



Swan Hill Drug Prevention Plan 2015

Introduction

In September 2013 a '**Methamphetamine: special two-part forum**' was held in Swan Hill hosted by Anex and Victoria Police Swan Hill after community concern about a perceived rise in the use of the drug Methamphetamine, commonly called ICE. There was an agreement that an informed and planned approach to ICE Prevention in the Swan Hill community should occur and SMPCP Swan Hill Health and Wellbeing Partnership (SHH&WP) group took to develop a Swan Hill ICE Prevention Plan on behalf of the Swan Hill Community Safety Committee.

To inform the development of a Swan Hill Drug Prevention Plan the Partnership group looked to gain further evidence and sought input from local agencies to build on and confirm findings from the **Anex Forum Report** and pick up other information that had not yet been captured. A **Swan Hill ICE Prevention Needs Analysis** was sent to local agencies to ask for support in providing data and information. Information was also gathered via contact and discussions with people in communities and agencies across Victoria. The information collected coincided with the main statements from the Anex forum.

Responses from the Needs Analysis were summarised into the **Swan Hill Methamphetamine Enquiry Summary** which also included resources, training options, forums and other information. This was distributed to agencies/individuals that either responded to previous communication about a Swan Hill Methamphetamine Prevention Plan, or had an interest or role in working with members of the community who had been affected by Methamphetamine use.

On August 26, 2014 SMPCP held a **Swan Hill Methamphetamine Prevention Plan Meeting** to discuss what had been achieved so far, and collaborate with agencies to determine the next steps in the Prevention Plan. It was established that though the community perceives an increase use of Methamphetamine, it is not the community's only issue in relation to drugs and that the plan would include alcohol and other drugs. It was decided to have a 'flexible and living plan' that aims to;

1. To promote and increase community awareness on the harms associated with the use of legal and illegal drugs*

Southern Mallee Primary Care Partnership (SMPCP) Swan Hill Drug Prevention Working Group are working together to develop, implement and evaluate the Swan Hill Drug Prevention Plan. This Plan was endorsed by the Working Group Member Agencies on **29th April, 2015**.

*drugs in this document refers to illegal and legal drugs

GOAL To promote and increase community awareness on the harms associated with the use of legal and illegal drugs

OBJECTIVE

1. To increase awareness and knowledge of the harms associated with the use of legal and illegal drugs through a community wide marketing and communication strategy

IMPACT EVALUATION

- Swan Hill Drug Prevention Communication Strategy endorsed for use by the Swan Hill Drug Prevention Working Group in 2015
- Increased community knowledge of the harms associated with the use of legal and illegal drugs and support services available by 2015

Strategies (How/actions)	Responsibility	Timeline	Process Evaluation	
			Measure and Tool	OUTCOMES (To Date – 4 August 2015)
<p>Develop Swan Hill Drug Prevention Communication Strategy which articulates our;</p> <ul style="list-style-type: none"> • Collective Message/s • Design of message • Mediums to be used • Target Audience • Implementation of strategies, including who will lead and be involved 	<ul style="list-style-type: none"> • Swan Hill Drug Prevention Working Group Members • SMPCP Staff 	March 2015	<p><u>Measure:</u> Consultation, planning, implementation and evaluation with Swan Hill Drug Prevention Working Group and other engaged Members</p> <p><u>Tool:</u></p> <ul style="list-style-type: none"> • Swan Hill Drug Prevention Working Group Minutes • SHDH Communication Plan • Endorsed Swan Hill Drug Prevention Communication Strategy • Evaluation outcomes of Swan Hill Drug Prevention Communication Strategy 	<p>Draft Swan Hill Drug Prevention Communication Strategy developed Appendix 1</p> <p>Engagement Brief developed and distributed to Working Group. To be updated by SMPCP Staff with progress.</p> <p>Andrew Downes has presented on the topic of ice to over 600 people in local communities.</p>
<p>Develop local community supports resource/s focused on the</p> <ul style="list-style-type: none"> • Associated harms with the use of legal and illegal drug use • Local agency supports 	<ul style="list-style-type: none"> • Swan Hill Drug Prevention Working Group Members • SMPCP Staff 	December 2014	<p><u>Measure:</u></p> <ul style="list-style-type: none"> • Consultation, planning with Swan Hill Drug Prevention Working Group • Number of resources developed and distributed <p><u>Tool:</u> Developed resources</p>	<p>Local SMPCP AOD Supports Card</p> <ul style="list-style-type: none"> • Developed and endorsed by Swan Hill Drug Prevention Working Group January 2015 • Distributed to list of identified agencies and community groups developed, which includes other resources to be promoted. • Revising of the cards to include local GP Clinics and the Ice Help

