



WA Methamphetamine Campaign Community Toolkit

LAST UPDATED: OCTOBER 2018



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:

- Posters which can be used in community centres or events.
- 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 Curtin University 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 utilites a range of targeted media channels including:

- Online videos
- Radio and onlin radio
- Facebook
- Instagram
- Snapchat
- Other targeted digital.



What can communities do?

Implement campaign materials

Campaign posters

Campaign videos

Factsheet

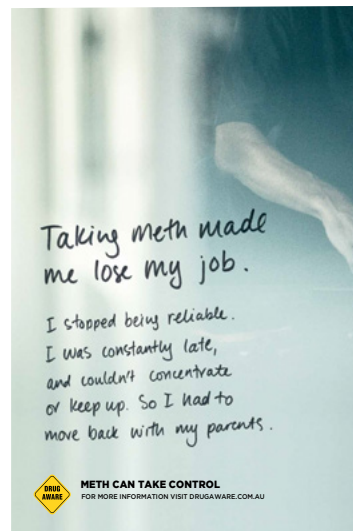
A3 Posters

Purpose

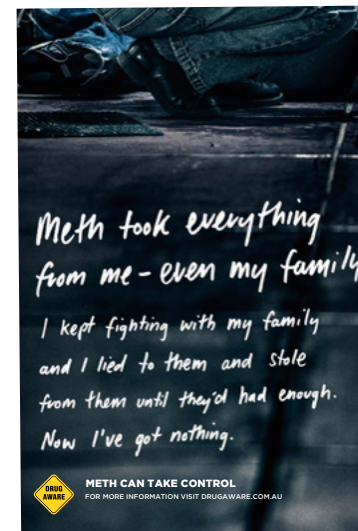
To raise awareness of the health, social and legal consequences associated with meth use.

Where can you use these Posters?

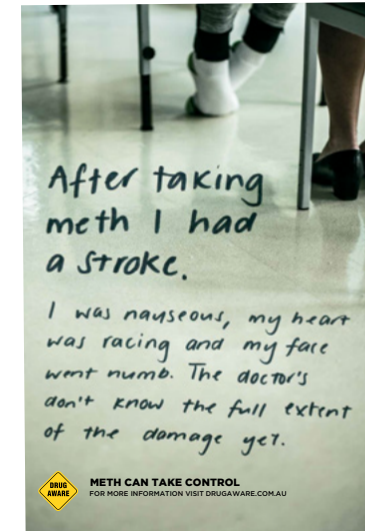
- Disseminate at relevant youth and community events
- Place in waiting areas at your local GP or other health providers
- Provide to GPs to disseminate to clients as appropriate.



Meth Can Take Control - job



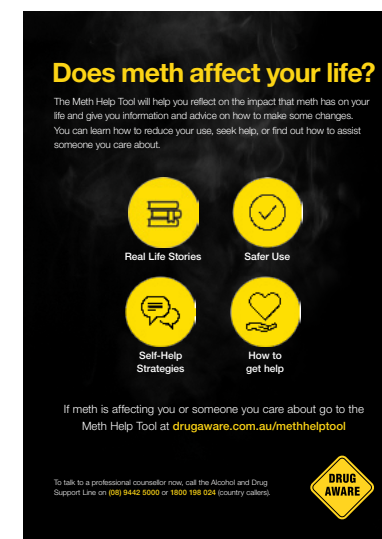
Meth Can Take Control - relationships



Meth Can Take Control - health



Meth Can Take Control - the law



Meth Help Tool

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

Campaign videos - experts

Purpose

Provide information on help services and methamphetamine-related health, social and legal consequences.

Where can you use these Videos?

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



Meth use and the body and brain



Meth use and support for parents and family



Meth use and treatment options



Meth use and where to get help

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 Alcohol and Drug Support Line 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 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 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 Parent and Family Drug Support Line can help you plan how to address the problem with someone you care about.

Key message 4

If you have someone close to you that you think may be using methamphetamine, there is help and treatment available. The Alcohol and Drug Support Line is a 24/7, WA state-wide telephone counselling, information and referral service for anyone concerned about their own, or another person's drug use. You can contact them on (08) 9442 5000 or 1800 198 024 (country callers).

Call to action

Call the Alcohol and Drug Support Line on (08) 9442 500 or 1800 198 0254 (country callers) for free professional, confidential counselling and advice.

