Cracks in the Ice

AN EVIDENCE-BASED INITIATIVE FOR THE AUSTRALIAN COMMUNITY ABOUT CRYSTAL METHAMPHETAMINE ‘ICE’

Cath Chapman
Empathy ended at ice for the family of one addict who took his own life

ABC News Breakfast, By Patrick Wood
Updated 10 Aug 2017, 6:37pm

When Mikayla Mayoh's cousin took his own life there was an outpouring of sympathy and offers of support.

But when she told them he was addicted to ice, people's response turned to disgust.

"Once people knew my cousin was addicted to ice he was almost de-personified ... he was a problem that was dealt with."
• Cracks in the Ice is an online toolkit to provide evidence-based information and resources about ice for the Australian community.

• It was developed in response to one of the recommendations of The National Ice Taskforce Report in 2015.

**RECOMMENDATIONS**

Support families, communities and frontline workers

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<tr>
<th>Recommendation 1</th>
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<tr>
<td>The Commonwealth, state and territory governments should work together to develop an online curated toolkit of information and resources to support families and communities to better understand and respond to the problems caused by ice.</td>
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Cracks in the Ice was informed by input from community members across Australia, and was developed in collaboration with researchers from:

- NHMRC Centre of Research Excellence in Mental Health and Substance Use
- National Drug and Alcohol Research Centre, UNSW
- National Drug Research Institute, Curtin University

Funded by Australian Government Department of Health

Technical input: Netfront Pty Ltd – web developers
OVERVIEW OF DEVELOPMENT

End-user consultation

Resource Scoping & Development

External Experts

Advisory Group

Beta-testing
SCOPING SURVEY

• We conducted an online scoping survey in Dec 2015
• 451 people (55% female, mean age=28.8 years)
• 30% had used ice in their lifetime of these, 22% were using weekly
• 29% had experienced family or relationship problems as a result of someone using ice. 19% had been pushed, hit or assaulted by someone using ice

<table>
<thead>
<tr>
<th>Why would you visit a website about ice?</th>
<th>%</th>
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<tbody>
<tr>
<td>To get information for myself</td>
<td>41%</td>
</tr>
<tr>
<td>To find out how to get help for a friend/family member</td>
<td>30%</td>
</tr>
<tr>
<td>To get information for a friend/family member</td>
<td>27%</td>
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ASSESSING EXTERNAL RESOURCES

- Scoping for, adapting and developing resources
- Adapted NHMRC Body of Evidence Matrix to determine eligibility for inclusion
- 2006+ (unless no other existing resources)

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<thead>
<tr>
<th>Component</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
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<tbody>
<tr>
<td>Evidence base: <em>Was the resource developed on the basis of evidence?</em></td>
<td>Formally evaluated and findings published.</td>
<td>No formal evaluation; Developed on the basis of published findings OR some testing among end-users has been conducted.</td>
<td>No reference to formal evidence or testing; developed with formal input from experts.</td>
<td>Developed on basis of personal opinion only / unknown.</td>
</tr>
<tr>
<td>Impact and Utility: <em>Range and importance of issues covered</em></td>
<td>Very large: Covers a range of relevant issues comprehensively.</td>
<td>Substantial: covers more than one relevant issue.</td>
<td>Moderate: Covers a single issue of high importance.</td>
<td>Slight/Restricted: Brief resource, covers a single issue of lesser importance.</td>
</tr>
<tr>
<td>Generalisability: <em>Relevance of the resource to the community and/or target groups for the toolkit.</em></td>
<td>Relevant to one or more of the toolkit’s target groups.</td>
<td>-</td>
<td>-</td>
<td>Not relevant for any of the toolkits’ target groups.</td>
</tr>
<tr>
<td>Applicability: <em>How applicable is the resource to an Australian context?</em></td>
<td>Directly applicable to Australian context.</td>
<td>Applicable to Australian context with some caveats.</td>
<td>-</td>
<td>Not applicable to an Australian context / Unsure.</td>
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CONSULTATION WITH EXPERTS

Jack Nagle, Presenter, Media Commentator & Recovery Advocate, The Real Drug Talk
- Ongoing expert consultation
- Half-day workshop in May
- Beta-testing and expert review

Caitlin Hughes, Senior Research Fellow, Drug Policy Modelling Program
- Review draft content for the Ice and the Law content
- Provide expert advice about current legislation and policy relating to methamphetamine in Australia
• Gilimbaa - Indigenous creative agency
  • Review draft content for the page relating to Aboriginal and Torres Strait Islander people
  • Provide culturally appropriate imagery for this section of the website
  • Review the web page design, make recommendations regarding layout and navigation of content
A total of 41 participants completed an in-depth survey between August & September 2016.

Aim: seek feedback from end-users on content, language, design, layout, images and navigation.
CRACKS IN THE ICE: HEALTH PROFESSIONALS

Including online training in evidence-based therapies.

Including Do’s and Don’ts of managing: Aggression, Symptoms of psychosis

Guidelines for professionals in health and emergency service sectors.
CRACKS IN THE ICE: HOMEPAGE

GET THE FACTS ABOUT ICE

What is ice?
How many people use ice?
Why do people use ice?
What are the laws about ice?

