

DRUG AWARE 'LITTLE WHITE LIES'

COMMUNITY TOOLKIT

**CAMPAIGN ASSETS AND RESOURCES FOR YOU TO
USE IN YOUR COMMUNITY AND WORKPLACE.**

4 OUT OF 5 PEOPLE
DON'T
USE*

DRUG | AWARE

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LITTLE WHITE LIES CAMPAIGN

ABOUT THIS TOOLKIT

This toolkit provides information, campaign materials and strategies for professional and community groups to assist in reducing and delaying young people's intent to use illicit drugs.

These resources in this toolkit have been developed to assist you to extend the reach of the campaign in your community, using materials consistent with the statewide Drug Aware, Action Area One Reducing Intent Campaign titled 'Little White Lies'.

As a local stakeholder, you may wish to use one or all of the supplied materials and strategies in this toolkit. You are in the best position to determine which activities will work best in your community.

The Mental Health Commission (MHC) is happy to offer assistance and support to implement the materials as requested.

Please contact the Community Support and Development Programs Team at communityprograms@mhc.wa.gov.au.

ABOUT THIS CAMPAIGN

The Drug Aware program aims to prevent, delay and reduce drug use and related harm, by providing credible and evidence-based information to Western Australians, to help them make informed decisions about drug use and related behaviour. Drug Aware contributes to behaviour change by implementing campaigns using targeted mass reach education strategies and supports and develops strategies to create safer environments to reduce the incidence and risk of harm from illicit drug use.

Western Australian data reveals that only 22% of young people aged 15-24 years reported using illicit drugs in the last 12 months.¹

The Drug Aware 'Little White Lies' campaign is the second phase of the Generic Drugs '78% Don't Use' campaign.

Correcting misinformation is highly impactful in alcohol and other drug education. Young people tend to over-estimate the number of other young people who use drugs and who think this behaviour is acceptable and normal. The 'Little White Lies' campaign aims to challenge these misconceptions.

Key messages

- Most young people don't use drugs.

Primary target audience

- Western Australian young people aged 16 to 22 years.

Campaign objectives

- Increase the knowledge among young people that 4 out of 5 people aged 15-24 years don't use illicit drugs.
- Increase the belief that drug use during adolescence is not the 'norm.'

¹ Australian Institute of Health and Welfare, National Drug Strategy Household Survey 2019, state and territory factsheets, table s.28, in Drug Statistics series 2020: Canberra

