

METH
HELPLINE
1800 874 878

DRUG
AWARE

WA Methamphetamine Campaign Community Toolkit

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Contents

Background	4
Calender	6
Infographic	9
Posters	10
Outdoor posters	11
Flyers	12
Fact Sheet	13
Campaign Videos	14
Ordering these Resources	15
Key Media Messages	17
Facebook Posts	18
Did you know	19
Frequently Asked Questions	21





What is included in this Community Toolkit

As a local stakeholder you may wish to use one or all of the supplied templates and strategies. You are in the best position to determine which activities work best for you and we are happy to offer assistance and support as requested. Templates and strategies include:

- Infographic which highlights information and statistics about methamphetamine.
- Posters which can be used in community centres or events, to promote the Meth Helpline.
- Parent and Family Factsheet for information on signs of meth use, symptoms and harms associated with meth use, as well as tips on how to address the problem with a family member or friend using meth.
- Key media messages which can be used through various media channels.
- Frequently asked questions which can be used in local newspapers, local radio interviews or talk-back radio.
- Did you know facts which provides useful information that can be submitted to local media, community groups or put on your organisation's website or social media pages.

Background

About this toolkit

This toolkit has been developed as a resource for communities who have identified methamphetamines as an issue in their community.

The toolkit supports the key messages of the WA Methamphetamine Campaign which is a collaborative initiative of the Alcohol and Other Drugs Prevention Services Directorate of the Mental Health Commission and the McCusker Centre for Action on Alcohol and Youth (MCAAY) and provides professionals and community groups with ideas about addressing methamphetamine-related harm locally.

Methamphetamine use is a highly emotive topic in many communities. Extensive media coverage of the topic at a state or national level may lead to communities developing a perception of increasing methamphetamine use at a local level.

Care should be taken to ensure that, prior to undertaking any activity, the extent of the issue in the local community is fully understood and activities are designed to reflect this understanding. A sensitive and targeted response is best to avoid any increase in the perception of use and harm in the community, which can normalise use amongst young people.

About the Campaign

The overall aim of the WA Methamphetamine Campaign is to prevent and delay the uptake of methamphetamine use, stop use and to increase access to treatment and support services.

Campaign objectives

- Increase awareness and knowledge of the health, social and legal consequences of methamphetamine use.
- Increase the salience of the potential risks associated with methamphetamine use.
- Increase access to support services at an early stage.

Meth Can Take Control Campaign

Target group

17 to 25 year olds are risk of methamphetamine use or trialling use.

Strategies

The state-wide campaign utilises a range of targeted media channels including:

- Cinema
- Radio
- Outdoor
- Digital.



Meth Helpline Campaign

Target group

Parents, family and friends of methamphetamine use.

Strategies

The state-wide campaign utilises a range of targeted media channels including:

- TV
- Cinema
- Radio
- Outdoor
- Digital.



Calendar

- This calendar highlights the main events and festivals of the year, providing an opportunity to use the materials in this kit to promote key messages and implement localised strategies throughout the year during and outside periods of campaign advertising.

	KEY EVENTS	CAMPAIGN DATES	
		2016	2017
JAN	New Years Southbound Busselton Australia Day	WA Methamphetamine cam- paign	
FEB	St Jeromes Laneway Festival Castaway Falls Music and Arts Festival		
MAR			
APR	Groovin' The Moo Bunbury		
MAY	Kimberley Moon	WA Methamphetamine Campaign	
JUN	Drug Action Week		
JUL			
AUG	Northwest Festival		
SEP	Australian Overdose Awareness Week		
OCT	Mental Health Week		
NOV			
DEC	Breakfest Wonderland festival Origin New Year's Eve Southbound		

What can communities do?

