

DRUG AWARE 'PARTY SMARTER' COMMUNITY TOOLKIT

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



DRUG
AWARE

Contents

- 03 Drug Aware 'Party Smarter' campaign
- 06 Campaign materials and resources to use locally
- 9 Resources
- 10 Website materials
- 11 Extending the campaign in your local community

PARTY SMARTER CAMPAIGN

ABOUT THIS TOOLKIT

This toolkit is for professional and community groups who are working to reduce illicit drug related harm at high-risk settings including festivals, events and night venues in Western Australia where you think people may use MDMA.

The resources in this toolkit have been developed to assist you to extend the reach of the campaign in your community. The materials are consistent with the statewide Drug Aware, Action Area Two Harm Reduction Campaign titled 'Party Smarter'.

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 Public Education and Health Promotion Team at campaigns@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 uses targeted mass reach education strategies and support and develops strategies to create safer environments.

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 first launched in November 2020.

Campaign objectives

- Increase knowledge that MDMA causes harm (not just adulterants).
- Increase knowledge of harm 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.

The campaign has a pre, during and post-event phase. Each phase has a different evidence-based objective:

- Pre-event: increase knowledge of potential harms from MDMA and poly-drug use and harm minimisation strategies.
- During event: remind users of harm minimisation strategies whilst in-venue, and encourage people who use to seek medical attention as-soon-as-possible if experiencing potential life-threatening symptoms.
- Post-event: encourage people who use to seek medical attention as-soon-as-possible if experiencing potential life-threatening symptoms.

PARTY SMARTER CAMPAIGN

Key message

'Purer MDMA does not mean safer MDMA'.

The campaign utilises a targeted and staged approach to deliver key evidence-based messages.

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.

During event

- Using MDMA? Take a small amount and then wait to feel the effects. [This message was highly targeted]
- 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.

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.

Target group

Young adults who attend high-risk events such as festivals, music events and night venues.

PARTY SMARTER CAMPAIGN

The MDMA in MDMA causes the most harm

You may have heard of deaths involving MDMA as 'overdoses', however, overdoses are actually very rare. Most MDMA-related deaths are not usually the outcome of taking too much but simply from having consumed MDMA itself.

The drug use experience and potential negative effects can be caused by a number of factors including:

- the strength (purity) of the MDMA taken; and/or
- other unknown substances used to make the drug; and/or
- the environment the drug is taken in; and/or
- individual factors relating to the person using the drug.

MDMA can contribute to causing dangerously high body temperatures (heat stroke/hyperthermia), brain swelling (from water intoxication and low salt levels [hyponatremia]), and seizures (from serotonin toxicity). These conditions can cause death unless recognised and treated early.

The potential of harm occurring after using MDMA is increased at music events, festivals and nightclubs because of the high temperatures, dancing for long periods of time (physical activity), close crowds and difficulty accessing water.

Why/how this message is important

Social and physical environments can greatly influence the health and safety of people within event contexts. The use of alcohol and other drugs (AOD) at events presents an increased risk of harm and in some cases, death.

It is important that relevant stakeholders, including event organisers, work collaboratively to implement a coordinated suite of strategies to prevent and reduce the risk of harm as a result of AOD use. The evidence identifies strategies and broader approaches that can assist in preventing or reducing AOD-related harm.

The Party Smarter campaign messaging takes its direction from evidence-based action areas to prevent and reduce AOD-related harm in the music festival and entertainment event context. The recommendations and implementation are as follows:

1. Increase ease of access to food and free, cold water at multiple locations within festival/event areas, including those which are both licensed and unlicensed.
2. Improving the physical environment including appropriate shade and ventilation provisions, dedicated

areas for patrons to rest and recover and sufficient on-site medical provision, including support services.

3. Health promotion and harm reduction messages pre, during and post event.
4. Increase awareness and/or transparency in the help-seeking process to build trust in services.

*Note: it is important to work closely with event organisers and relevant stakeholders to ensure strategies can be implemented in a way that is financially viable and mutually beneficial.

