more likely to experience depression compared to those that don't.
- 1 in 10 individuals who have used cannabis are at risk of dependence.
- The risks of harms increase the earlier you start and the more you use.

How many young people are using cannabis?

- In 2010 cannabis was the most widely used illicit drug in Western Australia.
- Between 2007-2010, the proportion who had used cannabis in the previous 12 months, increased significantly from 10.8% to 13.4%.
- The good news is that in WA, the majority of school-aged students (12 to 17-years) have never used cannabis (82.4%).
- Other reports show that in 2010, 71.9% young people aged 14 to 19 years had never used cannabis.
- The national alcohol and other drugs 2011 school survey also found that young Western Australian people are concerned about cannabis use, with 80.8% of young people reporting that they would be concerned if friends used cannabis.

For those who use cannabis, is quitting hard?

- There are a variety of reasons why people choose to cut down or quit using cannabis. Whatever the reason, sometimes cutting down or quitting can be difficult.
- Some people may experience some withdrawal symptoms when trying to quit their cannabis use. This is normal.
- Understanding and knowing what to expect, and how to deal with the symptoms can make it easier.
- Sometimes taking steps to cut down your cannabis use before quitting completely can help.
- Planning your attempt to quit before you start can also improve your chances of being successful at quitting.
- And don't be afraid to ask for support or help.

What are some common withdrawal symptoms?

Common withdrawal symptoms are:

- Cravings to use – These can be quite strong and if you are also feeling anxious then this can intensify the feeling of your cravings. Sometimes hunger will also be confused with having a craving, so make sure you eat regularly and ensure you are properly hydrated.
- Irritability – This often goes along with resisting cravings.
- Sleep disturbance can occur if you are used to falling asleep whilst being stoned, which can explain why you may find it hard to fall asleep when you stop using cannabis. You may also find that when you stop using you often dream more or at least remember your dreams. Sometimes this can be quite challenging. Learning meditation and relaxation techniques can be helpful.
- Feeling nauseous or losing your appetite – This may be related to the fact that cannabis can affect your appetite i.e. “the munchies”. It would make sense that you may feel a bit crook because you are used to the way cannabis affects your appetite.
- Feelings and reactions of anger, depression and/or grief – These emotions can occur as they are due to the interrelated physical and psychological dependence effects of the drug.

Why is planning a quit attempt so important?

- Planning your attempt to quit improves your chances of being successful.
- Most people relapse by putting themselves in situations where cannabis or alcohol and other drug use can occur.
- Thinking and planning your attempt helps you to cope with risky situations once you have quit or cut down.
- Planning how you can change your routine to avoid risky situations and distance yourself from cannabis and the triggers associated with using cannabis, helps you stay stopped.

What are some things to think about if you plan to quit cannabis?

- Set a date a couple of weeks in the future when you will quit or start cutting down.
- Pick a time when you know that you will not be under stress.
- In the weeks leading up to this, make a list of the advantages quitting cannabis will have for you – whether it's saving money, having better health or more energy and motivation or having fewer arguments with your family – keeping these advantages as reminders can help keep you on track.
- Keep a record of when and why you use cannabis. These may include:
 - Where and when you used (including time of day and day of the week)
 - How much you used in each session
 - Who you were using with
 - What you were feeling (happy, bored, angry etc.) that brought on the urge to use.This helps you to identify your pattern of use and situations that will be potentially difficult for you when you quit, so you can plan to manage them.
- Plan how you can change your routine to avoid risky situations and distance yourself from cannabis and the triggers associated with using. These may include:
 - Stop buying cannabis
 - Decrease or minimise contact with your friends who are still using
 - Clean out your smoking paraphernalia e.g. pipes, bongs, and papers.
 - Do something else so you are not concentrating on using cannabis – go for a walk, or go to the gym.

Take up a new activity that will help you to meet new people and remove you from your triggers to use.

When someone decides they are quitting, what are some tips that could help them achieve this?

- Sometimes taking steps to cut-down your cannabis use before quitting completely can help.
- Eat regularly. This is really important as often the feeling of hunger will be confused with having a craving. It is also important to keep hydrated.
- Delay having your first smoke of the day for a few hours and gradually increase this delay, even increase this delay to days of no smoking.
- Delaying use by doing something else when you are craving cannabis to allow time for the urge to use to pass – go for a walk, or go to the gym.
- Set limits to what times, days and amount you can use. Then decrease this until you quit completely.

If someone is really struggling to quit, what can they do?

- Don't be afraid to ask for support or help.
- Ask for support from family members or friends.
- Consider seeing your GP or psychologist – some people may benefit from this, especially if the withdrawal symptoms are making it difficult for them to cut down and/or quit their cannabis use.
- There are support and treatment services available for people wanting to make changes to their cannabis use, such as/the:
 - [insert local service]
 - Alcohol and Drug Information Service, which is a 24hr, confidential service that can help with information, counselling, referral and advice about alcohol and other drugs. They can be contacted on (08) 9442 5000 (or toll-free for country callers on 1800 198 024).

If someone is not successful in their quit attempt, does this mean they cannot quit?

- No, not at all.
- If someone is not successful in their quit attempt they should not give up, plan to try again.
- With each quit attempt you learn something which helps you – So, write out a list of things that worked and what didn't work to help you plan your next quit attempt.
- Remember, the more often you try to quit the more likely you are to be successful.
- Just be mindful that most people relapse by putting themselves in situations where cannabis or alcohol and other drug use can occur.

What's your number one tip for those who want to quit?

- Don't be afraid to ask for support or help.
- Plan your quit attempt.
- Don't give up if you slip up. Remember - a slip up is not a collapse!

If people want more information, where can they go?

- More information about the effects of cannabis can be found at drugaware.com.au or call the Alcohol and Drug Information Service on (08) 9442 5000 (or toll-free for country callers on 1800 198 024).

EVALUATION OF TOOLKIT

If you have used any of the tools in this toolkit, or have feedback, please complete the following short questionnaire and return it to the DAO Community Programs team (email drugaware@live.com.au) at your convenience. We really appreciate your feedback.

Organisation/Agency name and region:

Did you work with any other agencies while conducting one or more of these toolkit activities? If so, which agencies?

Was this support kit useful? Why or why not?

Yes	
No	

Which parts of the kit did you use and how? Could you please write a brief description next to the activity in the kit that you used and how you used it? Please attach any examples of how you used the material e.g. Press clippings, launch posters, etc.

Tool	Yes	No	How it was used?
Media Release			
Speaking Points			
Radio Interview Scripts			
Myths and Facts			
Quitting Tips			
Campaign ads			Please specify which ads were used.

Is there anything else that could have been included to meet your needs in supporting the campaign?

USEFUL LINKS

DRUG AWARE

Information about drugs and links to other useful sites and services in Western Australia.

Website: www.drugaware.com.au

DRUG AND ALCOHOL OFFICE

7 Field Street

Mount Lawley WA 6050

Telephone: (08) 9370 0333

Fax: (08) 9272 6605

Website: www.dao.health.wa.gov.au

ALCOHOL AND DRUG INFORMATION SERVICE (ADIS)

Information, counselling and advice for people concerned about their own or another's alcohol and/or other drug use. This is a 24-hour, state-wide, confidential telephone service.

Telephone: **(08) 9442 5000**

Toll free (country callers only): **1800 198 024**

Email: adis@health.wa.gov.au

PARENT DRUG INFORMATION SERVICE (PDIS)

Confidential telephone support, counselling, information and referral service for parents.

Telephone: **(08) 9442 5050**

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