Implement campaign materials

Infographic

Campaign posters

Campaign videos

Factsheet

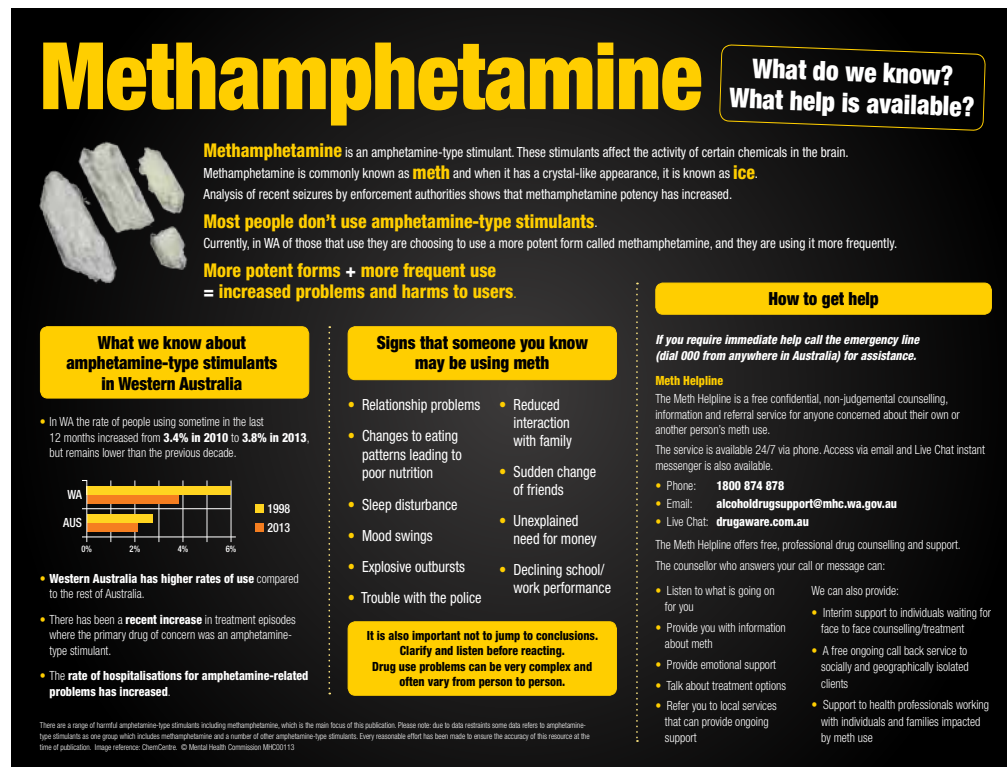
Infographic

Purpose

This infographic can be used in a variety of ways to highlight important statistics and information about methamphetamine.

Where can you use the infographic?

- Place on Facebook pages
- Published in community newspapers
- Displayed on community notice boards and within youth centres.



Tip!
Click on the
Infographic to
access the PDF
version

A4 posters

Purpose

To promote the Meth Helpline.

Where can you use these Posters?

- Place in medical clinics, pharmacies, hospitals or community centres
- Display at relevant community events.