STAYING SAFE

When and where do I get help?
How do I support a loved one?
Support Services for Aboriginal and Torres Strait Islanders

WHAT ARE THE EFFECTS OF ICE?

How does ice work?
What are the mental health effects of ice?
What happens when you use ice with other drugs?
CRACKS IN THE ICE: COMMUNITY TOOLKIT

- Select Cracks in the Ice factsheets and content pages to Build Your Own Handout
- Information for social media and newsletters
- Feedback loop for community to have input
- Capacity to order hard copy resources
- Webinars
- Link to the Alcohol and Drug Foundation and the LDAT program (adf.org.au)

PowerPoint presentation slides and notes for event organisers or community groups

HOLDING AN EVENT?
Click here for the Cracks in the Ice PowerPoint presentation (PDF or PPT), speaker notes and promotional poster (A1/A0)

BUILD YOUR OWN HANDBOOK
Pick and choose Cracks in the Ice factsheets to build your own handout

STAKEHOLDER KIT
Let us know

RESOURCES
Click here to order booklets and flyers for your community
CRACKS IN THE ICE: AUSTRALIA’S RESPONSE
WHO IS USING CRACKS IN THE ICE?

Since launching on 3rd April 2017...

20,172 Users

74,772 Page Views

2.79 Pages / Session

2.38 Minutes Average Session Duration
WHO IS USING CRACKS IN THE ICE?

91% sessions are from Australia

Also had interest from:
- US (3%)
- UK (1%)
- Canada (1%)
- As well as NZ, South Africa, Philippines, Indonesia, India

City | Sessions
--- | ---
Sydney | 26%
Melbourne | 20%
Brisbane | 14%
Perth | 10%
Adelaide | 6%
Canberra | 3%
Hobart | 2%
Gold Coast | 1%
Cairns | 1%
Orange | 1%
Darwin | 1%
WHAT ARE THE MOST VISITED PAGES?

Since launch >33 000 booklets and >16 000 flyers have been requested

>400 organisations have requested booklets including
  - Alcohol and Drug Foundation
  - Stimulant Treatment Program, NSW
  - High Street Youth Health Service, NSW
  - ATODS Townsville, QLD
  - Aboriginal Alcohol and Drug Service, WA
  - Health Options Australia, QLD
  - Endeavour Ministries, VIC
  - University of Tasmania, TAS
  - ICESUP - Ice Support for families, QLD
  - Nungurra Youth, VIC
  - Cairns Ice Epidemic Support Group, QLD
  - Directions Health, ACT
CRACKS IN THE ICE FEEDBACK

The TARA Clinic shared your post.
4 September at 13:49

Cracks in the Ice is an incredible initiative that provides people with helpful tools to assist someone using methamphetamine.

Cracks in the Ice
4 September at 12:00

Taking ice with other drugs carries extra risks, making its use even more dangerous. Visit https://cracksintheice.org.au/using-ice-with-other-drugs

Karen Moore shared a Page.
23 August at 19:07

This is a great website with lots of information for any person or loved one affected by "Ice".

West Coast Youth & Community Support shared your post.
19 June

This is great info for parents or carers of young people who are wondering how to support them staying safe and scared about the risks of drugs and alcohol particularly methamphetamine or "ice".

Using Ice with other drugs...
Regular webinars series is running to enhance engagement and dissemination

To date two webinars have been run, with over 675 registrants

Attendees include:
- Drug & alcohol counsellors
- Psychologists / psychiatrists
- Teachers
- Nurses
- Policy makers
• Regular reviews of emerging literature, national and international websites
• Monitor traffic to different parts of the site
• Responding to end-user requests for information and resources
NEXT STEPS: DISSEMINATION

- Mobile APP currently under development
- Key features and information available **offline** for areas where connectivity is poor (e.g. rural areas).

See our poster
• Program to support families & friends of those using methamphetamine

• Development of the Cracks in the Ice toolkit to better meet the needs of Aboriginal and Torres Strait Islander people.
ACKNOWLEDGEMENTS

The Cracks in the Ice Team:
Katrina Champion, Louise Birrell, Nicola Newton, Frances Kay Lambkin, Hannah Deen, Lexine Stapinski, Mary-Ellen Brierley, Brad Shaw, Siobhan Lawler, Natasha Nair, Maree Teesson

Collaborators: Steve Allsop, Nyanda McBride.
We would like to acknowledge the many community members from around the country who provided their input and feedback during the development of this resource.

We would also like to thank the individuals who so generously shared their experiences with us and allowed us to use their stories on this site.

“It ties in with a non-judgemental approach to those who may be using, or intending to use, without alienating them.”

“I think it is great as it’s important for people to feel like they are not alone.”
Thank you

info@cracksintheice.org.au
www.cracksintheice.org.au

Next Webinar: Thursday 16th November, 11am

Effects of ice on the brain and body and implications for responding

A/Prof Nicole Lee