Facebook posts

Purpose

To promote the WA Methamphetamine campaign message on your Facebook page. [Click here](#) to access the images.

Post 1

POST IMAGE

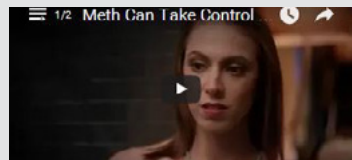


Meth use can lead to social and emotional problems and can affect relationships with family and friends. Find out how:

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 Alcohol and Drug Support Line is a 24/7, WA state-wide telephone counseling, information and referral service for anyone concerned about their own, or another person's drug use. You can contact the Alcohol and Drug Support Line on (08) 9442 500 or 1800 198 024 (country callers)

URL: <https://drugaware.com.au/getting-help/how-to-get-help/#Alcohol-and-Drug-Support-Line>

Post 5

POST IMAGE



The Alcohol and Drug Support Line offers free professional drug counselling and advice, you can contact them via phone, email or live chat.

URL: <https://drugaware.com.au/getting-help/how-to-get-help/#Alcohol-and-Drug-Support-Line>

Post 6

POST IMAGE



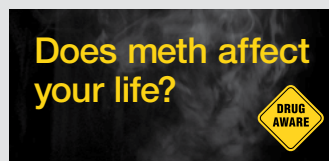
The counselling and support the Parent and Family Support Line provides is free and non-judgemental. The helpline offers help and support for parents, family and friends who are concerned about a loved ones drug use.

URL: <https://drugaware.com.au/getting-help/how-to-get-help/#Parent-and-Family-Drug-Support-Line>

Facebook posts

Post 7

POST IMAGE

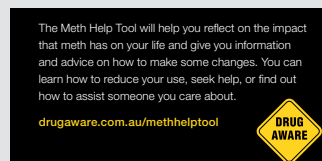


If you or someone else would like to make some changes or find out about help or support services. Head to the Meth Help Tool:

URL: <https://drugaware.com.au/meth-help-tool/>

Post 8

POST IMAGE



Are you wanting to help someone close to you with their meth use? Head to the link below to help understand the signs that someone is using and how to talk about it. There are also tools available to help you, as drug use can affect the people around the user as well as the user themselves.

URL: <https://drugaware.com.au/meth-help-tool/>

Post 9

POST IMAGE



Meth use can affect your life in many ways. It can lead to financial, relationship, and legal problems. Check out these videos to see how meth can take control.

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

Post 10

POST IMAGE



Watch Patty discuss how the Parent and Family Drug Support Line can provide support to family and friends of methamphetamine users.

URL: <https://www.youtube.com/watch?v=vL1euUBia1g>

Post 11

POST IMAGE

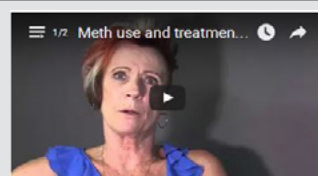


Professor Fatovich discussed the types of meth presentations seen in emergency departments, how meth affects the cardiovascular system and more. Watch here:

URL: <https://www.youtube.com/watch?v=mo4xBX9H3ls>

Post 12

POST IMAGE



"Meth use doesn't discriminate against people" watch Carol Daws discuss meth use and treatment options.

URL: <https://www.youtube.com/watch?v=g5s3b6LFzEs>

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.

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 2016, 2.7% 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.

Western Australia has generally followed national trends, with some positives, such as overall use declining since 1998 from 6% to the current rate of 2.7%.

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 Alcohol and Drug Support Line on (08) 9442 5000 or 1800 198 024 (country callers).

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 Parent and Family Drug Support Line on (08)9442 5050 or 1800 653 203 (country callers).
- 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 Alcohol and Drug Support Line 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 methamphetamine use?

In Western Australia, under the Misuse of Drugs Act 1981, it is illegal to use, possess, manufacture or supply methamphetamines. 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

To view the Campaign Materials visit the Drug Aware 'Meth Can Take Control' Campaign page:
<https://drugaware.com.au/about-us/current-campaigns/meth-can-take-control/>

ALCOHOL OTHER DRUGS AND PREVENTION SERVICES

If you would like to use or adjust any campaign materials contact your Community Support and Development Programs team member via email: at:
MHCCommunitySupportAndDevelopment@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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