Meth Helpline - poster 1



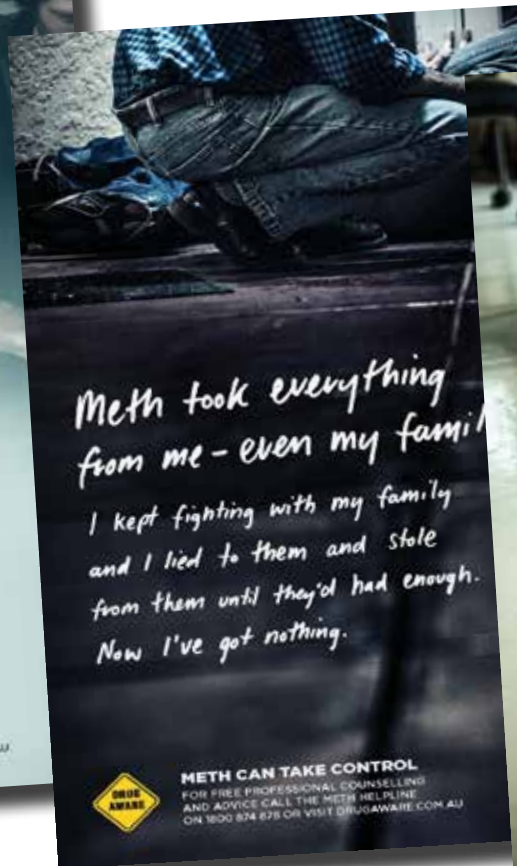
Meth Helpline - poster 2

Tip!
Click on the Poster
to access the PDF
version

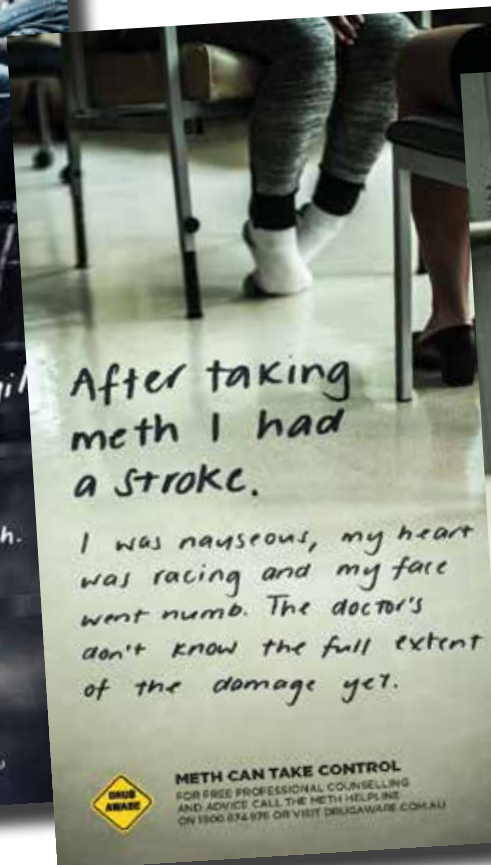
Outdoor Posters



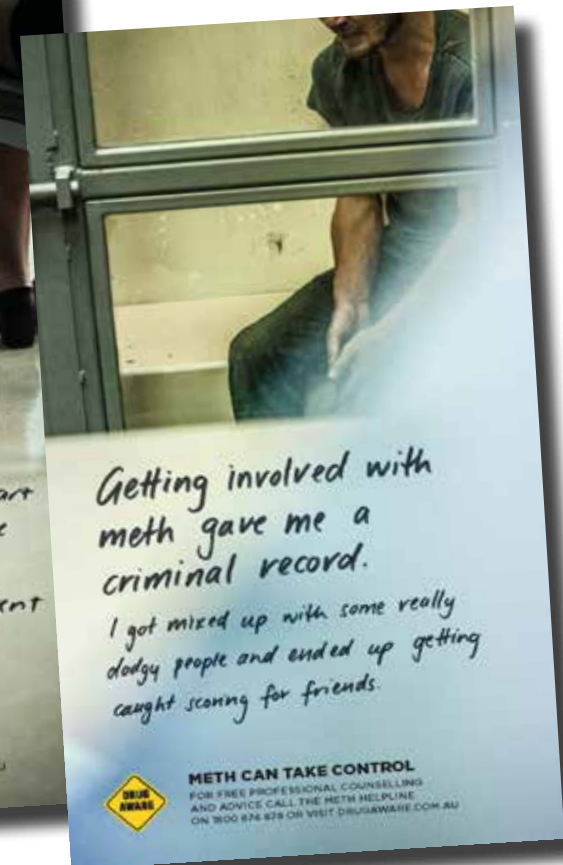
Meth Can Take Control - job



Meth Can Take Control - relationships



Meth Can Take Control - stroke



Meth Can Take Control - crime

Flyer

Purpose

The flyers can be distributed at many places, to help promote the Meth Helpline.

Where can you use this flyer?

- Disseminate at relevant community events
- Place in waiting areas at your local GP or other health providers
- Provide to GPs to disseminate to clients as appropriate.



Tip!
Click on the
Flier to access the
PDF version

Factsheet

Purpose

To educate people on the signs of methamphetamine use and to learn more about how to talk to a friend or family member who is using meth.

Where can you use these Factsheets?

- Disseminate at relevant community events
- Place in waiting areas at your local GP or other health providers
- Provide to GPs to disseminate to clients as appropriate.

