

IS CRACKS IN THE ICE CHANGING KNOWLEDGE ABOUT THE DRUG 'ICE' AND ATTITUDES TOWARDS THE DRUG IN AUSTRALIA? AN EVALUATION OF THE ONLINE TOOLKIT AMONG THE AUSTRALIAN COMMUNITY

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Introduction and Aims: The *Cracks in the Ice* online toolkit (CITI, www.cracksintheice.org.au) was launched in 2017 as part of the Australian Government's national response to crystal methamphetamine ('ice'). The toolkit provides evidence-based information and resources to help families, health workers, and communities better respond to ice-related issues. Two key aims of the toolkit are to increase knowledge about ice and to challenge misinformed and stigmatising attitudes towards ice, which are evident across Australia. A national online survey was recently conducted to evaluate whether CITI is achieving these aims.

Design and Methods: The survey took 10-30 minutes to complete and was conducted among Australians aged 18 years and over, including people who use ice, family, friends, health workers, and general community members. Participants who hadn't visited CITI prior to taking the survey were instructed to browse the website for a minimum of 2 to 5 minutes. Their knowledge and attitudes about ice were assessed before and after to measure the impact of website exposure on these constructs.

Results: The survey ran from Nov-18 to Mar-19 and was completed by >2000 participants. Data analysis is currently in progress and key findings will be reported at the conference. Google Analytics data on the reach of CITI will also be reported.

Discussions and Conclusions: Digital information initiatives like CITI have the potential to influence knowledge and attitudes about AOD issues at a large scale. The current presentation will be of interest to service providers, policy officers, researchers and the general community.

Disclosure of Interest Statement: This project is supported by funding from the Australian Government Department of Health.