



DRUG AWARE

PARTY SMARTER - SAFER EVENTS AND FESTIVALS

The Drug Aware Safer Events and Venues 'Party Smarter' campaign (the Campaign) is a joint initiative between the Mental Health Commission (MHC) and Cancer Council WA.

Action Area Two of the Drug Aware program aims to reduce the potential harm from illicit drug use; this strategy includes the Safer Events and Venues campaigns. The first phase of the Safer Events and Venues campaign, 'The Medix' launched in 2017 and executed three bursts over three consecutive years.

Party Smarter is the second phase of the campaign that aims to reduce MDMA-related harm at music festivals, events and venues in Western Australia. The campaign utilised a combination of highly targeted digital and social media strategies, out of home, and in-venue messaging to increase awareness of the potential harms of MDMA use at events and music venues; what individuals can do to reduce the potential of harm occurring; and what signs they should look out for to know if they need help and to seek help urgently. The campaign launched in November 2020.

TARGET GROUP

Young adults (18 to 35-year olds) who are likely to attend high risk settings such as music events, festivals and night venues.

KEY MESSAGE

The key message of the campaign was 'purer MDMA does not mean safer MDMA.' The campaign utilised a targeted and staged approach to deliver the key evidence-based messages.

1. Pre-event

Using MDMA can increase your risk of heat stroke (dangerously high body temperature), serotonin toxicity (too much of the hormone, serotonin, released into the brain) and hyponatremia (low salt in your body caused by increased sweating and excess water consumption).

To reduce your risk:

- Hydrate safely - stick to 500ml (one small bottle or two cups) of water each hour.
- Chill out and take a break, especially if you're feeling hot, it will help you to cool down.
- Know the signs that you need to seek help ASAP.

2. During event

- Keep your cool. Use chill out spaces between sets OR find a spot to chill out.
- Stay hydrated safely. Drink water regularly, but no more than 2 cups (500mL) per hour.
- Using MDMA? Take a small amount and then wait to feel the effects. [This message was highly targeted and on social media only].
- Feeling confused, agitated, or got a killer headache? Medics will help, not throw you out OR dial 000 ASAP.
- Got cramps, shakes or a racing heartbeat? Medics will help, not throw you out OR dial 000 ASAP.
- Nausea that won't go away? Finding it impossible to cool down? Medics will help, not throw you out OR dial 000 ASAP

3. Post event

Seek medical help ASAP if you are:

- Feeling confused, agitated, or got a killer headache.
- Got cramps, shakes or a racing heartbeat.
- Nausea that won't go away.
- Finding it impossible to cool down.

CAMPAIGN OBJECTIVES

- Increase knowledge that MDMA in MDMA causes harm (not just adulterants).
- Increase knowledge of harms associated with MDMA use.
- Increase knowledge of and encourage use of harm reduction strategies.
- Increase knowledge of potential life-threatening symptoms.
- Encourage patrons to seek medical attention immediately if experiencing potential identified life-threatening symptoms.

MEDIA STRATEGY

Party Smarter was in market between November 2020 and April 2021. The strategy included a launch burst targeting the South West during Leavers celebrations from the 23 to the 29 November 2020. The campaign continued to -run coinciding with the music festival and summer season in the metropolitan region.

The campaign's media strategy had a pre, during and post-event phase. The strategy uses digital media channels including social media, mobile display, audio on Spotify and Soundcloud, on-demand television and YouTube. The strategy further comprised of outdoor messaging at venues through posters and night-time projections in areas likely to be frequented by people using MDMA i.e. Northbridge. The campaign was present in at least 32 venues and 13 live music events around Perth and was in market until April 2021. Those who engage with the campaign will be directed to a dedicated music event harm minimisation page on the Drug Aware website.

Drug Aware worked with event organisers to include in-venue messaging and ensure the environment supported drug harm minimisation strategies such as access to water, spaces to chill out and way finding signs.

KEY MID-CAMPAIGN EVALUATION OUTCOMES

It is planned that the Campaign will comprise of three bursts running over three summer festival seasons. As such this evaluation report refers only to the mid campaign evaluation (after burst one 2020/2021). A post campaign evaluation will be conducted in after the third burst in 2023.

RESEARCH METHODOLOGY

Kantar Public was commissioned to conduct a mid-campaign evaluation. A 15-minute online survey that was in market from 12 to 29 April 2021 was utilised.

Respondents comprised of people who had used MDMA at festivals, events, venues and/or at house parties in the metropolitan region. Forty percent of the sample were male and 60 percent were female aged between 18 to 35.

EVALUATION OUTCOMES

- Nearly half (49%) of people who used MDMA spontaneously recalled encountering a campaign about drug use at festivals.
- Close to a third (30%) of people who used MDMA recognised the campaign when prompted.
- Recognition of the campaign was highest among younger participants (18 to 24 years (39%)), higher among more people who used more frequently (39%) and highest among those who believe they should reduce their MDMA use (41%), indicating that the media strategy was effective in communicating one (or more) of the key messages to the target audience.
- The campaign was very well understood, with over 90% able to recall messages that accurately reflect the campaign's messaging objectives.
- One in 10 respondents found the campaign novel, relevant and impactful. This is in the top 25% of Australian benchmark norms.
- More than half of the respondents (56%) claimed the campaign would make them more likely to take (harm reduction) action to stay safe when using MDMA.
- One in four young adults did take some kind of harm reduction action as a result of the campaign and over one in 10 claimed to have taken steps to inform themselves of the potential harms of MDMA and how to be safe when using it.
- Although not the primary aim of the campaign, 6% of respondents decided not to take MDMA as a result of seeing the campaign.