METHAMPHETAMINE



Methamphetamine is an amphetamine-type stimulant. These stimulants affect the activity of certain chemicals in the brain. Methamphetamine is commonly known as **meth** and when it has a crystal-like appearance, it is known as **ice**.

If someone close to you is using **meth** – you are probably worried and concerned – most people are and this is a normal reaction. Common feelings include shock, disbelief, grief, anger and fear.

Common signs of methamphetamine use include:

Relationship problems	Mood swings	Trouble with the police
Changes to eating patterns leading to poor nutrition	Explosive outbursts	Sudden change of friends
Sleep disturbance	Reduced interaction with family	Unexplained need for money
		Declining school/work performance

Harms associated with methamphetamine use can include:

Malnutrition and weight loss	Emotional disturbances	Delusional thoughts and behaviour
Reduced resistance to infection	Periods of psychosis	Mood swings
Violent behaviour	Paranoia	Increased risk of stroke and heart attack

Tips on how to talk to a friend or family member who is using meth

- Get your facts**
 - Call the **Meth Helpline** on **1800 874 878** and talk to a counsellor confidentially to get accurate information about meth; the signs and symptoms and what treatment and support options may be available.
 - They will help you to clarify exactly what your concerns are and assist you in planning the steps needed to address the problem.
- Maintain open and honest communication**
 - Choose an appropriate time to talk free of distractions and when they are not intoxicated.
 - Try to remain calm and stick to the point you wish to get across. Listen carefully without being judgemental.
 - Be clear and honest about your feelings, let them know how their drug use is affecting you.
 - Use "I" statements instead of "you" statements. For example, try "I'm really worried about" instead of "you should..."
- Negotiate and set guidelines**
 - Talk through with your partner/others involved and make decisions about what you are and aren't prepared to accept.
 - Allow your friend/family member to experience the consequences of their behaviour.
 - Don't make ultimatums that you aren't prepared to enforce.
- Support and encourage positive behaviour**
 - Encourage the person to develop supportive networks.
 - Congratulate them when they achieve their goals.
- Don't forget to look after yourself**
 - Family and friends can experience a range of emotions as a result of a someone else's drug use and can be in more crisis than the user themselves. It's important to find ways of coping with stress and to access information and support from services who understand.
 - Call the Meth Helpline to talk to a professional counsellor about how to get help.

Tip!
Click on the
Fact Sheet to
access the PDF
version

METHAMPHETAMINE

Overview

Overdose occurs when the level of intoxication from the drug reaches a point where it begins to produce physical and/or psychological harm. Overdose from methamphetamine usually results from the drug's stimulating effects and can cause strokes, heart failure, seizures and death. Overdose with amphetamine-type stimulants is referred to as 'buck up'.

Signs of a stimulant overdose (e.g. ecstasy, speed, cocaine, methamphetamine)

Hyperactivity/trembling	Raised temperature	Rapid breathing/
Chest pain/pounding heart	Confusion	feeling that you can't breathe
Severe headache	Shaking/trembling/spasms	Paranoid, delusional, irritable,
Difficulty passing urine	Disorientation	anxious or psychotic behaviour

- If you think someone is having an overdose call an ambulance (000) immediately. Remember, police will not arrest someone unless there is a death or someone stuff is threatened.
- If you are concerned about someone's mental health you can contact the Mental Health Emergency Response Line (MHEL) on **1800 555 744** (after hours), **1600 015 422** (free calls) or **1800 015 003** (toll-free line call).

Information and Support

If you require immediate help call the emergency line (000) from anywhere in Australia for assistance.

Meth Helpline

The Meth Helpline is a free, confidential, non-judgemental counselling, information and referral service for anyone concerned about their own or another person's meth use. The service is available 24/7 via phone. Access via email and Live Chat instant messenger is also available.

Phone: **1800 874 878**
Email: discovery@methhelpline.org.au
Live Chat: methhelpline.com.au

The Meth Helpline offers free, professional drug counselling and support.