				<p>Line.</p> <p>ADF AOD Information Pamphlets endorsed for use by the Swan Hill Drug Prevention Working Group.</p> <p>One page identified resources developed and endorsed by Swan Hill Drug Prevention Working Group. Distributed to Working Group and via SMPCP Networks.</p> <p>AOD Supports Cards and ADF Pamphlets supplied by SMPCP to the Mallee Eagles Football Netball Club Ice Forum held on 20th April, 2015.</p> <p>AOD Supports Cards and ADF Pamphlets supplied by SMPCP to the Tyntynder Beyond Blue Cup football match held on the 2nd May, 2015.</p> <p>AOD Supports Cards included in show bags at NAIDOC week 2015</p>
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GOAL To promote and increase community awareness on the harms associated with the use of legal and illegal drugs

OBJECTIVE

2. To build capacity of Swan Hill region agencies of evidence based drug prevention and early intervention initiatives

IMPACT EVALUATION

- Increased understanding of the harms associated with the use of legal and illegal drugs of Swan Hill Drug Prevention Working Group Members and other agencies by 2015

Strategies (How/actions)	Responsibility	Timeline	Process Evaluation	OUTCOMES
			Measure and Tool	
Establish Swan Hill Drug Prevention Working Group for the purpose of developing community awareness and capacity building strategies etc	SMPCP Staff	First Meeting 26 th August 2014	<u>Measure:</u> <ul style="list-style-type: none"> Establish Swan Hill Drug Prevention Working Group Five Meetings (July 2014 – June 2015) <u>Tool:</u> <ul style="list-style-type: none"> Meeting Minutes Swan Hill Drug Prevention Working Group Terms of Reference 	Swan Hill Drug Prevention Working Group Established with 11 Member Agencies Five meetings have been held to date (May 2015).
Liaise with 'Project Ice Mildura' and other communities regarding their response to ice including, Geelong's 'Our Town's Ice Fight' and 'Wimmera Drug Action Taskforce.'	SMPCP Staff	Commenced August 2014	<u>Measure:</u> <ul style="list-style-type: none"> Other community's illegal and legal drug evaluation and/or plans obtained. <u>Tool:</u> <ul style="list-style-type: none"> Swan Hill Drug Prevention Working Group Minutes Swan Hill Drug Prevention Plan Communication Strategy 	'Project Ice Mildura' Evaluation Report (found here) reviewed by Swan Hill Drug Prevention Working Group. Used as framework for our AOD Supports Business Cards. Contact with Geelong's Ice Fight and discussion about plans and willingness to share information
Review <ul style="list-style-type: none"> Victorian Parliamentary Inquiry into the supply and use of methamphetamines, particularly 'ice', in Victoria (found here) Victoria's Governments Ice Action Plan and Framework (found here) 	SMPCP Staff	Commenced September 2014	<u>Measure:</u> <ul style="list-style-type: none"> Victorian Parliamentary Inquiry into the supply and use of methamphetamines, particularly 'ice', in Victoria reviewed Victoria's Governments Ice Action Plan reviewed 	Inquiry reviewed and aligned with this Plan. Ice Action Plan and Framework reviewed and aligned with this Plan.

<p>Investigate evidence based drug prevention and early interventions initiatives via State and Federal Government and Internationally</p>	<p>Swan Hill Drug Prevention Working Group</p>	<p>Ongoing</p>	<p><u>Tool:</u> Swan Hill Drug Prevention Working Group Meeting Minutes</p> <p><u>Measure:</u> Evidence based drug prevention and early interventions initiatives reviewed</p> <p><u>Tool:</u> Swan Hill Drug Prevention Working Group Meeting Minutes</p>	
<p>Partake in the 2014 Australian Drugs Conference in Melbourne October 14/15 and share learning's</p>	<p>SMPCP staff Member</p>	<p>October 2014</p>	<p><u>Measure:</u> Attendance at Australian Drugs Conference</p> <p><u>Tool:</u> Swan Hill Drug Prevention Working Group Meeting Minutes</p>	<p>Ellyn Tasker SMPCP attended 2014 Australian Drugs Conference and provided a report to the Working Group and Community Safety Committee in February 2015</p>
<p>Facilitate training and education to agencies relating to the harms associated with the use of legal and illegal drugs such as;</p> <ul style="list-style-type: none"> • Ice Capacity Building Workshop • Information sessions • Other identified training 	<p>SMPCP Staff with support from Swan Hill Drug Prevention Working Group</p>	<p>Ongoing</p>	<p><u>Measure:</u></p> <ul style="list-style-type: none"> • Three training sessions undertaken in 2014 – 2015 • Increased knowledge <p><u>Tool:</u> Training Evaluation Outcomes</p>	<p>Ice Capacity Building Workshop held in Swan Hill for 20 participants Feb 11th 2015</p> <p>Information Sessions held Dec 2nd 2014 for Health Professionals (55 attendees) and Employees (1 attendee)</p>
<p>Develop standard ice information presentation to support local agencies to present to local community groups / members</p>	<p>SMPCP Staff with support from Swan Hill Drug Prevention Working Group</p>	<p>April 2015</p>	<p><u>Measure:</u> Standard ice information presentation developed</p> <p><u>Tool:</u> Standard ice information presentation</p>	<p>Ice capacity training resource, Odyssey House training information and Andrew Downes draft presentation reviewed and Standard Ice PowerPoint Presentation developed.</p>