CAMPAIGN MATERIALS

PRE-EVENT HARM EDUCATION CAMPAIGN VIDEOS | 15 SECONDS



CLICK THE PLAY ICON TO WATCH THE VIDEOS

CAMPAIGN MATERIALS

SPOTIFY AUDIO | 30, 15 SECONDS



[CLICK TO DOWNLOAD THE
15 SECOND AUDIO](#)

IN-EVENT NIGHT VENUE HARM REDUCTION POSTERS - A3



[CLICK TO
DOWNLOAD PDFS](#)

THESE CAMPAIGN MATERIALS SHOULD ONLY BE USED IN VENUES SUCH AS NIGHTCLUBS, BARS AND CLUBS.

CAMPAIGN MATERIALS

IN-EVENT A2, A3 & A4 POSTERS



SIGNS AND SYMPTOMS HARM REDUCTION POSTERS



THESE CAMPAIGN MATERIALS SHOULD ONLY BE USED AT RELEVANT MUSIC FESTIVALS, EVENTS OR SIMILAR.

RESOURCES

MDMA FACTSHEET



WHAT IS MDMA?

MDMA (otherwise known as ecstasy, E, MD, pills or caps) stands for 3,4-methylenedioxymethamphetamine. Drugs sold as MDMA will have varying levels of MDMA and the purity and strength (dose) will be unknown. It can contain other ingredients (in addition to the MDMA) that can be toxic. MDMA is traditionally sold as pills but it is becoming more common in powder and capsule form (containing powder or crystals).

THE EFFECTS OF MDMA

The effect of drugs is a result of the interaction between the drug, person and the environment. The environment MDMA is used in can increase the risk of harm. For example, night clubs and festivals increases the risk of harm due to high temperatures, dancing for long periods of time, crowds and difficulty accessing water.

MDMA is a stimulant drug which means it speeds up the messaging in the brain and the central nervous system. It also has hallucinogenic and psychotropic effects. Short term effects include:

- Jaw tension, teeth grinding and dry mouth.
- Increased heart rate.
- Increased body temperature and sweating.
- Pupil dilation, headache and muscle aches.
- Paranoia, irritability and anxiety.
- Nausea and vomiting.

Some effects will not appear initially and can be felt up to 12 hours after use. Look out for reduced appetite, disturbed sleep, feeling down, muscle aches and finding it hard to concentrate.

HOW MDMA CAUSES HARM

Purer MDMA does not mean safer MDMA. More deaths related to MDMA are a result of MDMA rather than contaminants.

MDMA can contribute to causing dangerously high body temperatures, brain swelling, and seizures. These conditions can cause death unless recognised and treated early.

HOW TO REDUCE THE RISK OF HARM

Choosing not to use drugs is always the safest option, and using drugs can never be safe.

If someone chooses to use MDMA, they should educate themselves about the risks. Here are some other things they should know:

1. Know about the drug. Do research, find out the basics such as how it might feel, dose, how long it takes for the effect to start, peak and finish.
2. Hydrate safely. Stick to 500ml (one small bottle or two cups) of water each hour. MDMA can cause your body to retain water which can have harmful effects, such as cells swelling and seizures.
3. Chill out. Especially if you're feeling hot, it will help to cool you down. MDMA alters the body's ability to regulate its temperature, increasing the risk of serious heat stroke.
4. Try a small amount and wait to feel the effects. Everyone should take a test-dose. If there is no feeling, don't take more, the drug probably isn't MDMA.
5. Have salty snacks or sports drinks.
6. Know the signs that help is needed (visit drugaware.com.au).
7. Stick with mates and make emergency plans; download the festival map, have a meeting point, make sure mobiles are charged, and know where on-site support services are.
8. Do not mix different kinds of drugs, including alcohol. This increases the chance of something going wrong and the effects are unpredictable.
9. Avoid alcohol, caffeine and energy drinks. This will dehydrate you and increase your risk of heat stroke.
10. Don't double drop.

IF YOU NEED HELP

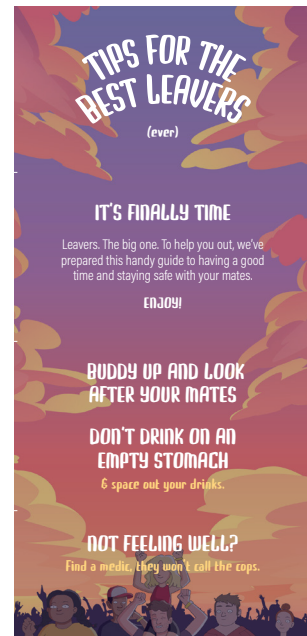
If you're at a festival or event go to the nearest First Aid tent. If you aren't at a venue with a First Aid tent call an ambulance on triple zero (000) or go to the nearest Emergency Department. Remember the medics are well trained and will not call the police (unless they are threatened or there is a death). Even if you don't think it's serious, the most important thing is that you get help ASAP.