The counsellor who answers your call or message can:

- Listen to what is going on for you
- Provide you with information about death
- Provide emotional support
- Talk about treatment options
- Refer you to local services that can provide ongoing support

We can also provide:

- Referral support to individuals seeking for face-to-face counselling/treatment
- A free ongoing call-back service to socially and geographically isolated clients
- Support to health professionals working with individuals and families impacted by meth use

Drug use problems can be complex and often vary from person to person. It is important to note that the information provided is to be used as a guide only and may not be suitable for your own situation. If you are unsure about whether the provided information is right for you please call the Meth Helpline or visit our site for more counselling or support.

For more quality, please visit us at www.methhelpline.com.au or visit our Facebook page. We are a not-for-profit organisation and we are not affiliated with any government or other organisation. We are not a government organisation.

Campaign videos

Purpose

To raise awareness of the health, social and legal consequences associated with meth use.

Where can you use these Videos

There are 90 second and 30 second videos available which can be used to:

- Promote on social media
- Display on the TV in waiting rooms and health centres.



Meth Can Take Control - relationships



Meth Can Take Control - the law



Meth Can Take Control - health

Tip!
Click on the
Video Image to
access the full
version

Campaign videos - experts

Purpose

Provides information on the Meth Helpline as a first point of call for someone concerned about their own or another person's meth use to access counselling and advice.

Where can you use these Videos?

- Promote on social media
- Display on the TV in waiting rooms and health centres.

Tip!
Click on the
video image to
access the full
version



Meth use and where to get help



Meth use and support for parents and family

Ordering these resources

Hard Copies

Hard Copies
The resource order forms provided can be used to order hard copies.

If other digital formats are required, please contact MHC, Alcohol, Other Drug and Prevention Services, Community Programs Team via Communityprograms@mhc.wa.gov.au or phone (08) 6553 0600.

Tip!
Click on the
Resource Order
Form to
access the full
version

Meth Helpline resource order form

ALCOHOL & DRUG SUPPORT SERVICE

RESOURCE ORDER FORM

The Alcohol & Drug Support Service has a range of professional resources aimed at assisting people to access our services. Our resources are available via telephone and website (a/c) via phone. Access via Live Chat, email, TIS and TTY is also available.

Please note that links apply to the number of items that can be ordered. If you require additional support please contact the Alcohol & Drug Support Service (phone 0800 123 456).

Please allow 14 days for delivery.

ALCOHOL & DRUG SUPPORT LINES

Consulting, information and referral services for anyone concerned about their use of alcohol or drugs. Services are available via phone, email, website, TIS and TTY. Services are available via phone, email, website, TIS and TTY. Services are available via phone, email, website, TIS and TTY.

Resource	Qty. Order	Order Qty.	Order Qty.	Order Qty.	Order Qty.
ALCOHOL & DRUG SUPPORT LINES	100	100	100	100	100

PARENT & FAMILY DRUG SUPPORT LINES

Consulting, information and referral services for families and carers concerned about a loved one's alcohol or drug use. Services are available via phone, email, website, TIS and TTY. Services are available via phone, email, website, TIS and TTY.

Resource	Qty. Order	Order Qty.	Order Qty.	Order Qty.	Order Qty.
PARENT & FAMILY DRUG SUPPORT LINES	100	100	100	100	100

ALCOHOL & DRUG SUPPORT LINES

Consulting, information and referral services for anyone concerned about their use of alcohol or drugs. Services are available via phone, email, website, TIS and TTY. Services are available via phone, email, website, TIS and TTY.

Resource	Qty. Order	Order Qty.	Order Qty.	Order Qty.	Order Qty.
ALCOHOL & DRUG SUPPORT LINES	100	100	100	100	100

Drug Aware resource order form

Drug Aware resource order form

Government of Western Australia
Mental Health Commission

Resource Order Form

SAFETY WARNING

These materials have been developed by a Government Department (GDA) employee and carry copyright (GDA) rights in its information including text and all its contents.

Third party materials may be included for use in WA only.

Please note there is no cost associated with ordering these resources.