Knowledge of MDMA's risks and health impacts were better positioned amongst those aware of the campaign, compared to those who did not recognise the campaign and compared to the 2020 baseline.

Outcomes compared to those were not aware of the campaign

- An increased proportion of respondents (55%, compared to 38%) were aware that the MDMA in MDMA leads to serotonin toxicity.
- An increased proportion of respondents (49%, compared to 40%) were aware that the MDMA in MDMA leads to internal drowning.
- An increased proportion of respondents (48%, compared to 44%) were aware that purer MDMA does not mean safer MDMA.

Outcomes compared to the 2020 baseline

- A decreased proportion of respondents (55%, compared to 68%) agreed that MDMA is only dangerous due to other things that could be in it.
- An increased proportion of respondents (55%, compared to 41%) were aware that the MDMA in MDMA leads to serotonin toxicity.
- An increased proportion of respondents (49%, compared to 37%) were aware that the MDMA in MDMA leads to internal drowning.

Help-seeking attitudes and behaviours

- Self-protective and harm-minimising behaviours were consistently more likely to be employed by those aware of the campaign than those unaware.
- Willingness to get help for some specific symptoms was slightly better amongst those aware of the campaign, particularly "headache", which is up to over a third amongst those aware from a low 2020 baseline.
- However, attitudes towards help seeking could be improved and an aim of future campaign bursts.

The evaluation results may have been impacted by COVID-19 due to restrictions and events and venues being closed over the summer period. This affected the likelihood of people using MDMA and therefore finding the campaign relevant to them. Further, this limited Drug Aware's ability to engage with event organisers and implement in-venue strategies.

KEY SOCIAL MEDIA AND WEBSITE OUTCOMES

DIGITAL MEDIA

High impact mobile display, audio, BVOD (catch up TV) and YouTube was used to reach, and engage with, digital savvy young people. Over the duration of the campaign, this is resulted in 1.4 million impressions.

- **Catch Up TV:** 97.6% of people watched a complete campaign video.
- **YouTube:** overall the videos were viewed 122,502 times, with 86% of people watching complete videos.
- **Audio (incl spotify & soundcloud):** The campaign was listened to 677, 473 times with almost 80% of people listening to a complete ad.
- **SMS text messages:** 9000 people recieved a text message in preparation for their end-of-school Leavers celebrations. This channel was used to target messaging pre, during and post events to drive engagement and recall the campaigns key messages.

SOCIAL MEDIA

Social media served time targeted messaging to reach people pre event, during event and post event to drive engagement and recall of campaign messages.

- **Facebook & Instagram:** Across the campaign, 480,000 people were reached and delivered almost 6 million impressions.
- **Snapchat:** Over 200,000 people were reached, with a total of 33,286 completed videos watched.

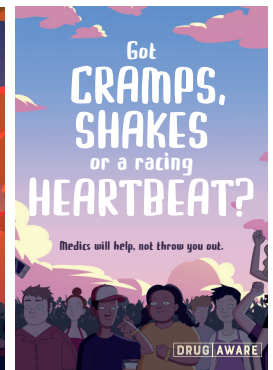
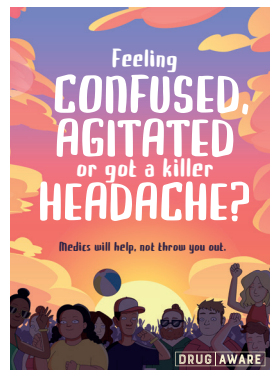
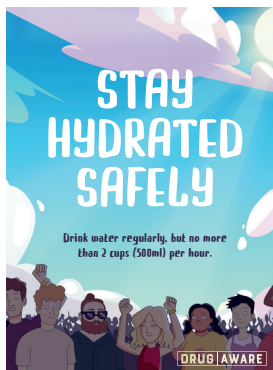
WEBSITE

- The total number of visitors to the website, during the campaign, was 241,687.
- There was a 222% increase in the number of visitors to the website after the campaign launched.
- The 'MDMA use at festivals and music events' page was visited 20,266 times during the campaign.
- The campaigns' page on the website was visited 6,484 times.
- The 'MDMA' page was visited 6,096 times during the campaign.

KEY CAMPAIGN MATERIALS

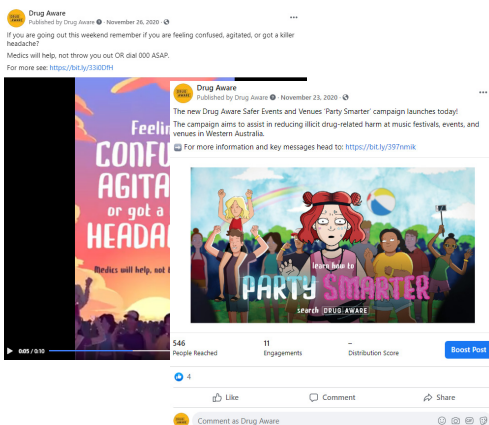


Pre-event harm education video 15 seconds



In event harm reduction posters

Signs and symptoms harm reduction posters.



Facebook ads



Screenshots



Wallet card



Way finding signs