CAMPAIGN MATERIALS

CAMPAIGN VIDEOS | 90, 60, 30 AND 15 SECONDS



CLICK THE PLAY ICON TO WATCH THE VIDEOS

CAMPAIGN MATERIALS

AUDIO | 30, 15 SECONDS



CLICK TO DOWNLOAD THE 90
SECOND AUDIO



CLICK TO DOWNLOAD THE 30
SECOND AUDIO

OUTDOOR ADVERTISING - A3 POSTER

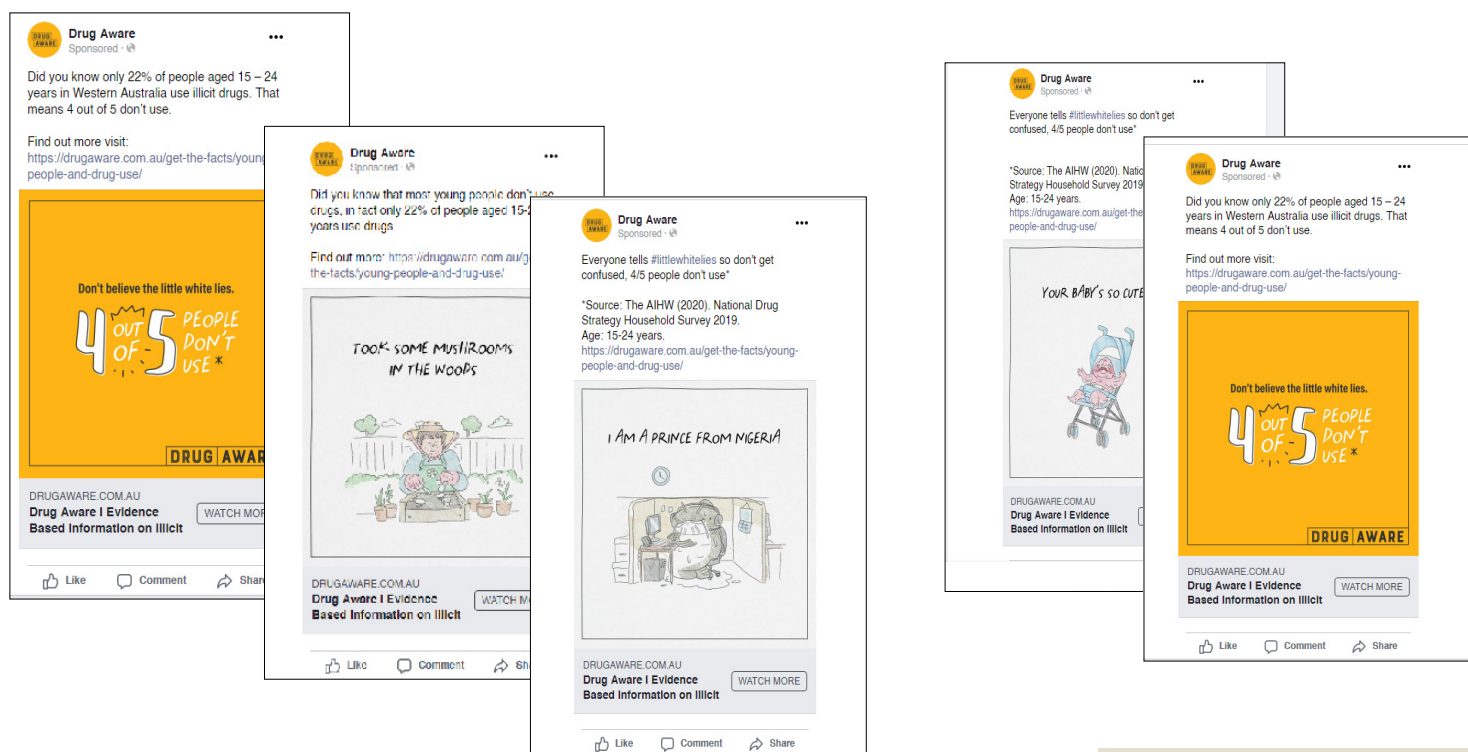


RESOURCES TO USE LOCALLY

SOCIAL MEDIA ASSETS



Video | 15 second



Static images



CLICK TO DOWNLOAD
VIDEO AND STATIC
SOCIAL MEDIA ASSETS

RESOURCES TO USE LOCALLY

CAMPAIGN - A3 POSTER



WEBSITE CONTENT

To support the campaign, new content is now live on the Drug website.

Drug Use Statistics 🔍

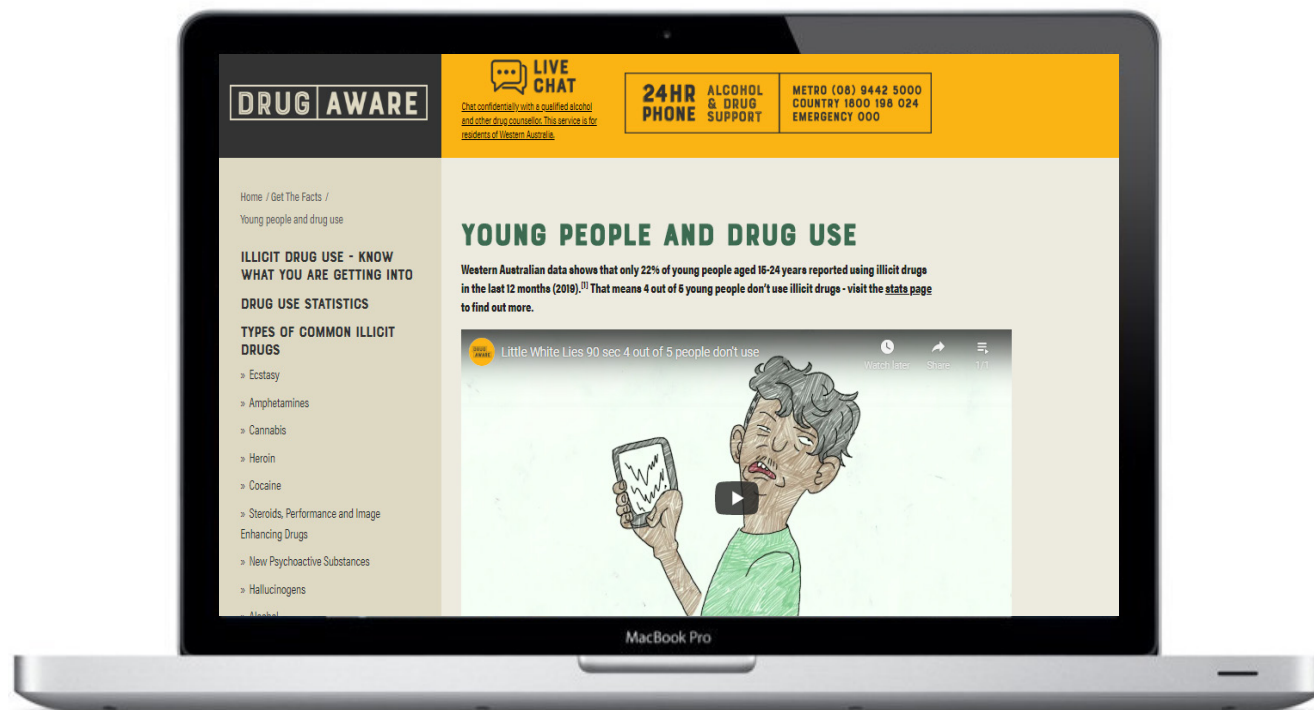
This page contains the most up to date data on Western Australia young people and illicit drugs.