With regard to resources last last distributed from:

<http://www.health.wa.gov.au/HealthandCommunity/2014/04/04/mental-health>

Image	Resource / Fact Sheet / Information Card / Pamphlet	Resource Quantity	Order Quantity
	Experiencing the Mental Health System - NP142 Experiencing the mental health system can be a difficult and high-pressure experience and includes examples of problems associated with its use.	30	
	Drug Awareness Package (DAP) - SA 9000	100	
	Facts About Drugs AA booklet - DAD 9000 Facts about drugs for the general community. Local suffering told and their drug. Includes the person's experience, individual suffering information such as their personal health effects, individual suffering information such as their personal health effects, individual suffering information such as their personal health effects.	15	
	Recovery and Support - DAD 9000 Recovery and support for people with mental health problems. Includes information on recovery and support for people with mental health problems.	10	
	Recovery and Support - DAD 9000 Recovery and support for people with mental health problems. Includes information on recovery and support for people with mental health problems.	10	
	Recovery and Support - DAD 9000 Recovery and support for people with mental health problems. Includes information on recovery and support for people with mental health problems.	10	
	Recovery and Support - DAD 9000 Recovery and support for people with mental health problems. Includes information on recovery and support for people with mental health problems.	10	

Implement non-campaign materials

Key media messages

Facebook posts

Did you know

Key media messages

Purpose

The following key media messages have been designed to be adapted for your local community.

Key message 1

Calls to the Meth Helpline are confidential and anonymous. When you call you will be given the option to speak to a professionally qualified and experienced drug counsellor or a parent volunteer with a lived experience of a child with drug use issues.

Key message 2

It is often hard to recognise that someone is using methamphetamine and experiencing problems. Common signs of use or changes in behaviour include sleep disturbance, changes to eating patterns, mood swings and explosive outbursts, a sudden change of friends and unexplained need for money. Speaking to a counsellor at the Meth Helpline can help you plan how to address the problem with someone you care about.

Call to action

Call the Meth Helpline on 1800 874 878 for free professional, confidential counselling and advice.

Key message 3

Most people don't use amphetamine-type stimulants. Currently, in WA of those that use they are choosing to use a more potent form called methamphetamine, and they are using it more frequently.

Key message 4

If you have someone close to you that you think may be using methamphetamine, there is help and treatment available. The Meth Helpline is a 24/7, WA state-wide telephone counselling, information and referral service for anyone concerned about their own, or another person's meth use. You can contact them on 1800 874 878.

Click here
to access
a word doc
of these key
messages

Facebook posts

Click here
to access
a word doc
of these Facebook
posts

Purpose

To promote the WA Methamphetamine campaign message on your Facebook page.

Post 1

POST IMAGE



Meth use can lead to social and emotional problems and can affect relationships with family and friends. Find out how:

URL: http://drugaware.com.au/getting-the-facts/drug-types/amphetamines/#Campaign_videos

Post 2

POST IMAGE



Meth is a stimulant drug which can impact on your health in the short and long-term and can lead to acute and chronic heart problems and stroke. See how Meth Can Take Control.

URL: http://drugaware.com.au/getting-the-facts/drug-types/amphetamines/#Campaign_videos

Post 3

POST IMAGE



In Western Australia, it is illegal to possess, use, manufacture, cultivate or supply an illicit drug. Penalties can range from a \$2,000 fine and/or a two-year prison term, to a \$100,000 fine and/or imprisonment for 25 years.

Watch how:

URL: http://drugaware.com.au/getting-the-facts/drug-types/amphetamines/#Campaign_videos

Post 4

POST IMAGE



The Meth Helpline is a 24/7, WA state-wide telephone counseling, information and referral service for anyone concerned about their own, or another person's meth use. You can contact the Meth Helpline on 1800 874 878

URL: <http://drugaware.com.au/getting-help/how-to-get-help/#Meth-Helpline>

Post 5

POST IMAGE



The Meth Helpline offers free professional drug counselling and advice, you can contact them via phone, email or live chat.

URL: <http://drugaware.com.au/getting-help/how-to-get-help/#Meth-Helpline>

Post 6

POST IMAGE



The counselling and support the Meth Helpline provides is free and non-judgemental. The helpline offers help and support for parents, family and friends who are concerned about a loved ones meth use.

