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

**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?**

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.

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

**Visit the portal now!**
[www.cracksintheice.org.au](http://www.cracksintheice.org.au)

**Portal released 2017**

**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
- >1,900 e-newsletter subscribers
- >600 page likes
- >400 followers
- >84K booklets & flyers
- >700 organisations
- 20 conference presentations
- 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.

**CONTACTUS**

- info@cracksintheice.org.au
- @cracksintheice

**Affiliations:**
1. NHMRC Centre for Research Excellence in Mental Health and Substance Use, National Drug and Alcohol Research Centre, UNSW, Sydney, Australia
2. Northwestern University, Illinois, USA
3. University of Newcastle, Newcastle, Australia

**References:**