Campaign page 🔍

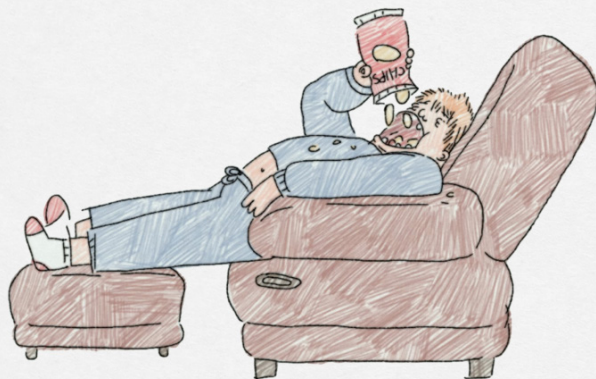
This page contains information about the campaign, the campaign objectives and hosts all the campaign materials.

Young people and drug use 🔍

This page contains information on the impact of social norms and peer influence on young people and their drug use.



🔍 Click to view webpages



EXTENDING THE CAMPAIGN IN YOUR LOCAL COMMUNITY

The MHC encourages community groups and organisations to utilise the campaign materials and resources within this Community Kit to extend the campaign within local communities.

The Drug Aware [Style Guide](#) provides guidance on how the brand and campaign assets should be used at a local level.

The MHC is also supportive of community groups and organisations taking advantage of local media opportunities to further extend the reach of the campaign.

Where bespoke assets (e.g. posters, radio advertising) are required, the MHC is happy to assist in the development where feasible. Any new communication assets that use the Drug Aware logo or messaging will need to be approved by the MHC.

Please contact your Community Support & Development Programs team representative with the following information to support timely approval.

1. The purpose of the publication.
2. The target audience.
3. The key message you are intending to communicate.
4. Where/how the asset will be used.
5. How long will it be used for.
6. When you need approval by.



CLICK TO EMAIL THE
COMMUNITY SUPPORT &
DEVELOPMENT
PROGRAMS TEAM.

USEFUL CONTACTS

01

Drug Aware

Visit the Drug Aware website for more information on campaigns and illicit drug-related content.

drugaware.com.au

02

Prevention Services Mental Health Commission

Get in contact with a Community Support and Development Programs member if you need help to implement any of the campaign materials.

(08) 6553 0600

communityprograms@mhc.wa.gov.au

03

Alcohol & Drug Support Line

For anyone concerned about their own or another person's alcohol use or drug use.

A 24-hour, state-wide, confidential telephone service.

Metro callers: (08) 9442 5000

Country callers only (toll-free): 1800 198 024

alcoholdrugsupport@mhc.wa.gov.au

04

School Drug Education & Road Aware (SDERA)

SDERA helps children and young people make smarter choices by providing a resilience approach to road safety and alcohol and other drugs education.

<https://www.sdera.wa.edu.au/>

08 9402 6415

05

Western Australian Network of Alcohol and other Drug Agencies (WANADA)

WANDA is an independent, membership-driven not-for-profit organisation that takes a 'whole-of-community' approach to alcohol and other drugs (AOD) by aiming to reduce harms associated with AOD.

<http://www.wanada.org.au/>

(08) 6557 9400

06

Aboriginal Health Council of Western Australia

The Aboriginal Health Council of Western Australia (AHCWA) is the peak body for Aboriginal Community Controlled Health Services (ACCHS) in Western Australia.

<https://www.ahcwa.org.au/>

(08) 6557 9400

drugaware.com.au

Disclaimer

The resources and materials within this toolkit are designed for the purpose of supporting local alcohol and other drug prevention and health promotion activities in Western Australia.

These materials should not be used in such a way or associated with a brand, service or organisation that may reduce the effectiveness and/or integrity of the materials; may damage the reputation of the Drug Aware brand, or supports, promotes or utilises sponsorship by companies that produce or promote alcohol beverage products or brands.

Contact your Community Support and Development Program team member for assistance interpreting the appropriate use of these materials.

LAST UPDATED JULY 2021