For more information visit www.drugaware.com.au or call a qualified alcohol and other drug counsellor at the Alcohol and Drug Support Line. You can call them 24/7 on (08) 9442 5000 or 1800 798 024 (country calls).

For more information visit drugaware.com.au

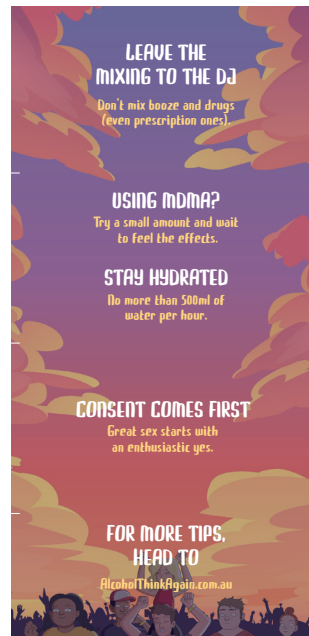
DRUG AWARE

TIPS FOR THE BEST LEAVERS



DRUG AWARE

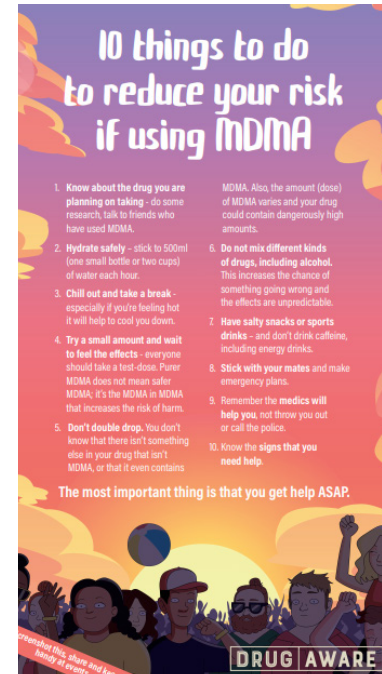
alcoholthinkagain



DRUG AWARE

alcoholthinkagain

10 THINGS TO DO TO REDUCE YOUR RISK IF USING MDMA



DRUG AWARE

SIGNS AND SYMPTOMS THAT MY FRIEND OR I MIGHT NEED HELP



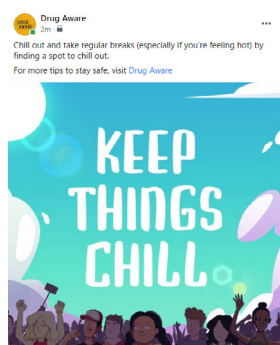
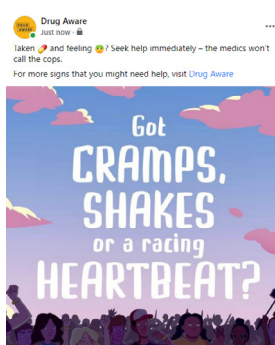
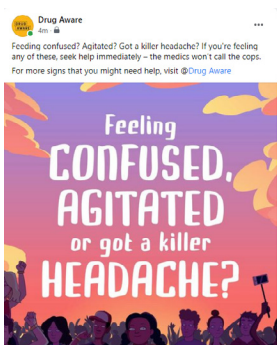
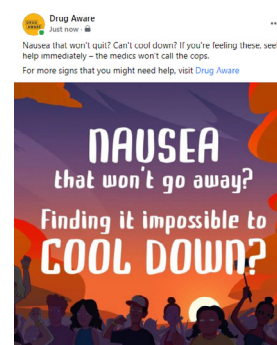
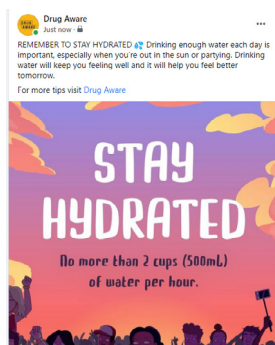
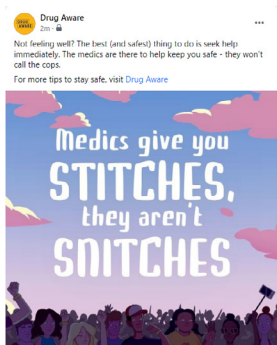
DRUG AWARE

A4 Factsheet

Four fold wallet size card

Screenshot these resources

SOCIAL MEDIA POSTS



WEBSITE CONTENT

A range of content is now live on the Drug Aware website to support the campaign.