URL: <http://drugaware.com.au/getting-help/how-to-get-help/#Meth-Helpline>

Did you know

Did you know?

Early sign of use can be similar to normal teenage behaviour.

Proof

It is often hard to recognise that someone is using methamphetamine and experiencing harms, so it is important to know the common signs and changes to look for:

- Relationship problems
- Changes to eating patterns leading to poor nutrition
- Sleep disturbances
- Mood swings
- Explosive outbursts
- Trouble with the police
- Reduced interaction with family
- Sudden change of friends
- Unexplained need for money
- Declining school/work performance

However it is important not to jump to conclusions. Clarify and listen before reacting. Drug use problems can be very complex and often vary from person to person.

Did you know?

Emerging evidence indicates that amphetamine use including meth use, can cause brain injury.

Proof

There is emerging evidence that amphetamine-use can cause brain injury. A pilot study conducted at Royal Perth Hospital (RPH) found that 1 in 5 people who agreed to have an MRI after presenting to the Emergency Department for an amphetamine-related reason had a brain lesion. This is a scar on the brain that is usually found in older people.

Although the study recruited cases based on amphetamine-related presentations, all those involved in the study had also used a variety of other drugs therefore this study cannot conclude the lesions were amphetamine-related. However, there are other studies that have found similar outcomes and there is evidence emerging to suggest that stimulant drugs cause problems for the brain, especially with memory, judgment, thinking and mood being affected. The findings from this study support the possibility of amphetamine use being a risk for cognitive decline.

Did you know

Did you know?

Methamphetamine use can cause a range of mental health problems.

Proof

Methamphetamine use can cause anxiety, depression, paranoia and psychosis in those people who have a vulnerability to mental health problems.

People who already experience depression may find that using methamphetamines makes their depression worse in the long term, as it depletes serotonin, the feel good chemical in the brain. Depression is most often felt when the person is not using the drug, which makes them want to go back for more.

Did you know?

Parents and family seeking help leads to better outcomes

Proof

When parents and families are informed and supported, and families are involved in treatment, evidence suggest that there are better outcomes for the drug user entering and staying in treatment.

Click here
to access
a word doc
of these Did you
knows.

Frequently asked questions

Has there been a dramatic increase in the number of people using methamphetamines?

In Western Australia most people don't use amphetamines. In 2013, 3.8% of Western Australians, aged 14 years and over had recently used amphetamines. This research did show however, that Western Australia has higher rates of use compared to the rest of Australia, 3.8% compared to 2.1%.

Western Australia has generally followed national trends, with some positives, such as overall use declining over the past decade, with the rate of use dropping from 6% to 3.8%.

More recently there has been an increase in people seeking treatment where the primary drug of concern is amphetamines and the rate of hospitalisations for amphetamine-related problems has also increased. So what has changed? There has been a significant increase in users reporting they are now using more frequently and have switched to the more potent form, methamphetamine. More frequent use of a more potent form of amphetamine has led to users experiencing increased problems and harm.

For anyone concerned about their own or another person's methamphetamine use call the Meth Helpline on 1800 874 878.

Click here
to access
a word doc
of these FAQs.

How do you talk to and support a family member or a friend you think might have a problem with methamphetamine use?

Get the facts

- Call the Meth Helpline 1800 874 878. They will help you to clarify exactly what your concerns are and assist in planning the steps needed to address the problem.

Maintain honest and open communication

- Choose an appropriate time to talk, free of distractions and when they are not intoxicated.
- Try to remain calm and stick to the point you wish to get across. Listen carefully without being judgemental.
- Be clear and honest about your feelings, let them know how their drug use is affecting you.
- Use "I" statements instead of "you" statements. For example, try "I'm really worried about" instead of "you should..."

Negotiate and shift guidelines

- Talk through with your partner/others involved and make decisions about what you are and aren't prepared to accept.
- Allow your friend/family member to experience the consequences of their behaviour.
- Don't make ultimatums that you aren't prepared to enforce.

