

Cracks in the Ice: A digital health initiative disseminating evidence-based information about crystal methamphetamine in Australia

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www.cracksintheice.org.au

1 BACKGROUND: CRYSTAL METHAMPHETAMINE IN AUSTRALIA

- Crystal methamphetamine ("ice") is associated with significant societal harm in Australia
- Methamphetamines, including ice, were rated by 40% of Australians as the drug of most concern in the latest National Drug Strategy Household Survey (2016)
- *Cracks in the Ice* is a digital public health initiative that launched in response to recommendations of the Australian Government's National Ice Taskforce (2015)

2 WHAT IS CRACKS IN THE ICE?

Visit the portal now!
www.cracksintheice.org.au

Cracks in the Ice provides the first centralised online portal for evidence-based information and resources about ice in Australia. It was developed in conjunction with researchers, consumer experts & >450 community members.

Portal released 2017

The portal answers **common questions** such as...

What is ice?
What are the effects of ice?
When and where do I get help?
How do I support a loved one?

and also provides **targeted resources** for...

Family & friends
of people who use ice

Local
community groups

School
communities

Health
professionals

Offline mobile
app released
2018 to reach
areas with
poor internet

Download
today on
Google Play
or App Store!

3 REACH OF CRACKS IN THE ICE

>140K website users
>330K page views

>1.7K clicks
to download

>1,900
e-newsletter
subscribers

>84K booklets & flyers
>700 organisations

>600 page
likes

20 conference
presentations

>400 followers

6 webinars viewed
>3.5K times

Data accurate as at 24/10/2018

4 NEXT STEP: EVALUATION

- Is it meeting needs of end-users?
- Is it changing knowledge & attitudes?

5 TAKE HOME MESSAGE

Digital approaches like *Cracks in the Ice* stand to overcome structural, geographical, and attitudinal barriers to AOD prevention.

CONTACT US

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