MDMA use at festivals & music events page 🔍

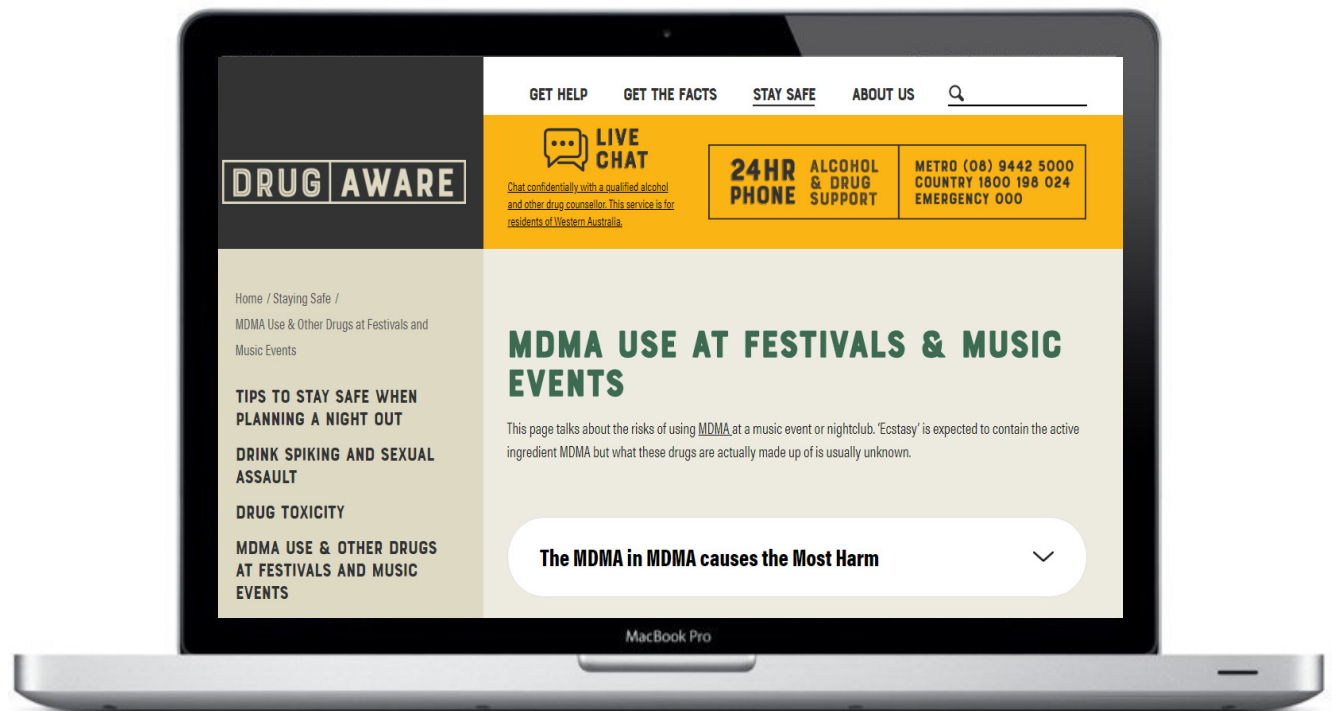
This page talks about the risks of using MDMA at a music event, festival or nightclub. It provides information on MDMA, tips to reduce your risk of harm and how to seek help in an emergency.

Campaign page 🔍

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

MDMA page 🔍

A comprehensive facts page on the health effects, risks and use of MDMA use in (Western) Australia.



🔍 Click to view the webpages

learn how to

PARTY
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DRUG AWARE

DRUGAWARE.COM.AU

EXTENDING THE CAMPAIGN IN YOUR LOCAL COMMUNITY

The MHC supports interested 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.

All campaign materials should only be used at relevant music festivals, events, nightclubs or similar venues.

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 Public Education and Health Promotion 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
PUBLIC EDUCATION AND
HEALTH PROMOTION 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.

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