Support and encourage positive behaviour

- Encourage the person to develop supportive networks.
- Congratulate them when they achieve their goals.

Look after yourself

- Family and friends can experience a range of emotions as a result of someone else's drug use and can be in more crisis than the user themselves. It's important to find ways of coping with stress and to access information and support from services who understand.

Frequently Asked Questions

What are the signs that someone could be using Methamphetamine?

- Relationship problems
- Changes to eating patterns leading to poor nutrition
- Sleep disturbance
- Mood swings
- Explosive outbursts
- Reduced interaction with family
- Trouble with the police
- Sudden change of friends
- Unexplained need for money
- Declining school/work performance.

However it is important not to jump to conclusions. Clarify and listen before reacting. Drug use problems can be very complex and often vary from person to person.

What kind of information or support can a counsellor from the Meth Helpline provide?

Each individual caller is different so the counsellor will find out what has been going on for people, what sort of issues they've been dealing with/ what their concerns are first of all. They then provide some information and education for example, what are the common signs and symptoms of meth use, what types of treatment are available. Treatment matching and referral to local services in their area for ongoing face to face support.

Frequently Asked Questions

What are the health effects and risks of methamphetamine use?

All drugs including amphetamines will affect each person differently depending on the persons characteristics (such as physical size, gender, mood, diet, fitness, age, expectations and health), the drug itself (such as the amount used and its purity), and how it is taken and the environment a person is in when using the drug.

Short term effects at higher doses include:

- Pale skin, sweating, headaches
- Feelings of being powerful or superior
- Repetitive movement, shaking, dizziness
- Irregular breathing
- Very rapid or irregular heartbeat
- Jaw clamping/teeth grinding
- Panic attacks
- Hostility.

Long term effects in addition to the short term effects include:

- Malnutrition and weight loss
- Reduced resistance to infection
- Violent behaviour
- Emotional disturbances
- Periods of psychosis
- Delusional thoughts and behaviour
- Mood swings
- Brain scaring and memory loss
- Seizures, stroke and heart attack
- Paranoia.

The effects of methamphetamine include anxiety, depression, paranoia, aggression and psychotic symptoms. Methamphetamine also increases the risk of mental health problems, especially in people with an existing mental health condition or vulnerability to mental health problems.

What is the law regarding amphetamine use?

In Western Australia, under the Misuse of Drugs Act 1981, it is illegal to use, possess, manufacture or supply amphetamines. Offences under this Act carry heavy fines and/or prison sentences. Penalties range from a \$2,000 fine and/or two years in prison to a \$100 000 fine and/or imprisonment for 25 years. A person convicted of a drug offence can receive a criminal record, which can lead to difficulties in getting a job, health insurance, credit and/or visas for overseas travel.

Can you overdose from using methamphetamines?

Yes overdose from methamphetamine use can occur, usually from the drug's stimulating effects. It can cause strokes, heart failure, seizures and death. It is normally referred to as amphetamine toxicity.

Signs that someone may be experiencing a stimulant toxicity Include:

- Hyperactivity/sweating
- Chest pain/pounding chest
- Severe headache
- Difficulty passing urine
- Raised temperature
- Convulsions
- Shaking/trembling/spasms
- Disorientation
- Rapid breathing/ feeling that you can't breathe
- Paranoid, delusion, irritable, anxious or psychotic

If you think someone is having an overdose call an ambulance (000) immediately. Remember police will not attend overdoses unless there is a death or ambulance staff are threatened.

Useful contacts

Drug Aware

www.drugaware.com.au

ALCOHOL OTHER DRUGS AND PREVENTION SERVICES

Mental Health Commission

1 Nash Street

Perth WA 6000

Telephone: (08) 6553 0600

Meth Helpline

The Meth Helpline is a free confidential, non-judgmental telephone counselling, information and referral service for anyone concerned about their own or another person's meth use.

The service is available 24/7 via phone.

Telephone: 1800 874 878

Email: alcoholdrugsupport@mhc.wa.gov.au

Website: alcoholdrugsupport.mhc.wa.gov.au



Every reasonable effort has been made to ensure the accuracy of this resource at the time of publication.

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