Supporting Resources

- Southern Mallee Primary Care Partnership has contributed \$1500 for the production of the AOD Supports Business Card in November 2014 and ordering Australian Drug Foundation Drug Information Pamphlets.
- Department of Justice and Regulation has provided \$3300 funding for Ice Capacity Building Workshop.

Member Organisations of the Swan Hill Drug Prevention Plan Working Group includes;

- Department of Health and Human Services
- Department of Justice and Regulation
- Mallee District Aboriginal Service
- Mallee Family Care
- Mallee Sports Assembly
- Murray Mallee Local Learning and Employment Network
- Southern Mallee Primary Care Partnership
- Swan Hill District Health
- Swan Hill Incorporated
- Swan Hill Neighbourhood House
- Swan Hill Rural City Council
- Victoria Police – Swan Hill



Swan Hill Drug Prevention Plan Communication Plan

Purpose:

To establish a comprehensive Communication Plan, outlining the key messages, mediums to be implemented to support and promote objective one of the Swan Hill Drug Prevention Plan; **To increase awareness and knowledge of the harms associated with the use of legal and illegal drugs through a community wide marketing and communication strategy**

Communication Plan:

Message	Timeline	Responsibility	Audience	Medium	Evaluation
Launch of Plan <ul style="list-style-type: none"> • Media Release, including; <ul style="list-style-type: none"> ○ Launch of plan and its activities ○ <i>Release of AOD supports business cards</i> 	March/April/ July 2015	Bronwyn Hogan SMPCP – develop draft media release Andrew Downes VicPolice – Radio contact	Whole of community	Local Newspapers Local Radio SMPCP Website SMPCP Newsletter and E-Bulletins	<ul style="list-style-type: none"> • Number of mediums used and reach of these mediums
Release AOD Supports Cards and ADF Resources <ul style="list-style-type: none"> • Distribution of cards and one page supporting resource 	March	SMPCP Staff Swan Hill Drug Prevention Working Group Members	Whole of community	<ul style="list-style-type: none"> • Agencies as identified within distribution list • Copy of card included in print media such as newspaper, football records etc 	<ul style="list-style-type: none"> • Number of cards distributed • Number of mediums used to distribute cards
Presentations <ul style="list-style-type: none"> • Focus on increasing awareness and knowledge of the harms associated with the use of legal and illegal drugs 	Ongoing	Representatives trained in the ice capacity Workshop	<ul style="list-style-type: none"> • As per requests • Football clubs 	<ul style="list-style-type: none"> • Requests from Community • Representatives seeking opportunities to present 	<ul style="list-style-type: none"> • Number of presentations • Presentation Evaluation Form utilised

BACKGROUND INFORMATION

Process:

To effectively design your communication strategies firstly consider the following six process steps.

1. Decide the **message(s)** you are communicating
2. Who is your **audience**
3. **Design** your key message(s)
4. Choose your **medium(s)**
5. **Implement**
6. **Evaluate**

Mediums:

Print A range of print mediums are available, these include;

- Local Newspapers – editorial, stories
 - The Guardian
 - Gannawarra Times
 - Buloke Times
- SMPCP e-bulletin/newsletter
- Posters

Radio Radio can be an effective communication medium, with options of paid radio advertisements and ‘free to air’ community announcements. Use of radio as a medium can be effective for certain target audiences. The local radio stations can provide further information about who listens to their stations and also options for types of advertisements, such as ‘interview style’. The Police also have a regular spot on local radio which we could utilise.

