

## **Cracks In The Ice: A Digital Health Initiative Disseminating Evidence-Based Information About Crystal Methamphetamine In Australia**

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### **Background:**

Crystal methamphetamine (ice) is associated with significant societal harm, and methamphetamines 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* ([www.cracksintheice.org.au](http://www.cracksintheice.org.au)) is a digital public health initiative that launched in April 2017 in response to recommendations of the Australian Government's National Ice Taskforce. *Cracks in the Ice* provides the first centralised online portal for evidence-based information about ice relevant to Australia. It provides targeted information and resources for family and friends of those who use ice, community groups, schools and health professionals. A companion smartphone application is available on iPhone and Android and was developed to extend reach in communities with unreliable internet access. Additional resources available include a community toolkit and complimentary hard-copy resources.

### **Outcome:**

Since its launch, the portal has had >73,000 users and >63,000 hard-copy resources have been distributed to >500 organisations including AOD treatment services, community groups and schools. Four months since launch of the smartphone application, people have clicked to download it >750 times. A formal evaluation of Cracks in the Ice is planned for mid 2018 and preliminary results will be shared for the first time at the conference.

### **Conclusion:**

Digital initiatives stand to overcome structural, geographical, and attitudinal barriers to harm reduction efforts. The current presentation will be of interest to service providers, policy makers, researchers and the general community.

### **Disclosure of Interest Statement:**

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