These are:

- <http://www.3sh.com.au/community/add-event> 3SH Community add event
- smartFM Swan Hill <http://tunein.com/radio/Smart-FM-991-s87212/>
- ABC Mildura-Swan Hill Big Diary – requires login to upload – (closing October 27)
<http://www2b.abc.net.au/EventCentral/View/Search.aspx?p=33&ci=0&pm=2&StateID=7&RegionID=48>
Mixx FM

Television/Cinema Swan Hill does not have local television stations however has links with **Prime Bendigo** and **WIN Bendigo** you will need to email or fax through your community announcement in advance for it to be aired in their programs, and alternately you can contact the news team. **WIN Bendigo** website offers an online news story option (<http://www.wintv.com.au/bendigo/news>) (unsure if this still exists, link doesn't work, can't find it on web) <http://www.wintv.com.au/advertise> , Prime Bendigo has the Prime Infonet – online diary and TV announcements (<https://au.prime7.yahoo.com/a1/lifestyle/infonet/submit-event>) and My Community Connect through Bendigo

for **Southern Cross Ten** <http://mycommunityconnect.com.au/?rt=submitevent> . Adding events to these websites may enable them to be aired on the TV community announcements.

Websites/Social media Social media networks such as Facebook and Twitter are mediums of communications for a large percentage of our community. Social media sites provide an avenue for engaging and informing the local community of upcoming events, news and programs relevant to Swan Hill and surrounding communities. Targeted paid advertising can be implemented via Facebook and possibly other media sites. Following are organisations who have agreed to promote this media campaign on their websites and/or social media.

After discussions with Gayle Taylor (SHDH) things to keep in mind include posting regularly, time/day, different pages different voices, youtube/images/local faces have more hits

Websites

- SMPCP website www.smpcp.com.au
- Youth Inc <http://www.youthinc.net.au/Default.aspx>
- Swan Hill District Health <http://www.shdh.org.au/>
- Eat Move Smile (blog style) www.eatmovesmile.shdh.org.au
- Utilizing Youtube
- MDAS www.mdas.org.au
- Swan Hill Library
- Community Switch
- Football / Netball club websites e.g. Tyntynder Football and Netball Club
- Mallee Sports Assembly <http://www.malleesportsassembly.org.au/>

Facebook

- Swan Hill District Health <https://www.facebook.com/SwanHillDistrictHealth>
- Eat Move Smile (Swan Hill District Health) <https://www.facebook.com/eatmovesmileshdh?ref=stream>
- Dynamo Culture (SHDH, Specifically for young people (12-25yrs) to promote youth events/news) www.facebook.com/Dynamo.Culture
- Swan Hill Neighbourhood House <https://www.facebook.com/pages/Swan-Hill-Neighbourhood-House/290394710991173?fref=ts>
- Youth Inc <https://www.facebook.com/swanhill.youthinc.3?fref=ts>
- Mallee Sports Assembly <https://www.facebook.com/pages/Mallee-Sports-Assembly-Inc/489758114497797>
- Tyntynder Netball Football Club <https://www.facebook.com/tyntynderfnc?fref=ts>
- Tradies Page
- MDAS www.facebook.com/whatskillinourmob
- SHRCC <https://www.facebook.com/SwanHillCouncil?fref=ts>

Twitter

- Swan Hill District Health www.twitter.com/SwanHillHealth

Organisations

These organisations have been identified to be able to potentially contribute to this Communication Strategy.

- Swan Hill Rotary
- Lions Club
- DEECD
- Swan Hill Schools/Principals Network
- Department of Health
- SSMART – Catherine Kennedy
- Independent Retirees Committee
- BATFORCE

Face to face Networks/Partnerships/Meetings

Communication through face to face opportunities such as meetings, events and programs provide an excellent means of promotion.

Networks/groups we can utilise:

- Swan Hill Drug Prevention Plan Working Group.
- Swan Hill Community Safety Committee.
- Other relevant SMPCP Networks and Committees.
- Other opportunities

Other Communities Key Messages:

Target Audience Response	General Community	Youth	Potential Users and Users	Family/Friends of users
Project ICE Mildura	<p>Don't let ice destroy our community, speak up.</p> <p>ICE use has skyrocketed in our community in the past 2 years. Together we can protect our community, report anything suspicious.</p>	<p>Are you ok? Are your mates ok? What do you know about ICE? Get the Facts.</p> <p>ICE is highly addictive and dangerous. It can cause serious physical and mental problems. Say no to ICE and support your friends to say no too.</p>		<p>ice: the cold, hard facts</p> <p>It's not IF someone you know is exposed to ICE, it's WHEN!</p> <p>ICE use has skyrocketed in our community in the past 2 years. Someone you know will be exposed to ICE, know the signs and get help.</p>
Geelong – Our Towns ICE FIGHT	<p>There's no place for ICE Ugly on the inside and out</p> <p>Let our town reach its full potential and prevent this ugly drug's devastation</p>			
Victorian Government 'What are you doing on ICE?' campaign	<p>Ice is a highly addictive drug which ruins lives</p>			<p>Coping with ice</p>
National Drugs Campaign	<p>Don't let ICE destroy you</p>			
The Meth Project (USA)	<p>Not Even Once</p>			